

A Study on Visual Merchandising with Special Reference to Big Bazaar, Bangalore

B. Devi*

M.Com. Student, Kristu Jayanti College, Bangalore, India

Abstract: Retail in Asian state includes a terrific increase capability; however, the bottleneck here is to distinguish one retail enterprise organization from the alternative via client's perception. That lets in you to take maintain of the eye of the patron's searching out name retail businesses need to concentrate on visible merchandising. The study was mainly concentrated on the visual merchandising in big bazaar. The data for the study is collected from both primary and secondary sources. The research was done through descriptive research. It is concluded that Visual commercialism techniques will certainly attracts the shoppers disturbed down within the store and will increase the shopping for tendency in positive manner.

Keywords: Big Bazaar, Layout, Retail Store, Visual Merchandising.

1. Statement of the Problem

In these days visual merchandising is rapidly increasing the attractiveness of the customers into the store. The study was mainly concentrated on the visual merchandising in big bazaar. This study is to understand reasons behind low purchasing products from big bazaar market it will help the company to adopt new promotional activities and these additionally facilitate the company to think about their loop holes. The study can help to understand the opinions & emotions regarding visual merchandising with the buying decision of big bazaar.

2. Objectives of the Study

- To study factors affecting retail consumer buying behaviour in big bazaar.
- To study the impact of layout in a retail store on customer buying behaviour.
- To study if buying choices are made before reaching the store or based on visuals displays in store.

3. Scope of the Study

This project can help to know the visual merchandising towards buying a product from big bazaar. It additionally opens the varied factors which may have an effect on the purchasing choice.

4. Research Methodology

Primary data: The data was collected through a well-

structured questioner and also collected by face-to-face interactions with respondent in certain time of period.

Secondary data: Company website, Newspaper, Magazines

Research design: The research was done through descriptive research.

Sample design:

- **Population:** the entire customer who visit big bazaar store.
- **Sample element:** An individual who visit big bazaar.
- **Extent:** Bangalore
- **Time:** 6 weeks
- **Sample size:** 100 respondents
- **Sample technique:** Continnence sampling.

Hypothesis:

H0: There is no significant relationship between layout in a retail store and customer buying behaviour.

H1: There is significant relationship between layout in a retail store and customer buying behaviour.

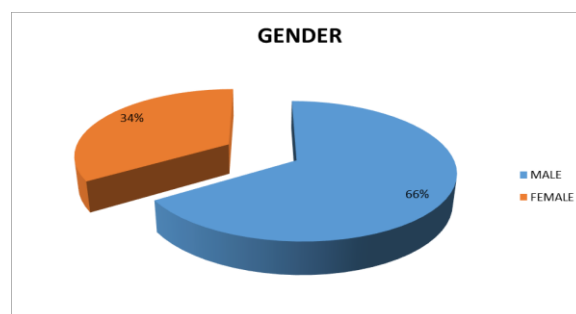
Limitation of the study:

- Survey restricted to only one store in Bangalore.
- Taken a smaller number of respondents due to less time period.
- Many respondents not respondent and refused to fill the questioner.

5. Data Analysis and Interpretation

Table 1
Gender

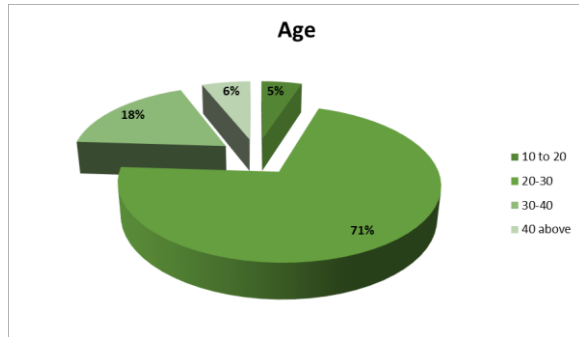
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	66	66.0	66.0	66.0
	female	34	34.0	34.0	100.0
	Total	100	100.0	100.0	



*Corresponding author:

Table 2
Age (in years)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-20	5	5.0	5.0	5.0
	20-30	71	71.0	71.0	76.0
	30-40	18	18.0	18.0	94.0
	40	6	6.0	6.0	100.0
	Above				
	Total	100	100.0	100.0	

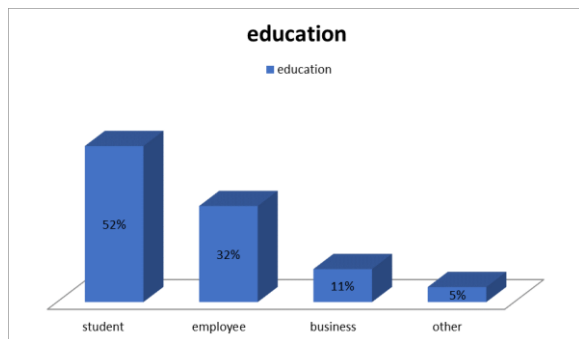


Interpretation:

From above 5% respondents are 10-20 years age, 71% respondents are 20-30 years age, 18% respondents are 30-40 years age and 40 above are just 6%.

Table 3
Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	52	52.0	52.0	52.0
	Employee	32	32.0	32.0	84.0
	Business	11	11.0	11.0	95.0
	Other	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

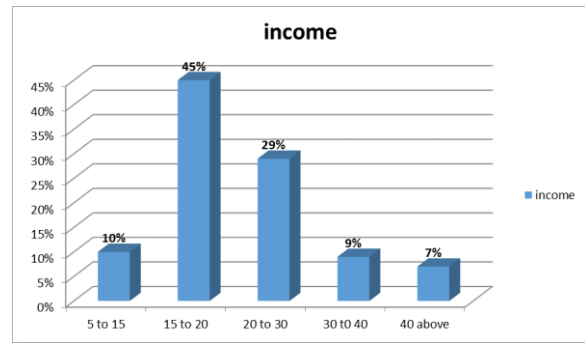


Interpretation:

From above data 52% of respondents are students, 32% of respondents are employee, 11% of respondents are business, and 5% of respondents are others.

Table 4
Income (in thousands)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	5k-15k	10	10.0	10.0	10.0
	15k-20k	45	45.0	45.0	55.0
	20k-30k	29	29.0	29.0	84.0
	30k-40k	9	9.0	9.0	93.0
	40k Above	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

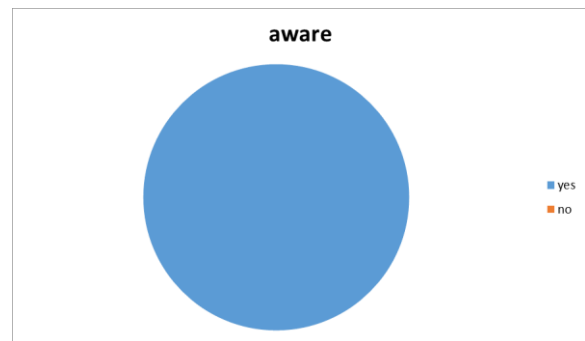


Interpretation:

From above 10% of respondents are 5 to 10, 45% of respondents are 15 to 20, 29% of respondents are 20 to 30, 9% of respondents are 30 to 40, 7% of respondents are 40 above.

Table 5
Do you aware of big bazaar store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	100	100.0	100.0	100.0
	No				
	Total	100	100.0	100.0	



Interpretation:

From above diagram total 100% of respondents are aware of big bazaar store.

Table 6
How frequently you visit to big bazaar store

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once in a week	5	5.0	5.0	5.0
	once in a week	32	32.0	32.0	37.0
	Twice in Month	53	53.0	53.0	90.0
	only in offer day	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Interpretation:

From the below diagram 5% of our visit more than once in a week, 32% of respondents are once in a week, 53% of respondents are twice in month and 10% of respondents are only in offer day.

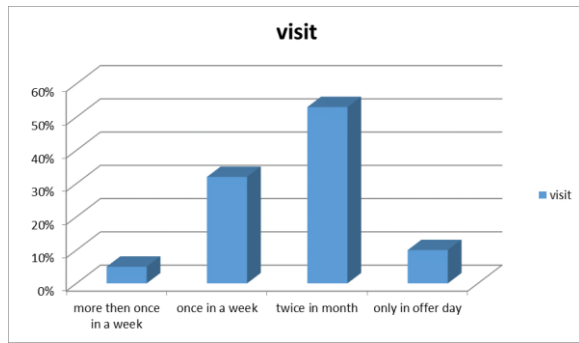
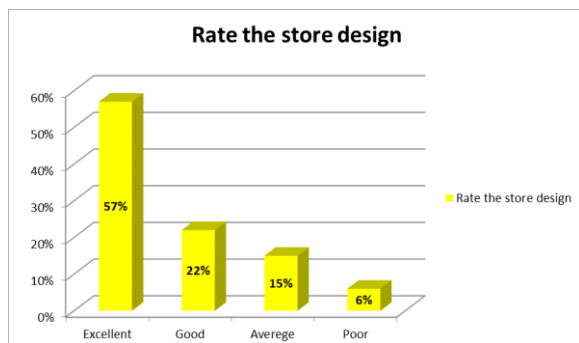


Table 7
How do you rate about the store design?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	57	57.0	57.0	57.0
	Good	22	22.0	22.0	79.0
	Averages	15	15.0	15.0	94.0
	Poor	6	6.0	6.0	100.0
	Total	100	100.0	100.0	



Interpretation:

From above 57% of respondent’s rate excellent to store design, 22% of respondent’s rate good to store design, 15% of respondents rate Average to store design, and 6% rate poor to store design.

Table 8
Visuals merchandise factors

Factors	Very Good	Good	Satisfactory	Bad	Very Bad
Store Design	55	32	10	2	1
Window Display	42	29	23	6	0
Colour and Lighting	38	29	27	5	1
Decorative Items	25	32	38	2	3
Ambience	27	41	19	9	4
Music	18	33	41	3	4

Interpretation:

From above 55% respondents are rate very good to store design, 42% of respondents are rate very good to window display, 38% of respondents are rate very good to cooler and lighting, 38% of respondents are rate satisfactory to Decorative items, 41% of respondents are rate good to ambience and 41% of respondents are rate satisfactory to Music.

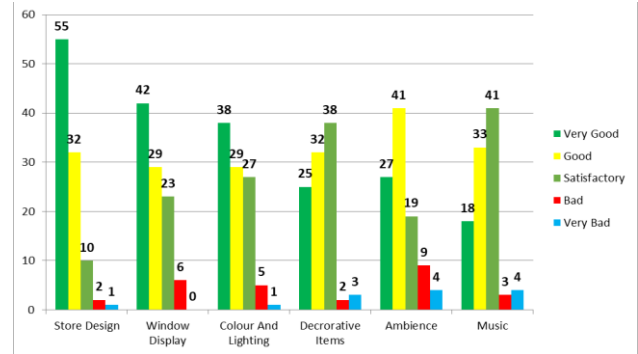


Table 9

Visiting to the big bazaar store, did the store exterior and window display prompt?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	93.0	93.0	93.0
	No	7	7.0	7.0	100.0
	Total	100	100.0	100.0	



Interpretation:

From above 93% of respondents agreed to visit to prompt the store exterior and window display, and only 7% and not prompt to enter the store.

References

- [1] www.bigbazaar.com
- [2] https://www.slideshare.net/
- [3] https://www.researchgate.net/
- [4] https://shodhganga.inflibnet.ac.in/
- [5] https://www.scribd.com/