

CONTENT

Chapter No:	CONTENTS	Page No:
1	INTRODUCTION	2-7
2	Research Design ➤ Statement of the problem ➤ Objective of the Study ➤ Scope of the study ➤ Research Design ➤ Sample Design ➤ Source of data ➤ limitation of the study	9-16 9 10 11 12 13 14 16
3	Profile of the Industry/Company ➤ Profile of the Industry ➤ Profile of the company	18-29
4	Analysis and Interpretation	31-55
5	Findings, Suggestion & Recommendation and conclusion	57-63
	Bibliography Annexure	

LIST OF TABLES

TABLE NO	CONTENT	PAGE NO
4.1	Showing analysis of consumer	31
4.2	Showing The Node Of advertisement	33
4.3	Showing Analysis of Advertisement of News paper	35
4.4	Showing Frequency of visiting	37
4.5	Showing The satisfaction level of service	39
4.6	Showing Pricing level of BigBazaar	41
4.7	Showing Factors for visiting the BigBazaar	43
4.8	Showing Awareness Of Wednesday Bazaar	45
4.9	Showing Awareness Of Star Sitara	46
4.10	Showing Awareness Of Food Stop And Game Station	47
4.11	Showing Recommendation	48
4.12	Showing Visiting of Respondent	49
4.13	Showing the Need of Music While Shopping	51
4.14	Showing Taking help from Sales Person	53
4.15	Showing The mode Of Payment	54
4.16	Showing The Satisfaction Level of Respondent	55

LISTS OF GRAPHS

GRAPH NO.	CONTENT	PAGE NO.
4.1	Showing Analysis of consumer	32
4.2	Showing The Mode Of advertisement	34
4.3	Showing Analysis of Advertisement of News paper	36
4.4	Showing Frequency of visiting	38
4.5	Showing The satisfaction level of service	40
4.6	Showing Pricing level of BigBazaar	42
4.7	Showing Factors for visiting the BigBazaar	44
4.8	Showing Awareness Of Wednesday Bazaar	45
4.9	Showing Awareness Of Star Sitara	46
4.10	Showing Awareness Of Food Stop And Game Station	47
4.11	Showing Recommendation	48
4.12	Showing Visiting of Respondent	50
4.13	Showing the Need of Music While Shopping	52
4.14	Showing Taking help from Sales Person	53
4.15	Showing The mode Of Payment	54
4.16	Showing The Satisfaction Level of Respondent	55

CHAPTER 1

INTRODUCTION

1.1 CONSUMER BEHAVIOUR

Consumer behaviour is a rapidly growing discipline of study. It means more than just how a person buys products. It is a complex and multidimensional process and reflects the totality of consumer's decision with respect to acquisition, consumption and disposal activities. We as consumers, exhibit very significant differences in our buying behaviour and play an important role in local, National or international economic condition. One of the very few aspects common to all of us is that we are all consumers and the reason for a business firm to come into being is the presence of consumers who have unfulfilled, or partially fulfilled needs and wants. No matter who we are – urban or rural, male or female, young or old, rich or poor, educated or uneducated, believer or non believer, or whatever – we are all consumers. We consume or use on a regular basis food, shelter, clothing, education, entertainment, brooms, toothbrushes, vehicles, domestic help, health care and other services, necessities, comforts, luxuries and even ideas etc. Organizations realise that their marketing effectiveness in satisfying consumer needs and wants at a profit depends on a deeper understanding of Consumer Behaviour. Our consumption related behaviour influences the development of technology and introduction of new improved products and services.

1.1.1 Definition of Consumer Behaviour

“Consumer Behaviour refers to the action and decision processes of people who purchase goods and services for personal consumption”

James F Engle,

Consumer Behaviour refers to "the mental and emotional process and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants."

Bearden et al. "Marketing principles and perspectives

1.1.2 Types of Consumer Behaviour

- Prepurchase Behaviour**
- Post Purchase Behaviour**

Prepurchase Behaviour

In Prepurchase Behaviour the consumer will enquire about the product before purchasing the product,

Post Purchase Behaviour

After purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The marketer's job does not end when the product is bought. Marketers must monitor postpurchase satisfaction, postpurchase actions, and postpurchase product uses.

1.1.3 Factors influencing Consumer Behaviour

- Internal Factors**
- External Factors**

Internal Factors(Personal Factors)

A Buyer's decisions are also influenced by personal Characteristics, These include the buyers age and stage in the life cycle, Occupation, economic circumstances, lifestyle, and personality and self-concept

External Factors(Cultural Factor)

Culture, subculture, and social class are particularly important in buying behavior. Culture is the fundamental determinant of persons wants and behaviour. The growing child acquires a set of values, perception, preference, and behaviour through his or her family

STAGES OF CONSUMER DECISION MAKING

- **NEED RECOGNITION**
- **PRE-PURCHASE SEARCH**
- **EVALUATION OF ALTERNATIVES**

1.2 GENERAL INTRODUCTION ABOUT THE INDUSTRY

Retail Industry Profile

Retail business is the largest private industry. Ahead even of finance and engineering, contributing over 8% to the GDP in the west. Over 50 of the fortune 500 and about 25 of the Asian top 200 companies are retailers. Thailand and Indonesia, which were afflicted by the currency turmoil, pepped up the deregulatory measures to attract more FDI in retail business. Japan, under a prolonged recession and protracted downfall in domestic investment abolished its large scale.

Retail is the second-largest industry in the United States both in number of establishments and number of employees. The U.S. retail industry generates \$3.8 trillion in retail sales annually (\$4.2 trillion if food service sales are included), approximately \$11,993 per capita. The retail sector is also one of the largest worldwide. Wal-Mart is the world's largest retailer and the world's largest company with more than \$312 billion (USD) in sales annually. Wal-Mart employs 1.3 million associates in the United States and more than 400,000 internationally. The second largest retailer in the world is France's Carrefour. Retail trade accounts for about 12.4 percent of all business establishments in the United States. Single-store businesses account for over 95 percent of all U.S. retailers, but generate less than 50 percent of all retail store sales. Gross margin typically runs between 31 and 33 percent of sales for the industry but varies widely by segment.

The retail industry accounts for about 11.6 percent of U.S. employment. Annual retail employment averaged 15.3 million people in 2005. Retail unemployment was 5.4 percent compared to 5.1 percent overall. Employment of non supervisory workers in retail averaged 13.0 million in 2005. Non supervisory retail employees averaged 30.6 hours a week during 2005 with average hourly earnings of \$12.36. Ten year employment projections expect retail to increase 11.0 percent, versus 14.8 percent overall.

The 10 Largest Retailers in the U.S

Retail industry in India

Rank	Retailer	Country of Origin	Format	2000 Retail Sales (\$ millions)
1	Wal-Mart	U.S.	Discount/Warehouse	191,329
2	Carrefour	France	Cash & Carry/Convenience/Discount/Hypermarket/Supermarket	59,703
3	Kroger	U.S.	Convenience/Department/Discount/Drug/Supermarket	49,000
4	Home Depot	U.S.	DIY/Specialty	45,439
5	Metra	Germany	Department/DIY/Hypermarket/Specialty/Supermarket/Warehouse/Mail Order	42,439
6	Ahold	Netherlands	Cash & Carry/Convenience/Discount/Drug/Hypermarket	41,539
7	Kmart	U.S.	Discount	37,028
8	Albertsons's	U.S.	Drug/Supermarket	36,762
9	Sears, Roebuck	U.S.	Department/Mail Order/Specialty	36,548
10	Target	U.S.	Department/Discount	36,362

In Indian, the retail sector is the second largest employer after agriculture. The retail sector in Indian is highly fragmented and consists predominantly of small independent, and owner-managed shops .There is some 12 million retail outlets in Indian. Besides, the country is also dotted with low-cost kiosks and pushcarts. In 2001, organized retail trade in India was worth Rs 11228.7 billion. There has been a boom in the retail trade in Indian owing to a gradual increase in the disposable

income of the middle-class households. More and more players are venturing into the retail business in India to introduce new attractive retail formats like malls, supermarkets, discount store, and department's store

1.3 OVERVIEW OF INDUSTRY IN GENERAL

The Retailing Sector is playing a major role in the world markets particularly in the Indian markets. It encompasses the business activities involved in selling goods and service to consumer for their personal family or house hold use. They are middle man—the retailer who links the producer and the ultimate consumer.

This study started with introduction of Retail sector in India and some information has been gathered about the in store and out store advertisements. The study has helped to know various types of advertisements that Big Bazaar uses to attract the target audience. Survey method has been adopted to study the advertisement awareness of the customers. Respondents are interviewed randomly and the data is collected on the basis of their response to questionnaire. Hypothesis test was conducted to study the relative factors of perception.

It is found from the study that most of the respondents are aware of Big Bazaar through newspapers. Most of the respondents have ranked the variety and service as the important factors respectively. Respondents are of the opinion that Big Bazaar emphasis on lower costs and prices and it also emphasizes on the convenience that it is a one stop shopping.

It is recommended for Big Bazaar that they should be transparent and they should go for aggressive advertisement so as to create awareness among public. Big Bazaar has to take certain measures so as to retain the existing customers and build a strong relationship with them, which in turn may help these companies in the form of publicity (word of mouth).

Both primary and secondary data been used for the study purpose. The main techniques and methods used for data collection are: Interview method, Internet, Trial and Error methods and questionnaire method enabled us to understand the advertisement effectiveness used by the organization.

CHAPTER 2

2.1 STATEMENT OF THE PROBLEM

There are so many retailing companies in the market and it is a highly competitive situation. The market is flooded with Indian and multinational company which is having good quality. And all companies are having good market share.

So we are not clear about the consumer's behavior towards the big bazaar. We are not aware that the consumer what will think before coming to Big Bazaar and we are not aware about what the customer will think before purchasing the product.

This project is aimed at finding out the consumer Behavior towards the hypermarket.

2.2 NEEDS FOR THE STUDY/SIGNIFICANT OF THE STUDY

The study is necessary to find out:

- ➡ To know the consumer behavior towards Big Bazaar
- ➡ To know what the consumer will think before purchasing the product, and what aspect the consumer will see whether the price, quality, or service.
- ➡ The study is also necessary to find out the rank of BIG BAZAAR among the competitors related to price, quality, service, variety.
- ➡ The study is helpful to the company for taking decisions.

2.3 OBJECTIVES OF THE STUDY

- ➡ To know the consumer taste and performance towards hypermarket
- ➡ To identify the various factor influencing behavior towards hypermarket
- ➡ To study the impact of advisement towards hypermarket
- ➡ To identify the promotional factors to influence the consumer behavior

- ➔ To suggest the suitable ways and means to create the new customer and retain the old customers

2.4 OPERATIONAL DEFINATION

CONSUMER BEHAVIOUR

“Consumer Behaviour refers to the action and decision processes of people who purchase goods and services for personal consumption”

James F Engle,

Consumer Behaviour refers to “the mental and emotional process and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants.”

Bearden et al. “Marketing principles and perspectives

Hypermarket:-

A hypermarket is a superstore which combines a supermarket and a department store. The result is a gigantic retail facility which carries an enormous range of products under one roof, including full lines of groceries and general merchandise. When they are planned, constructed, and executed correctly, a consumer can ideally satisfy *all* of his or her routine weekly shopping needs in one trip to the hypermarket. Hypermarkets, like other big-box stores, typically have business models focusing on high-volume, low-margin sales. Due to their large footprints — a typical Wal-Mart Supercenter covers 150,000 square feet, a typical Carrefour 210,000 square feet — and the need for many shoppers to carry large quantities of goods, many hypermarkets choose suburban or out-of-town locations that are easily accessible by automobile.

2.5 SCOPE OF THE STUDY

- ➡ This study helps to know about the consumer behavior, attitude and perception towards hypermarket
- ➡ This Study also helps to know the type of consumers is coming to the hypermarket
- ➡ The scope of the study is quite vast as it covers the customer of Big Bazaar
- ➡ To know the customer preference and disliking about the organization

2.6 METHODOLOGY

2.6.1 RESEARCH DESIGN

The formidable problem that follows the task of defining the research problem is the preparation of design of the research project, popularly known as the research design. “A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.”

Research design is needed because it facilitates the smooth sailing of the various research operation thereby making research as efficient as possible yielding maximal information with minimal expenditure of effort, Time and money.

A good design is often characterized by adjectives like flexible, appropriate, efficient, and economical. Generally, the design which minimizes bias and maximizes the reliability of the data collected and analyzed is considered a good design.

Some of the important features of research design are:-

- i. It is a plan that specifies the sources and type of information relevant to the research problem.
- ii. It is a strategy specifying which approach will be used for gathering and analyzing the data.
- iii. It also includes the time and cost budgets since most studies are done under these two constraints.

In brief, research design must, at least, contain a clear statement of the research problem, procedure and techniques to be used for gathering information, the population to be studied, and methods to be used in processing and analyzing data.

2.6.2 TYPES OF RESEARCH DESIGN

Different research designs can be conveniently described if categorize them as

- i. Research design in case of exploratory research studies,
- ii. Research design in case of descriptive research studies,
- iii. Research design in case of diagnostic research studies, and
- iv. Research design in case of hypothesis-testing research studies.

2.6.3 RESEARCH DESIGN FOR THE STUDY

The research design adopted for this research is **descriptive research design**. The reason behind this is, descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group.

Moreover, descriptive research minimizes bias and maximizes reliability of evidence collected.

2.7 SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design is determined before data are collected.

2.7.1 DIFFERENT TYPES OF SAMPLE DESIGNS

Sampling techniques falls into two categories: -

- Probability Sampling
- Non-Probability Sampling

Probability Sampling

Probability Sampling is also known as random sampling or chance sampling. Under this sampling design, every item of the universe has an equal chance of inclusion in the sample.

Non-Probability Sampling

Non-Probability Sampling is that sampling procedure which does not afford any basis for estimating the probability that each item in the population has of being included in the sample..

2.7.2 SAMPLING DESIGN USED FOR THE RESEARCH

The researcher has used the **systematic random sampling** for the research.

2.7.3 SAMPLE SIZE

The study is conducted on the sample size of 100 respondent .

2.7.4 AREA OF STUDY

The study is limited only to Bangalore.(Banashankari).

2.8 SOURCES OF DATA

There are two types of data

- Primary data
- Secondary data

Primary data

Primary data are those which are collected afresh and for the first time, and thus happen to be original in character.

Secondary data

Secondary data are those which have already been collected by someone else and which have already been passed through statistical process.

2.8.1 COLLECTION OF SECONDARY DATA

The secondary data has been collected from various publications of Books, Journals, etc

2.8.2 COLLECTION OF PRIMARY DATA

The primary data for the study was collected by the method of Questionnaire and Interview which is original in nature

2.9 Tools and Techniques

Tools for data collection

The questionnaire is the tool used for data collection.

Sample design

In this study convenient random sampling method is used to select the respondents. The sample size is 100 respondents.

Analysis and Interpretation

The various tools for analysis used are graphs, charts, percentage growth, and secondary data.

Software used: MS- excel and MS- word has only been used for the purpose of analyzing the data.

Statistical tools

- 1 Percentage method
- 2 Ranking method

2.10 LIMITATIONS OF THE STUDY

Efforts were made to see that the data collected and analyzed were as accurate as possible. In spite of all precautions taken, certain limitations of the study can be observed.

The studies have the following limitations.

- ➡ As it was not possible to cover the entire customer of Big Bazaar so small sample of customers were taken.

This is only a sample study in Bangalore and to that extent the results may be inaccurate.

- The respondent may skip some questions. Also, they may not respond to every question correctly.
- Finally the techniques used in data analyses may not as be accurate as other software application.

CHAPTER 3

3.1 COMPANY PROFILE

3.1.1 HISTORY:-



Pantaloon Retail (India) Limited, is India's leading retail company with presence across multiple lines of businesses. The company owns and manages multiple retail formats that cater to a wide cross-section of the Indian society and is able to capture almost the entire consumption basket of the Indian consumer. Headquartered in Mumbai, the company operates through 4 million square feet of retail space, has over 140 stores across 32 cities in India and employs over 14,000 people. The company registered. It achieved a turnover of Rs2019 core for FY2005-06.

Pantaloon Retail forayed into modern retail in 1997 with the launching of fashion retail chain, Pantaloons in Kolkata. In 2001, it launched Big Bazaar, a hypermarket chain that combines the look and feel of Indian bazaars, with aspects of modern retail, like choice, convenience and hygiene. This was followed by Food Bazaar, food and grocery chain and launch Central, a first of its kind seamless mall

located in the heart of major Indian cities. Some of its other formats include, Collection I (home improvement products), E-Zone (consumer electronics), Depot (books, music, gifts and stationary), all (fashion apparel for plus-size individuals), Shoe Factory (footwear) and Blue Sky (fashion accessories). It has recently launched its retailing venture,

The company has stores in 32 cities across the country, constituting 4 million square feet of retail space. The company caters to the 'Lifestyle' segment through its 28 Pantaloons Stores and 4 Central Malls, as well as its other concepts. In 'Value' retailing it is present through 43 Big Bazaar hypermarkets, 66 Food Bazaars and 6 Fashion Stations, and other delivery formats.

3.1.2 Nature of Business :-

Retail Business

Big Bazaar is a chain of shopping malls in India currently with 29 outlets, owned by the Pantaloon Group. It works on same the economy model as Wal-Mart and has had considerable success in many Indian cities and small towns. The idea was pioneered by entrepreneur Kishore Biyani, the head of Pantaloon Retail India Ltd.

Big Bazaar will help home-makers to get the most out of their monthly budgets and get all their household requirements under one roof." The store, showcases the following — apparel and accessories for the entire family including women's wear, kid's wear, casual wear, men's wear, accessories and fashion jewellery; personal care products; baby care products, stationery, toys, footwear, plastics, home care

products, household products, gift articles, flowers, Electronics Bazaar, mobile handsets, Furniture Bazaar, sports accessories, luggage and kitchen equipment.



The Big Bazaar also has a Food Bazaar. All the cooking and kitchen needs of the house wife are available under a single roof. It provides an assorted range of foods, grains, grocery, provisions, spices, dairy products, fresh fruits, vegetables, confectionery, loose dry fruits, namkeen, sweets, farsan, etc. The Food Bazaar will offer additives and preservatives, ready to eat, ready to cook, Chill Station, health food, beverages, baby food, Farm Fresh and Golden Harvest.

With its motto of “**Nobody sells cheaper and better**”, Big Bazaar ensures that all the products are available at the lowest prices. Promising 'more for less', Big Bazaar, offers a wide range of mass-market product lines that are sought by a majority of Indian consumers. It also offers a host of value-added services at the bazaar. The special discounts and promotional offers, which are available at regular intervals, make the format very unique and distinct.

The consumer experiences a new level of standard in price, convenience comfort, quality, and quantity and store service levels. Big Bazaar is not just another hypermarket. It caters to every need of your family. Where Big Bazaar scores over other stores is its value for money proposition for the Indian customers.

At Big Bazaar, you will definitely get the best products at the best prices --that's what we guarantee. With the ever increasing array of private labels, it has opened the doors into the world of fashion and general merchandise including home furnishings, utensils, crockery, cutlery, sports goods and much more at prices that will surprise you. And this is just the beginning. Big Bazaar plans to add much more to complete your shopping experience.

3.1.3 Product and services

All consumer durable goods

3.1.4 Number of Branches and Locations

1. Ahmedabad (Raipur Gate, Kankaria)
2. Allahabad (Atlantis Mall, Civil Lines)
3. Mumbai (Lower Parel, Mulund, Kandivali, Bhayandar)
4. Bangalore (Koramangala, Double Road, Banashankari, Old Madras Road, Mysore Road , Jayanagar 9th block)
5. Surat (Piplod, Surat-Dumas Road)
6. Kolkata (Baguihati, Hiland Park)
7. Palakkad (City Centre)
8. Ambala
9. Bhubaneswar
10. Nagpur
11. Delhi
12. Durgapur
13. Ghaziabad
14. Gurgaon
15. Hyderabad
16. Indore
17. Thane
18. Chennai
19. Coimbatore
20. Vishakhapatnam
21. Lucknow
22. Mangalore
23. Nasik
24. Panipat
25. Pune
26. Rajkot

FOOD BAZAAR

Ab Ghar Chalaana Kitna Aasaan



Food Bazaar invites you for a shopping experience, unique by its ambience. At Food Bazaar you will find a hitherto unseen blend of a typical Indian Bazaar and International supermarket atmosphere. Flagged off in April'02, Food Bazaar is a chain of large supermarkets with a difference, where the best of Western and Indian values have been put together to ensure your satisfaction and comfort while shopping.

The western values of convenience, cleanliness and hygiene are offered through pre packed commodities and the Indian values of "See-Touch-Feel" are offered through the "bazaar-like" atmosphere created by displaying staples out in the open, all at very economical and affordable prices without any compromise on quality. The best of everything offered with a seal of freshness and purity will definitely make your final buying decision a lot easier.

Big Bazaar Wholesale Club



The Big Bazaar Wholesale Club brings to you an opportunity to save in bulk as you buy in bulk. In line with the Big Bazaar tradition of providing best deals at best prices, the Big Bazaar Wholesale Club provides you bulk deals at wholesale prices. An extension of Big Bazaar, the Big Bazaar Wholesale Club offers multi-packs and bulk packs of a select range of merchandise at wholesale prices. The merchandise categories range from Food & FMCG to Home Linen and many more. You will not find any merchandise being sold loose/single unit (except fresh) at a Big Bazaar Wholesale Club.

A typical **Big Bazaar Wholesale Club** is located adjacent to a Big Bazaar in the form of a separate section. The look and feel of a wholesale market is evident in the stores from the stacking styles and use of a lot of hand written signages by chalks on black slates. Taking care of your savings, the Big Bazaar Wholesale Club will ensure that the more you buy, the more you save. If you enjoy shopping at wholesale markets for your entire family or you have a huge circle of friends who would like to get together for their monthly shopping needs or if you are a retailer looking for wholesale offers then the Big Bazaar Wholesale Club is the place to shop at.

To shop at the Big Bazaar Wholesale Club, you just need to enroll yourself as a member of the club. If you possess an Anmol card or an ICICI-Big Bazaar card then you are automatically enrolled as a member of the Big Bazaar Wholesale Club.



mbazaar

Latest

Technology, Lowest Price.

Bazaar is the first and one of its kind concept offering comprehensive solutions to satisfy the knowledge, entertainment and communication aspirations of Individuals.

A value seekers haven, M Bazaar offers latest technologies at fantastic prices. The product basket offers everything from airtime recharges, mobile accessories, and swanky brands in mobile phones, landline instruments, blue tooth accessories, fashionable mobile trinkets and much more.

Present as a part of Big Bazaars, these retail points are unique in character by their warm presence combined with the cutting edge branding.

Big Bazaar offers.

Wednesday Bazaar

Big Bazaar introduced the Wednesday Bazaar during the month of December 2006. As the customer walk in is more only during Saturday and Sunday so they created another weekend for the customers namely “Wednesday Bazaar” it is mainly to avoid the crowd as well as for the customer attraction during the week days. Some of the benefits of this Wednesday bazaar to customer, free movement in the store, relaxed shopping, more savings, Billing can be

made faster. Some of the benefits to the Big Bazaar, One more weekend, more profit and sales turnover

To make this offer more effective they started advertisements in radio, Wednesday newspaper, Pomplates, visual merchandise, and special signages for Wednesday bazaar.

THE GREAT EXCHANGE OFFER.

15 TH FEB to 11TH MARCH

“Bring anything OLD take something NEW!!!!” it is nothing but exchange of Old Garments, Utensils, Plastic ware, Newspapers, Furniture or anything that a customer want to dispose off to Big Bazaar, get them weighed

and take away a price for all their products Big Bazaar Exchange Offer is a big promotion and it's important to give the same experience to all the customers across the chain. It is also important to have proper operations control and documentation to avoid any revenue leakage, discharge legal responsibilities & maintain efficient operations system. It's going to be advertised heavily on all mediums.



Big Bazaar at Bangalore

Bangalore being a metropolitan city, with large number of population having many nuclear families which helps the retail sector to grow more in the forth coming years. And BIG BAZAAR is the one of the fast growing retail industry in Indian market and also in Bangalore and it have six hypermarket stores and four food bazaars in current scenario. They are also planning to set up more outlets in and

around Bangalore city. BIG BAZAAR is a hyper market with one stop shopping and it follows everyday low pricing.

Big Bazaar at Banashankari



The store location is central district area with four storey building, valid parking facilities and good interiors. The products are displayed in such a way that it enables the customer to walk to the product of their choice and purchase them. This gives a pleasant experience to the customers as they move around the store in a relaxed mind.

The ground floor has food bazaar and grocery where it sells the product at a much cheaper price than the market. The layout followed by food bazaar is Grid Layout It also has mobile bazaar.

The first floor has Apparels section maintained separately for men's, women and kids. it also a section for sports wear, bags and slipper. The layout followed by Apparels section is free flow layout. It also has GOLD BAZAAR.

The second floor has furniture bazaar, home linens, gift articles, music depot, toys section and electronic bazaar. The layout followed here is free flow layout.

The third floor has Star Sitara, games zone and food stop Big Bazaar Advertisements ,Advertisement is the easy way to create awareness among the customers.

The organization uses this advertisement to attract the target consumers. Effective advertisement can gain a large market share and also profit maximization.

BIG BAZAAR follows two types of advertisements in store and out store



IN STORE

➔ ADVERTISEMENTS

1. Signage
2. Visual merchandise
3. Banners/ Posters
4. Leaflets or flyers
5. Personal selling
6. Announcements

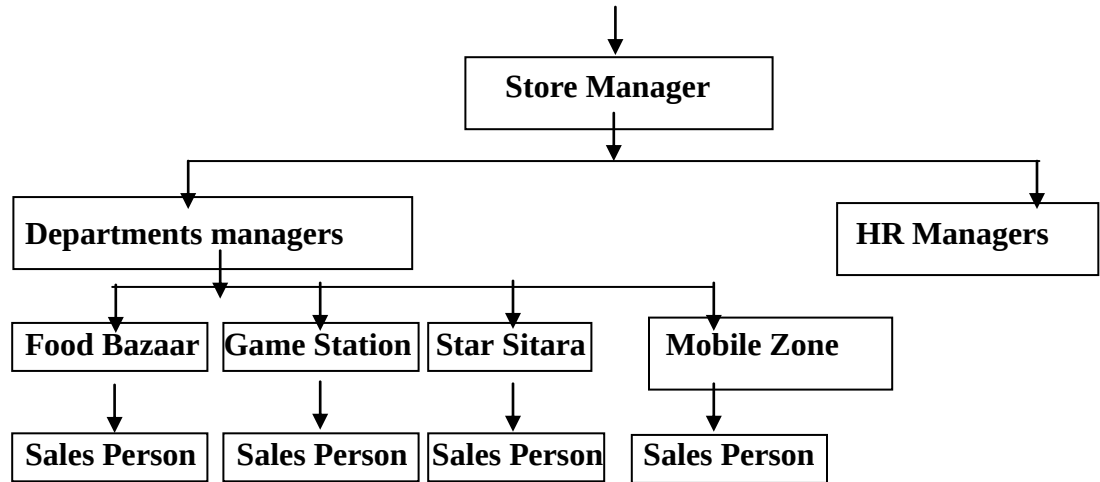
➔ OUT STORE ADVERTISEMENTS

1. Television
2. Radio
3. Newspaper
4. Auto rickshaw
5. Banners/ Hoarding
6. leaflets



3.1.5 Organization Structure

Zonal Manager



3.1.6 Competitors

The Main competitors are

- Subhiksha
- Food world
- Fabmall and
- reliance fresh

THEORETICAL BACKGROUND

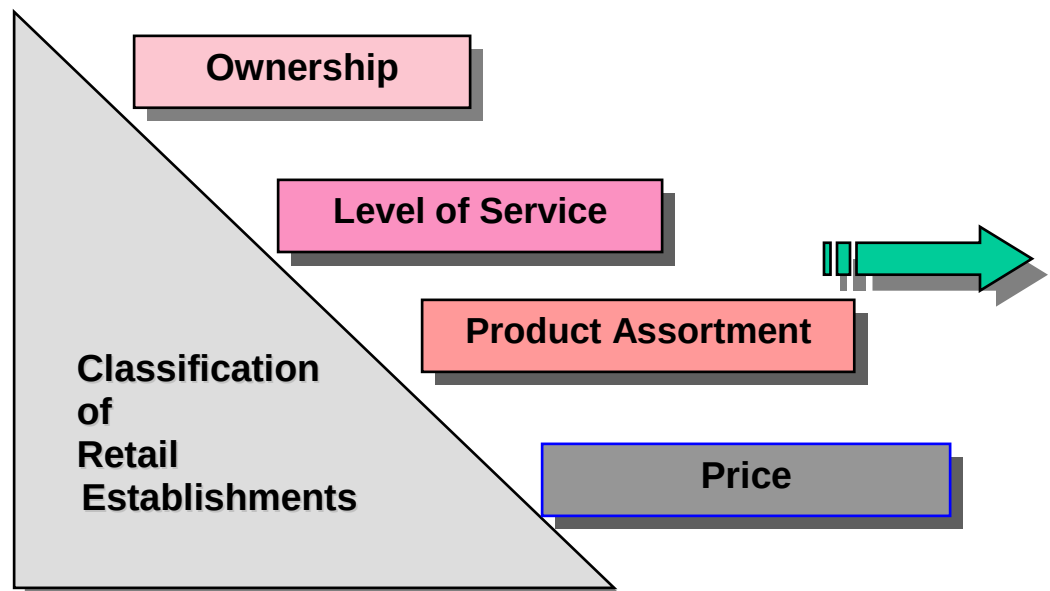
Retailing

Retailing encompasses the business activities involved in selling goods and services to consumers for their personal, family, or household use. It includes every sale to the final consumer.

For Effective Retail Marketing Strategy we need to focus on.....

- ➔ Maintaining consistent branding across different channels.
- ➔ Optimizing the media mix.
- ➔ A Partner to support Marketing Strategies & promotions.
- ➔ Use of Effective Campaign Management Techniques.
- ➔ Managing the relationship with the customers.
- ➔ Increasing the brands share of usage within a household

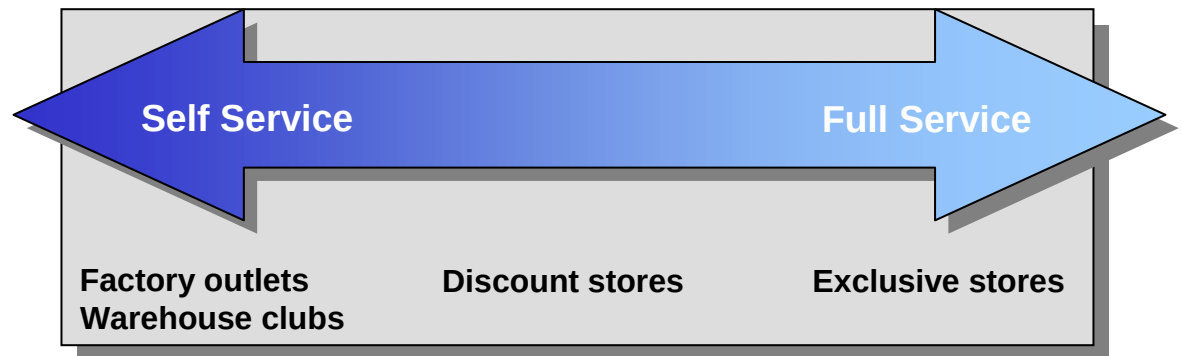
Classification of Retail Operations:



Ownership:-

- ➔ Independent Retailers
- ➔ Chain Stores
- ➔ Franchises

Level of Service:-



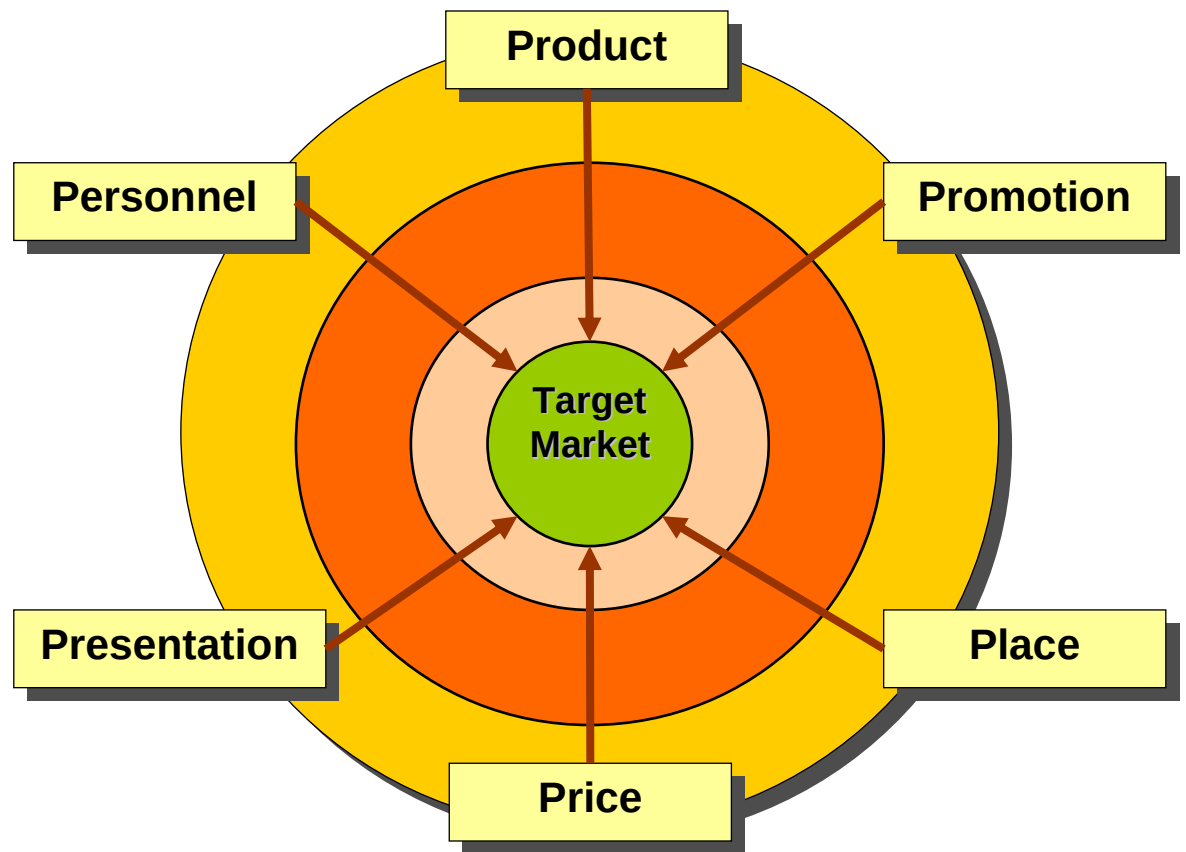
Types of Stores and Their Characteristics:-

Type of Retailer	Service Level	Assortment	Price	Gross Margin
Department Store	Mod Hi-High	Broad	Mod-High	Mod High
Specialty Store	High	Narrow	Mod-High	High
Supermarket	Low	Broad	Moderate	Low
Convenience Store	Low	Med-	Mod High	Mod High
Drugstore	Low-Mod	Medium	Moderate	Low
Full-line Discounter	Mod-Low	Med-Broad	Mod Low	Mod Low
Specialty Discounter	Mod-Low	Med-Broad	Mod Lo-	Mod Low
Warehouse Clubs	Low	Broad	Low-lower	Low
Off-price Retailer	Low	Med-	Low	Low
Restaurant	Low-High	Med-	Low-High	Low-High

Hypermarket:-

A hypermarket is a superstore which combines a supermarket and a department store. The result is a gigantic retail facility which carries an enormous range of products under one roof, including full lines of groceries and general merchandise. When they are planned, constructed, and executed correctly, a consumer can ideally satisfy *all* of his or her routine weekly shopping needs in one trip to the hypermarket. Hypermarkets, like other big-box stores, typically have business models focusing on high-volume, low-margin sales. Due to their large footprints — a typical Wal-Mart Supercenter covers 150,000 square feet, a typical Carrefour 210,000 square feet — and the need for many shoppers to carry large quantities of goods, many hypermarkets choose suburban or out-of-town locations that are easily accessible by automobile.

The Retailing Mix



CHAPTER 4

ANALYSIS / DESIGN INTERPRETATION OF RESULTS,FINDINGS,SUGGESTION AND OBSERVATION

Table # 1: ANALYSIS OF CUSTOMER OF BIG BAZAAR

Sl. No.	Particulars	No. Of Respondents	Percentage
---------	-------------	--------------------	------------

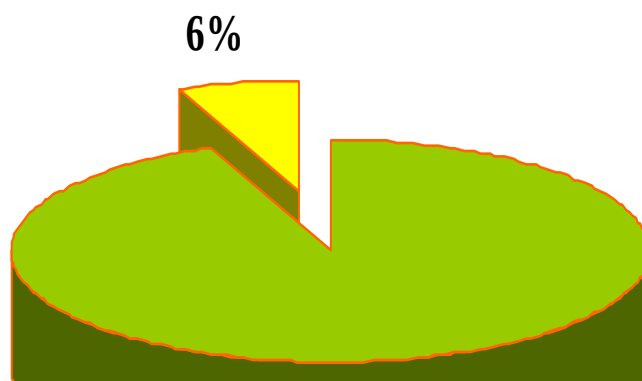
1	Regular	94	94%
2	Irregular	6	6%
Total		100	100%

Source: Primary data

INFERENCE:

The Table shows that after survey we come to know that Big Bazaar have 94 % regular customer and 6 % irregular customer. In this 6% most of them are students and friends group.

Graph # 1: ANALYSIS OF CUSTOMER OF BIG BAZAAR



**Table # 2: ANALYSIS OF MODE OF ADVERTISEMENT WHICH
EFFECTS THE CUSTOMER MOST**

<i>Sl. No.</i>	<i>Particulars</i>	<i>No. Of Respondents</i>	<i>Percentage</i>
<i>1</i>	<i>Television</i>	<i>22</i>	<i>22%</i>
<i>2</i>	<i>FM Radio</i>	<i>19</i>	<i>19%</i>
<i>3</i>	<i>News papers</i>	<i>43</i>	<i>43%</i>
<i>4</i>	<i>Relatives and Friends</i>	<i>16</i>	<i>16%</i>
<i>Total</i>		<i>100</i>	<i>100%</i>

Source: Primary data

INFERENCE

From the above table, the survey shows that 22 % of customer comes to know about Big Bazaar from television and 19 % from FM radio and 43 % from News paper, about 18% of respondents from friends and relatives. The other sources are people walk in because it is near to the house or some people say that they just stepped in and few others from radio and banners.

Graph # 2: ANALYSIS OF MODE OF ADVERTISEMENT WHICH AFFECTS THE CUSTOMER MOST

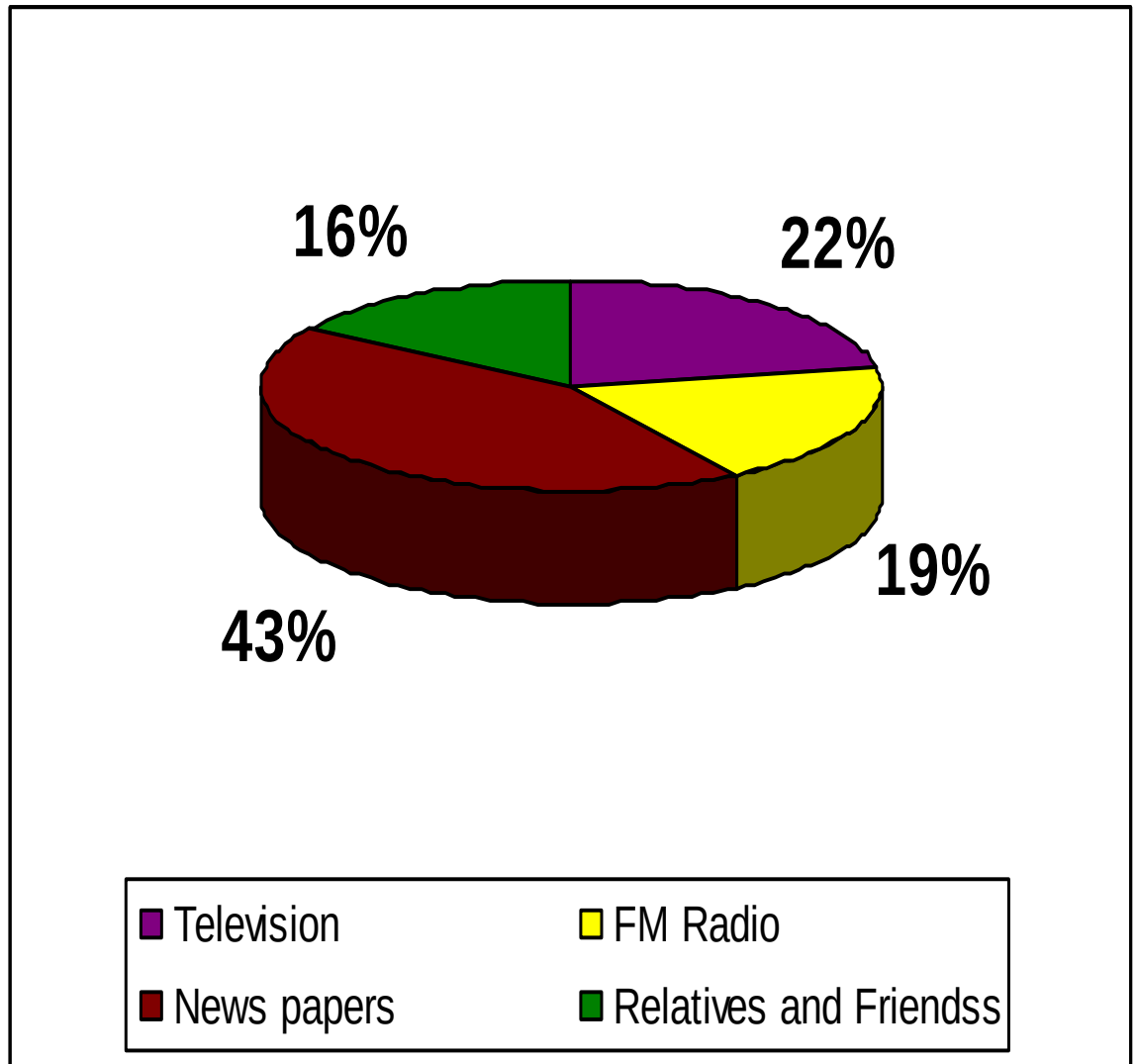


Table # 3: ANALYSIS OF ADVERTISEMENT OF NEWS PAPER

Sl. No.	Particulars	No. Of Respondents	Percentage
1	Times of India	52	52%
2	Deccan Herald	11	11%
3	The Hindu	18	18%
4	Vijay Karnataka	11	11%
5	Others	8	8%
<i>Total</i>		<i>100</i>	<i>100%</i>

Source: Primary data

INFERENCE:

From the above table, the survey shows that the the 52% of the respondent get the information about the Big Bazaar from Times of India and 11% from Deccan Herald, 18% from Hindu, 11% from Vijay Karnataka and 8% from other news paper

Graph # 3 ANALYSIS OF ADVERTISEMENT OF NEWS PAPER

**Table # 4: ANALYSIS OF FREQUENCY OF VISITING THE
BIGBAZAAR**

Sl. No.	Particulars	No. Of Respondents	Percentage
1	Once a Week	20	20%

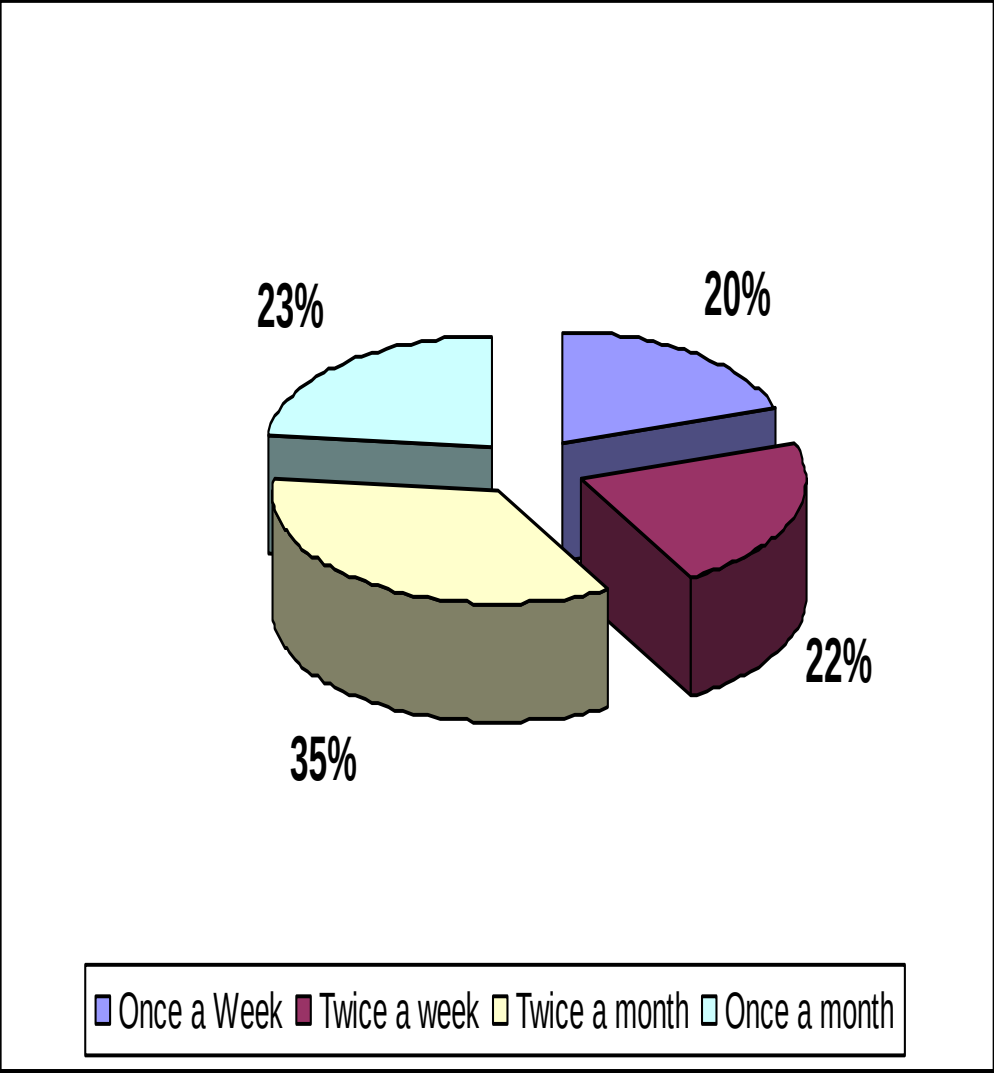
2	Twice a week	22	22%
3	Twice a month	35	35%
4	Once a month	23	23%
Total		100	100%

Source: Primary data

INFERENCE:

From the above table, the survey shows that the 35% of the responded Visit the Big Bazaar Twice in a month, 20% of the responded once a week, 22% twice a week and remaining 23% once in a month

**GRAPH 4 #ANALYSIS OF FREAUENCY OF VISITING THE
BIGBAZAAR**



**TABLE 5# ANALYSIS OF SATISFACTION OF SERVICE AND
QUERIES**

Sl. No.	Particulars	No. Of Respondents	Percentage
1	Yes	75	75%
2	No	25	25%
<i>Total</i>		<i>100</i>	<i>100%</i>

Source: Primary data

INFERENCE

From the Above table, the survey shows that the 75% of the responded are satisfied with the service and queries and the remaining 25% are not satisfied with the service and queries

GRAPH 5# ANALYSIS OF SATISFACTION OF SERVICE AND QUERIES

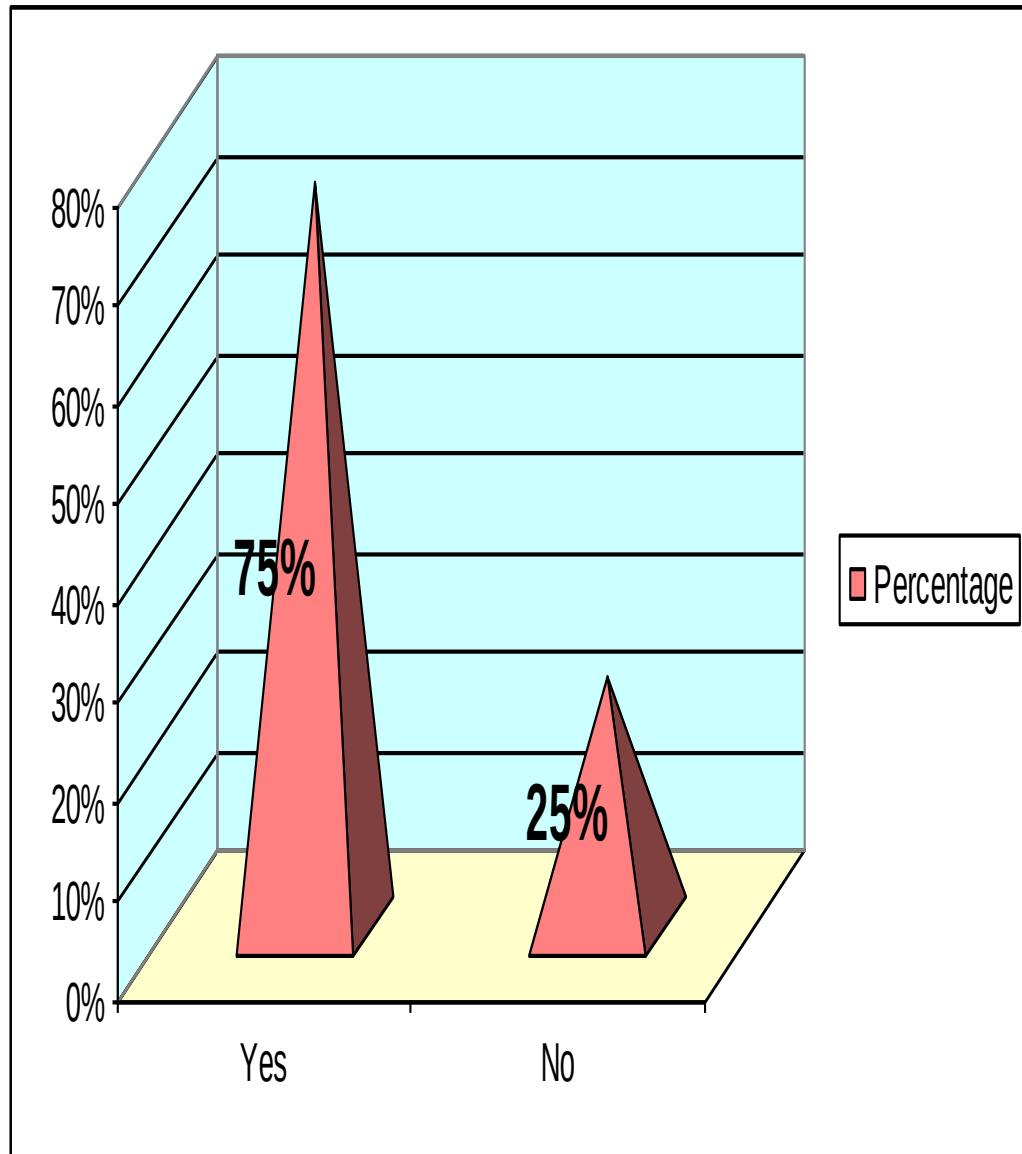


TABLE # 6 ANALYSIS OF WHETHER THE PRICES OF BIGBAZAAR ARE BETTER THEN THE OTHER SUPER MARKET

<i>Sl. No.</i>	<i>Particulars</i>	<i>No. Of Respondents</i>	<i>Percentage</i>
1	Yes	68	68%

2	No	32	32%
Total		100	100%

INFERENCE:

From the Above table, the survey shows that the 68% of the responded are satisfied with the Price and the remaining 32% are not satisfied with price

**GRAPH # 6 ANALYSIS OF WHETHER THE PRICES OF
BIGBAZAAR ARE BETTER THEN THE OTHER
SUPER MARKET**

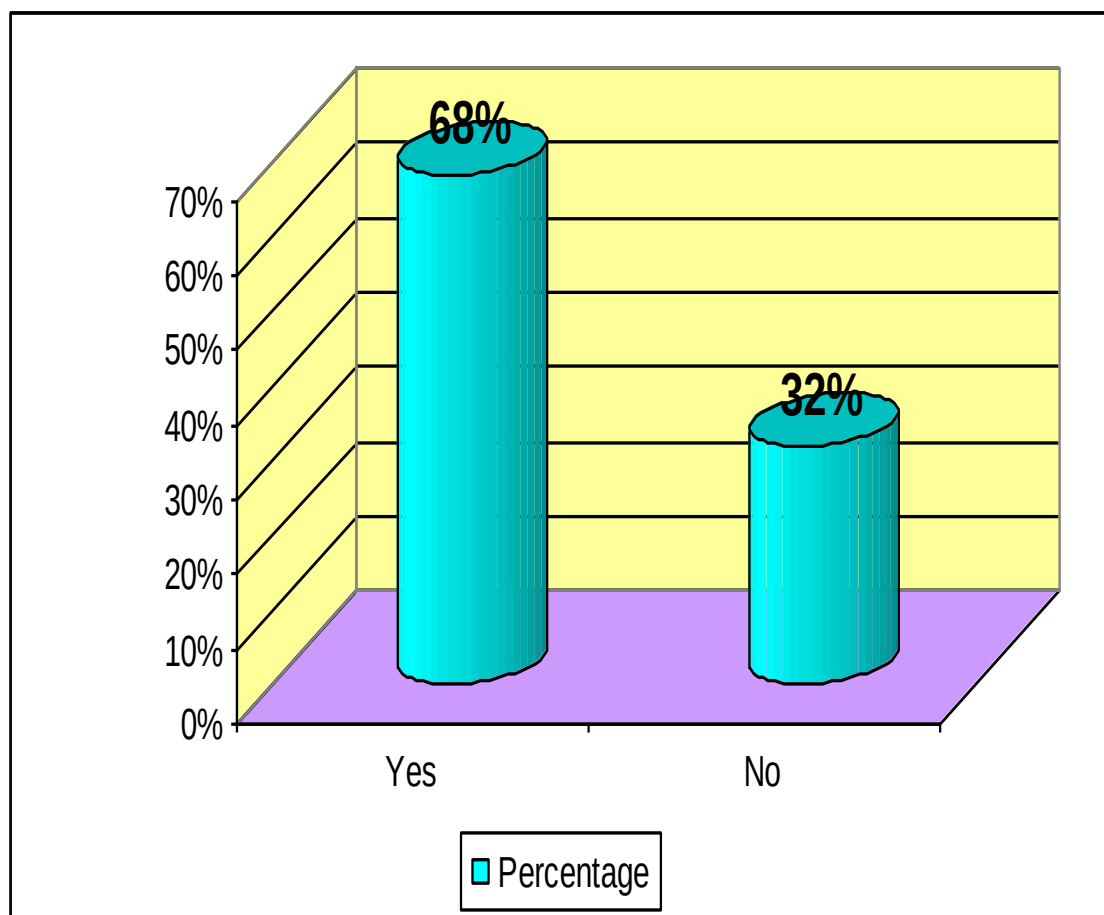


TABLE # 7 ANALYSIS OF FACTORS OF VISITING THE BIGBAZAAR

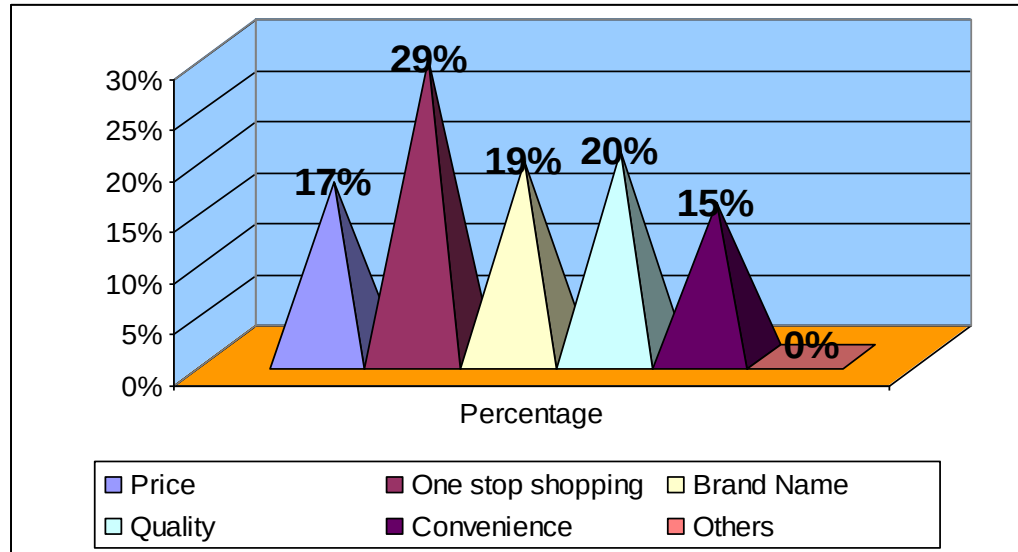
Sl. No.	Particulars	No. Of Respondents	Percentage
1	Price	17	17%
2	One stop shopping	29	29%

3	Brand Name	19	19%
4	Quality	20	20%
5	Convenience	15	15%
6	Others	0	0%
Total		100	100%

INFERENCE

From the Above table, the survey shows that the 17% of the responded are coming to the Bigbazaar for less pricing and 29% of the respondent are coming to Bigbazaar for one stop shopping and 19% of for brand name 20% for Quality and remaining 15% for convenience.

GRAPH # 7 ANALYSIS OF FACTORS OF VISITING THE BIGBAZAAR



**TABLE #8 ANALYSIS OF AWARENESS OF
WEDNESDAY BAZAAR**

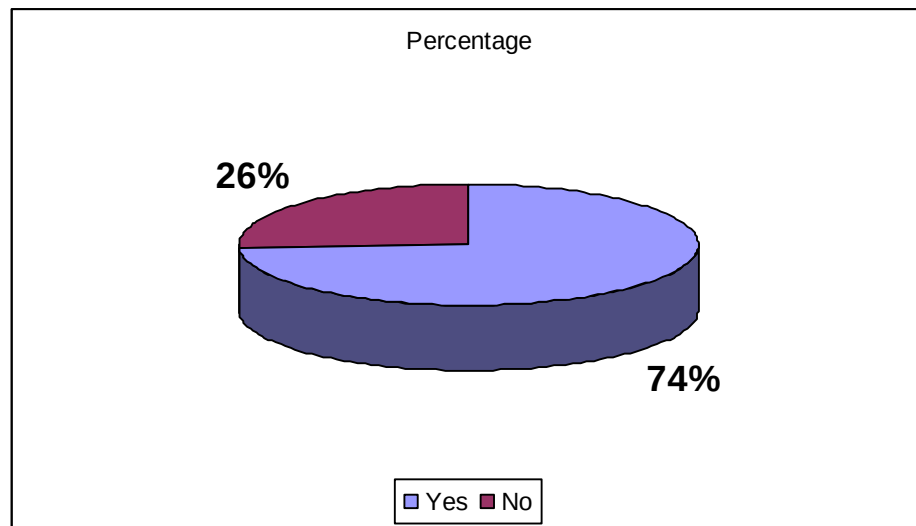
<i>Sl. No.</i>	<i>Particulars</i>	<i>No. Of Respondents</i>	<i>Percentage</i>
----------------	--------------------	---------------------------	-------------------

1	Yes	74	74%
2	No	26	26%
Total		100	100%

INFERENCE

From the Above table, the survey shows that the 74% of the responded are aware of Wednesday Bazaar and the remaining 26% are not aware of the Wednesday bazaar

GRAPH #8 ANALYSIS OF AWARENESS OF WEDNESDAY BAZAAR



TABLE#9 ANALYSIS OF AWARENESS OF STAR SITARA IN BIGBAZAAR

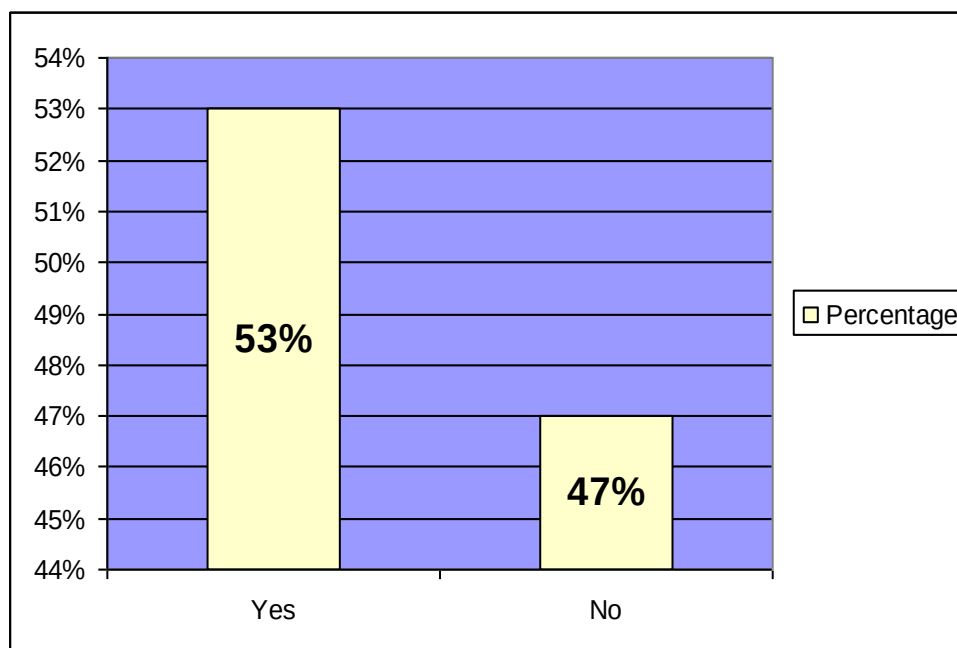
<i>Sl. No.</i>	<i>Particulars</i>	<i>No. Of Respondents</i>	<i>Percentage</i>
----------------	--------------------	---------------------------	-------------------

1	Yes	53	53%
2	No	47	47%
Total		100	100%

INFERENCE:

From the Above table, the survey shows that the 53% of the responded are aware of Star Sitara and the remaining 47% are not aware of the Star Sitara

GRAPH#9 ANALYSIS OF AWARENESS OF STAR SITARA IN BIGBAZAAR



TABLE#10 ANALYSIS OF AWARENESS OF FOOD STOP AND GAME STATION IN BIGBAZAAR

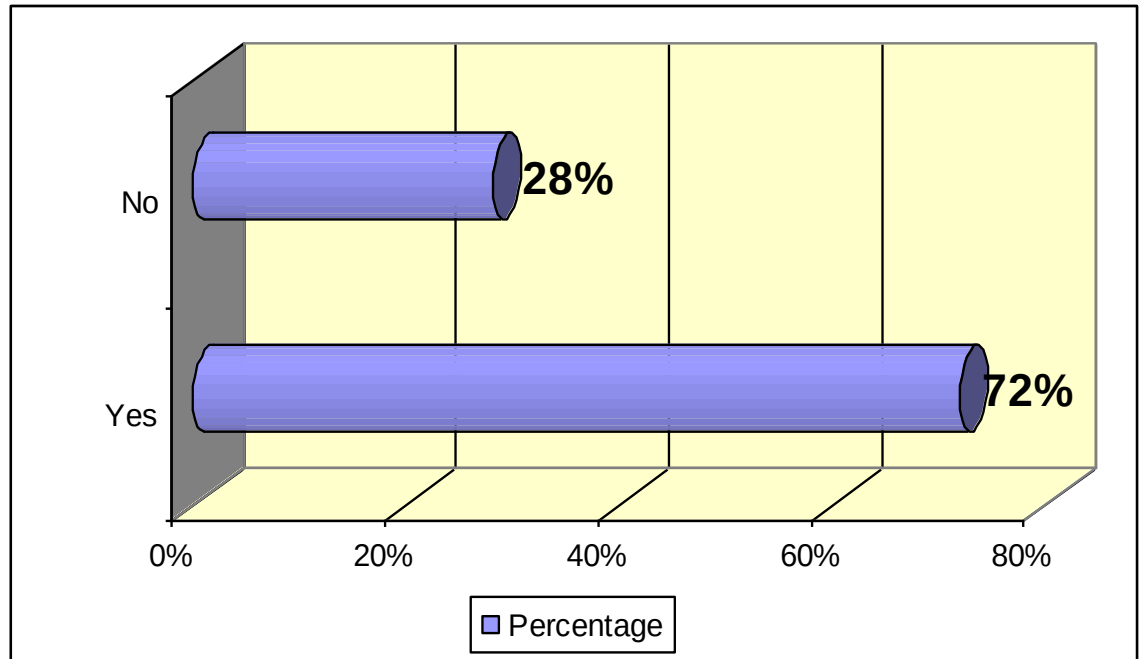
<i>Sl. No.</i>	<i>Particulars</i>	<i>No. Of Respondents</i>	<i>Percentage</i>
1	Yes	72	72%

2	No	28	28%
<i>Total</i>		<i>100</i>	<i>100%</i>

INFERENCE:

From the Above table, the survey shows that the 72% of the responded are aware of Food Stop and Game Station and the remaining 28% are not aware of the Food Stop and Game Station.

**GRAPH#10 ANALYSIS OF AWARENESS OF FOOD STOP
AND GAME STATION IN BIGBAZAAR**



**Table # 11: CUSTOMERS RESPONCE TO RECOMMEND THE
STORE TO FRIENDS & RELATIVES**

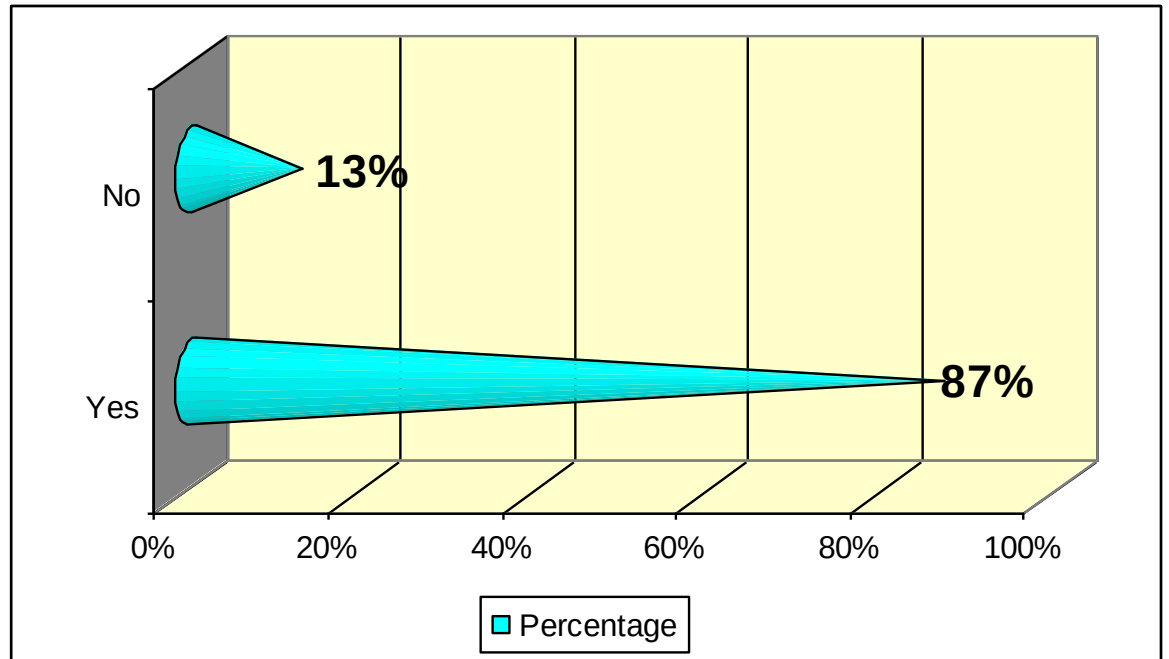
<i>Sl. No.</i>	<i>Particulars</i>	<i>No. Of Respondents</i>	<i>Percentage</i>
1	Yes	87	87%
2	No	13	13%

<i>Total</i>	<i>100</i>	<i>100%</i>
---------------------	-------------------	--------------------

INFERENCE

From the Above table, the survey shows that the 87% of the responded are interested to recommend for the Friends and relatives and the remaining 13% are very much interested in recommended for friends and relatives.

GRAPH # 11: CUSTOMERS RESPONSE TO RECOMMEND THE STORE TO FRIENDS AND RELATIVES



**TABLE # 12 ANALYSIS OF VISITING OF RESPONDENTS TO
THE BIGBAZAAR**

Sl. No.	Particulars	No. Of Respondents	Percentage
1	Recently	32	32%
2	From 6 months	21	21%
3	From 10 months	34	34%
4	More then one year	13	13%
Total		100	100%

INFERENCE

From the Above table, the survey shows that the 32% of the responded are recently visitors and 21% are 6 months of visitor and 34% of the 10 months visitor and 13% are coming to Big bazaar from more then one year.

GRAPH # 12 ANALYSIS OF VISITING OF RESPONDENT TO THE BIGBAZAAR

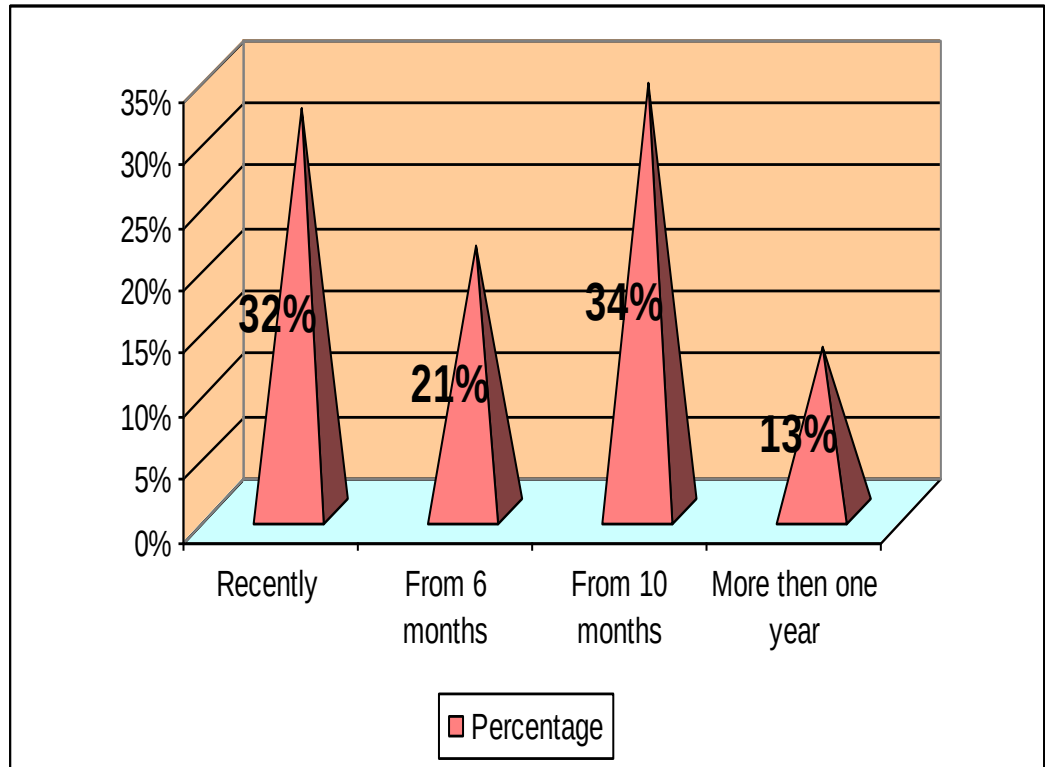


TABLE #13 ANALYSIS OF NEED OF MUSIC WHILE SHOPPING

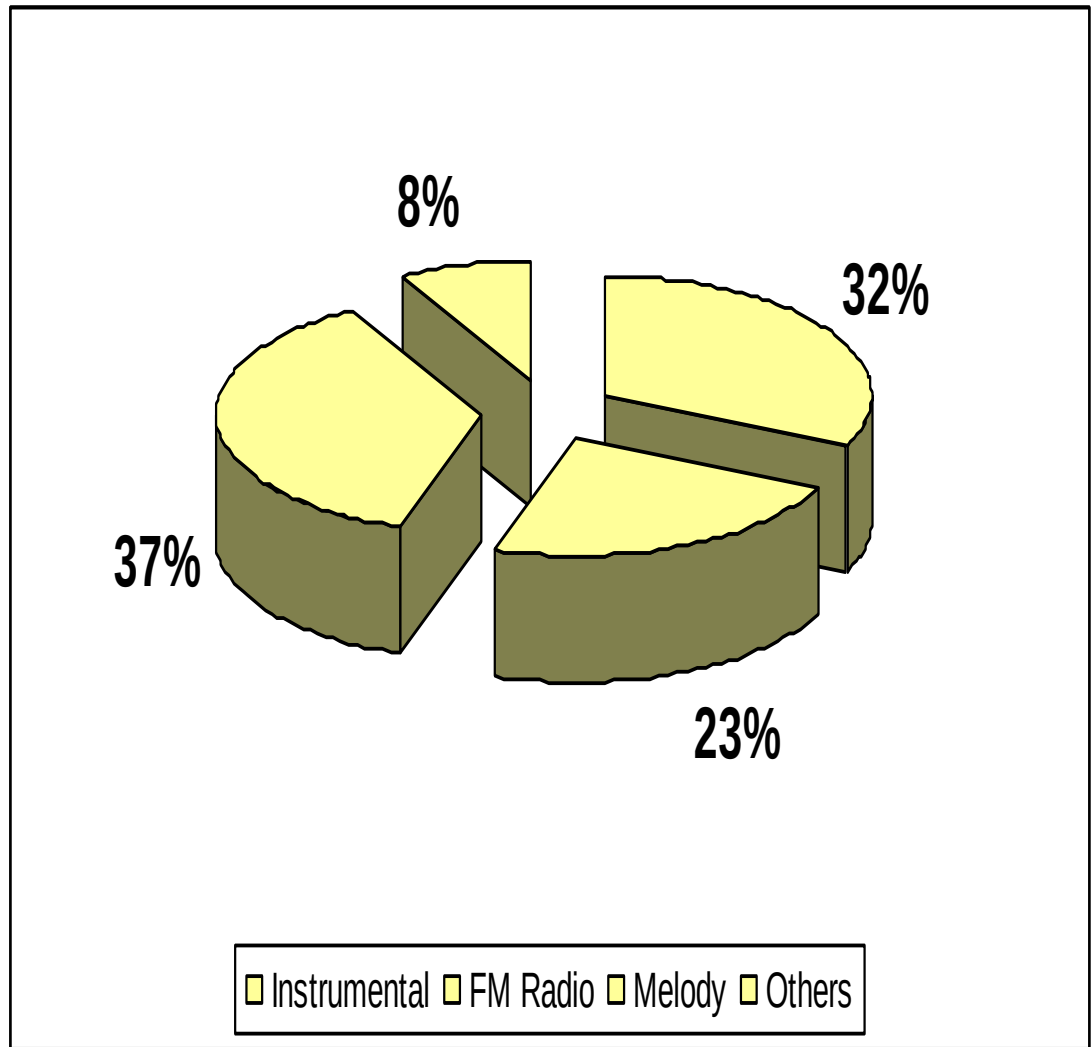
Sl. No.	Particulars	No. Of Respondents	Percentage
---------	-------------	--------------------	------------

1	Instrumental	32	32%
2	FM Radio	23	23%
3	Melody	37	37%
4	Others	8	8%
Total		100	100%

INFERENCE

From the Above table, the survey shows that 32% of the responded are interested to listen the instrumental music while Shopping and 23% are interested in Fm Radio and 37% are interested in Melody and the remaining 8% are other music

GRAPH #13 ANALYSIS OF NEED OF MUSIC WHILE SHOPPING



**TABLE#14 ANALYSIS OF TAKING HELP FROM SALES
PERSON**

<i>Sl. No.</i>	<i>Particulars</i>	<i>No. Of Respondents</i>	<i>Percentage</i>
<i>1</i>	Yes	<i>62</i>	<i>62%</i>
<i>2</i>	No	<i>38</i>	<i>38%</i>
<i>Total</i>		<i>100</i>	<i>100%</i>

INFERENCE

From the Above table, the survey shows that the 62% of the responded are interested to take help from Sales person and the remaining are not itrested to take the help from sales person.

GRAPH#14 ANALYSIS OF TAKING HELP FROM SALES PERSON

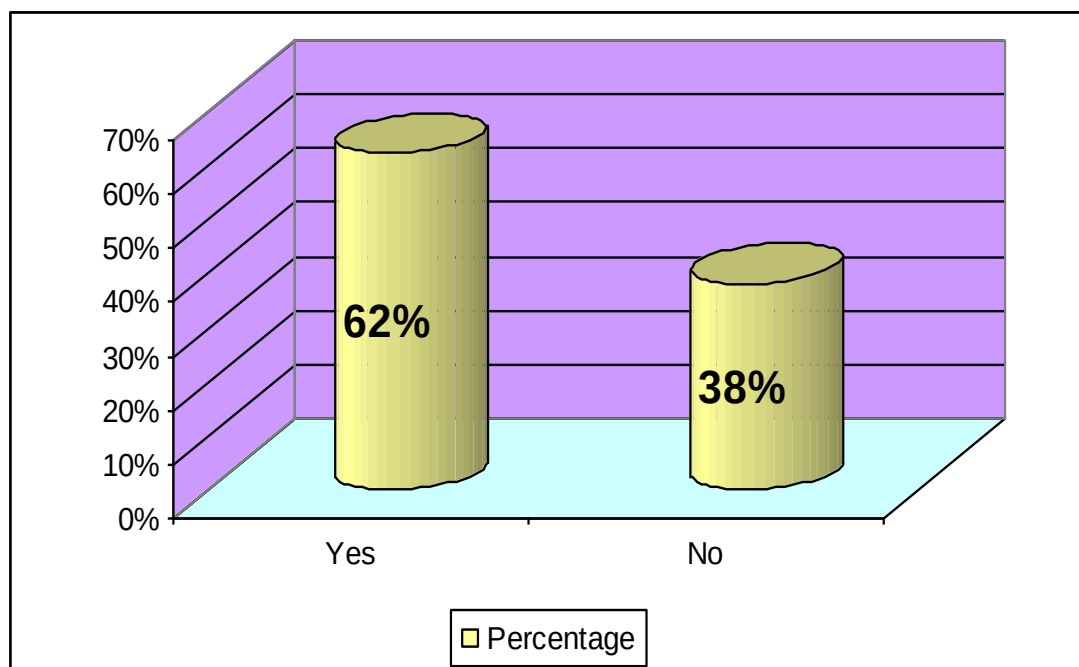


TABLE # 15 RESPONDENT MODE OF PAYMENT

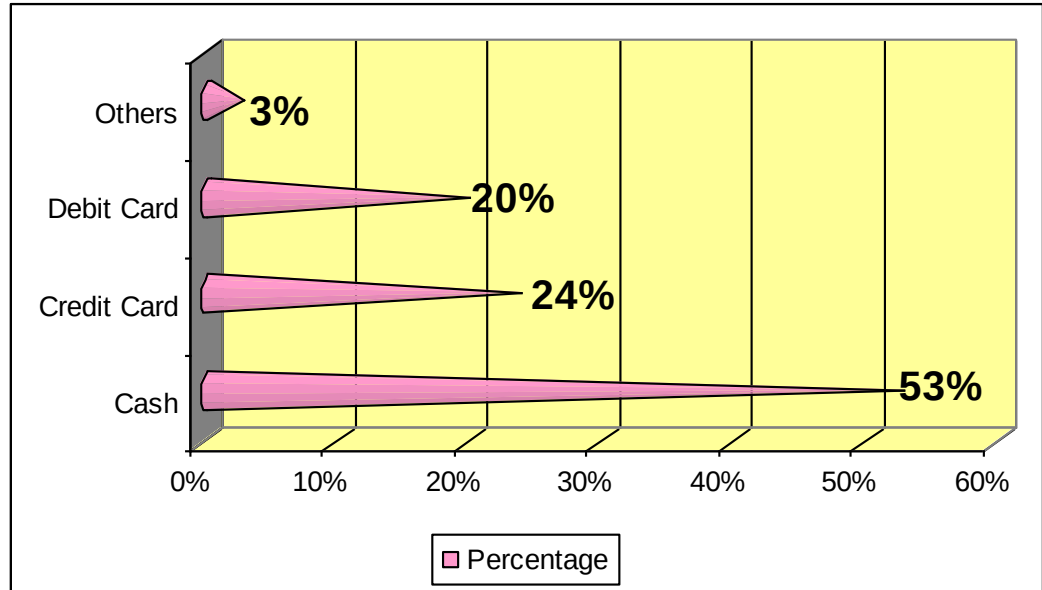
Sl. No.	Particulars	No. Of Respondents	Percentage
---------	-------------	--------------------	------------

1	Cash	53	53%
2	Credit Card	24	24%
3	Debit Card	20	20%
4	Others	3	3%
Total		100	100%

INFERENCE

From the Above table, the survey shows that the 53% of the responded are interested in cash payments, 24% are through credit card and 20% of the respondent are through debit card and the remaining 3% are by other ways

TABLE # 15 RESPONDENT MODE OF PAYMENT



**TABLE # 16 ANALYSIS OF SATISFACTION LEVEL OF
THE RESPONDENT**

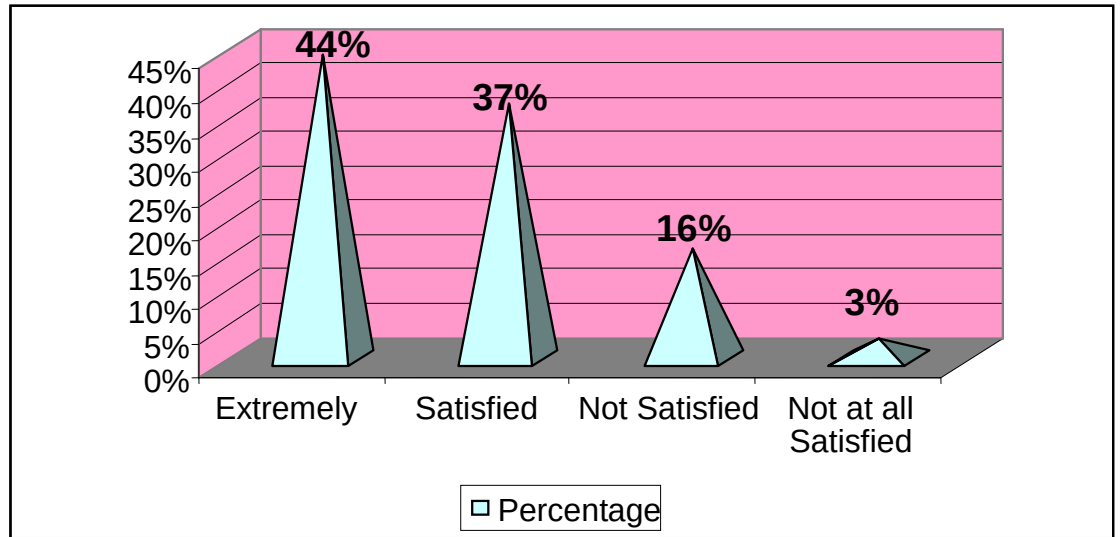
Sl. No.	Particulars	No. Of	Percentage
---------	-------------	--------	------------

		Respondents	
1	Extremely satisfied	44	44%
2	Satisfied	37	37%
3	Not Satisfied	16	16%
4	Not at all Satisfied	3	3%
Total		100	100%

INFERENCE

From the Above table, the survey shows the satisfaction level of the customer in which the 44% of the respondent are extremely satisfied with the service and 37% are satisfied and 16% of the respondent are not satisfied and the remaining 3% of the respondent are not at all satisfied

GRAPH # 16 ANALYSIS OF SATISFACTION LEVEL OF THE RESPONDENT



CHAPTER 5

SUMMARY OF FINDINGS

- ➔ Most of the customers give importance to the price and the brand name while purchasing the product also many of them go by the variety and service and quality of the products.
- ➔ It is found that majority of the respondents (78%) are regular customers to big bazaar

- ➡ Although 48% suggested that they got the information about the store through the advertisements, we cannot say that the advertisements and promotional strategies are enough to cope up with the new environment, new strategies and policies should be implemented and everything should be modernized. It is observed that influence by friends and information from pamphlets and brochures are less attractive.
- ➡ Of the 100 respondents 24% were professionals, and 28% were students and remaining are house wife, service and business people.
- ➡ Big Bazaar attracts both middle-income level and upper income level customers. All customers, irrespective of their income prefer to come to visit. Out of majority income group are 10000 to 20000.
- ➡ As a finding one thing is observed that the sales person behavior” of the store indicates that 12% of respondents rated it as excellent and 55% rated it as good. Here 55% are satisfied but they are looking chance for improvement. We should not avoid those who are not satisfied at all. Those who have rated average that is 24% and poor 9% should tell tomorrow excellent.
- ➡ The company is providing various offers and gift vouchers to the customers but majority of the respondents (50%) suggest that the offers involve lot of savings and fresh offers. (32%) of respondents say that same offers are prolonged for a long time.

- ➡ As big bazaar is not facing a tough competition from its competitors like food world, Fabmall and Subiksha, we can know the position of big bazaar from the survey as follows:
- ➡ **Based on price:** they are having a tough competition with Subiksha as it gives lower prices in grocery and attract more customers.
- ➡ **Based on Quality:** Food world is the closer competitor of big bazaar. 38% have ranked no. 1 for big bazaar and food world is ranked by 30% of respondents with a difference of 8% as they also provide quality products same as Big Bazaar.
- ➡ **Based on Service:** Big Bazaar has been ranked 1 by 55% of the respondents and service offered are satisfactory to majority of customers.
- ➡ **Based on variety:** Big Bazaar is no 1 in variety there is no other supermarket can become its tough competitor, it is a hypermarket
- ➡ It is found that 52% of the customers say that announcements in store help them to take decision. Whereas 48% feel it is irritating.
- ➡ Though radio is the media which reaches large number of customers it was found that only 49% out of 200 respondents were aware of radio and 51% were not aware of the advertisement in radio.

OBSERVATIONS

- ➡ The brand image of Big Bazaar in the minds of customers.
- ➡ The different types of layout followed in the store.
- ➡ The advertisements that they follow in store with various signages and announcements and how it reaches the customer minds.
- ➡ The interaction of the sales person with the customer
- ➡ The different social class of people visiting the store.
- ➡ The procedure of inventory management in store.

- ➡ The ratio of sales on week ends comparatively to other week days.

SUGGESTIONS

- ➡ Quality improvement in apparels section is suggested to be improved by a group of people. .
- ➡ Keep customer informed through announcements which is the easy way to advertise in store.
- ➡ As majority of the customers have complained about billing, the store has to identify and proactively apologize to high value customers or regular avoided. The critical part is that certain customers say that they do not like to customers and develop certain actions so that the billing

problem can be come to store as it is over crowded and billing gets delayed.

- ➞ In case of dissatisfaction of customers, the store has to initiate certain changes in future so that the requirements can be met.
- ➞ Advertisement and promotional strategies should be properly planned. Advertisement is an activity that influences all sorts of people, literate and illiterate, young and aged. Hence it should develop in a way that it will turn itself in to a proper channel of communication.
- ➞ Pamphlets and brochures should be more informative.
- ➞ Big Bazaar has got a good brand image in the minds of customers; the company should try to maintain that same as it is now.
- ➞ After brand image, the purchases decisions of the customers are influenced by the promotional schemes to capture the maximum sales.
- ➞ Another vital deduction drawn from the survey is that the customers are nowadays attracted more towards products features and the quality. Thus it is advised that the store should maintain its product features and the quality on their improvement.
- ➞ During the season period it is found that Big Bazaar has good sales, so it is advised that there should be ample continuation in this methodology.
- ➞ The food stop can some attempt to attract the students in order to capture the maximum sales.

- ➡ As Big Bazaar has secured rank 1 in terms of quality, price, service and variety it shows that the store has a pretty strong foot hold in the market and it should take steps for the welfare of its brand loyalty from the customers and not let down its reputation.
- ➡ Another vital deduction drawn from the survey is that the customers feel the offers are fresh and lot of savings can be made. The store has to maintain same and not let go of its goodwill.
- ➡ Fresh and young faces to be introduced as sales person in the store. Proper training has to be given to the sales persons such that they should not be lethargic and should be sensitive towards customers.
- ➡ Money is the back bone of today's world. The survey revealed that more and more people are attracted towards discounted price of the product. Attraction on luck draws and gifts offered with the products follow closely.
- ➡ By organizing some trade shows it makes the customers further enthusiastic and fun loving place to shop at.
- ➡ It was observed that on Sundays and Saturdays the customer walk ins' increase due to Holidays. On such days the store should increase the number of counters for smooth flow of the customers.
- ➡ To improve the Store Atmosphere, light music can be played such as (Radio City FM 91, Robert Mills etc.)
- ➡ There should be proper sitting space to all the floors in store

- ➡ Road shows and campaign to be organized to bring more awareness among consumers.
- ➡ It is recommended to increase the number of outlets so that the entire city is concerned properly.

CONCLUSIONS

The study was carried out for a period of 6 weeks with a random sampling of 100 respondents within the store as well as external respondents.

The study was mainly focused in providing information to the company on the in store and out store advertisements carried during the week days, week ends as well as festive season to gain an edge over the competition from the research study it has been found that television and newspaper are the best medium to reach maximum customers. Variety and one stop shopping is a major factor which influences the buying decision of the consumer followed by company reputation and price.

The survey found that newspaper and TV advertisements reach the target customers more easily than any other promotion. But apart from

these, various other factors like brand image and relaxed shopping and peer groups also influence the purchasing behavior of the customer to a great extent.

For attaining an overall leadership position, a company should score an extra point over the competition in all the above areas apart from the promotional activities that are done for a specific period to gain market share. It was observed during the survey that Big Bazaar lacks behind the competition in the following areas, which should be looked upon, and taken care to attain the leadership position.

- In terms of price certain number of people was much more satisfied with Subiksha prices. Some respondents feel the prices are relatively costly.
- In terms of quality respondents were expecting big bazaar to give some quality fabrics in apparels section. Where as other sections were not complained.
- In terms of service the sales person could be given some more training and some educated staff could be much more satisfactory.
- In terms of variety big bazaar has not got any critics or suggestions.

Last but no the least I am privileged to work for such an esteemed organization and wish them the very best for future.

ANNEXURE

QUESTIONNAIRE

I) Personal details:

a) Name: _____

b) Area: _____

c) Telephone No _____

d) Gender: Male ☐ Female ☐

e) Marital status: Married ☐ Single ☐

f) Age:

a) <20 years ☐

b) 21 to 30 years ☐

c) 31 to 40 years ☐

d) > 41 years $\square$

g) Occupation:

a) Business ☐

b) Govt Employee ☐

c) Profession ☐

d) Student ☐

d) House wife ☐

h) Monthly Income:

a) < 10,000 ☐

b) 11,000-15,000 ☐

c) 16,000-19,000 ☐

d) > 20,000 ☐

i) Mother Tongue:_____

II) Technical questions:

1) Have you visited **BANASHANKARI Big Bazaar** Before?

a) Yes ☐

b) No ☐

2) How did you come to Know about **BANASHANKARI Big Bazaar**?

a) TV ☐

b) FM Radio ☐

c) News Paper ☐

d) Relatives and friends ☐

3) Which News paper provides the sufficient information about **BIGBAZAAR**?

- a) Times of India ☐ b) Deccan Herald ☐
c) The Hindu ☐ d) Vijay Karnataka ☐
e) Others ☐

4) YOUR Frequency of visit to **BANASHANKARI Big Bazaar**.

- a) Once a week. ☐ b) Twice a week. ☐
c) Once a month. ☐ d) Twice a month. ☐

5) Are you satisfied with the service and queries?

- a) Yes ☐ b) No ☐

6) Are the **Banshankari Big Bazaar** prices better then the other
Super Markets?

- a) Yes ☐ b) No ☐

7) What are the factors that promote you to visit **Banshankari Big
Bazaar**?

- a) Price ☐ b) One stop shopping ☐ c) Brand Name ☐
d) Quality ☐ e) Convenience ☐ f) Others ☐

8) Are you aware of Wednesday Bazaar?

a) Yes ☐

b) No ☐

9) Are you aware of **STAR SITARA** (A Beauty saloon)in
Banshankari Big Bazaar?

a) Yes ☐

b) No ☐

10) Are you aware of **Food Stop** and **Games station** in
Banshankari Big Bazaar?

a) Yes ☐

b) No ☐

11) Would you like to refer your friends and relatives to visit
Banshankari Big Bazaar?

a) Yes ☐

b) No ☐

12) How long since you are visiting **BANASHANKARI Big
Bazaar.**

a) Recently ☐

b) From 6 months ☐

c) From 10 months ☐

d) Ore then One year ☐

13) While shopping which type of music do you need?

a) Instrumental ☐

b) FM radio ☐

c) Melody ☐

d) others ☐

14) Would you like to take the help from sales person while purchase the products?

a) Yes ☐

b) No ☐

15) What is the mode of payment?

a) Cash ☐

b) Credit Card ☐

c) Debit Card ☐

d) Others ☐

16) Are you satisfied the shopping in **BANASHANKARI Big Bazaar.**

a) Extremely satisfied ☐

b) Satisfied ☐

c) Not satisfied ☐

d) Not at all satisfied ☐

17) Your suggestion towards **BANASHANKARI Big Bazaar.**

Thank you

BIBLIOGRAPHY

BOOKS

1. ***'MARKETING MANAGEMENT'*** - *By* Philip Kotler
2. ***'CONSUMER BEHAVIOUR'*** - *By* Suja R. Nair
3. ***'MARKETING & SALES MANAGEMENT'*** -*By* Acharya & Govekar
4. ***RETAIL MANAGEMENT*** -*By* Barry Berman & Joel R Evans

WEBSITE

www.pantaloon.com

[www.retailindustry .com](http://www.retailindustry.com)

www.bigbazaarindia.com