

CHAPTER - IV

CUSTOMER SURVEY FINDINGS

In this chapter an attempt is made to analyze the findings of the survey of customers of the two retail chains.


PROFILE OF RESPONDENTS

The characteristics of the samples are analyzed with reference to four demographic factors- age, gender, income and occupation.

Age –wise distribution

From Table IV-1 and Figure IV-1 it can be observed that most of the respondents belong to the age group of 21-35years in both cases. They constituted to 79% and 86% of the samples of Big Bazaar and TOTAL respectively.

Table: IV-1 Age –wise distribution of respondent customers

Age			TOTAL		Overall	
	f	%	f	%	f	%
TOTAL	205	100%	205	100%	410	100%
18-20	12	6%	6	3%	18	4%
21-25	64	31%	36	18%	100	24%
25-35	99	48%	140	68%	239	58%
35-45	18	9%	9	4%	27	7%
45 and above	12	6%	14	7%	26	6%

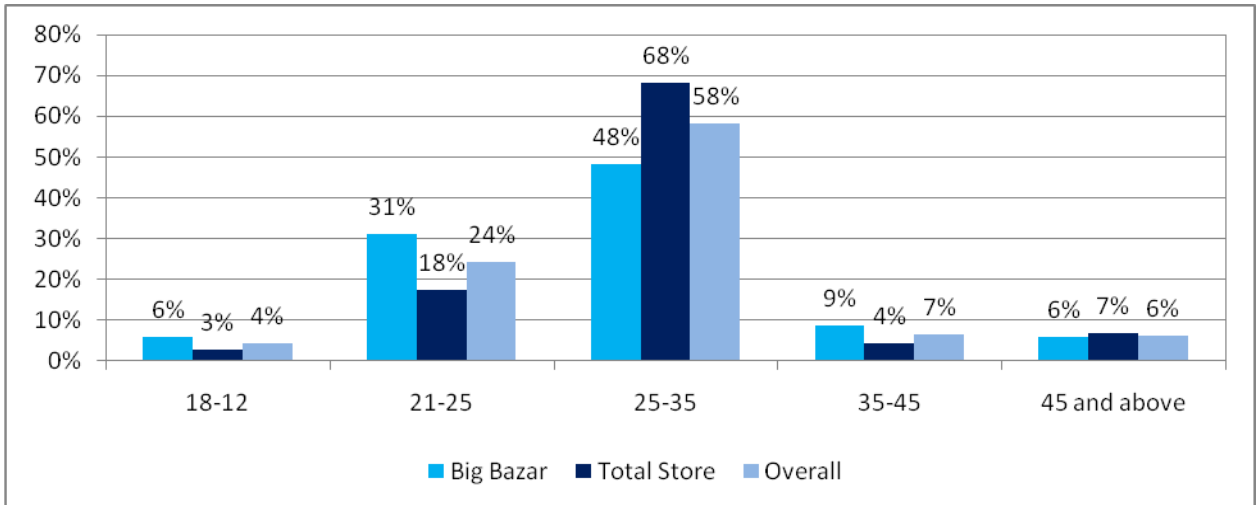



Figure : IV-1 Age –wise distribution of respondent customers

Gender -wise distribution

Table IV-2 and Figure IV-2 show the percentage distribution of the respondents across gender. In case of Big Bazaar, the percentage distribution of female respondents was slightly higher than male respondents being 56% females and 44% males. In case of TOTAL Store, the male respondents (51%) constituted slightly higher than female respondents (49%). On the whole, the percentage distribution of female respondents (52%) was slightly higher than male respondents (49%).

Table IV. 2 Distribution of respondents across gender

Gender			TOTAL		Overall	
	f	%	f	%	f	%
TOTAL	205	100%	205	100%	410	100%
Male	91	44%	105	51%	196	48%
Female	114	56%	100	49%	214	52%

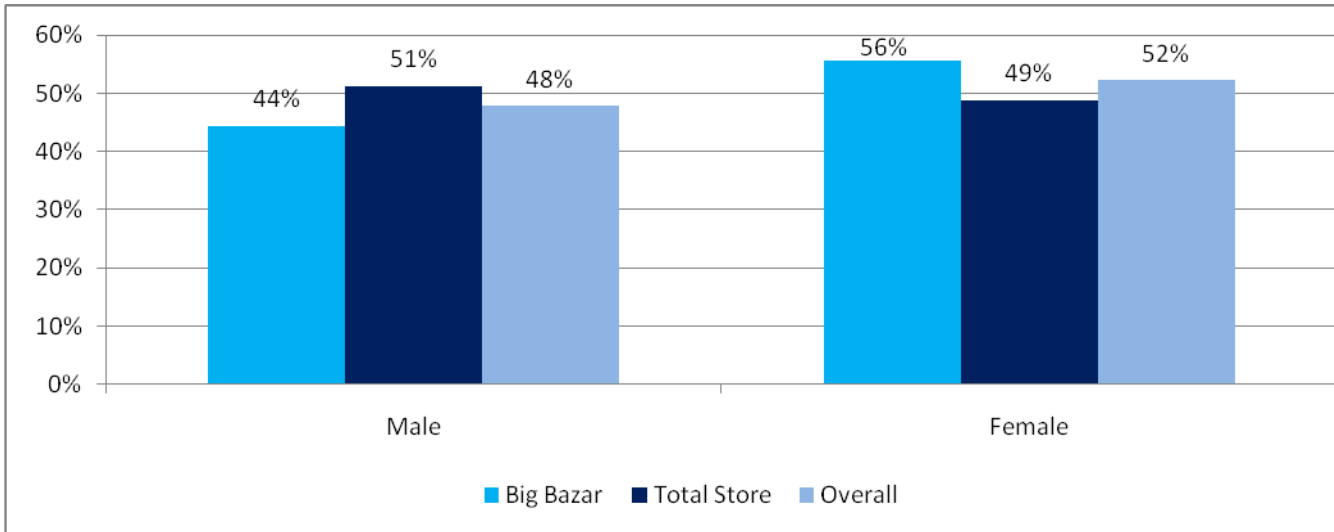



Figure IV-2 Distribution of respondents across gender

Income -wise distribution

Table IV-3 shows the percentage distribution of the respondents of across the income categories. In Big Bazar, about 53 % of respondents fall in the income ranges in between 15 K-- 35K/pm. In case of TOTAL Store, a much bigger size of respondents are found in this range. Accordingly, 70 % of the TOTAL respondents are found in this category.

Table: IV-3 Distribution of respondents across income

Income Category			TOTAL		Overall	
	f	%	f	%	f	%
TOTAL	205	100%	205	100%	410	100%
12K-15K per month	37	18%	26	13%	63	15%
15K-25K per month	64	31%	43	21%	107	26%
25K-35K per month	46	22%	134	65%	180	44%
35K and above per month	58	28%	2	1%	60	15%

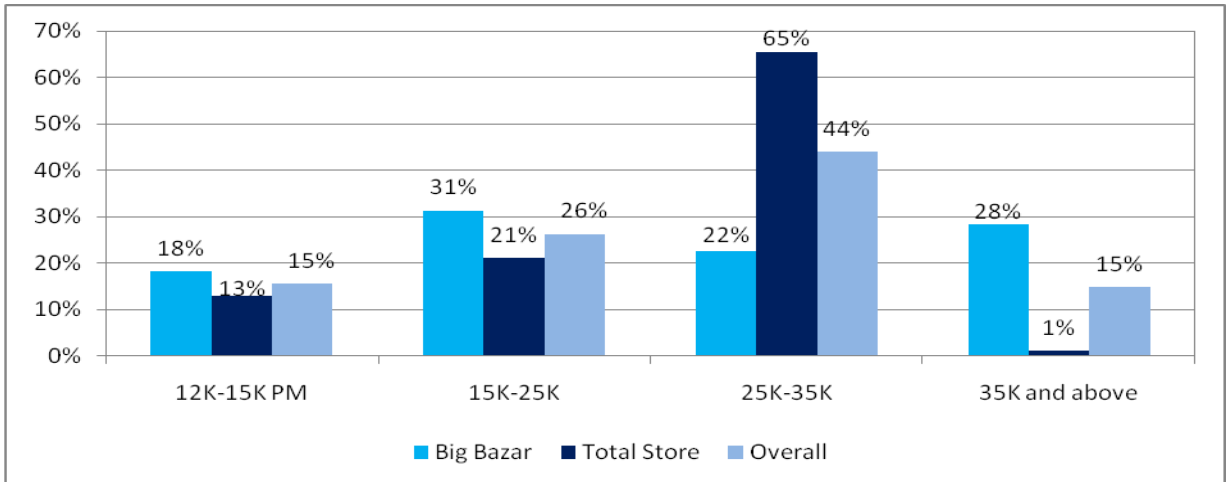



Figure IV-3 Distribution of respondents across income

Occupation -wise distribution

Table IV-4 and Figure IV-4 presents the distribution of respondents across occupations. About 73% of the respondents are engaged in income earning occupations. . In case of Big Bazaar, House wives constitute 10 per cent of the sample. About 17 % of the respondents are students. In case of TOTAL, house wives and students constitute 12%, and 13% respectively. Income earners (including retired) form the major chunk of respondents being 73% and 75% in respect of Big Bazaar and Total.

Table IV-4 Distribution of respondents across occupation

Occupation			TOTAL		Overall	
	f	%	f	%	f	%
TOTAL	205	100%	205	100%	410	100%
Software Engineer	53	26%	49	24%	102	25%
Professional	47	23%	59	29%	106	26%
Teacher	15	7%	10	5%	25	6%
Entrepreneur	16	8%	14	7%	30	7%
Manager/Section Head	9	4%	17	8%	26	6%
Housewife	20	10%	24	12%	44	11%
Student	35	17%	27	13%	62	15%
Retired	1	-	5	2%	6	1%
Others(please specify)	9	4%	-	-	9	2%

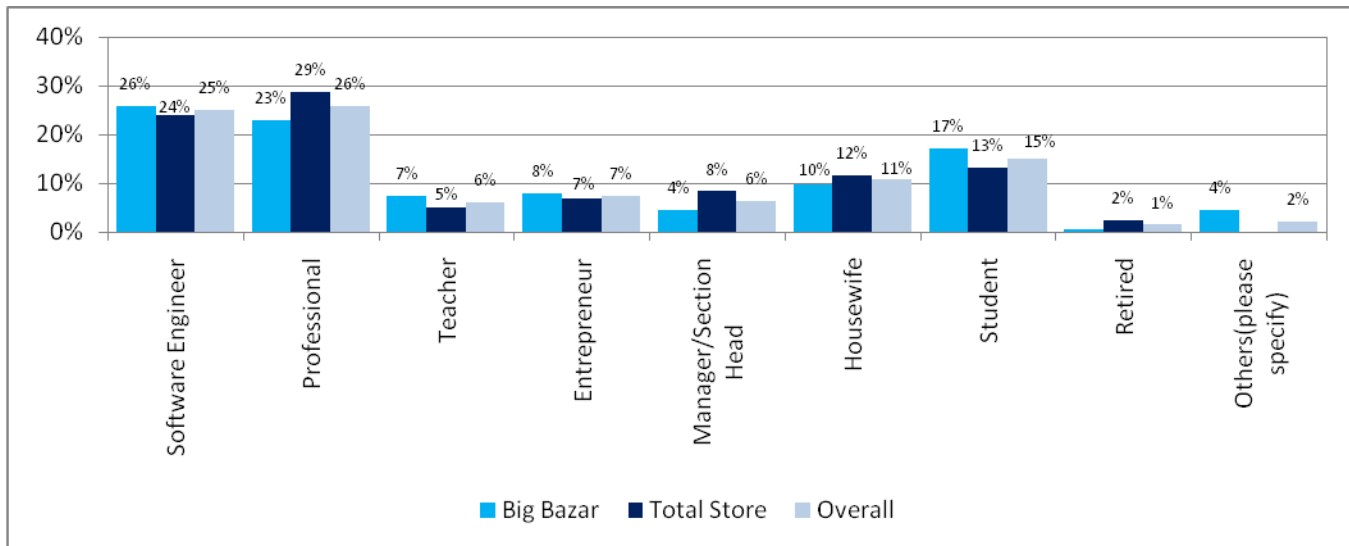


Figure IV-4 Distribution of respondents across occupation


SHOPPING BEHAVIOUR

The shopping behaviours of the respondents are analyzed with reference to sources of awareness, preferred retail outlets in the past, other retail outlets visited, frequency of visits, products purchased, expenditure incurred, period of patronage and reasons for patronage.

Sources of awareness

Table IV-5 shows that customers have become aware of the retail outlets from different sources: friends, television, news papers and other sources like leaflets. Friends are the leading source. About 40 % of Big Bazaar respondents and 33% of the TOTAL respondents mentioned friends as the source of awareness. News papers are the next major source being mentioned by 22-23% of the respondents of the two retail chains. Surprisingly, TV has played less role in creation of awareness among the respondents.

Table IV-5 Source of awareness of the retail outlet

Source of awareness			TOTAL		Overall	
	f	%	f	%	f	%
	205	100%	205	100%	410	100%
Friends	82	40.0	52	25.4	134	33%
Television	21	10.2	7	3.4	28	7%
Newspapers	45	22.0	50	24.4	95	23%
Any other source	45	22.0	21	10.2	66	16%
nearby	12	5.9	75	36.6	87	21%

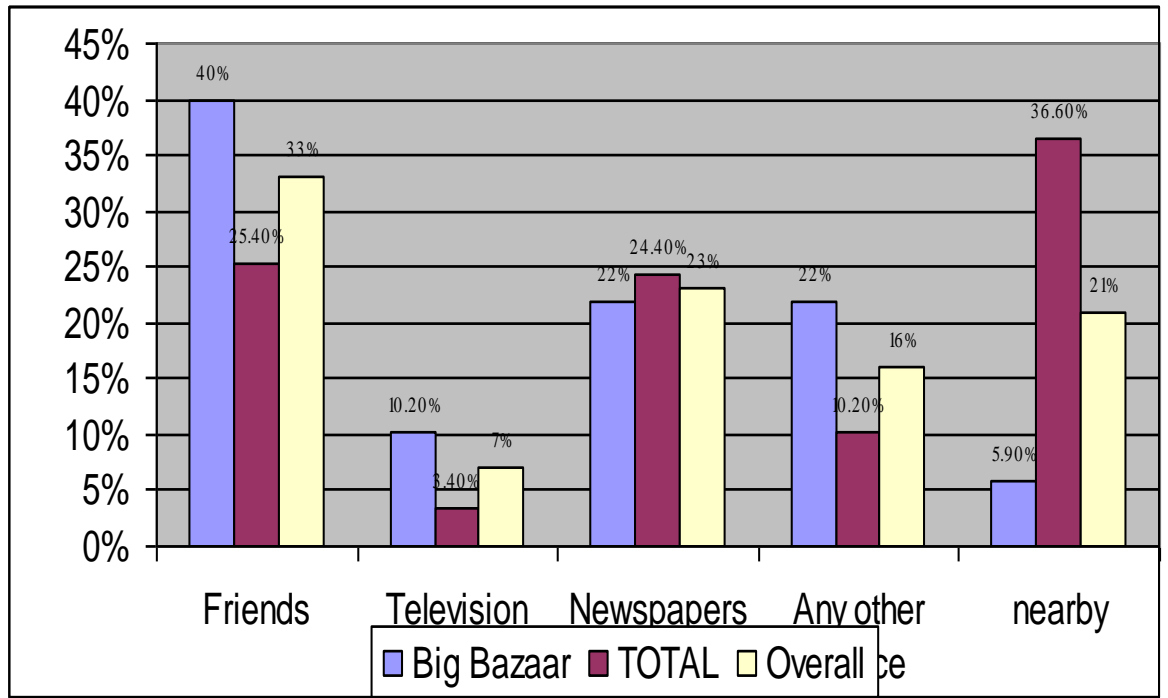




Figure IV-5 Source of awareness of the retail outlet

Preferred retail outlets in the past

Before patronizing the two retail chains, which retail format was preferred by the respondents? Table IV -6 shows the responses. About 66% of the customers used to shop at local kirana’s shop before coming to Big Bazaar. In case of the respondents of TOTAL Store, it is 42% of respondent customers that used to shop at local kirana’s shop. Overall it shows that the majority of respondent customers (54%) of both Big Bazaar and TOTAL were customers of local kirana’s shops. The other retail outlets used were: Food world (17%) and other hyper markets(17%) and Nilgiris(6%).

Table IV-6 Preferred retail outlet prior to hypermarkets

Stores					Overall	
	f	%	f	%	f	%
	205	100%	205	100%	410	100%
Local kirana's shop	136	66	87	42	223	54%
Food world	29	14	39	19	68	17%
Nilgiris	9	5	14	7	23	6%
Hyper Markets	27	13	46	22	73	17%
Any other place	4	2	19	9	23	6%

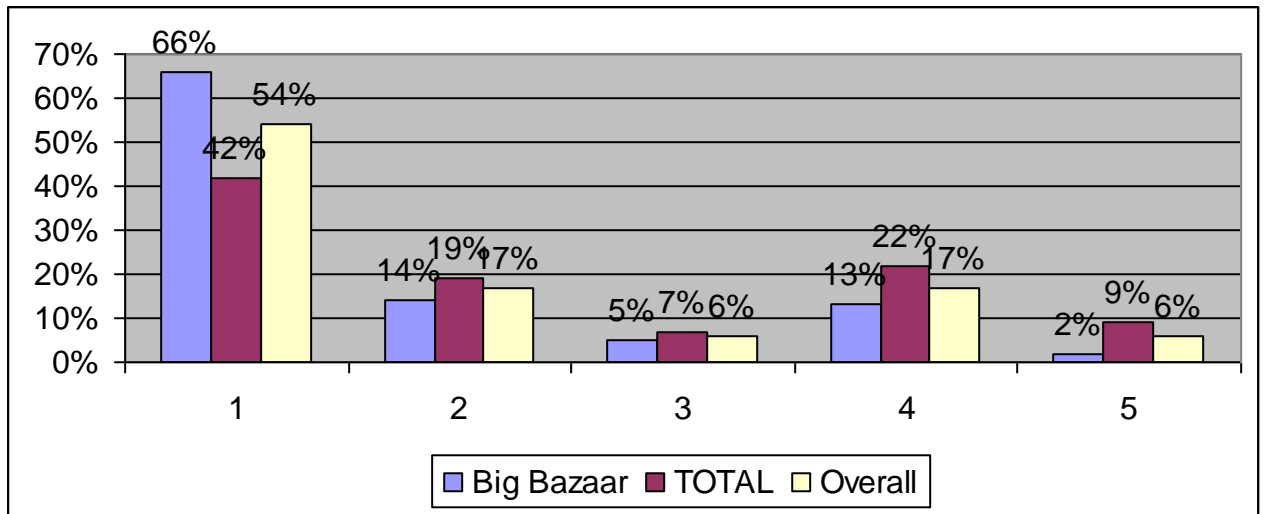



Figure IV-6 Preferred retail outlet prior to hypermarkets

Other stores preferred

It is proposed to know the retail outlets the customers have in mind. Therefore, in the questionnaire, one question asked about the stores, other than the one they visited (Big Bazaar or TOTAL) the customers had visited and planned to visit. From Table IV-7, it is found that, in case of Big Bazaar customers, TOTAL (26.3%), Star Bazaar (21.5%) and Spar(13.2%) are the top three among the other retail outlets. In case of respondents of the TOTAL retail chain, the top preferred three retail outlets are Big Bazaar(28.8%), Star Bazaar and Spar (14.6% each). From this, it can be said that the other preferred stores of the respondents, put together are: Star Bazaar and Spar followed by Reliance, Vishal Mega mart and Spencer.

Table: IV-7**Stores Visited or Planned to Visit by respondents**


Name of the Store			TOTAL		Overall	
	f	%	f	%	ft	%
	205	100%	205	100%	410	100%
Big Bazaar			59	28.8	59	14%
TOTAL	54	26.3	---	--	54	13%
Vishal Mega Mart	12	5.9	14	6.8	26	6%
Reliance Mart	23	11.2	18	8.8	41	10%
Spar	37	18.0	30	14.6	67	16%
Star Bazaar	44	21.5	30	14.6	74	18%
Spencer	1	0.5	7	3.4	8	3%
Any other	7	3.4	7	3.4	14	4%
None	27	13.2	40	19.5	67	16%

Frequency of Visits to store

How frequently do the respondents visit the retail outlet to make purchases? Table IV-8 shows that most of the customers are frequent visitors. About 24% of the respondents visit four times or more in a month, another 24% of the respondents visit twice in a month and 28% once in a month.

Compared to respondents from Big Bazaar, those from TOTAL exhibited frequent shopping behavior. About 36% of respondents from TOTAL said they visit four times or more in a month compared to 18% in case of Big Bazaar.

Table: IV.8 Frequency of Visits to store

Frequency of visits			TOTAL		Overall	
	f	%	f	%	f	%
TOTAL	205	100%	205	100%	410	100%
Once in every three months	18	9%	6	2.9	24	6%
Once in every two months	12	6%	12	5.9	24	6%
Once in a month	62	30%	53	25.9	115	28%
Twice a month	52	25%	47	22.9	99	24%
Three times a month	24	12%	24	11.7	48	12%
Four times or more a month	36	18%	63	30.7	99	24%
Daily	1	0%	0	0	1	0

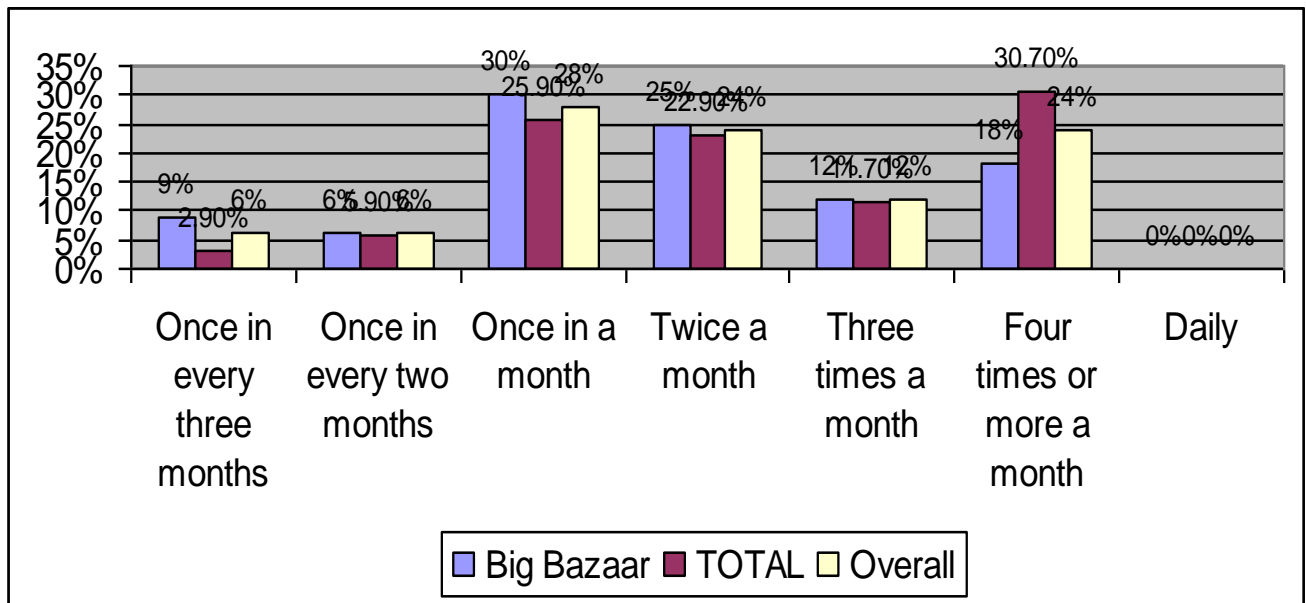


Figure: IV.7 Frequency of Visits to store


Products purchased

Which product categories are purchased from the stores? According to Table IV-9, and Figure IV-5, which portrayed the categories of products purchased, consumer electronics and Furniture and Furnishings are least preferred product categories in the hyper markets.

- **All products** - It is found that 20% of the respondent customers buy all products.
- **Food & grocery**- About 23% of the respondent customers buy food and grocery products, whereas 7% of .Food & Grocery and Apparels, 19% buy Food & Grocery and Home and Personal care, 1% buy Food & Grocery and Consumer Electronics, 1% buy Food & Grocery and Furniture and Furnishing and16% buy Food & Grocery, Apparels , Home and Personal care products. From these combinations, it is clear that 95% of the customers buy Food and Grocery products.
- **Home and personal care products**- This is the next category bought by 67% of the respondents.
- **Apparels**- About 44% of the respondents buy apparels.

About 93% in case of Big bazaar and 94% in respect of TOTAL, customers are buyers of Food and grocery items.

Table-IV-9 Products Purchased by respondent customers

Product categories			TOTAL		Overall	
	f	%	f	%	f	%
TOTAL	205	100%	205	100%	410	100%
Food and Grocery	39	19%	55	27%	94	23%
Apparels	4	2%	1	-	5	1%
Home and Personal Care	11	5%	6	3%	17	4%
Consumer Electronics	-	-	2	1%	2	-
Furniture and Furnishings	-	-	-	-	-	-
Food & Grocery and Apparels	26	13%	3	1%	29	7%
Food & Grocery and Home and Personal care	41	20%	35	17%	76	19%
Food & Grocery and Consumer Electronics	-	-	3	1%	3	1%
Food & Grocery and Furniture and Furnishing	1	-	3	1%	4	1%
Food & Grocery , Apparels , Home and Personal care	36	18%	30	15%	66	16%
Food & Grocery , Home and Personal care, Consumer Electronics	7	3%	25	12%	32	8%
All products	40	20%	42	20%	82	20%

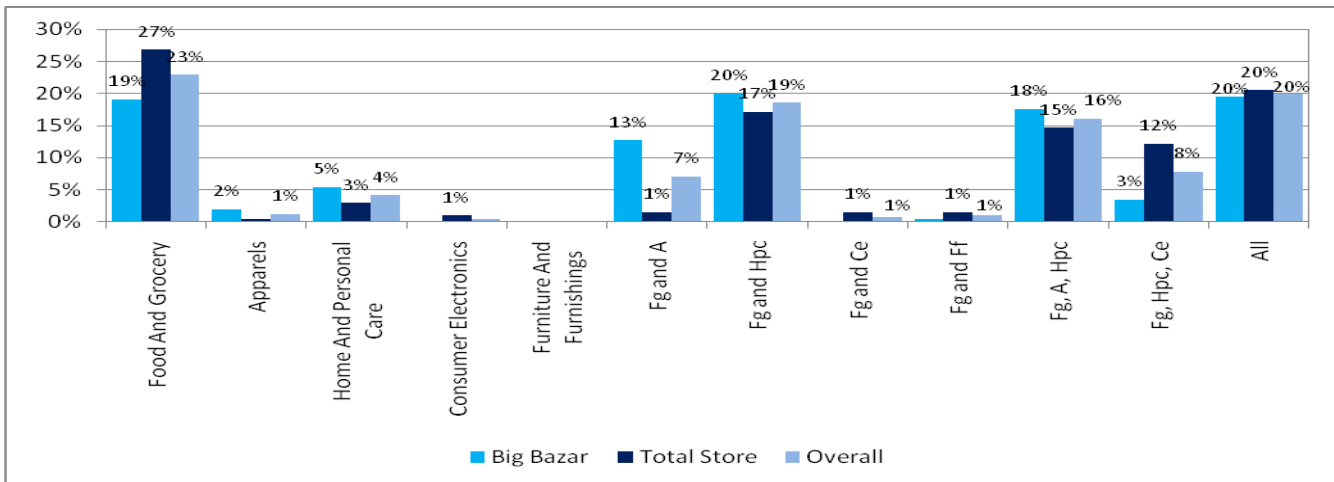



Figure IV-8 Products Purchased by respondent customers

Expenditure on shopping

How much do respondents customers spend on an average in shopping at the retail outlets? Table IV-10 and Figure IV-6 show that the customers in three expenditure categories are large in number. 32% in case of Big Bazaar and 18% in TOTAL spend around less than Rs.1000. About 32 % of the TOTAL customers are found in each of the two expenditure categories - Rs 1000-2000 and Rs.2000-3000. On the contrary, the number of customers spending this much is less in case of Big Bazaar. Thus, it is observed that the customers in Big Bazaar spend less than those in TOTAL.

Table: IV-10 Shopping Expenditure

Expenditure			TOTAL		Overall	
	f	%	f	%	f	%
TOTAL	205	100%	205	100%	410	100%
Less than 1K	65	32%	37	18%	102	25%
1K-2k	47	23%	66	32%	113	28%
2K-3K	51	25%	66	32%	117	29%
3K-4K	24	12%	18	9%	42	10%
4K-5K	6	3%	6	3%	12	3%
5K-6K	5	2%	-	-	5	1%
More than 6K	7	3%	12	6%	19	5%

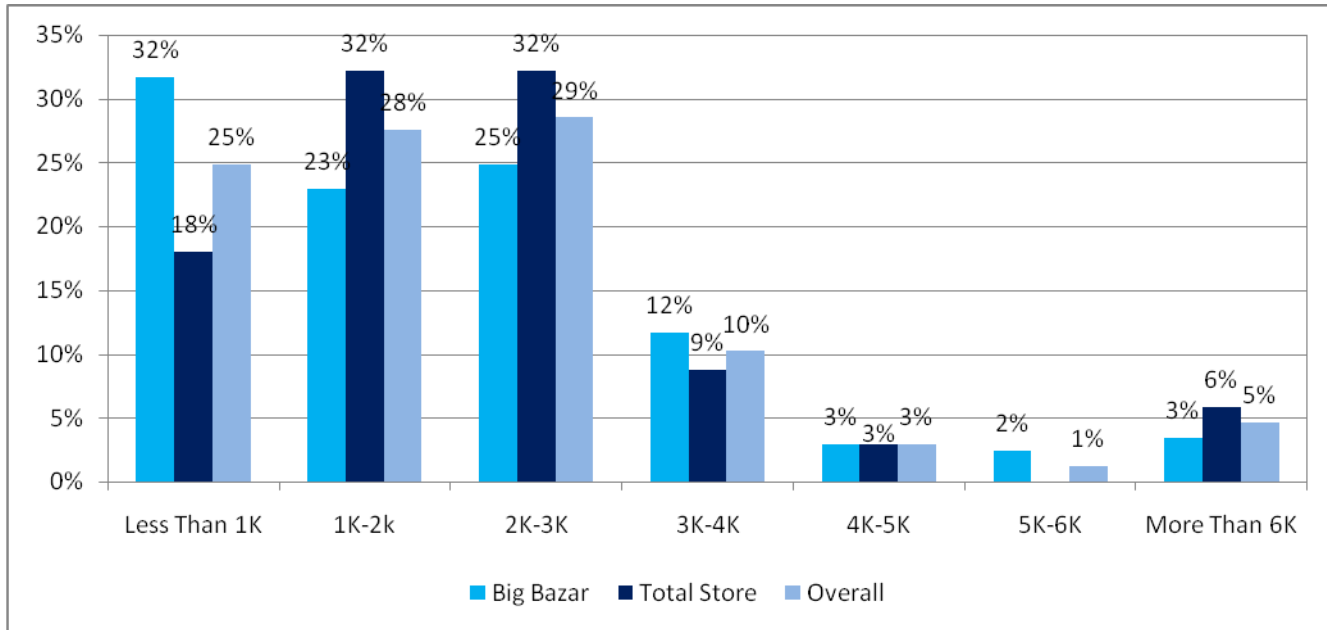



Figure IV-9 Shopping Expenditure

Period of Patronage

Since how long the customers are visiting the retail outlets? There are recent and old customers among the respondents. About 39% of the customers of Big Bazaar are patronizing the retail outlet since four or more years. Such patrons are only 21% in case of TOTAL. The number of recent additions is more in case of TOTAL. About 38% of the customers of TOTAL are patronizing the store for less than one year. Such customers are 25% in case of Big Bazaar. Table IV-11 shows details.

Table IV-11 Period of visiting the retail outlet


Duration			TOTAL		Overall	
	Count	%	Count	%	Count	%
	205	100%	205	100%	410	100%
<1 year	52	25	78	38.0	130	32%
2-3 years	24	12	27	13.2	51	12%
3-4 years	49	24	88	43	137	35%
> 4 years	80	39	12	5	92	21%

Reasons for patronizing stores

Why are customers patronizing the retail chains? Table IV-12 indicates the reasons. The factors considered include price, quality, variety, fashions, service, ambience, location, security, marketing communications, and emotional liking.

Good Product Variety and Convenient Location(22%), Reasonable price and Convenient Location(18%), are the two- factor sets that are responsible for patronage. Individually, convenient location (15%), reasonable price (12%), product variety(11%), are the dominant factors. Is there any difference between the two chains? The dominant factors in case of Big Bazaar is Reasonable price (16%), and convenient location (22%). in case of TOTAL.

Table: IV.12 Reasons for patronizing hyper markets

Reasons	 <small>Is se saaste aur aache ka khana nibhi!</small>		TOTAL		Overall	
	f	%	f	%	f	%
TOTAL	205	100%	205	100%	410	100%
Low Price	6	3%	2	1%	8	2%
Reasonable Price	33	16%	16	8%	49	12%
Good Quality	11	5%	2	1%	13	3%
Good Product Variety	25	12%	20	10%	45	11%
Good Product Fashion	2	1%	-	-	2	0%
Good Service	5	2%	1	0%	6	1%
Good Shopping Atmosphere	11	5%	10	5%	21	5%
Convenient Location	16	8%	46	22%	62	15%
Good Company Goodwill	5	2%	1	0%	6	1%
Product Variety	3	1%	-	-	3	1%
Feeling of Security	3	1%	1	0%	4	1%

Good Advertising And Promotion	4	2%	3	1%	7	2%
Emotional Liking	8	4%	2	1%	10	2%
Other(Specify)	-	-	-	-	-	-
Reasonable price and Convenient Location	37	18%	35	17%	72	18%
Reasonable price and Good Shopping atmosphere	1	0%	11	5%	12	3%
Good Product Variety and Convenient Location	35	17%	55	27%	90	22%

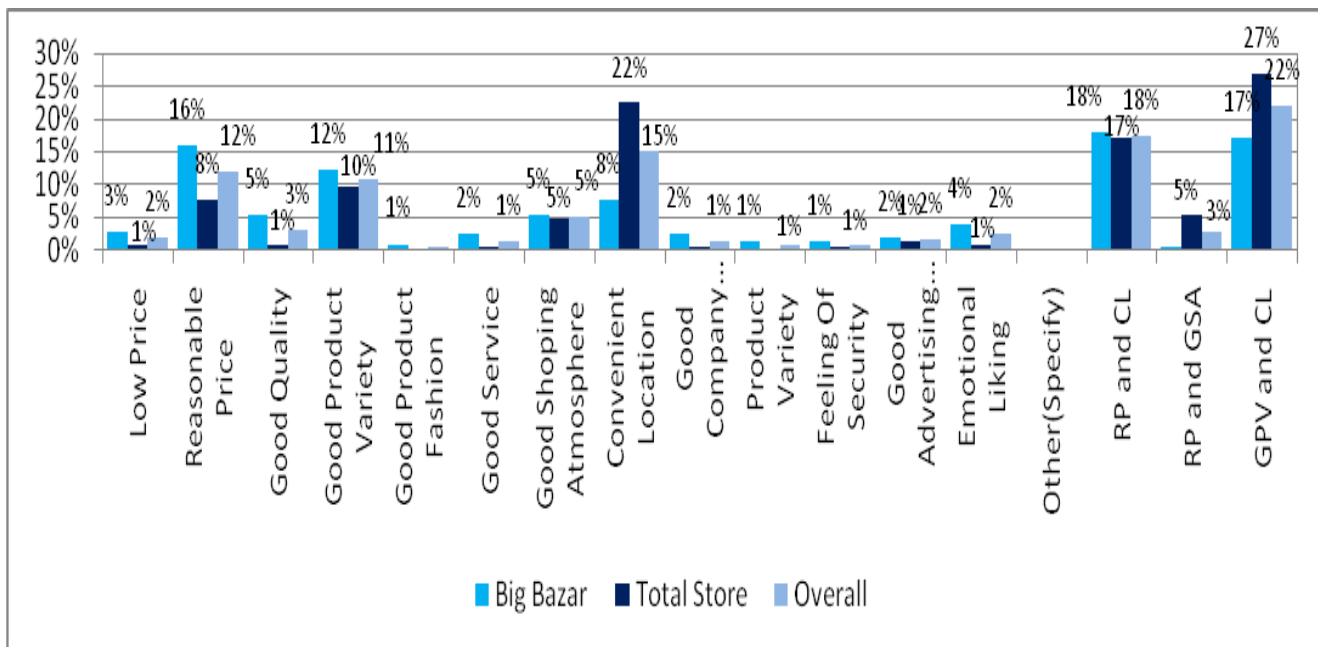


Figure IV-10 Reasons for patronizing hyper markets

STORE ATTRIBUTES ANALYSIS

What makes a store an attractive place of buying for customers? The study has utilized a 14 item store attribute measures in the questionnaires. They are as given in Exhibit IV-1.

Exhibit IV-1 Attributes of stores

Sl.No	Item	Explanation
1	Merchandise quality	Quality of the products sold at hypermarkets.
2	Merchandise range	Range of the product in each category of product offered at hypermarkets
3	Merchandise fashion	Style of the products offered at hypermarkets.
4	Quality of display	As hypermarkets deal with different category of products, how these products are displayed in the store.
5	Level of service	Sales service provided by the stores to assist customers during their shopping in the store.
6	Layout	Store layouts generally show the size and location of each department, any permanent structures, fixture locations and customer traffic patterns.
7	Atmosphere	Store atmospheric attributes such as color, lighting, interior decoration or music form the overall context within which shoppers make store selection and patronage decisions, and are likely to have a significant impact on store image.
8	Facilities	Facilities like elevators, children's playing area, rest area for elderly shoppers and parking facility etc. provided by the stores.
9	Location	Convenience and proximity of the store are very important for the customers to select the store. Location of store in a right place will determines the choice of retailer by the customers.
10	Advertising	Store communicates it various offers to its customers through the means of effective communication.
11	Goodwill	Reputation of the store among the customers.
12	Reliability	Do customers trust the stores in which they shop
13	Image	Customer's perception towards shop as very modern or traditional.
14	Prices	Price of the products sold in the stores.

To test the internal reliability, the Cronbach's alpha is calculated for items designed for the study. The Cronbach's alpha of 0.86 is obtained. Cronbach's alphas larger than 0.7 (a

level considered “acceptable” in social science research, TOTAL correlation for each attributes is more than 0.5, the acceptable threshold value is $>.3$. Hence it is clearly indicating the items are consistent with others. The overall goodness of data is 0.86. Table IV-13 shows the results of reliability test.

Table: IV-13--Reliability Test

Scale	Cronbach's Alpha	No. of Items
Measuring attributes	0.86	14

Attributes	Corrected Item-TOTAL Correlation	Cronbach's Alpha if Item Deleted
Merchandise Quality	0.57	0.86
Merchandise Range	0.52	0.86
Merchandise Fashion	0.40	0.87
Quality Of Display	0.64	0.86
Level Of Service	0.58	0.86
Layout	0.62	0.86
Atmosphere	0.63	0.86
Facilities	0.50	0.86
Location	0.44	0.87
Advertising	0.41	0.87
Goodwill	0.61	0.86
Reliability	0.58	0.86
Image	0.55	0.86
Prices	0.46	0.87

Scale Statistics		
Mean	Variance	Std. Deviation
55.99	49.93	7.07

GAP ANALYSIS (IDEAL VS ACTUAL)

In the survey, respondents are asked to provide rating of Ideal shop attributes and the current ratings of fourteen store attributes. The difference between ideal mean and actual mean values is computed to measure gap in the store attributes that require the attention of management of stores. A 5-point scale of 1 (very poor) to 5 (very good) is used. Therefore, higher mean values indicate favorable perceptions. To identify whether gaps on the various attributes are statistical significant, ANOVA was used.

Big Bazaar – gap analysis

Table IV-14 and Figure IV -8 show the actual versus ideal mean scores of attributes of the Big Bazaar. A significant negative gap is observed in case of 11 attributes.

Gap is found not significant statistically for **three** items- Location, Facilities and Merchandise fashion.

The gap is below 0.5 on a five point scale for the following **five** attributes.

1. Merchandise quality(0.41)
2. Merchandise range(0.45),
3. Layout(0.32)
4. Advertising(0.27),
5. Good will (0.46)

A gap of 0.5 or more but less than 1` is found in the following **three** attributes.

1. Quality of display (0.69)
2. Image (0.80)
3. Reliability(0.54)

A gap of more than one is found in the case of the following **three** attributes.

1. Level of service (1.06)
2. Atmosphere (1.27)
3. Prices (1.50)

Table IV-14 Big Bazaar gap analysis

Attributes	Ideal scores		Actual scores		Gap	F	Sg
	Mean	SD	Mean	SD			
Merchandise Quality	3.97	0.36	3.56	0.76	0.41*	50.48	0.00
Merchandise Range	4.90	0.34	3.55	0.77	0.45*	531.5	0.00
Merchandise Fashion	3.39	0.65	3.35	0.88	0.04*	0.26	0.61
Quality Of Display	4.29	0.52	3.60	0.86	0.69*	98.86	0.00
Level Of Service	4.60	0.60	3.54	0.97	1.06*	174.35	0.00
Layout	3.97	0.35	3.65	0.89	0.32*	21.78	0.00
Atmosphere	4.36	0.56	3.63	0.87	1.27*	96.55	0.00
Facilities	3.64	0.87	3.66	0.89	0.02	0.08	0.78
Location	4.03	0.79	3.98	0.79	0.05*	0.56	0.45
Advertising	4.08	0.82	3.81	0.91	0.27*	9.88	0.00
Goodwill	4.27	0.52	3.81	0.75	0.46*	52.74	0.00
Reliability	4.27	0.51	3.73	0.78	0.54*	68.23	0.00
Image	4.61	0.57	3.81	0.71	0.80*	158.97	0.00
Prices	4.60	0.54	3.10	0.74	1.50*	540.97	0.00

***Negative**

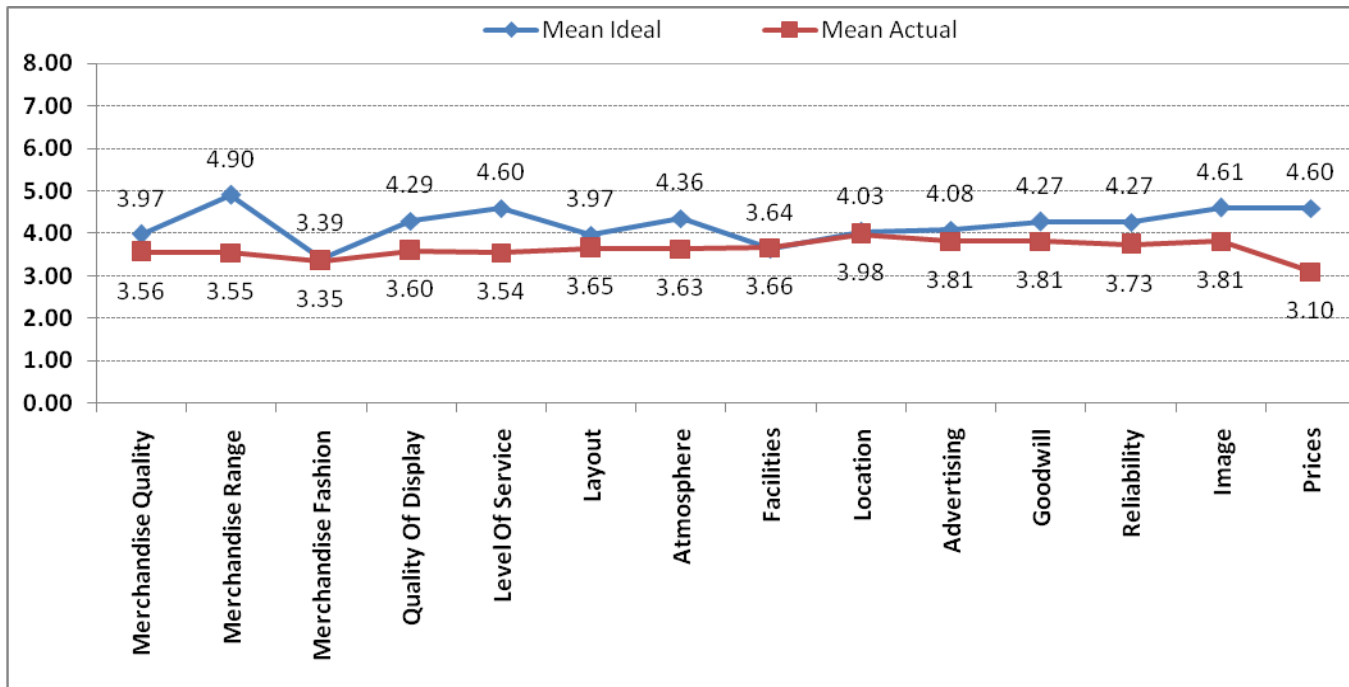


Figure IV-11 Big Bazaar gap analysis

TOTAL – gap analysis

Table IV-15 and Figure IV -9 show the actual versus ideal mean scores of attributes of the second retail chain TOTAL. A significant negative gap is observed in case of 13 attributes. The gap is not statistically significant in case of **one** item- merchandise fashion.

The gap is below 0.5 on a five point scale for the following **nine** attributes.

1. Merchandise quality(0.49)
2. Merchandise range(0.25),
3. Quality of display(0.42)
4. Layout (0.21)
5. Atmosphere (0.37)
6. Location (0.44)
7. Advertising (0.24)
8. Reliability (0.24)
9. Image (0.44)

A gap of 0.5 or more but less than one is found in respect of two items

1. Level of service (0.51)
2. Facilities (0.53)

A gap of more than one is found in the case of the following **one** attribute.

1. Prices (1.27)

Table IV-15 TOTAL – Gap analysis

Attributes	Ideal scores		Actual scores		Gap	F	Sg
	Mean	SD	Mean	SD			
Merchandise Quality	4.44	0.61	3.95	0.81	0.49*	49.53	0.00
Merchandise Range	4.26	0.65	4.01	0.77	0.25*	12.37	0.00
Merchandise Fashion	3.67	0.87	3.63	0.93	0.04*	0.19	0.66
Quality Of Display	4.31	0.66	3.89	0.85	0.42*	32.13	0.00
Level Of Service	4.30	0.67	3.79	0.94	0.51*	39.74	0.00
Layout	4.14	0.78	3.93	0.79	0.21*	7.36	0.01
Atmosphere	4.18	0.69	3.91	0.79	0.37*	13.5	0.00
Facilities	4.34	0.77	3.81	0.94	0.53*	39.4	0.00
Location	4.50	0.75	4.06	0.81	0.44*	31.86	0.00
Advertising	4.13	0.71	3.89	0.97	0.24*	8.41	0.00
Goodwill	4.50	0.71	4.00	0.81	0.50*	45.51	0.00
Reliability	4.17	0.73	3.93	0.85	0.24*	9.32	0.00
Image	4.44	0.74	4.00	0.81	0.44*	34.29	0.00
Prices	4.67	0.66	3.40	0.81	1.27*	302.04	0.00

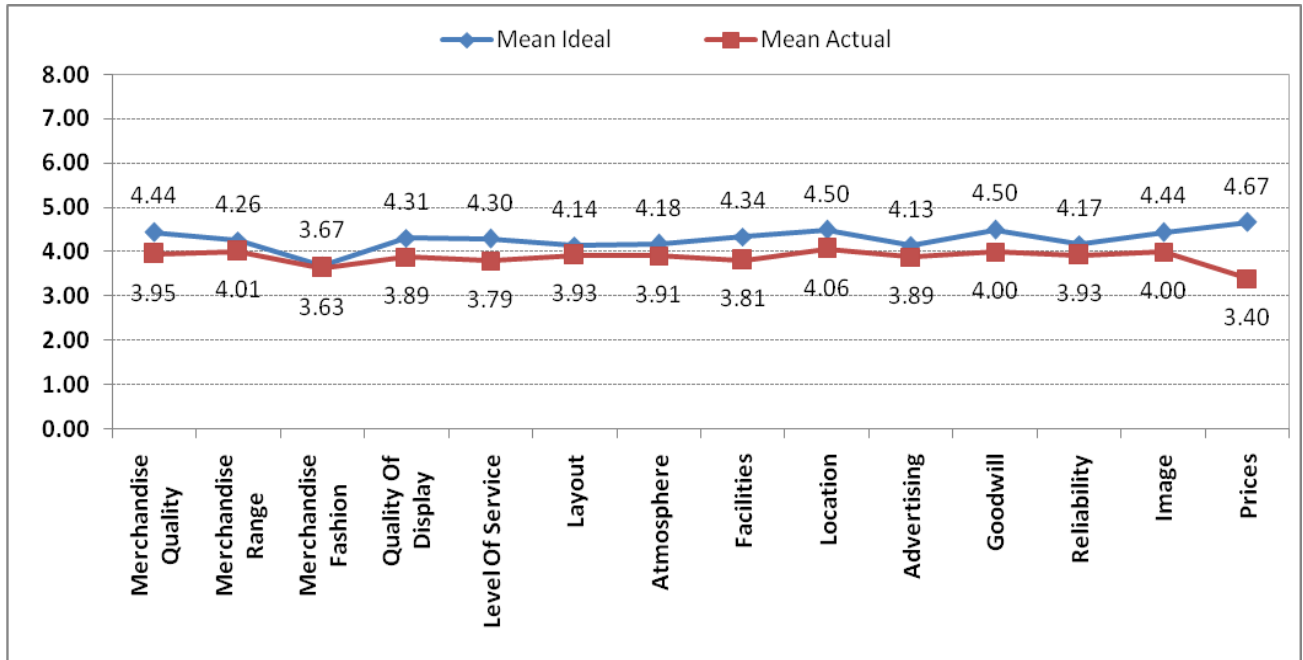


Figure IV-12 TOTAL gap Analysis

Comparison between Big Bazaar and TOTAL

How do the retail chains perform with reference to ideal attributes? Table IV-16 shows comparisons.

Table IV-16 Comparison of gaps of Big Bazaar and TOTAL

S.NO	Attribute	Big Bazaar	TOTAL	Remarks
1	Merchandise quality	0.41*	0.49*	TOTAL needs Slightly more improvements than Big Bazaar
2	Merchandise range	0.45*	0.25*	Big Bazaar needs slightly more improvements than TOTAL
3	Merchandise fashion	0.04*(NS)	0.04*(NS)	Both are good.
4	Quality of display	0.69*	0.42*	Big Bazaar needs slightly more improvements than TOTAL.

5	Level of service	1.06*	0.51*	Big Bazaar needs significant improvements compared to TOTAL.
6	Layout	0.32*	0.21*	Big Bazaar needs slightly more improvements than TOTAL.
7	Atmosphere	1.27*	0.37*	Big Bazaar needs significant improvements compared to TOTAL.
8	Facilities	0.02(NS)	0.53*	TOTAL needs slightly more improvements than Big Bazaar
9	Location	0.05*(NS)	0.44*	TOTAL needs slightly more improvements than Big Bazaar
10	Advertising	0.27*	0.24*	Big Bazaar needs slightly more improvements than TOTAL.
11	Goodwill	0.46*	0.50*	TOTAL needs slightly more improvements than Big Bazaar
12	Reliability	0.54*	0.24*	Big Bazaar needs slightly more improvements than TOTAL.
13	Image	0.80*	0.44*	Big Bazaar needs slightly more improvements than TOTAL.
14	Prices	1.50*	1.27*	Big Bazaar needs slightly more improvements than TOTAL.

COMPARISON BETWEEN BIG BAZAAR AND TOTAL

Fourteen hypotheses are set for comparison purposes. They are as follows:

- H1: The perceived merchandise quality of Big Bazaar is the same as TOTAL
- H2: The perceived merchandise Range of Big Bazaar is the same as TOTAL
- H3: The perceived merchandise Fashion of Big Bazaar is the same as TOTAL
- H4: The perceived merchandise display of Big Bazaar is the same as TOTAL
- H5: The perceived service quality of Big Bazaar is the same as TOTAL
- H6: The perceived store layout of Big Bazaar is the same as TOTAL
- H7: The perceived store atmosphere of Big Bazaar is the same as TOTAL
- H8: The perceived store facilities of Big Bazaar is the same as TOTAL
- H9: The perceived convenience of store location of Big Bazaar is the same as TOTAL
- H10: The perceived advertising of Big Bazaar is the same as TOTAL
- H11: The perceived general reputation of Big Bazaar is the same as TOTAL
- H12: The perceived reliability of Big Bazaar is the same as TOTAL
- H13: The perceived image of Big Bazaar is the same as TOTAL
- H14: The perceived price of Big Bazaar is the same as TOTAL

By running the One way ANOVA method of SPSS program, F values are found and statistically significant differences are identified. Table IV-17 shows the differences in mean scores on 14 attributes of Big Bazaar and TOTAL and the significant values. It is found that the mean scores for TOTAL are larger than those of Big Bazaar and the differences are significant in case of 11 attributes. As such, 11 hypotheses are rejected.

The three hypotheses accepted are:

- H-8 The perceived store facilities of Big Bazaar is the same as TOTAL.
- H9: The perceived convenience of store location of Big Bazaar is the same as TOTAL.
- H10: The perceived advertising of Big Bazaar is the same as TOTAL.

**Table: IV-17 Comparison of Perceptions of customers on 14 attributes
Big Bazaar vs TOTAL**

S.N O	Attributes	Big Bazaar (N= 205)		TOTAL (N=205)		Differ ence	Signific ance	Hypothesi s
		Mean	SD	Mean	SD			
1	Merchandise quality	3.56	0.76	3.95	0.81	0.39.	0.00	Rejected
2	Merchandise range	3.55	0.77	4.01	0.77	0.46	0.00	Rejected
3	Merchandise fashion	3.35	0.88	3.63	0.93	0.28	0.00	Rejected
4	Quality of display	3.60	0.86	3.89	0.85	0.29	0.00	Rejected
5	Level of service	3.54	0.97	3.79	0.94	0.25	0.01	Rejected
6	Layout	3.65	0.89	3.93	0.79	0.28	0.00	Rejected
7	Atmosphere	3.63	0.87	3.91	0.79	0.28	0.00	Rejected
8	Facilities	3.66	0.89	3.81	0.94	0.25	0.11	Not Rejected
9	Location	3.98	0.79	4.06	0.81	0.08	0.27	Not Rejected
10	Advertising	3.81	0.91	3.89	0.97	0.08	0.43	Not Rejected
11	Goodwill	3.81	0.75	4.00	0.81	0.19	0.02	Rejected
12	Reliability	3.73	0.78	3.93	0.85	0.20	0.02	Rejected
13	Image	3.81	0.71	4.00	0.81	0.19	0.01	Rejected
14	Prices	3.10	0.74	3.40	0.81	0.30	0.00	Rejected

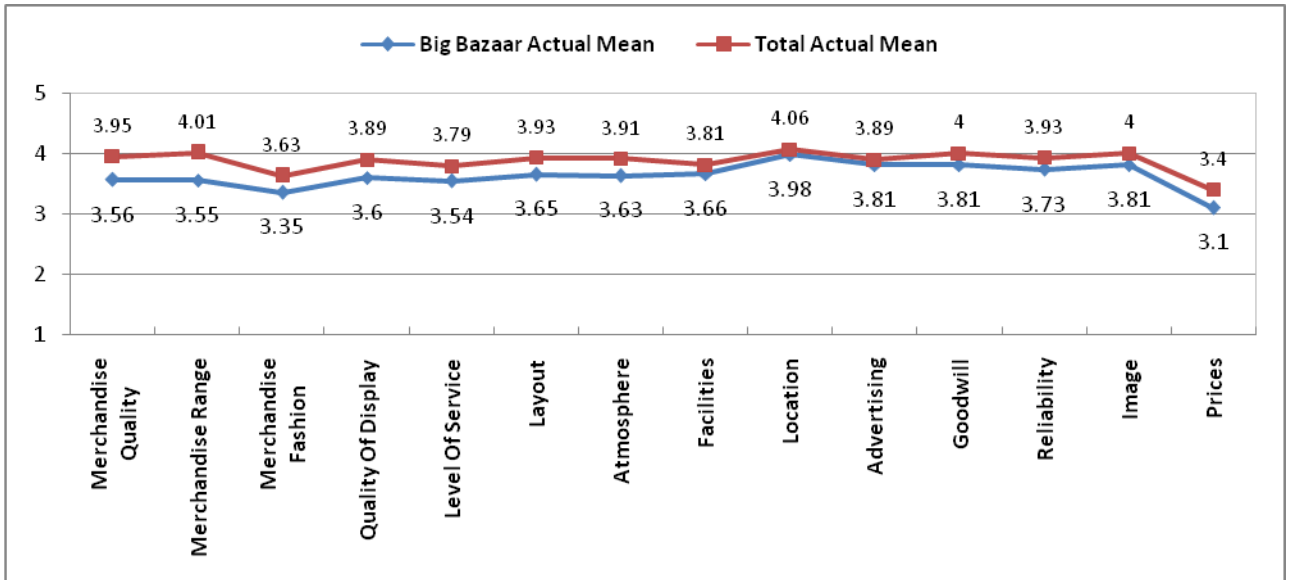


Figure IV-13 Comparison of Perceptions of customers on 14 attributes Big Bazaar vs TOTAL

INFLUENCE OF DEMOGRAPHICS –Big Bazaar

To find the influence of demographic variables on the shopping behavior of Big Bazaar respondent customers, The variables presented in Table IV-1 are classified into two groups as shown in Table IV-18.

Table IV-18- Demographic characteristics of Big Bazaar respondents (N=205)

Variable	Categories	Frequency	%
Age	Under 25	76	37.1
	25 and above	129	62.9
Gender	Male	91	44.4
	Female	114	55.6
Monthly income	Below 25 K	101	49.3
	25K and above	104	50.7

Source of information

The Chi square value is 15.73 and is significant at 0.05 level indicating that there is Age has significant influence on sources of information. Respondents belonging to Under 25 years category got information from Friends (53.9%) whereas those in Above 25 years category depend on Friends (31.8%) and Newspapers (27.9%). Table IV-19 shows details.

Table IV-19 Sources of awareness across age (N=205)

Source	Under 25(N=76)	25 and above (N=129)	Chi square	Significance
Friends	53.9%	31.8%	15.733	.003(*)
Television	11.8%	9.3%		
Newspapers	11.8%	27.9%		
Near by	7.9%	4.7%		
Any other	14.5%	26.4%		

*Significant at 5% level

Table IV-20 presents, sources of awareness across gender. The chi square value is not significant at 0.05 level indicating that both male and female respondents have obtained information form similar sources. There is no influence of gender on sources of information..

Table IV-20 Sources of awareness across gender (N=205)

Source	Male (N=91)	Female (N=114)	Chi square	Significance
Friends	41%	45%	0.25	0.99
Television	10%	8.6%		
Newspapers	23%	23.07%		
Near by	21%	11.53%		
Any other source	5%	6.77%		

The influence of income of respondents on their sources of information is portrayed in Table IV-21. The chi square value is 2.01 and is not significant at 0.05 level. As such, there is no significant association between sources of information and levels of income.

Table IV-21 Sources of awareness across income (N=205)

Source	Below 25K(N=101)	Above 25 K (N=104)	Chi square	Significance
Friends	41%	39%	2.01	0.73
Television	12%	9%		
Newspapers	19%	26%		
Near by	5%	7%		
Any other source	23%	21%		

Frequency of visits

Table IV-22 shows frequency of visits of respondents of two different age groups. About 51.3% of respondents under 25 years and 55.1 % of above 25 years visit stores more than once in a month. The computed Chi square value is 0.708. Since the chi-square value is not significant at 0.05 level it is concluded that frequency of visits is independent of age.

Table IV-22 Frequency of visits across age (N=205)

Source	Under 25(N=76)	25 and above (N=129)	Chi square	Significance
2-3 months	15.8%	14.6%	0.708	0.702
Once in a month	32.9%	30.2%		
More than once in a month	51.3%	55.1%		

According to Table IV-23, 63.7 % of male customers visit stores more than once in a month. In case of women respondents, it is observed that 48.2% of women visit stores once in month. The number of women visiting stores once in a month is larger than men, being 36.8% against 22% of men. The computed Chi square value is 5.913 and is not significant at 0.05 level of significance. It is concluded as such that there is no association between frequency of visit to stores and gender.

Table IV-23 Frequency of visits across gender (N=205)

Source	Male (N=91)	Female (N=114)	Chi square	Significance
2-3 months	14.3%	14.9%	5.913	0.052
Once in a month	22.0%	36.8%		
More than once in a month	63.7%	48.2%		

Whether frequency of visits to stores is different among income groups? From Table IV-24, it is understood that 52.5% of customers belonging to below 25K income visit stores more than once in a month. The same frequency is observed in case of 57.7% of

the respondents earning more than 25 K income. It is found from chi-square analysis that the association is not significant at 0.05 level.

Table IV-24 Frequency of visits across income (N=205)

Frequency	Below 25K(N=101)	Above 25 K (N=104)	Chi square	Significance
2-3 months	14.9%	14.4%	0.648	0.723
Once in a month	32.7%	27.9%		
More than once in a month	52.5%	57.7%		

Shopping expenditure

Whether demographic variables influence shopping expenditure levels of respondents customers of Big Bazaar. Most of the respondents (47.7%) belonging to under 25 years age category spend less than 1 K. Of the total respondents in this category only 7.9% spend more than 3K. In case of , above 25 years category, the respondents are distributed considerably across different expenditure levels. Chi square value is 18.945 and is significant at 0.05 level establishing that, there is dependency between shopping expenditure and Age.

Table IV-25 Shopping expenditure across age (N=205)

Expenditure	Under 25(N=76)	25 and above (N=129)	Chi square	Significance
Less than 1 K	47.4%	22.5%	18.945	.000(*)
1-2 K	21.1%	24.0%		
2-3K	23.7%	25.6%		
3 K above	7.9%	27.9%		

***Significant at 5% level**

From the Table IV-26, it is understood that there is no association between shopping expenditure and gender. It is found that they are distributed almost equally across different expenditure categories. The computed Chi square value is 0.814 and is not significant at 0.05 level.

Table IV-26 Shopping expenditure across gender (N=205)

Expenditure	Male (N=91)	Female (N=114)	Chi square	Significance
Less than 1 K	33.0%	30.7%	0.814	0.846
1-2 K	23.1%	22.8%		
2-3K	22.0%	27.2%		
3 K above	22.0%	19.3%		

It is obvious from Table IV-27 that customers with an income of below 25K spend less than those with income above 25 K. However, the association is not significant to say that shopping expenditure is influenced by Income. The ch-square value 5.825 is not significant at 0.05 level.

Table IV-27 Shopping expenditure across income (N=205)

Expenditure	Below 25K(N=101)	Above 25 K (N=104)	Chi square	Significance
Less than 1 K	33.7%	29.8%	5.825	0.120
1-2 K	26.7%	19.2%		
2-3K	25.7%	24.0%		
3 K above	13.9%	26.9%		

Store attributes

Table IV-28 showed the perceived mean scores on various attributes of two age groups of respondents - Under 25 years and Above 25 years among the Big Bazaar respondents. Though there is slight difference in perception of various attributes between these two categories, the difference is not statistically significant. The t test values are not significant at 0.05 level.

Table IV-28 Rating of Store attributes across age (N=205)

Attributes	Under 25(N=76)	25 and above (N=129)	t- test	Significance.
Merchandise Quality	3.53	3.57	-0.432	0.666
Merchandise Range	3.49	3.58	-0.849	0.397
Merchandise Fashion	3.46	3.29	1.365	0.174
Quality Of Display	3.58	3.60	-0.206	0.837
Level Of Service	3.53	3.55	-0.171	0.865
Layout	3.66	3.65	0.052	0.959
Atmosphere	3.75	3.56	1.485	0.139
Facilities	3.74	3.62	0.900	0.369
Location	3.91	4.02	-0.943	0.347
Advertising	3.78	3.84	-0.462	0.645
Goodwill	3.75	3.84	-0.872	0.384
Reliability	3.71	3.74	-0.298	0.766
Image	3.80	3.81	-0.111	0.912
Prices	3.16	3.07	0.819	0.414

The influence of gender on perceived ratings of store attributes is examined in Table IV-29. The perceived mean scores on various attributes of male and female customers of the Big Bazaar respondent are recorded in the table. There are differences in perception

of various attributes but the t test showed that they are not significant at 0.05 level of significance.

Table IV-29 Rating of store attributes across gender (N=205)

Source	Male (N=91)	Female (N=114)	t- test	Significance
Merchandise Quality	3.60	3.52	0.817	0.415
Merchandise Range	3.63	3.48	1.333	0.184
Merchandise Fashion	3.37	3.33	0.324	0.746
Quality Of Display	3.68	3.53	1.282	0.201
Level Of Service	3.57	3.52	0.393	0.694
Layout	3.63	3.68	-0.390	0.697
Atmosphere	3.74	3.54	1.532	0.127
Facilities	3.67	3.66	0.098	0.922
Location	3.96	3.99	-0.317	0.752
Advertising	3.68	3.92	-1.886	0.061
Goodwill	3.78	3.83	-0.501	0.617
Reliability	3.74	3.73	0.075	0.941
Image	3.74	3.87	-1.335	0.183
Prices	3.10	3.11	-0.061	0.952

The rating of attributes by respondents of below 25K and above 25K income groups is presented in Table IV-30. Though there is difference in perception of various attributes between these two categories they are not found to be statistically significant. Student t test is employed to test the significance of the differences. The difference are not significant at 0.05 level indicating that perception of store attributes is not influenced by income variable.

Table IV-30 Rating of store attributes across income (N=205)

Attributes	Below - 25K(N=101)	Above 25 K (N=104)	t- test	Significance
Merchandise Quality	3.51	3.60	-0.769	0.443
Merchandise Range	3.53	3.56	-0.214	0.831
Merchandise Fashion	3.41	3.30	0.875	0.383
Quality Of Display	3.57	3.62	-0.341	0.733
Level Of Service	3.52	3.56	-0.242	0.809
Layout	3.60	3.70	-0.785	0.433
Atmosphere	3.64	3.62	0.225	0.823
Facilities	3.67	3.65	0.155	0.877
Location	3.94	4.01	-0.626	0.532
Advertising	3.92	3.71	1.653	0.100
Goodwill	3.82	3.80	0.225	0.822
Reliability	3.73	3.73	0.017	0.986
Image	3.84	3.78	0.635	0.526
Prices	3.05	3.15	-1.004	0.316

INFLUENCE OF DEMOGRAPHICS –TOTAL

To find the influence of demographic variables on the shopping behavior of TOTAL respondent customers, computations are made using the classification of demographic variables as shown in Table IV-31.

**Table IV-31- Demographic characteristics of respondents of TOTAL
(N=205)**

Variable	Categories	Frequency	%
Age	Under 25	42	20.5
	25 and above	163	79.5
Gender	Male	105	51.2
	Female	100	48.8
Monthly income	Below 25 K	69	33.7
	25K and above	136	66.3

Source of information

The Chi square value is 14.765 and is significant at 0.05 level indicating that Age has significant influence on sources of information. Respondents belonging to Under 25 years category got information from Friends (40.5%) whereas those in Above 25 years category depend on newspaper (26.4%) and Friends (21.5%). Table IV-32 shows details.

Table IV-32 Sources of awareness across age (N=205)

Source	Under 25(N=42)	25 and above (N=163)	Chi square	Significance
Friends	40.5%	21.5%	14.765	.005*
Television	7.1%	2.5%		
Newspapers	16.7%	26.4%		
Any other source	16.7%	8.6%		

***sig at 5% level**

Table IV-33 presents, sources of awareness across gender. The chi square value is not significant at 0.05 level indicating that both male and female respondents have obtained information from similar sources. There is no influence of gender on sources of information.

Table IV-33 Sources of awareness across gender (N=205)

Source	Male (N=105)	Female (N=100)	Chi square	Significance
Friends	22.86%	28%	1.54	.820
Television	2.857%	4%		
Newspapers	24.76%	24%		
Any other source	9.524%	11%		
Near by	39.99%	33%		

In Table IV- 34, the chi square value is 14.72 and is significant at 0.05 level indicating that Income has significant influence on sources of information. Respondents earning below 25K got information from Friends (33.33%) and newspaper (30.43%) whereas those in Above 25K income category got information from newspaper (29%) and Friends (29%).

Table IV-34 Sources of awareness across income (N=205)

Source	Below 25K(N=69)	Above 25 K (N=136)	Chi square	Significance
Friends	33.33%	29%	14.72	.001*
Television	1.449%	6%		
Newspapers	30.43%	29%		
Any other source	14.49%	11%		
Near by	20.33%	25%		

*sig at 5% level

Frequency of visits

Table IV-35 shows frequency of visits of respondents of two different age groups. About 85.7% of respondents under 25 years and 92.6% of above 25 years visit stores more than once in a month. The computed Chi square value is 3.533. Since the chi-square value is not significant at 0.05 level it is concluded that frequency of visits is independent of age.

Table IV-35 Frequency of visits across age (N=205)

Source	Under 25(N=76)	25 and above (N=129)	Chi square	Significance
2-3 months	7.1%	1.8%	3.533	0.171
Once in a month	7.1%	5.5%		
More than once in a month	85.7%	92.6%		

According to Table IV-36, 92.4% of male customers visit stores more than once in a month. In case of women respondents, it is observed that 90.0% of women visit stores more than once in month. The computed Chi square value is 0.807 and is not significant at 0.05 level of significance. It is concluded as such that there is no association between frequency of visit to stores and gender.

Table IV-36 Frequency of visits across gender (N=205)

Source	Male (N=105)	Female (N=100)	Chi square	Significance
2-3 months	1.9%	4.0%	0.807	.668
Once in a month	5.7%	6.0%		
More than once in a month	92.4%	90.0%		

Whether frequency of visits to stores is different among income groups? From Table IV-37, it is understood that 88.4% of customers belonging to below 25K income visit stores more than once in a month. The same frequency is observed in case of 92.6% of the respondents earning more than 25 K income. It is found from chi-square analysis that the association is not significant at 0.05 level.

Table IV-37 Frequency of visits across income (N=205)

Frequency	Below 25K(N=69)	Above 25 K (N=136)	Chi square	Significance
2-3 months	1.4%	3.7%	4.138	.126
Once in a month	10.1%	3.7%		
More than once in a month	88.4%	92.6%		

Shopping expenditure

Whether demographic variables influence shopping expenditure levels of customers of TOTAL. Most of the respondents (35.7%) belonging to under 25 years age category spend 1-2 K. Of the total respondents in this category only 16.7% spend more than 3K. In case of , above 25 years category, the respondents are distributed considerably across different expenditure levels. Chi square value is 0.308 and is not significant at 0.05 level establishing that, there is no association between shopping expenditure and Age shown in table IV-38

Table IV-38 Shopping expenditure across age (N=205)

Expenditure	Under 25(N=76)	25 and above (N=129)	Chi square	Significance
Less than 1 K	16.7%	18.4%	0.308	0.958
1-2 K	35.7%	31.3%		
2-3K	31.0%	32.5%		
3 K above	16.7%	17.8%		

From the Table IV-39, it is understood that there is no association between shopping expenditure and gender. It is found that respondents are distributed almost equally across different expenditure categories. The computed Chi square value is 0.627 and is not significant at 0.05 level.

Table IV-39 Shopping expenditure across gender (N=205)

Expenditure	Male (N=105)	Female (N=100)	Chi square	Significance
Less than 1 K	19.0%	17.0%	0.627	0.890
1-2 K	31.4%	33.0%		
2-3K	30.5%	34.0%		
3 K above	19.0%	16.0%		

Table IV-40 shows that customers with an income of below 25K spend more than those with income above 25K. However, the association is not significant to say that shopping expenditure is not influenced by Income. The chi-square value 3.021 is not significant at 0.05 level.

Table IV-40 Shopping expenditure across income (N=205)

Expenditure	Below 25K(N=69)	Above 25 K (N=136)	Chi square	Significance
Less than 1 K	15.9%	19.1%	3.021	0.388
1-2 K	31.9%	32.4%		
2-3K	39.1%	28.7%		
3 K above	13.0%	19.9%		

Store attributes

Table IV-41 showed the perceived mean scores on various attributes of two age groups of respondents - Under 25 years and Above 25 years among the TOTAL respondents. Though there is slight difference in perception of various attributes between these two categories, the difference is not statistically significant. The t test values are not significant at 0.05 level.

Table IV-41 Rating of Store attributes across age (N=205)

Attributes	Under 25(N=42)	25 and above (N=163)	T test	Significance
Merchandise Quality	3.86	3.97	-0.798	0.426
Merchandise Range	3.81	4.06	-1.894	0.060
Merchandise Fashion	3.60	3.64	-0.302	0.763
Quality Of Display	3.76	3.92	-1.081	0.281
Level Of Service	3.71	3.81	-0.587	0.558
Layout	3.98	3.91	0.456	0.649
Atmosphere	3.95	3.90	0.414	0.679
Facilities	4.07	3.74	2.047	0.042
Location	4.02	4.07	-0.357	0.722

Advertising	3.98	3.87	0.661	0.510
Goodwill	4.07	3.98	0.689	0.492
Reliability	3.98	3.91	0.420	0.675
Image	4.05	3.98	0.468	0.640
Prices	3.60	3.34	1.798	0.074

The influence of gender on perceived ratings of store attributes is examined in Table IV-42. The perceived mean scores on various attributes of male and female customers of the TOTAL respondent are recorded in the table. There are differences in perception of various attributes but the t test showed that they are not significant at 0.05 level of significance.

Table IV-42 Rating of store attributes across gender (N=205)

Source	Male (N=100)	Female (N=105)	T test	Significance
Merchandise Quality	3.98	3.91	0.625	0.533
Merchandise Range	4.02	4.00	0.176	0.861
Merchandise Fashion	3.59	3.68	-0.686	0.494
Quality Of Display	3.91	3.86	0.458	0.648
Level Of Service	3.78	3.80	-0.145	0.885
Layout	3.86	4.00	-1.304	0.194
Atmosphere	3.88	3.94	-0.577	0.564
Facilities	3.80	3.82	-0.138	0.891
Location	4.03	4.10	-0.634	0.527
Advertising	3.91	3.86	0.399	0.690
Goodwill	4.02	3.97	0.437	0.662
Reliability	4.02	3.83	1.595	0.112
Image	3.95	4.04	-0.770	0.442
Prices	3.30	3.49	-1.636	0.103

The rating of attributes by respondents of below 25K and above 25K income groups is presented in Table IV-43. Though there is difference in perception of various attributes between these two categories they are found to be statistically significant only in the case of three attributes like Level of Service, Advertising and Goodwill, indicating that perception of these three store attributes is influenced by income variable, T test is employed to test the significance of the differences.

The differences are not significant at 0.05 level in case of rest of the attributes, indicating that perception of store attributes is not influenced by income variable.

Table IV-43 Rating of store attributes across income (N=205)

Attributes	Below 25K(N=69)	Above 25 K (N=136)	T test	Significance
Merchandise Quality	3.91	3.96	-0.236	0.814
Merchandise Range	3.74	4.06	-1.277	0.203
Merchandise Fashion	4.04	3.58	1.149	0.252
Quality Of Display	4.00	3.81	1.886	0.061
Level Of Service	4.04	3.68	2.301	0.022*
Layout	4.01	3.87	1.519	0.130
Atmosphere	3.96	3.85	1.387	0.167
Facilities	4.20	3.74	1.585	0.115
Location	4.10	3.99	1.777	0.077
Advertising	4.17	3.78	2.266	0.025*
Goodwill	4.09	3.90	2.294	0.023*
Reliability	4.00	3.85	1.931	0.055
Image	3.36	3.99	0.061	0.951
Prices	3.91	3.41	-0.410	0.682

*Significant at 5% level