

A Study of Brand Image on Consumer Buying Behaviour at Big Bazaar Bangalore

Prof. Raghavendran V

Controller of Examinations and Professor, MIT-World Peace University, Pune, Maharashtra, India

Abstract:-Brand image on consumer buying behaviour is at the show of buying the product and services. Consumers are influenced by different social, psychological, cultural and behavioural situation. Primary Data was collected through survey method by distributing questionnaire, Interview, Observation and Secondary Data were taken from Books, Magazines, Websites, and Newspapers. 500 respondents were taken for the research.

I. INTRODUCTION

Brand image on consumer buying behaviour depends on once inner expectation. The need of the project is to study the consumer insights while buying a product or services. A consumer will decide which product or services to buy and not to buy the need and taste also implies while buying his or her choice of product or services.

II. OBJECTIVES OF THE STUDY

1. To know individual buying pattern of customers at Bangalore Big Bazaar.
2. To understand the impact of brand image on consumer buying behaviour at Big Bazaar.
3. To identify the satisfaction level of consumer in buying product in Big Bazaar.
4. To suggest the factors of improvement in order to build strong brand image of Big Bazaar.

III. SCOPE OF THE STUDY

The study is conducted at Big Bazaar Old madras road Bangalore. Its purpose is to understand the Organization structure, the various departments their verity style, its competitor and to analyse the strength and weakness of the company.

IV. METHODOLOGY ADOPTED

Primary Data: Primary data was collected through survey method by distributing questionnaire, Interview, Observation.
Secondary Data: Books, Magazines, Websites, Newspapers.
Sampling method: Convenient Sampling, Sample size: 500

V. REVIEW OF RELATED LITERATURE

According to Dr. G. Janardana, Dr. Mamilla, Rajashekara (2000) in their learning "Customer brand loyalty towards corporate retail store (A case study on Big Bazaar retail store

Bangalore)", to set an image on the mind of consumer towards a product. This research was investigated how respondents will respond the brand loyalty buying behaviour of the consumer. Brand loyalty plays a very important role in minds of consumer. Customer will buy the product by seeing image of the brand. Research says that, it is not easy to build a brand image on consumers' minds. Additionally there are many other super markets are there in Bangalore. So it is difficult to attract the consumers.

Achmad Yanu Alif Flanto, Djumilah Hadiwidjojo, Siti Aisjah, Solimum (2014) made a research on the topic "The influence of Brand image on purchase behaviour through brand trust" identify a mediating role from relationship between brand image and purchase behaviour .Strong or good brand image is the main competition of every organization . It depends on the brand trust, purchase behaviour, brand image. Customer perception will change toward the product if that is good or not.

Devendra Joshi (2013) made a research on the topic "effect of Branding on Buying Behaviour" this say that consumer will purchase the product which prefer and which they like It shows the consumer buying behaviour. The objective of this study is to examine the customer purchase behaviour

Baseer Ali Durrani, Danish Iqbal Godil, Mirza Uzair Baig, Sana Sajid (2015) made a research on the topic "Impact of brand image on buying behaviour among Teenagers" this research mainly focusing on Teenagers purchasing behaviour. Many of the people purchase the product by seeing attractive advertisement. Research says that if they target more on teenagers they should give more advertisement with relate to the teenagers, then teenagers concentrating more on that product. Brand loyalty, brand recognition, brand equity, and brand image these are the key points of this research.

Mohammad Ehsan Malik, Mohammad Mudasar Ghafoor, Hafiz Kashif Iqbal(2013) made a research on the topic "Impact of brand image and Advertisement on consumer buying behaviour" Purpose of this study was to check the relationship between advertisement brand image and consumer buying behaviour. Research says that brand image can change the consumer mind set to purchase the product. Brand image or brand product will show the status or standard of a person who purchase the product, many people will buy the product because of this. Now advertisement is a big weapon to stay in the consumers mind.

Nan-Hong Lin, Bin-Shya Lin (2007) made a research on the topic “The effect of brand image and product knowledge on purchase intention moderated by price discount” which tells us that previous buying behaviour of the consumer whether consumer satisfied or not. The consumer has the knowledge about the brand image and also the moderate price. There is a difference within correlation between brand image and purchase intention.

Egle Petraukaite (2014) made a research on the topic “Effect of brand image on consumer purchase behaviour; international footwear market” the main objectives of this study is to examine the impact of brand image on consumer purchasing behaviour. This research was taken to compare two countries market.

Hafiza Ayesha Riaz (2015) made a research on the topic “Impact of Brand Image on Consumer Buying Behavior in Clothing Sector: A Comparative Study between Males and Females of Central Punjab (Lahore) And Southern Punjab (Multan)” the main purpose of this study is to satisfying the customer’s needs and to understand the image of the brand.

Umer Shehzad (2014) made research on the topic “Influence of Brand Name on Consumer Choice & Decision” the main intension of this research is know the brand image and brand name of the product on the mind of the customer , whether the customer buy product after seeing the brand name and brand image of the product or not.

Anjali Sharma (2013) made a research on the topic “Impact of Brand Loyalty on Buying Behaviour of Women Consumers for Beauty Care Products- Delhi Region” the main aim of this study is to know the women care product for Delhi region, in that place whether condition differs day by day so to know the use of beauty product in that region.

VI. DATA ANALYSIS AND INTERPRETATION

1. From the study carried out at Big Bazaar, the researchers found that 54% of respondents are female and 46% of respondents are male.
2. 47.4% of respondents are of 21-30 age group, 31.4% of respondents are of 31-40 age group, and 8.8% of respondents are belongs in between 41-50 age group, 6.6% of respondents are between 51-60 age group, and 5.8% of respondents are between 11-20 age group.
3. It can be noted that out of 500 respondents, 41.40% are employee, 28.4% are business man, and 16.8% are others, 13.4% are house wife.
4. In a response for the shopping experience was that out of 500 respondents 45.4% said very well, for 26.8% it was good, 16% said excellent to the statement, 9% were fair and, 2.8% opined as poor.
5. 41.8% respondents agree that they are low priced, 19.4% respondents agree that they are moderately priced, 15% respondents agree that they are very low priced, 13.6% respondents agree that they are high priced, and 10.2% respondents agree that they are very high priced.
6. When asked about the value for product service received, out of 500 respondents, 17.60% of respondents said excellent value, 41% of respondents said very good, then 21.40% of respondents said good value, 14% of respondents have marginal value, 6% of respondents said poor value to the statement.
7. The researcher found out of 500 respondents, 42.8% agree to the statement, 26.4% neither agree nor disagree with the statement, 18.8% strongly disagreed, 10.6% disagree to the statement, and 1.4% was strongly agreed with the statement.
8. out of 500 respondents 49.4% were agree to brand awareness, 21.2% neither agree nor disagree, 12.6% disagreed to the statement, 9.2% strongly agree to the statement, 7.6% strongly disagreed with the statement.
9. That 41.4% respondents were agree, 33.4% neither agree nor disagree, 9.2% disagreed, 8.2% strongly agree, and 7.8% were strongly disagreed to the statement.
10. 46.6% agreed to the statement, 21.8% neither agreed nor disagree, 13.8% disagree, 11.2% strongly disagree, and 6.6% strongly agreed to the statement.
11. Researchers found that when asked to the respondents about the feeling proud of big bazaar, 35.2% agree to the statement, 28.6% neither agree nor disagree , 15% strongly disagreed, 13% disagreed, and 8.2% were strongly agreed to the statement.
12. It is interpreted that majority of the respondent agree that they feel proud shopping in Big Bazaar this shows that customer prefer the service they receive in Big Bazaar.
13. 50.2% very likely with the statement, 26% somewhat liked, 10.80% not very liked, 7.80% extremely likely, and 5.20% not at all liked to the statement.
14. 54.6% of respondents say very good to the quality, 27.60% of respondents say good , 7% of respondents said excellent, 7.40% of respondents say fair, 3.40% of respondents are say poor to the statement.
15. “quality of display merchandise”, 55.60% respondents said very good, 28.20% of respondents said good, 7.60% of respondents said fair, 4.60% of respondents said excellent, 4% of respondents are said poor.
16. Out of 500 respondents, 51.60% are loyal member of big Bazaar, and 48.4% are not loyal member of big Bazaar.
17. On “overall quality of loyalty programme”, 27.80% of respondents said very good, 21% of respondents said good, 20% of respondents said excellent, 16.80% of respondents said fair, 14.40% of respondents said poor.
18. Out of 500 respondents, 59.49% are highly fashionable, and 40.60% are not at all fashionable.

VII. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

1. Electronic media has impact on the mind of customers. Advertisement helps the customer to know the new product and offers.
2. Female are the main customer of the store.
3. Products available in the shop with the fewer prices.
4. Customer feel comfortable while shopping in store
5. When compare to other store price in the Big Bazaar is low.
6. More advertisement will helps to increase the sale in the store.
7. Most of the buyer will prefer the big bazaar because of the product quality
8. Store is of highly fashionable.
9. Mega events like Indian shopping festivals have influenced the customer to purchase the product.
10. Customer more attracted on discount and offers
11. Signage and display will create a good image on customer mind
12. Availability of branded and private level brand
13. Availability of herbal products
14. Home delivery will be given for only some products
15. Availability of all product in place it will help the customer to save their valuable time

SUGGESTIONS:

1. Damaged products should be replaced because it will create a bad image on the customers mind
2. Big Bazaar should involve more branded products to attract the customers
3. Most of the customers were unaware about the discount and offers
4. Big Bazaar should give more training to the sales person how to attract the customers and how to communicate with them.
5. During the week end and Big day customers will feel congested
6. Queue system should be maintained properly
7. General merchandise constitute number of departments so cash counter should be added up in the section to reduce problem of billing.
8. Problem of trolleys on weekend can be solved by providing more trolleys and fast moving of customers.

9. Trained guides should be deployed on busy days to move faster.
10. Rest places like bench; chair etc. should be provided for senior citizen.

CONCLUSION

From the study the researchers could conclude that there is a scope of improving brand image through the study taken. Big Bazaar be able to realize the importance of end-user and should also be able to extract brand equity by offering good quality product and services. Big Bazaar has strategic importance for nation building through retail business. It should reflect unparalleled image to capture the need of customer in this extent Big Bazaar should incorporate suggestion led down by researchers from the finding.

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