

A Pilot Study for Business Intelligence to Improve the Decision Making in Super Bazaar

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Abstract: Super bazaar is a modern format of retail. The purpose of super bazaar is to provide everything under one roof. It is collection of independent retail stores, services, parking area and entertainment all under one roof. Consumer is important for super bazaar business. Consumers take many buying decisions every day. Consumer decision making is a process that a consumer goes through when consumer make purchase decisions. Understanding consumer behavior is important to success of the super bazaar business. So analysis of consumer behavior has become necessary to extract the knowledge that helps to take efficient decision making. The business intelligence plays a key role in the strategic planning process of the super bazaar. A pilot study reduces the number of unknown problems. It helps to redesign parts of study to overcome difficulties that the pilot study has shown. This paper focus on design of pilot study which provides valuable insight into behavior of consumer taking into consideration views of managers and consumers of selected super bazaars from Western Maharashtra.

Keywords: Super Bazaar, Consumer, Consumer Behaviour, Business Intelligence, Decision Making.

I. INTRODUCTION

Super bazaar is a large-scale retail organization dealing mostly in numerous varieties of food products, groceries, fruits, vegetables, meat, confectionery and dairy products. Super bazaar is one of highly competitive business. It is large form of traditional grocery store. It is self service shop and has wider selection than traditional grocery store. In super bazaar, consumers usually shop by placing their selected products in baskets and pay for the products at the check-outs. Super bazaar provides facilities like comfortable space, clean floor, air-conditioning and free parking lots. Also, a variety of goods, everyday articles and foods can be found in it. These super bazaars satisfy the needs of human beings, so their target customer ranges all the population. Super bazaars are opened in a central locality where big space is available. There is a absence of sales assistants. The prices of goods in the super bazaars are low. Super bazaar sells products which are required regularly. They require huge financial resources so they are established by big companies. They offer pre-packed products. They use up to date packing material to protect products. Super bazaars require a substantial amount of capital for big premises, huge

warehousing, ample parking and stocking of a wide variety of commodities. Super bazaars keep all varieties, novelties and brands which give ample scope for selection. Customers are given attractive trolleys for keeping goods which they want to buy. Goods are systematically arranged and beautifully displayed. Customers select these goods and keep them in the trolley. Lastly customers have to come to the billing section for making payment and then delivery is given at the delivery counter.

A consumer, making a purchase decision will be affected by the three factors: personal, psychological and social. Customer is one who determines the direction of the market by buying products or services that satisfy him the most. Consumer behavior analysis is based on consumer buying behavior. Consumer behavior is an understanding of feelings, thoughts and actions of consumer. Consumer behavior consists of activities followed in making any buying decision of goods as well as services. Consumer buying behavior is difficult to predict. It is a decision process and act of people involved in buying and using products. To stay competitive super bazaar needs to satisfy consumer's demand. If super bazaar business is unable to understand behaviors of its customers, it will lose revenue and customers. To be able to do so, super bazaar business has to understand behaviors of its customers. Information of behaviors of customers can come from customer data that super bazaar has collected. When business understands behaviors and attributes of customers, it will be able to develop products or services that satisfy customers' demands. Consumer behavior is important factor in determining marketing policies. Retailers recognize that greater understanding of customers can enhance customer satisfaction and retail performance. Bazaar owners can develop long-term and pleasant relationships with customers if they can detect and predict changes in customer behavior.

Business intelligence is the use of computing technologies for the identification, discovery and analysis of business data like sales revenue, products, costs and incomes. These technologies provide current, historical and predictive views of internally structured data for products by establishing more effective decision-making and strategic operational insights through functions like online analytical processing (OLAP), reporting, predictive analytics, data mining, benchmarking and business performance management. Business intelligence allows a bazaar to gather, store, access and analyze data to help in decision making. The business intelligence is used in the areas of customer profiling, customer support, market research, market segmentation, product profitability, statistical analysis, and inventory and distribution analysis. The main aim of this paper is to design pilot study that can systematically study buying behavior of consumers which helps super bazaar owners in designing better marketing strategies and to increase profitability of super bazaars.

II. PILOT STUDY

Pilot studies refer to mini version of full scale study also called feasibility studies. It is pre testing of a particular research instrument such as questionnaire. Pilot studies are a crucial element of good study design. Pilot studies fulfill a range of important functions and can provide valuable insights for researcher. It plays vital role in development of research. An initial pilot survey was done for pre-testing the questionnaires. The purpose of the pilot study was to test the quality of items in the questionnaires and to confirm the feasibility of the study. The questionnaires were edited in the light of the result of pilot survey. The reframed and modified questionnaires were used for the survey.

III. OBJECTIVES OF STUDY

The current pilot study design will help researcher to achieve following objectives:

1. To study the present status of super bazaar business and problems faced by bazaar owners in the competitive environment.
2. Design a strategy to study the behavior of consumers for sustainability of super bazaar business.

IV. HYPOTHESIS

The hypotheses formulated are given below:

1. The more the educational qualification of consumers, the more is the brand consciousness.
2. Increasing income levels of consumers have a positive effect on the buying behavior of consumers.

V. DATA COLLECTION

Requisite data was collected through various ways. Primary data was collected using interview, questionnaire, telephonic communication, e-mail, observation and group discussion. Present study deals with questionnaire data collection.

VI. QUESTIONNAIRE

Questionnaires were designed keeping in view the main objective and hypothesis of study. They were grouped in two groups as follows.

A. Consumers

The consumers are respondents who provide information regarding their understanding, opinion, experiences, and perception towards business practices by various super bazaars. The buying behavior of consumer in super bazaar was studied with well structured questionnaire. The questionnaire for the consumers consisted of twenty closed ended questions. The questionnaire incorporated different scaling techniques as demanded by the study.

B. Managers

The super bazaar managers were identified as the respondents. They were the key personnel in making decisions, drawing and implementing plans to achieve the goals for their bazaars. Their experience and interaction with customers was an important source of information to understand how different classes of customers respond, react and reciprocate to business practice adopted by super bazaars. The responses of managers towards consumer expectations in super bazaar were evaluated. A well structured and comprehensive questionnaire was prepared to collect data from these respondents. The questionnaire for the managers consisted of seventeen closed ended questions. The questionnaire incorporated different scaling techniques as demanded by the study.

VII. SAMPLE DATA

Sample data was collected from various super bazaars from Western Maharashtra. Total 70 respondents given the replies. Out of total respondents 50 were consumers and 20 were managers.

VIII. DATA ANALYSIS

The reliability of questionnaires was tested using measure of reliability cronbach's alpha.

A. Cronbach's alpha

Reliability refers to the assessment of the degree of internal consistency between multiple measurements of a variable. The reliability can be increased by providing questions which are clear about what respondents are being asked. The questionnaire should be designed such that the respondents are familiar with the questions and the questions themselves are relevant to the respondents. The most commonly used measure of reliability is internal consistency. The most accepted measure of internal consistency is the Cronbach's alpha. A value of 0.60 is used as the practical bound to demonstrate internal consistency.

B. Reliability Statistics

Reliability Statistics for Consumers

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.722	.615	50

Reliability Statistics for Managers

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.805	.796	20

IX. CONCLUSION

The above pilot study will help in drawing following conclusions:

1. The reliability of questionnaires was done using measure of reliability was found to be satisfactory.
2. It will help to study the growth of super bazaar industry in today's world and to study present status of bazaar business.
3. It would be helpful to study the consumer responses to different retail formats and marketing strategies.
4. This will help to identify the factors that are responsible for changes in approaches of super bazaar towards consumers and advancement in developing countries.

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