

**A PROJECT REPORT ON IMPACT OF ADVERTISEMENT ON THE CUSTOMER
PURCHASING DECISION AT BIG BAZAR****G. Eshwar Sai Srinu, M.Pushpa****Siva Sivani Institute of Management****POST GRADUATION DIPLOMA IN MANAGEMENT****(AICTE)****ABSTRACT**

Advertising is the key for building, creating and sustaining brands. Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Advertisements with endorsements create easy remembrance for the customers for the advertised brand or product as the customers associate the brand with the celebrity and can easily register the brand. Measuring the influence of Advertisement in Consumer Brand Preference is very Essential for every marketer. If advertisement does not create any positive change in

Consumers' brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Advertising also helps in creating Top of the Mind Awareness of a brand and aims at facilitating brand recall. The present study focuses on the assessment of the impact of advertisement on purchase of youth with reference to consumer goods.

INTRODUCTION

Advertising plays a vital role in shaping dreams and helping customers in taking conscious product and brand decisions. Through advertisement the impact can reach a wider audience, and the main motive of advertising is to inform/ persuade / convince / remind the customers about the product/services. Advertising among competing brands has seen to be rapidly increasing and has made consumers more knowledgeable about several products and services in the market. Advertising has evolved from the local stage to an international level. Now corporations are looking outside their own country for new customers. Most of the adverts use appealing images and persuasive words to convince individual's perception about the product. New ideas and innovative ways attract customers to buy the product and remember the brands. Advertisements have a major role in influencing customers' purchase intention. Advertisement with endorsements creates easy remembrance for the customer's for the advertised product. The customer often tends to associate the brand with the celebrity and can easily register the brand in their mind.

NEED OF THE STUDY

- This study does not answer all the problems which arise in the Big Bazaar. There are many certain formulas for analyzing particular problems, but the aim of the study is to develop ability of decision making & strategic formulation. A right decision at the right time itself helps the organization to run efficiently.

- It is here that this project becomes important as it aims to understand all the aspects of corporate selling, the detail study of all the competitive brands of Big Bazaar Products.
- The observational study made during the training would help the marketing division of Big Bazaar to devise effective market strategy for the given area that would ultimately help to strengthen their position in the market, would enhance brand preference amongst the consumers.

OBJECTIVES AND SCOPE

Primary Objective:-

- To find out the people's perception in purchasing the products of Big Bazaar.

Secondary Objective:-

- To know the personal views of people regarding choices among various Groceries of Big Bazaar.
- To study which branded Groceries are mostly preferred by people as per their choices.
- Comparison between various Groceries of Big Bazaar.
- Find out factor influencing the people at the time of purchasing Groceries - **QUALITY, DURABILITY, VARIETY, and PRICE.**

SCOPE OF THE STUDY

- This study would be useful for companies to know what people perceive and thinking about "Groceries" offered by Big Bazaar .The study would be useful to other researchers as a secondary data. This study would be useful to form strategies & to make further decisions according to perception of people about Groceries in Big Bazaar.

RESEARCH METHODOLOGY

RESEARCH GAP

- There are areas which have been identified and do require further investigation. The main issues that the some studies had not specified about the requirements of the customers regarding the product.
- However, some studies have suggested about various factors of purchase decision but does not help in decision making & strategic formulation.
- The scope of this study was limited to certain characteristics of the customers but does not aim at what they perceive and think about "Groceries"

Descriptive Research:

Descriptive Research has been used; it involves surveys and fact – findings enquirer of different kinds the major purpose of descriptive research is the description of the state of affairs, as it exists at present. The main characteristics of this method are that the researcher has no control over the variable; he can only report what has happened or what is happening. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative methods.

Research Instrument

The research instrument used in this study “structured questionnaire”. Structured questionnaire are those questionnaire in which there are predetermined questions relating to the aspect for which the researcher collect data. The questions are presented with exactly the same wording and in the same order to all the respondents.

Questionnaire Design

The structured questionnaire for Appraisal system with the following types of questionnaire open ended, multiple choice and ranking scale.

TARGET RESPONDENTS

- The results could be skewed because of a small sample size of 50 only.
- The target respondents were the customers owning Groceries and also non users of BIG BAZAAR.

PROPOSED SAMPLING METHODS

Convenience sampling has been used in this study. Convenience sampling is used for selection of homogeneous sample for the study. It refers to selecting a sample of study. It is non – probability sampling. Thus research study may include study objects, which are conveniently located. Research findings based on convenient sampling however, cannot be generalized.

DATA PROCESSING

Data collection

Data refers to information or facts. It includes numerical figures, non – numerical figures, descriptive facts, and qualitative information. The task of data collection begins after a research problem has been defined and research plan has been detected. The nature of data is both primary and secondary data.

1. Primary data

The primary data are those that are collected through questionnaire. The questionnaire was framed in such a manner to obtain correct information, graded suitable for the study.

2. Secondary data

The secondary data has been collected through oral communication. Secondary data is about the company website.

TOOLS FOR ANALYSIS

- Chi-square test
- Rank correlation
- One sample run test

REVIEW OF LITERATURE

The concept of brand image has been very significant to consumer behavior from post 1950's. As Aaker and Keller confirmed in Hsieh's study that, “brand image has been considered a vital part of a

firm's marketing program, not only because it serves as a foundation for tactical marketing mix issues but also because it plays an integral role in building long term brand-equity" (1990).

Definition:

Earlier definitions of brand image are presented in broad terms by Dobni (1990) who put forward the following writers understanding of brand image. Newman stated it as "everything the people associate with the brand" (1957). Reynolds (1965) confirms that an image was centered on drawing a few key beliefs from a vast variety of sources, thus creating your own impression based on the brand. Herzog's concurs that brand image was "the sum of the total impressions." (1973). Indeed, such definitions all concur together; echoed by the words of Levy who stated that "a brand image is a constellation of pictures and ideas in people's minds that sum up their knowledge of the brand and their main attitudes towards it" (1978). A more recent insight into brand image was added by Woodside who "defined image as the degree of positive or negative affect associated with psychological object" (Reid, 2001).

Theory behind brand image:

According to Tyler (1957), there are three approaches to brand image: Subjective, Objective and Literal. The first type, is a subjective image, this is when a potential customer hears or sees the brand name/logo and feel obliged to purchase the product or service, despite a lack of understanding as to why this is the case. The case simply relates to how the brand is perceived as significant to an individual's self-consciousness. The second type of brand image is the objective form which is the attempt to generate an emotional need for the product, leaving you with the feeling that you need to purchase the product so as to satisfy this need.

The third is literal image, i.e. a logo which represents a company. This implies that upon seeing this picture/logo, the name of the company does not need to be uttered as the picture tells the consumer the whole story e.g. Nike with the tick or McDonalds with the golden arches. Evidently, the approach used to obtain and sustain a brand image will vary upon several factors as reflected by the analysis presented by Tyler. Oxenfeldt and Swann's idea was that the brand image should allow the company to establish its position within its market segment, protecting it from competition, thus allowing them to build upon this with market share growth (Park et al, 1986).

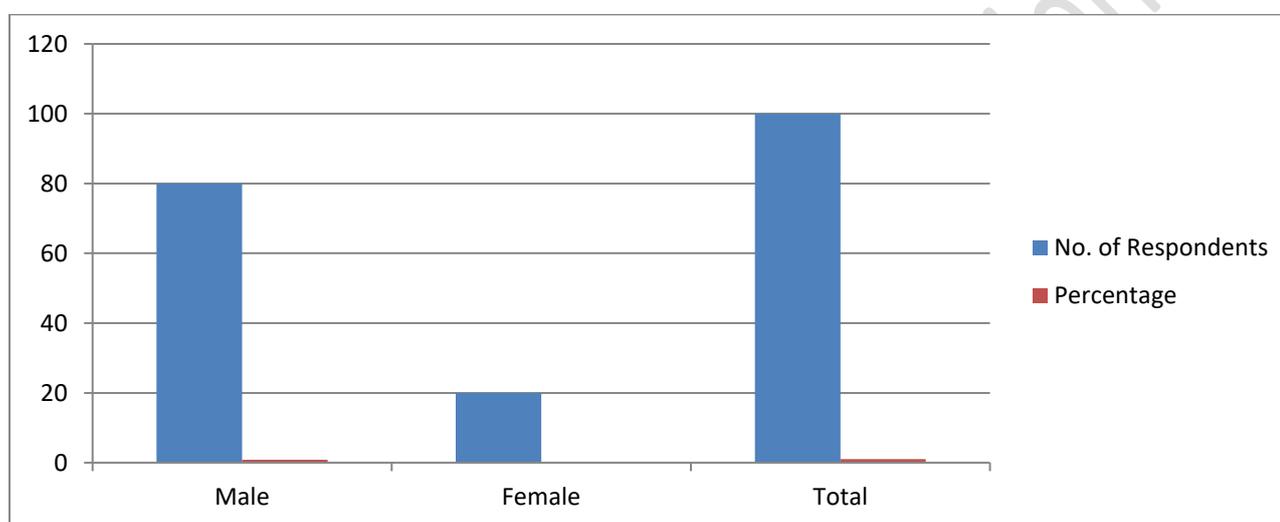
Moreover Park et al (1986) put forward in Bhat's article that the importance of establishing a brand image relevant to its market segment in which it is based, is significant so as to ascertain a strong brand position, help create a barrier to entry for potential competitors: thus raise the brands performance in the market.

DATA ANALYSIS

CLASSIFICATION ACCORDING TO GENDER

Gender	No. of Respondents	Percentage
Male	80	80%
Female	20	20%
Total	100	100%

CHART - 1



INFERENCE:

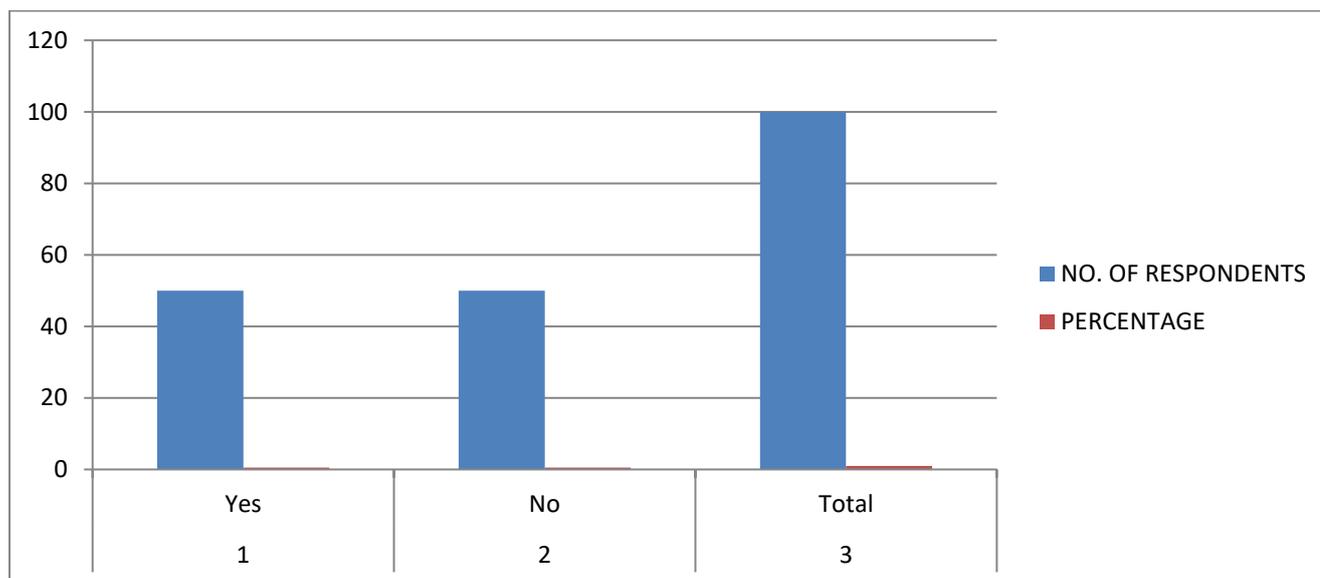
80% of respondents are male persons, 20% of respondents are female persons.

CLASSIFICATION BY PRODUCTS OWNED

Do you have any of the big bazaar products?

SR.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Yes	50	50%
2	No	50	50%
3	Total	100	100%

CHART - 2



INFERENCE:

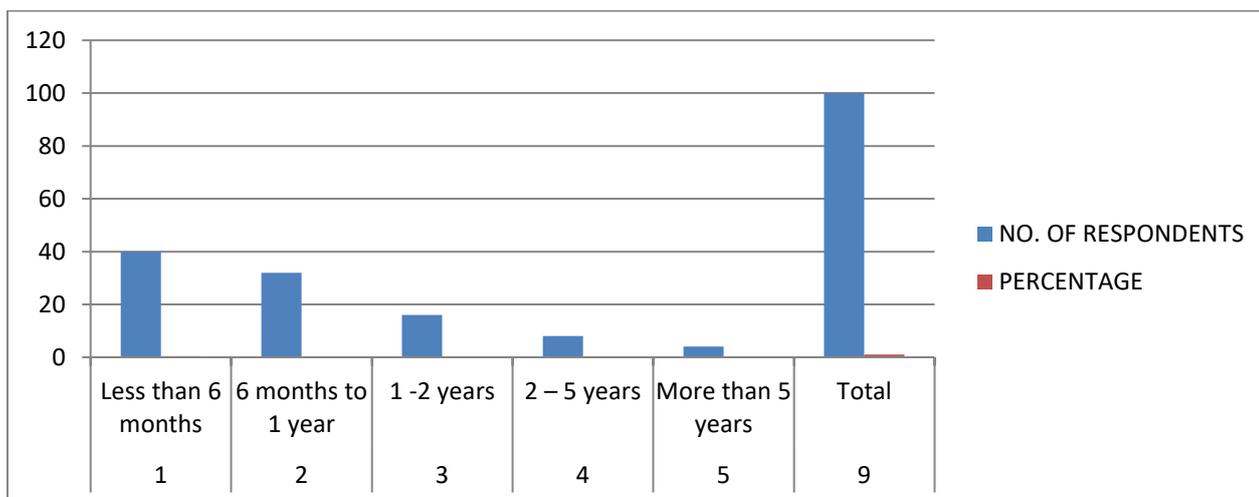
The above table indicates that, 25% people have Big Bazaar products & 25% people do not have.

CLASSIFICATION BY PURCHASE PERIOD

When did you purchase your Big Bazaar product?

SR.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Less than 6 months	40	40%
2	6 months to 1 year	32	32%
3	1 -2 years	16	16%
4	2 – 5 years	8	8%
5	More than 5 years	4	4%
9	Total	100	100%

CHART - 3

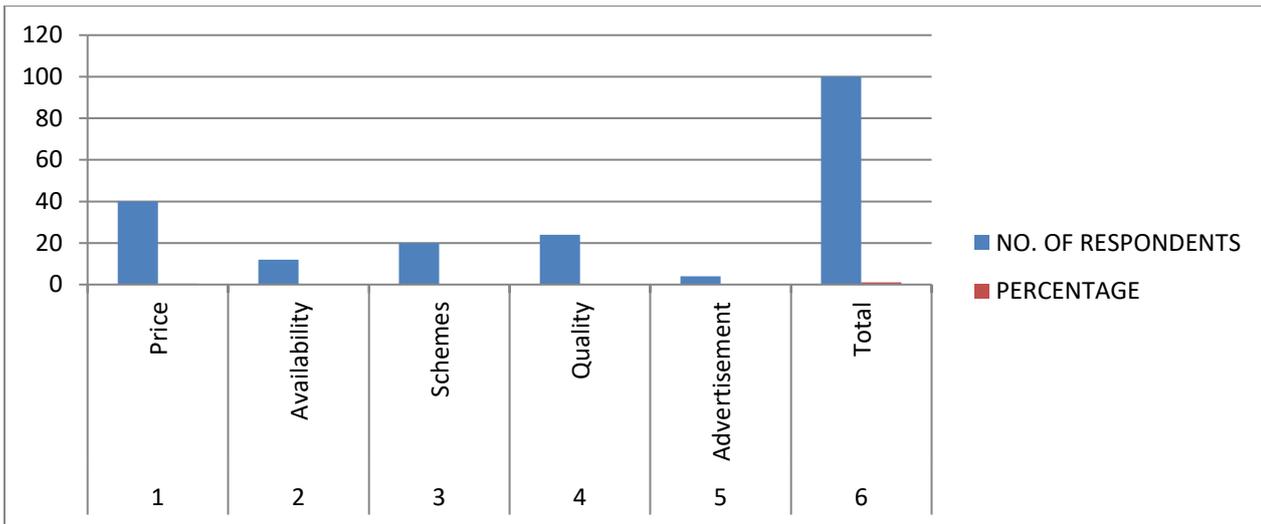


INFERENCE:

The above table indicates that, 16% people plans for purchasing Big Bazaar products in 1-2 yr, 4% plan more than 5 yr, 40% plan in less than 6 months, 32% plan in 6 month to 1 yr.

12. What are the factors which influence your buying decisions? (Rank 1-5)

SR.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Price	40	40%
2	Availability	12	12%
3	Schemes	20	20%
4	Quality	24	24%
5	Advertisement	4	4%
6	Total	100	100%

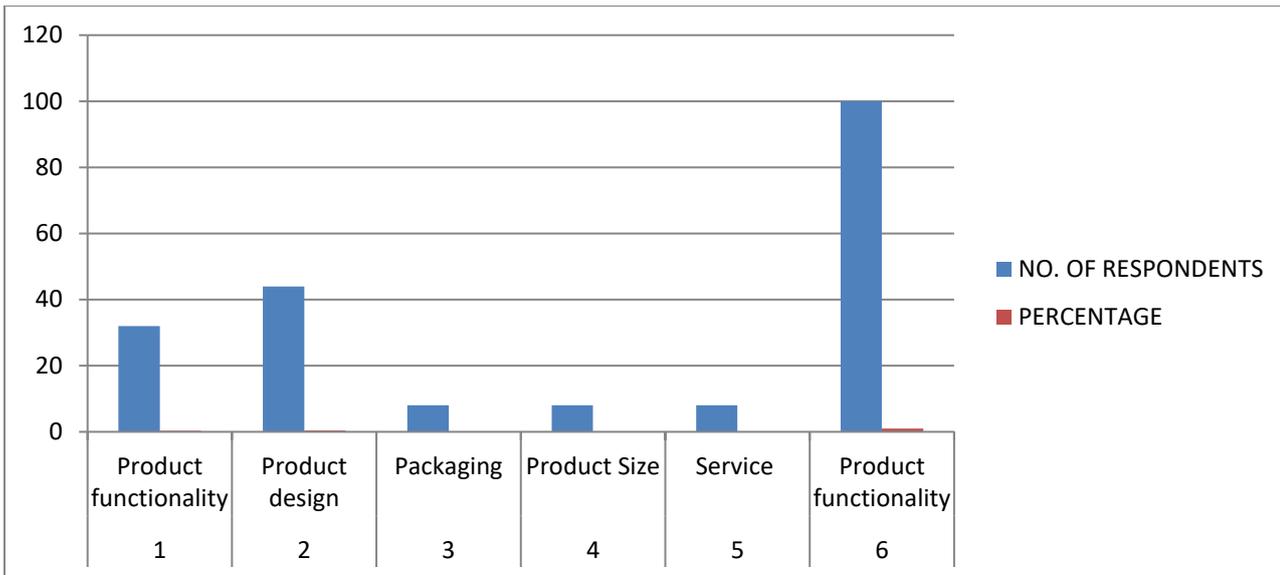


INFERENCE:

The above table indicates that, 12% people influencing through availability of product, 40% through price, 24% through quality, 20% through schemes & 4% through advertisement.

What type of features you prefer most from Big Bazaar?

SR.NO.	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1	Product functionality	32	32%
2	Product design	44	44%
3	Packaging	8	8%
4	Product Size	8	8%
5	Service	8	8%
6	Product functionality	100	100%



INFERENCE:

The above table indicates that, 44% give preference to Product design, 32% to Product functionality, and 8% for Packaging, 8% for Service, 8% for Product Size.

FINDINGS

- 80% of respondents are male persons.
- 25% people have Groceries.
- 16% people plans for purchasing Groceries in 1-2 months.
- 52% purchasing fruits and vegetables for use.
- 52% people satisfied with their Groceries.
- 36% people give preference to Product functionality.
- 36% people are influenced through price.
- 20% of the people have switched from brand to brand.
- 12% for people purchase Groceries for both personal and official use.
- 12% people influenced through availability of product
- 48% of the people give preference to Consumer satisfaction.
- 53% of the people give preference to Food monitoring.

SUGGESTIONS

- Big bazaar India Company having large number of partners but it is not supporting & taking care all of them equally which results in increasing discontentment among new partners because it's not possible for company to support all of them equally. Company should take some positive action against it.
- Company executive should visit dealers on regular basis.

- They should pay proper attention towards checking of various components of products before end user delivery. Otherwise it tends towards defame of brand name in comparison to rivals.
- Need to expand customer care center.
- Proper attention should be paid for advertisement planning otherwise it may lead to problem for dealer as well as for company.
- Company should tie up with some event management company to organize various promotional activities like canopy, Carnival.
- Company should make policy for fixed end user price for all dealers so that fair game will be played & dealer would not to compromise on their margin.

CONCLUSION

The study was done in order to find out the purchase decision of customers towards Groceries. After analyzing the data, it was found that the purchase decision of customers towards Groceries is better and not the best. Various suggestions are suggested to increase the purchase decision of customers and help to reach target.

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