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## Analysis of Consumer Attitude towards Super Bazaar Business

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**Abstract:** Retail sector in India is growing very fast. There are different formats of retail and one of the formats of retail is super bazaar. A super bazaar is self service shop. The concept of the super bazaar is not very new for Indian consumers. In India, super bazaars constitute of varied number of shops that sell luxurious items and also started selling essential commodities. Thus the customer is left with a wide range of choices of varied products at different prices. A consumer play important role in super bazaar. Understanding consumer behavior is important to success of super bazaar business. Customer behavior study is based on consumer buying behavior. Consumer behavior is difficult to predict. So analysis of consumer behavior has become necessary to extract the knowledge that helps to take efficient decisions and to improve the profitability. This paper presents how statistical analysis package is used to segment customers to analyze consumer buying behavior. The data collected could be used to extract interesting patterns so that users buying behavior could be understood. The objective of the research is to identify possibilities for the increase in customer satisfaction. The findings of the study state that measuring consumer satisfaction level is important for sustainability of super bazaar business. The paper also summarizes research limitations as well as the work contribution and future research guidelines.

**Keywords:** Super Bazaar, Consumer Behavior, Decision Making, Retail Sector, Consumer Satisfaction.

### I. Introduction

A super bazaar is large form of traditional grocery store. Super bazaars mostly sell all type products, both of domestic and foreign origin. They also offer products with different price bands for each section of society. Consumer behavior in super bazaar business is more unpredictable and volatile. Therefore they have started giving more preference in designing their places and displaying their products. Consumer behavior is the study of when, why, how and where people do or do not buy products. Satisfaction with a product or service is a construct that requires experience and use of a product or service. [8]. It is a state that reflects the evaluation of relationship between customer and super bazaar. The consumer behavior analysis is influenced by cultural, economic, environmental, ethical, personal, physiological, and social factors. [5] The super bazaars are striving to develop new effective strategies for satisfying the needs and wants of consumers. They are no longer influenced by brand name but very cautious about quality and value. Thus the super bazaars focusing on providing best price serve and selection in the form of value will be successful. Organizations that try to analyze this concept should begin with an understanding of various customer satisfaction parameters. By applying Statistical Package for Social Sciences we can discover customer behavior, customer satisfaction, loyalty or background of the customer. Assessment and analysis in this model may strengthen customer behavior and loyalty for particular super bazaar. SPSS is a comprehensive and flexible statistical analysis and data management solution. SPSS can take data from any type of file and use them to generate tabulated reports, charts, and plots of distributions and trends, descriptive statistics, and conduct complex statistical analyses. This kind of consumer buying behavior study helps in increasing brand recall value in the minds of customers which also has a positive effect on sales of super bazaars.

### II. Review of Literature

The present study is based on following review:

Nisha Rathore (2012), their article entitled "A Study on Consumer Behavior Towards Organized and Unorganized Retailing" stated the main drivers of the retail revolution in India and how this revolution changes the buying behavior of the customer, increase in disposable income of the middle class, infrastructure development and changing customer choice. The study indicates how the consumer will be benefited from organized retailers. The survey intends to analyze the consumer behavior towards organized and unorganized retailing, their source of purchasing and the factors which influences their mall purchasing in India.

James Cho, Gregory S Ching, Thai-Ha Luong (2014), their article entitled “Impulse buying behavior of Vietnamese consumers in supermarket setting” depict that, The goal of this paper is to identify factors affecting consumer impulse buying behaviors at supermarkets in Vietnam. Impulse buying portrays purchases that shopper makes without any intention planned before shopping trip. This study attempts to analyze the impact of various variables extracted from internal, external, demographics, social perspectives on consumer impulse buying behavior. This consumer behavior is on a great rise due to pricing strategies, store characteristics, situational factors and promotional activities.

Niren Sirohi , Edward W. McLaughlin , Dick R. Wittink (1998), their article entitled “A model of consumer perceptions and store loyalty intentions for a supermarket retailer” stated that, Slow growth and intense competition in retail markets in recent years increases the need for retailers to use strategies focused on retaining and attracting the right customers. However, a strategy that is effective in acquiring new customers may not be the most effective in retaining current customers. In order to understand the effectiveness of activities designed to retain customers, store loyalty intentions of current customers are studied for a multi-store grocery retailer. It is found that service quality is by far the most critical determinant of merchandise quality perception.

Karen A. Machleit, Susan Powell Mantel (2001), their article entitled, “Emotional response and shopping satisfaction Moderating effects of shopper attributions” stated that, emotions have stronger effects on shopping satisfaction when the feelings are attributed to the store rather than being internally attributed. A subsequent laboratory experiment replicates the finding and also demonstrates that attribution locus and outcome produce specific types of emotional responses. The effects of attribution locus and purchase outcome on shopping satisfaction are mediated by these emotions.

Bernadette D’silva, Stephen D’silva, Roshni Subodhkumar Bhuptani (2010), their article entitled, “Positioning Strategies in Indian Supermarkets: An Empirical Study”, stated that, This research basically focuses on positioning strategies of growing supermarkets in India. It has been found that Indian consumers are quite influenced by the visibility, advertising and attractive bumper offers on the product. Further analysis was revealed that there is a need of proper positioning of items in supermarkets to make the customers buy as many products as they can. The paper has also identified some major factors like increase the customer’s loyalty as well as the demand for the products in the supermarkets. The study also outlines the experiences and buying behavior of Indian consumer that has to be considered by retail corporate for maximizing their sales.

Veerapong Malai and Wuttisak Pitsuwan (2002), their article entitled “A Factor Analysis Approach for Understanding Attitude and Consumer Behavior Toward Supermarkets in the Bangkok Metropolitan Areas”, stated that, attitude of consumers by surveying 625 respondents, randomly chosen from within 50 areas in Bangkok using a self-administered questionnaire. The fundamental outcomes demonstrate that management strategies for supermarket-retailing store businesses should be different depending on the type of supermarkets. For supermarkets in discount stores, customers typically prefer the stores that offer reasonable product price and sales promotion. In addition, store atmosphere was found to be the least significant factor in accounting for the preferences for consumers of supermarkets in discount stores and in department stores.

### III. Objectives

The main objectives of study are:

1. To examine the behavior of customers towards super bazaar business.
2. To measure the customer satisfaction level for sustainability of super bazaar business.

### IV. Research Methodology

This section describes the methodology which includes construction of questionnaire, collection of data, sample design, sampling method.

#### Construction of Questionnaire:

The questionnaire was used to collect data from customers. The questionnaire was constructed by the researchers themselves. The questionnaire items were adopted from previous studies. The items to be included were identified by the researchers and converted into appropriate questions and they are included in the questionnaire. The questionnaire was personally administered among the customers to study overall customer satisfactions and behavior intentions of customers.

#### Collection of Data:

The study is based both on primary and secondary data. The primary data were collected from customers directly with help of questionnaire. Secondary data were collected from super bazaar websites, internet, various journals etc.

#### Sampling Design:

The sample was selected among 48 super bazaars from Western Maharashtra. The sample size was selected as 480 consumers for the proposed study of research.

#### Sampling Method:

The researcher has decided to select the sample using convenience sampling and simple random sampling

technique. A convenient sampling technique is used to select respondents for two reasons. First, the customers are scattered across the Western Maharashtra region, which makes it very difficult to contact each of them individually. Second, the researchers are working within the demands of an academic schedule so very limited time to conduct the study.

#### V. Limitation of Study

1. The study was confined to the customers of selected super bazaars from western Maharashtra. So the finding may not be generalized in broader sense.
2. It was a challenge to find more customers as they scattered in different places.
3. Some customers reluctant to give me the necessary information due to suspicions that the information may be used against them for illegal purposes.

#### VI. Data Analysis

Data were tabulated and analyzed by using Statistical Package for Social Sciences (SPSS), version 14.0. On the basis of analysis and interpretation of data, conclusions were drawn.

**Table 1: Communication Feature**

| Communication Feature      | Agree  | Not Sure | Disagree | Don't Know Not Applicable | Total   |
|----------------------------|--------|----------|----------|---------------------------|---------|
| Telephone Enquiry          | 49     | 5        | 7        | 419                       | 480     |
|                            | 10.21% | 1.04%    | 1.46%    | 87.29%                    | 100.00% |
| E-mail Enquiry             | 4      | 2        | 139      | 335                       | 480     |
|                            | 0.83%  | 0.42%    | 28.96%   | 69.79%                    | 100.00% |
| Stock Enquiry              | 445    | 1        | 2        | 32                        | 480     |
|                            | 92.71% | 0.21%    | 0.42%    | 6.67%                     | 100.00% |
| Management is Co-operative | 431    | 0        | 6        | 43                        | 480     |
|                            | 89.79% | 0.00%    | 1.25%    | 8.96%                     | 100.00% |
| Total                      |        |          |          |                           |         |

#### Source: Survey Data

It was noted from table 1 that, majority (92.71%) respondents agree that stock enquiry is easy whereas 6.67% respondents don't know about stock enquiry and 0.42% respondents disagree that stock enquiry is easy. It is also observed that 89.79% respondents agree that management is co-operative in case of any problem whereas 8.96% respondents don't know that management is co-operative in case of any problem and 1.25% respondents disagree that management is co-operative. 87.29% respondents don't know that telephone enquiry is easy whereas 10.21% respondents agree that telephone enquiry is easy and 1.46% respondents disagree that telephone enquiry is easy. Only 69.79% respondents don't know that E-mail enquiry is easy whereas 28.96% respondents disagree that E-mail enquiry is easy and 0.83% respondents agree that E-mail enquiry is easy. Therefore it is to be concluded that majority of respondents agree that stock enquiry is easy.

**Table 2: Service Feature**

| Service Feature                 | Agree   | Not Sure | Disagree | Don't Know Not Applicable | Total   |
|---------------------------------|---------|----------|----------|---------------------------|---------|
| Sufficient Baskets and Trolleys | 480     | 0        | 0        | 0                         | 480     |
|                                 | 100.00% | 0.00%    | 0.00%    | 0.00%                     | 100.00% |
| Good Childcare Facilities       | 38      | 1        | 441      | 0                         | 480     |
|                                 | 7.92%   | 0.21%    | 91.88%   | 0.00%                     | 100.00% |
| Helpful Support Staff           | 440     | 4        | 36       | 0                         | 480     |
|                                 | 91.67%  | 0.83%    | 7.50%    | 0.00%                     | 100.00% |
| Knowledgeable Support staff     | 264     | 4        | 212      | 0                         | 480     |
|                                 | 55.00%  | 0.83%    | 44.17%   | 0.00%                     | 100.00% |
| Quality Packaging               | 438     | 0        | 42       | 0                         | 480     |
|                                 | 91.25%  | 0.00%    | 8.75%    | 0.00%                     | 100.00% |
| Good Service Speed              | 456     | 0        | 24       | 0                         | 480     |
|                                 | 95.00%  | 0.00%    | 5.00%    | 0.00%                     | 100.00% |
| Total                           |         |          |          |                           |         |

#### Source: Survey Data

It was clear from above table 2 that, majority (100.00%) respondents agree that there are sufficient baskets and trolleys available in super bazaar. It is also observed that 95.00% respondents agree that the speed of service is good whereas 5.00% respondents disagree with the speed of service to be good. 91.88% respondents disagree that good childcare facilities are available in super bazaar whereas 7.92% respondents agree that there are good childcare facilities available. 91.67% respondents agree that support staff is helpful whereas 7.50% respondents disagree that support staff is helpful. 91.25% respondents agree that product packaging quality is good whereas 8.75% respondents disagree with the product packaging quality. 55.00% respondents agree that support staff is knowledgeable whereas 44.17% respondents disagree with the support staff to be knowledgeable. Therefore it is to be concluded that majority of respondents agree that the bazaar has sufficient baskets and trolleys.

**Table 3: Store Feature**

| Store Feature                  | Agree  | Not Sure | Disagree | Don't Know Not Applicable | Total   |
|--------------------------------|--------|----------|----------|---------------------------|---------|
| Display boards are Informative | 304    | 135      | 41       | 0                         | 480     |
|                                | 63.33% | 28.13%   | 8.54%    | 0.00%                     | 100.00% |
| Timing are Convenient          | 453    | 0        | 27       | 0                         | 480     |
|                                | 94.38% | 0.00%    | 5.63%    | 0.00%                     | 100.00% |
| Sufficient Billing Counters    | 451    | 3        | 26       | 0                         | 480     |
|                                | 93.96% | 0.63%    | 5.42%    | 0.00%                     | 100.00% |
| Convenient to locate items     | 434    | 44       | 2        | 0                         | 480     |
|                                | 90.42% | 9.17%    | 0.42%    | 0.00%                     | 100.00% |
| Total                          |        |          |          |                           |         |

**Source: Survey Data**

From table 3, it was clear that, majority (94.38%) respondents agree that super bazaar timing is convenient whereas 5.63% respondents disagree that super bazaar timing is convenient. It is also observed that 93.96% respondents agree that there are sufficient billing counters whereas 5.42% respondents disagree with the number of billing counters. 90.42% respondents agree that it is convenient to locate items in super bazaar whereas 9.17% respondents are not sure whether it is convenient to locate items in super bazaar. 63.33% respondents agree that display boards are informative whereas 28.13% respondents are not sure with the informativeness of display boards. Therefore it is to be concluded that majority respondents agree that super bazaar timing is convenient.

**Table 4: Store Location**

| Store Location             | Agree  | Not Sure | Disagree | Don't Know Not Applicable | Total   |
|----------------------------|--------|----------|----------|---------------------------|---------|
| Bazaar is Decently Located | 415    | 63       | 1        | 1                         | 480     |
|                            | 86.46% | 13.13%   | 0.21%    | 0.21%                     | 100.00% |
| Adequate Vehicle Parking   | 282    | 115      | 83       | 0                         | 480     |
|                            | 58.75% | 23.96%   | 17.29%   | 0.00%                     | 100.00% |
| Convenient Bazaar Location | 427    | 0        | 53       | 0                         | 480     |
|                            | 88.96% | 0.00%    | 11.04%   | 0.00%                     | 100.00% |
| Total                      |        |          |          |                           |         |

**Source: Survey Data**

Table 4 reveals that, majority (88.96%) respondents agree that bazaar location to be convenient whereas 11.04% respondents disagree with the bazaar location to be convenient. It is also observed that 86.46% respondents agree that bazaar is decently located whereas 13.13% respondents are not sure that bazaar is decently located. 58.75% respondents agree that there is adequate vehicle parking whereas 23.96% respondents are not sure that there is adequate vehicle parking. Therefore it is to be concluded that majority respondents agree that bazaar location is convenient.

**Table 5: Product Feature**

| Product Feature                    | Agree  | Not Sure | Disagree | Don't Know Not Applicable | Total   |
|------------------------------------|--------|----------|----------|---------------------------|---------|
| Variety of Products                | 328    | 94       | 58       | 0                         | 480     |
|                                    | 68.33% | 19.58%   | 12.08%   | 0.00%                     | 100.00% |
| Good Choice of Products            | 364    | 68       | 48       | 0                         | 480     |
|                                    | 75.83% | 14.17%   | 10.00%   | 0.00%                     | 100.00% |
| Good Quality Products Sold         | 424    | 48       | 8        | 0                         | 480     |
|                                    | 88.33% | 10.00%   | 1.67%    | 0.00%                     | 100.00% |
| Products are Available             | 423    | 50       | 5        | 2                         | 480     |
|                                    | 88.13% | 10.42%   | 1.04%    | 0.42%                     | 100.00% |
| Regular Special Offers             | 97     | 3        | 380      | 0                         | 480     |
|                                    | 20.21% | 0.63%    | 79.17%   | 0.00%                     | 100.00% |
| Special Offers are Well Advertised | 435    | 5        | 40       | 0                         | 480     |

|                                            |        |       |        |       |         |
|--------------------------------------------|--------|-------|--------|-------|---------|
|                                            | 90.63% | 1.04% | 8.33%  | 0.00% | 100.00% |
|                                            | 442    | 0     | 38     | 0     | 480     |
| <b>Good Value for Money</b>                | 92.08% | 0.00% | 7.92%  | 0.00% | 100.00% |
|                                            | 428    | 0     | 52     | 0     | 480     |
| <b>Variety of Brands for Same Products</b> | 89.17% | 0.00% | 10.83% | 0.00% | 100.00% |
| <b>Total</b>                               |        |       |        |       |         |

**Source: Survey Data**

It was noted from above table 5 that, majority (92.08%) respondents agree that bazaar represents good value for money whereas 7.92% respondents disagree that bazaar represents good value for money. 90.63% respondents agree that available special offers are well advertised whereas 8.33% respondents disagree with the advertisement of special offers. 89.17% respondents agree that there are variety of brands for the same products whereas 10.83% respondents disagree that there are variety of brands for the same product. 88.33% respondents agree that good quality products are sold in super bazaar whereas 10.00% respondents are not sure whether good quality products are sold in super bazaar. 88.13% respondents agree that products are available whereas 10.42% respondents are not sure that products are available. 75.83% respondents agree that there is good choice of products with each range whereas 14.17% respondents are not sure about good choice of products with each range. 68.33% respondents agree that there is a variety of products whereas 19.58% respondents are not sure that there is a variety of products. Therefore it is to be concluded that majority of respondents do agree that bazaar represents good value for money.

### VII. Finding

The study observed that most of the customers are satisfied with the services offered by the super bazaars. A summary of findings from the analysis of data is given below:

- 92.71% respondents agree that stock enquiry is easy.
- All respondents agree that the bazaar has sufficient baskets and trolley.
- 94.38% respondents agree that super bazaar timing is convenient.
- 88.96% respondents agree that bazaar location is convenient.
- 92.08% respondents do agree that bazaar represents good value for money.

### VIII. Conclusion

On the basis of the present study most of the customers are satisfied. This research explicitly indicates that super bazaar should give more importance in the reliability and assurance. It is also important for super bazaar owners to show sincere interest in customer problems, should provide prompt service, bazaar managers should acquire appropriate knowledge to satisfy the customers, must understand the specific need of the customer, must give personal attention to their customers to meet the demand and satisfy customers fully. In this competition era all the super bazaars have to concentrate on customer satisfaction to retain the existing customer and at the same time have to improve the quality of services day by day to attract new customers.

### IX. Future Research

The research presented in this paper will be updated by surveying more customers and generating new rules and patterns that will give some fruit full results to the super bazaar. There is good scope that customers from other parts of the Maharashtra could be include in the same sample to make it more representative of the Maharashtra population. It is also possible to use different knowledge mining techniques to study buying behavior of consumers in super bazaars. Further, this proposed study will prove beneficial and helpful for prospective researchers.

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