Findings and suggestions of the study

Findings

According to this study, the overall experience of the customers' positive i.e.68% which a good sign to the retailers, and interested to become the positive word of mouth for the retailer's brand. It is been clearly experimented that the customers are quite satisfied with the retailer’s brand. Many renowned brands are available in the market but customers prefer the retailer’s brand which they have already used. A new trend has set by the retailers when the customers want to purchase the products, customer shows the keen interest and emotionally attached to the brand.

Most of the customers experienced the positive response from the sales and service especially when it comes to the delivery of the goods on time or within allocated time. It is been observed that the retailer have created the positive impact of their brand/trust in the mind of the customers so they try no switching to the other brands which are widely available in the market. It is stated by the most of the customers that the retailers give an individual attention to the users and the facilities are provided especially at the waiting lounge. Help desk/customer desk has created by the retailers to interact with the customers related to the queries and extra discounted/ freebies offers and for the coupons/ gift passes.

Customers are also stated that how much they are indulged in the activities of the services which are provided by the retailing system/retailers. The reasons to like the
services are because of the initiative taken by the retailer to solve the complaints and the problems which are facing by the customers related to the purchased products. Customers believe that the retailer listen to the complaints and understand the pulse in buying the product.

It is been observed that the customers are attracted to the retailers brand because of the care and to accept the special requests and also the timing is convenient to the buying the products and services.

It’s been observed that the customers are interested to know retailer’s brand especially who are the manufacturer/producer of the products. The customers are aware of the products and the brand and also have the clear picture of the rightly associated brand with the particular product.

Most of the customers are interested in purchasing the retailer’s brand only if they are satisfied with the previous purchase and performance of the same. It is believed that the physical appearance of the product is also the way to get attracts and customers think it is one of the ways to make the awareness of the product in the market. It has been observed that the customers differentiate the particular product and brand from the other.

And customers are clever enough to differentiate between branded products and retailer’s brand. Customers are interested to know more about the retailer’s brand only if it is visual and physical available. And customers are aware that most of the retailers endorse and offers their own, store brands. The customers are attracted towards the retailer’s brand only the retailer promotes their product with the good discount or the freebies.
According to the survey, most of buyers believe that the products provided by the retailers under the retailer’s brand is fresh products, and they also believe that there is no old stock is available. This is the main reason to buy the retailer’s brand.

The buyers prefer the proximity/ close to premises (most near place) to buy the retailer’s brand and retailer provide free home delivery of the products. Buyers also verify that if they want to purchase any sort of products that should be available under one roof, buyers reminiscent of one stop shopping.

Buyers are keen interested in buying the good quality products are they believe that the retailer's brand provide the good quality products. They also confirmed that the buying retailers brand is pure and hygienic and they can check the products in their desired manner and attracted by the design of the products. Most of the buyers are fully satisfied with the retailer’s brand so they attached to the brand and show the loyalty towards the retailer’s brand.

The buyer of the retailer’s brand feels that using these brands creates add on value to the status and reflects the high standard of living/ high status. The buyer are interested in the freebies and discounts which is offered from the retailers and buyers affectionate with the ambience of the hypermarkets as they feel relax and shop more.
It is also been observed that the buyers believe in cashless purchase as they are interested in using their Debit/ Credit/ Smart cards for shopping. And they prefer to shop in those retail outlets where the multiple modes of payment are available. Few buyer experienced that the buying retailer’s brand is from the influences of the advertisements, normally advertisements of retailers are reflected in the newspapers and more information on the products, few times the comparative prices are discussed which attracts the buyer effortlessly.

It is been observed that most of the customers are satisfied with the quality of the retailer’s brand. They feel that as comparing with the other renowned brands the quality of the retailers’ brand is quite convincing. The customers’ wants to purchase the retailer’s brand as in the products very less defects are found and they treat it as good products. The customers view on the quality based on the ingredients, the products are consisting of good and pure ingredients. Due to this the customers feels good about the retailer’s brand.

It is also been noticed that the quantity offered by the retailers’ are appreciable, few times customers are interested in attribute of the product and they believe that it is good and convincible. Customers are pleased by the retailer’s brand and also getting excellent services from the retailers for the products they purchase. They also believe that the prices offered by the retailers are comparative less with the other branded products.

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Secondly, the buyers prefer the proximity/close to premises (most near place) to buy the retailer’s brand and retailer provide free home delivery of the products. Buyers also verify that if they want to purchase any sort of products that should be available under one roof, buyers reminiscent of one stop shopping. Buyers are keen interested in buying the good quality products are they believe that the retailer’s brand provide the good quality products.

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**Suggestions**
1) More number of outlets near the residential areas

As the Big Bazaar outlets are less in number at the residential areas so Big Bazaar has introduced KB”s fair price shop near to these areas. Even though KB’s fair price shop exist in the market are not sufficient to offer the required items to the respective buyers. It is observed that the customers are interested in shopping at the Big Bazaar, and need more number of outlets at their residential areas.

2) Cleanliness need to be maintained

It is found that there is no proper cleanliness is maintained especially at the food courts and the bakery centre at the Big Bazaar. The Big Bazaar need to initiate the cleanliness in these aspects and at the same time proper disposing or dust bin need to be cleaned so that customers can buy the food and consume at the same time without any compromise on the hygiene.

3) Proper product layout

It is found that the arrangements of the products are not so convenience to the customers as they need to struggle to know where the products are placed. The layout of the products is properly arranged in the rack so that there will be no confusion in choosing the products. As customers are looking for the small quantity products for their daily usage are hardly coincide with the existing arrangements.

4) Availability of Non Vegetarian

Most of the customers like the vegetarian food at the same time the customers expect the non vegetarian items like Mutton, Chicken and fresh Fishes. As the
customers are interested in non vegetarian food so there is a fine scope and expect good sales in this category.

5) Availability of Breweries and Spirits

As the customers are interested in the non vegetarian food items, they also expect the breweries and spirits chamber so that customers should buy the products at only one store.

6) Proper home delivery

It is found that the home delivery is not so good as they promise it is required for the management of the store to take care of the delivery of the goods at the exact and definite time.

7) Queuing system is to be improved

It is found that the queuing at the counters is not so convenient for the customer especially at the seasonal days. Even though the good numbers of counters are available the customers shown not so convenience with the queuing counters.

8) Validation of the offered products at the reasonable price
The products are offered by the Big Bazaar store especially the discounted products are very near to the expiry date or few times the expired products are also available. It is required for the retailers to offer the products but not on these terms.

9) Office at the stores

It is found that the customers are interested to interact with the concerned person of the store but the customers are not aware of the concern person and at the same time there is no particular office of the person so that they can go and talk to the concerned person at a stretch.

10) Dairy products are to be cross verified

It is found that the dairy products are not fresh as the products are very near to the expiry dates and the damaged products are also kept on the rack for the customers.

11) No proper response from the employees

The employees/working staff are not so much aware of the products that are offering to the customers and also the responses towards the customers need to be improved.
Conclusion

Retailers are enjoying nice profit and providing the good services to the customers. The customers are interested to buy the retailer’s brand repetitively because of their previous purchase satisfaction. The trend has changed as there was a time where buyers hesitate to purchase the retailer’s brand but now the things got changed customers are liking the local and retailer’s brand due to the various offering, on time delivery of the goods, prompt fast services. If this scenario continues in the market then we can expect these retailers will be one of the strongest entrants to the renowned brands.

As customers are interested in purchasing the branded products and thereby branded products are enjoying the profit in the market. The good profit margin is anticipated in the groceries segment; even local retailers are also seeking good profit in the market. Retailers are launching with their own brands to tap the untapped market which results more profit to the retailers. The most important task is that to make the product awareness under the retailer's brand. Retailers are keeping on following the Aided awareness, type of awareness which is engendered in the mind of the customers/ consumers.

When the customers have been asked for the particular product, first brand name appears in the mind and then they visualize the product this is the main factor which was observed in the study. By this we can conclude that the Brand awareness of the retailer’s brand is positive and retailers will be the new entrants to the existing major players in the sector.

Brand makes a positive impact on the buying of the goods and services. It is the intricate task to purchase the products especially in the groceries segment, local
people prefer local brand, due to the globalization these local brand got converted into the retailer’s brand to which the buyers also switched from local to retailer’s brand. As the retailers identified that there is tremendous opportunities in the groceries segment these retailers created their own brand to extract more profit.

The important factors which facilitate the buyer to purchase the retailer’s brand primarily the buyers feel that the products are fresh/ no old stocks are available, proximity, good quality, design and shape of the product should be convincing, pure and hygiene, product verification based on their capability, wish to get all type of products under one roof (one stop shopping), pleasant ambience to shop (sometimes good parking facilities), discount, coupons and freebies attract more number of buyers to the retail outlets, transactions can be more flexible by the help of multiple modes of payments, and most of interested in the advertisements. Mobilizing these stated factors retailer would get more walk-ins and can expect the nice selling of the retailer’s brand.

Quality is one of the most important factors, customer consider for buying the products. Quality varies from product to product and also sometimes with the potential market. Quality makes more impact on the buying decision of the products. Especially when it comes with the retailers brand customers have the positive impact towards quality of the products.

They are more joyful customers who believe that the retailer’s brand quality of the products is good and appreciated. The performances of the retailer’s products are fine. The retailers offer the products and the services are quite cheaper and widely available at the affordable price.
Brand makes a positive impact on the buying of the goods and services. It is the intricate task to purchase the products especially in the groceries segment, local people prefer local brand, due to the globalization these local brand got converted into the retailer’s brand to which the buyers also switched from local to retailer’s brand. As the retailers identified that there is tremendous opportunities in the groceries segment these retailers created their own brand to extract more profit.

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**Limitation of the study**

- The study is constricted down to dry unprocessed groceries segment of retailers brand
- The data collected from the respondents is subjected to natural biases
- This research study is restricted to Bangalore city only
- The study is only based on the Biz Bazaar Hypermarket branded product i.e. Golden Harvest product.
• This study relies on the brand equity which is based on the customer.

• The association of retailer’s management is not discussed in this study.

Scope for the further Research study

• The comparative study of the two or more retailers and their own brand can be utilized that helps in understanding the brand and also retailers enjoy the more competitive advantage with the rest of the brand available in the marketplace.

• The research can be further stretched to organize the strategic decisions and this study helps the marketers to enhance brand equity, position of the brand, gaining competitive advantage.

• Further most the purchasing decision of the customers related to the retailer’s brand can also be studied.

• Opportunity to explore the other proprietary assets related to retailer’s brand especially elements like trade mark, patents, and copyrights and so on.

• Expectation of the retailers from the customers and the retailers’ relationship management can also be studied.