

# A study on Consumer Purchase Behaviour towards Super Bazaar Business

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**Abstract**— Super bazaar is one of the formats of retail business which is self service shop. The study of purchase behaviour of consumer is vital in decision making process of super bazaar business. Purchase behaviour is important and it is difficult to predict. This paper studies survey data and finds valuable information helpful for business owners in decision making. This paper presents how different statistical techniques can systematically study purchase behaviour of consumers related to various form of super bazaar data.

**Keywords**— Super Bazaar, Consumer, Purchase Behaviour, Retail Sector, statistical techniques.

## I. INTRODUCTION

Retail is final stage of any economic activity and it is growing very fast. Retail occupies an important place in the world economy. Super bazaar is one of the booming business format of retail sector. A super bazaar is larger in size and has wider selection than traditional grocery store.

Super bazaar is one of highly competitive business. Purchase behaviour study is based on consumer purchase behaviour. If super bazaar business is unable to understand behaviours of its customers, it will lose revenue and customers. To be able to do so, super bazaar business has to understand behaviours of its customers. Information of behaviours of customers can come from customer data that super bazaar has collected. When business understands behaviours and attributes of customers, it will be able to develop products or services that satisfy customers' demands.

The main aim of this paper is to study how statistical techniques can systematically study purchase behaviour of consumers which helps super bazaar owners in designing better marketing strategies and to increase profitability of super bazaars.

## II. STATISTICAL TECHNIQUES

A statistical test provides a mechanism for making quantitative decisions about a process. The intent is to determine whether there is enough evidence to reject a

hypothesis about the process. For this research paper ANNOVA and Chi-Square tests are used.

### ANNOVA:-

Analysis of Variance (ANOVA) is a statistical method used to test differences between two or more means. ANOVA assess the importance of one or more factors by comparing the response variable means at the different factor levels. The null hypothesis states that all population means are equal while the alternative hypothesis states that at least one is different.

### Chi-Square:-

The test is used to determine if there is a significant relationship between two nominal variables. The frequency of one nominal variable is compared with different values of the second nominal variable. The data can be displayed in an R\*C contingency table, where R is the row and C is the column.

## III. HYPOTHESIS OF STUDY

The proposed research study was carried out to test the following hypothesis:

1. There is a strong association between the education qualification of consumers and brand awareness.
2. The consumer attraction is dependent on sales promotion.
3. Higher income level of consumers has a positive effect on the buying behavior of consumers.

## IV. RESEACRH METHODOLOGY

### Population of Study

A total of 480 consumers from 5 districts Pune, Satara, Sangli, Kolhapur and Solapur were surveyed for this research study. The survey was based on filling questionnaire from consumers.

### Primary Data

#### Tools Used

Questionnaire method was used for primary data collection.

### Sample Method

The sampling method chosen is simple random sampling convenience sampling.

### Sample Size

The data is collected using a random sample of consumers. Consumers who have significant knowledge of the topic were identified and selected at random for questioning.

**Questionnaire**

Questionnaire was designed keeping in mind the hypothesis of the study to analyze the purchase behavior of consumers. The questionnaire consisted of few open ended questions, some questions were either using ranking scale or Likert scale.

**Secondary Data**

Secondary data was collected through research papers, Newspapers, journals, websites, books, project reports and so on.

**V. LIMITATION OF STUDY**

The sample size decision is influenced by factors like time, manpower and costs.

**VI. RESULT AND DISCUSSION**

H0: There is a strong association between the education qualification of consumers and brand awareness.

Table No. 4.1

Education Wise Product Brand Awareness of Consumer Respondents

Education	Fully Aware	Aware	Least Aware	Neither Aware nor Disaware	Not at all Aware	Total
SSC	4	6	11	18	19	58
HSC	12	15	51	3	15	96
Graduate	38	182	21	2	10	253
PG	52	8	8	1	4	73
<b>Total</b>	<b>106</b>	<b>211</b>	<b>91</b>	<b>24</b>	<b>48</b>	<b>480</b>

Calculation of ANOVA:

**SUMMARY**

Groups	Count	Sum	Average	Variance
SSC	5	58	11.6	46.3
HSC	5	96	19.2	340.2
Graduate	5	253	50.6	5577.8
PG	5	73	14.6	445.8

**ANOVA**

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4863.6	3	1621.2	1.011653	0.413328	3.238872
Within Groups	25640.4	16	1602.525			
<b>Total</b>	<b>30504</b>	<b>19</b>				

Assuming the 5% level of significance the table value of F with 3 degree of freedom in the numerator and 16 degree of freedom in the denominator equals to 3.24. Since the computed value of F is 3.23 which is less than the tabulated value of F. Also, calculated value of P is 0.413328 which is greater than  $\alpha=0.05$ , level of significance, therefore there is not enough

evidence to reject the null hypothesis this means that there is positive association between education qualification of consumers and brand awareness.

H0: The consumer attraction is dependent on sales promotion.

Calculation of ANOVA:

Manager Respondents Regarding Sales Promotion Schemes

Sales Promotion	Fully Agree	Agree	Not Sure	Dis agree	Don't Know/ Not Applicable
Free Product	25	54	17	106	5
Coupons	10	33	25	126	13
Extra Products	8	118	17	56	8
Price Off	12	108	23	58	6
Samples	14	139	19	25	10
Discounts	23	149	13	14	8

Source: Compiled by researcher (Reference Table No. 4.93, Table No. 4.94, Table No. 4.95, Table No. 4.96, Table No. 4.97, Table No. 4.98)

Sales Promotion	Agreed	Not Sure	Disagreed
Free Product	79	17	111
Coupons	43	25	139
Extra Products	126	17	64
Price Off	120	23	64
Samples	153	19	35
Discounts	172	13	22

Source: Compiled by researcher

Groups	Count	Sum	Average	Variance
Agreed	6	693	115.5	2263.5
Not Sure	6	114	19	19.2
Disagreed	6	435	72.5	2001.1

**ANOVA**

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2804	2	1402.5	9.8208366	0.00187798	3.68232034
Within Groups	2141	15	142.7333	4	9	4
<b>Total</b>	<b>4946</b>	<b>17</b>				

Assuming the 5% level of significance the table value of F with 2 degree of freedom in the numerator and 15 degree of freedom in the denominator equals to 3.68. Since the computed value of F is 3.68 which is equal to the table value of F and P-value is equal to 0.001877989 which is less than 0.05, the assumed level of significance. Therefore, the null hypothesis is rejected. It means that consumer attraction is independent of sales promotion.

H0: Higher income level of consumers has a positive effect on the buying behaviour of consumers.

Calculation of Chi-square:

Income \* Purchase per Month Cross tabulation

		Purchase per Month				Total
		Less than Rs. 1000	Rs. 1000 to Rs. 2000	Rs. 2001 to Rs. 3000	Rs. 3001 and Above	
Less than 1.5 lakh	Count	2	6	9	20	37
	Expected Count	2.2	5.9	8.6	20.4	37.0
1.5 lakh to less than 3 lakh	Count	4	11	16	38	69
	Expected Count	4.2	10.9	16.0	37.9	69.0
3 lakh to less than 4.5 lakh	Count	7	18	26	64	115
	Expected Count	6.9	18.2	26.6	63.3	115.0
4.5 lakh and Above	Count	16	41	60	142	259
	Expected Count	15.6	41.0	59.9	142.5	259.0
Total	Count	29	76	111	264	480
	Expected Count	29.0	76.0	111.0	264.0	480.0

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**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.099 <sup>a</sup>	9	1.000
Likelihood Ratio	.100	9	1.000
Linear-by-Linear Association	.005	1	.943
N of Valid Cases	480		

a. 2 cells (12.5%) have expected count less than 5. The minimum expected count is 2.24.

The calculated value of chi-square is 0.099 which is highly significant at the 5% level of significance. The calculated value of P is 1.000 which is above 0.05 it means that we can accept the null hypothesis therefore there is enough evidence that the higher income has positive effect on the buying behaviour of consumers.

**VII. CONCLUSION**

It has noted that sales promotion features like extra products, price off, samples and discounts are used to attract consumers in super bazaar. The study revealed that buying decision of consumer is dependent on factors such as gender, occupation, age, education, location, brand, management cooperation and support staff. . It was found that more income group consumers purchase more items per month in super bazaar. It has noted that sales promotion features like extra products, price off, samples and discounts are used to attract consumers in super bazaar. The result of the study has shown that graduate consumers, business consumers, male consumers and consumers between age group categories 28 to 40 are aware about the brand of products.