

A  
RESEARCH REPORT  
ON  
A STUDY ON CONSUMER BUYING BEHAVIOUR  
WITH REFERENCE TO  
REALIANCE FRESH in GREATER NOIDA



**GALGOTIAS**  
UNIVERSITY

SUBMITTED FOR PARTIAL FULFILLMENT OF THE DEGREE OF  
BACHELOR OF COMMERCE

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Under the Guidance of  
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## ACKNOWLEDGEMENT

In my research work many people who have been enormously helpful to the preparation of

this study; words are incapable of expressing the feeling of independence and gratitude I felt.

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**Vartika Yadav**

**Enrl. No. 1708101084**

## **DECLARATION**

I hereby declare that the research report titled "**Analysing Consumer Buying Behaviour with Reference to Reliance Fresh in Greater Noida** " is the result of individual efforts and has been completed under the guidance of **Mr. Girish Garg, Galgotiya University, GreaterNoida**. The finding and interpretation in the report are based on the data collected by me and the report is not a reproduction of any other project submitted for similar purposes.

**Vartika Yadav**

**Enrl. No. 1708101084**

## **CERTIFICATE**

This is to certify that project report **“Analysing Consumer Buying Behaviour with Reference to Reliance Fresh in Greater Noida”** has been prepared by Vartika Yadav under my supervision and guidance . The project report is submitted towards the partial fulfillment for 3 year , Full time BACHLOR OF COMMERCE .

Name & Signature of Faculty :      PROF. GIRISH GARG

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# INTRODUCTION TO TOPIC

## CONSUMER BUYING BEHAVIOR

Consumer buying behavior is the process by which an individual, group or a society decides which product they want choose which will satisfy their needs or wants. The whole process in which consumer selects , buys's , uses and disposes the product is now as consumer buying behavior it plays any important role in the success or failure of any product.

Marketing success or failure of a company depends on target consumers' individual and

group reactions expressed in the form of buying patterns.

Since customer is the reason why any organization exists, it is necessary to understand the

customer and study the pattern of his buying behaviour.

## Stages of the Consumer Buying Process

The procedure of buyer purchasing includes 6 phases. All buyer choices don't generally incorporate every one of the 6 phases.

The 6 phases are:

1. **Problem Recognition (awareness of need)**— It is the contrast between the ideal state and the real condition. It speaks to a shortfall in the collection of items..

2. **Information search** : this can be of two sorts outside or interior as follows

- o Internal search based on your memory.
- o External search on the off chance that you need more data.

Companions and family members (verbal), open sources and so on..

3. **Evaluation of Alternatives**- - need to build up models for assessment, includes the purchaser needs or doesn't need. Rank/weight options or resume search. Advertisers attempt to impact by "framing" options.

4. **Purchase decision**- - Pick purchasing elective, incorporates item, bundle, store, technique for buy and so on.

5. **Purchase**- - May vary from choice, time pass between 4 and 5, item

accessibility.

**6. Post- Purchase Evaluation:** in this last stage consumer decides whether he is satisfied or dissatisfied with the purchase on the bases of previous purchase or whether the product has met the expectations or not. This last step plays a important role because it decides the the consumer will repurchase the same product from the company or not , it helps in customer retention and whether the consumers will give positive feedback or negative feedback.

## COMPANY PROFILE

### RELIANCE

"Growth has no limit at Reliance. I keep revising my vision. Only when you can dream it, you can do it."



**Dhirubhai H. ABCOM(H)ni**

Founder Chairman Reliance Group

December 28, 1932 - July 6, 2002

**RELIANCE GROUP**



The Reliance Group, founded by Dhirubhai H. ABCOM(H)ni (1932- 2002), is India's largest private sector enterprise, with businesses in the energy and materials value chain. Group's annual revenues are in excess of USD 27 billion. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India.

Backward vertical integration has been the cornerstone of the evolution and growth of Reliance. Starting with textiles in the late seventies, Reliance pursued a strategy of backward vertical integration - in polyester, fibre intermediates, plastics, petrochemicals, petroleum refining and oil and gas exploration and production - to be fully integrated along the materials and energy value chain

Reliance Industries Limited is India's biggest private sector conglomerate (and second biggest generally speaking) with a yearly turnover of US\$ 35.9 billion and a profit of US\$ 4.85 billion for the financial year finishing off with March 2008. It is one of India's private sector organizations, being positioned at 206th position (2008). It was established by the Indian industrialist Dhirubhai ABCOM(H)ni in 1966. ABCOM(H)ni has been a pioneer in presenting money related instruments like completely convertible debentures to the Indian financial exchanges. ABCOM(H)ni was one of the primary business people to attract retail speculators to the securities exchanges.

## **Subsidiaries of Reliance**

- [Reliance Petroleum](#)
- [Ranger Farms Limited](#)
- [Retail Concepts and Services \(India\) Private Limited](#)

- [Reliance Retail](#)



RELIANCE FRESH

## ***APKA FRESH APKE PADAOS ME***

Reliance fresh is the retail chain division of dependence ventures of India, which is going by MukeshABCOM(H)ni. Dependence has gone into this fragment by opening new retail locations into pretty much every metropolitan and territorial territory of India. Dependence intends to put 25000 crores in the following 4 years in their retail division and plans to start retail locations in 784 urban communities the nation over. The dependence new market chain is in\'s 25,000 crore adventure and it intends to include more stores across various g, and in the end have a skillet India impression constantly 2011. The supermarts will sell new foods grown from the ground, staples, goods, new squeeze bars, and dairy items and will don a different walled in area and gracefully chain for non- veggie lover items. Plus, the stores would give direct work to 5 lakh youthful Indians and roundabout openings for work to a million people, as per the organization. The organization additionally has plans to prepare

understudies and housewives in client care and quality administrations for low maintenance occupations.

## **DATA COLLECTION**

Data collection technique used in this was survey method on the sample size of 50 consumers. They were given the questionnaire and was asked to fill them on their experiences. The technique used to select the sample size was random sampling technique

### **PRIMARY DATA COLLECTION METHOD**

In essential information assortment, information is gathered by an individual himself/herself utilizing strategies, for example, meetings and surveys. The key point here is that the information gathered is special to the individual and his exploration and, until it is distributed, nobody else approaches it.

### **SECONDARY DATA COLLECTION METHOD**

- Magazine
- Internet
- News paper

- Wikipidea
- Quora

## Research Methodology

### **Type of research**

The type of research used in this project is discriptive type of research . The research is

based on facts found during the survey. The data is totally uncontrollable and independent.

### **Primary Data**

Essential information of research are gathered from direct assets (client of Dependence new) through questionnaire.

### **Secondary Data**

Auxiliary Information which are utilized for research to know the history extent of Retail industry are gathered from effectively accessible assets like net and

different sources .

### **Universe**

Universe of this examination is dependence new client of Delhi.

### **Sampling technique**

Irregular examining is utilized for look into venture. I have given equivalent weightages to my all respondent and picked them arbitrarily with no one- sided like sexual orientation, age, salary culture.

### **Sample size**

50 respondents has chosen as test size for inquire about.

### **Data representation technique and tools**

Sections outline and Pie diagram has utilized for portrayal.

## **ANALYSIS OF FINDINGS**

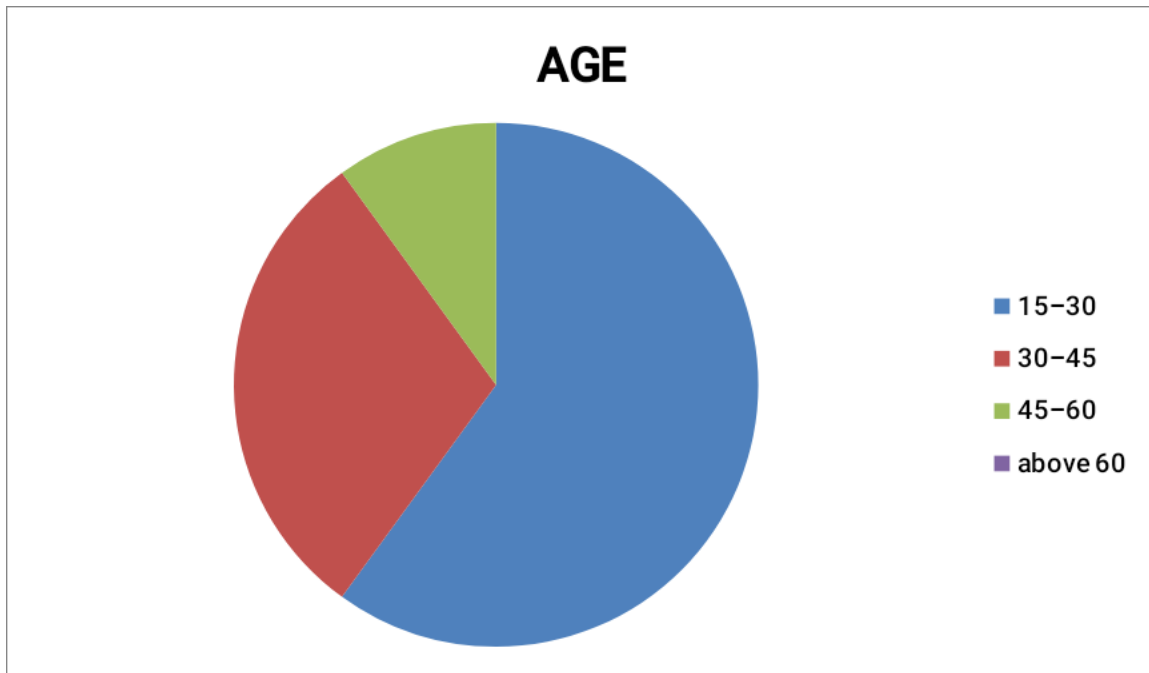
### **1. ON THE BASIS OF GENDER**

<b><u>GENDER</u></b>	<b><u>NO.OF RESPONDENTS</u></b>
<input type="checkbox"/> MALE	15
FEMALE	35
TOTAL	50

AGE	NO.OF RESPONDENTS
15- 30	30
30- 45	15
45- 60	5
ABOVE 60	0
TOTAL	50

HENCE THERE ARE  
MALE 30%  
FEMALE 70%

## 2. ON THE BASIS OF AGE



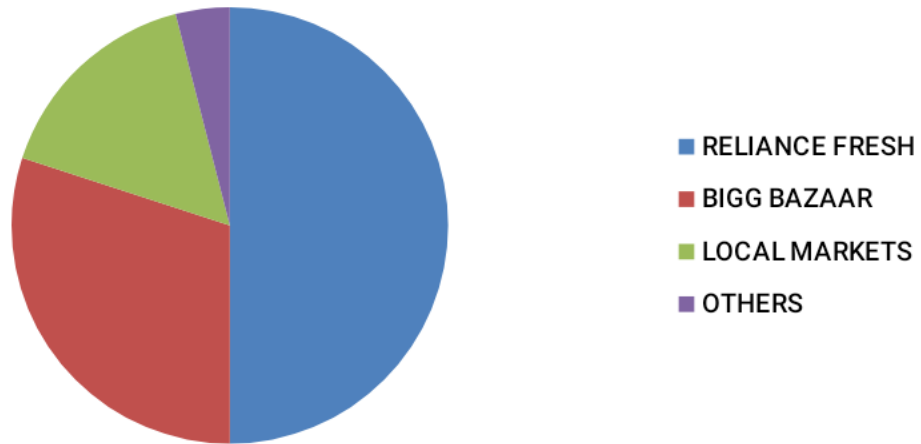
HENCE THERE ARE

60% PEOPLE FROM 15- 30 AGE GROUP  
 30% PEOPLE FROM 30- 45 AGE GROUP  
 10% PEOPLE FROM 45- 60 AGE GROUP

### 3. ON THE BASIS OF THEIR SHOP PREFERENCE

NAME OF SHOPING PLACES	NO.OF RESPONDENTS
RELIANCE FRESH	25
BIGG BAZAAR	15
LOCAL MARKETS	8
OTHERS	2
TOTAL	50

## SHOPING PLACES



HENCE :

50% PEOPLE LIKE RELIANCE FRESH

30 % PEOPLE LIKE BIGG BAZAAR

16 % PEOPLE LIKE LOCAL MARKETS

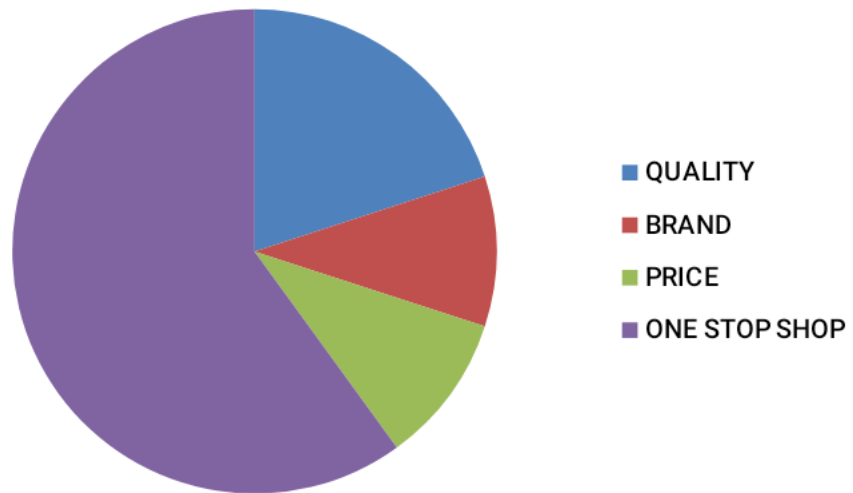
4% PEOPLE LIKE TO SHOP FROM OTHERS PLACES

#### 4. ON THE BASIS OF SHOPPING PREFERECE

SHOPPING PREFERENCE	NO. OF RESPONDENTS
QUALITY	10
BRAND	5
PRICE	5
ONE STOP SHOP	30
TOTAL	50



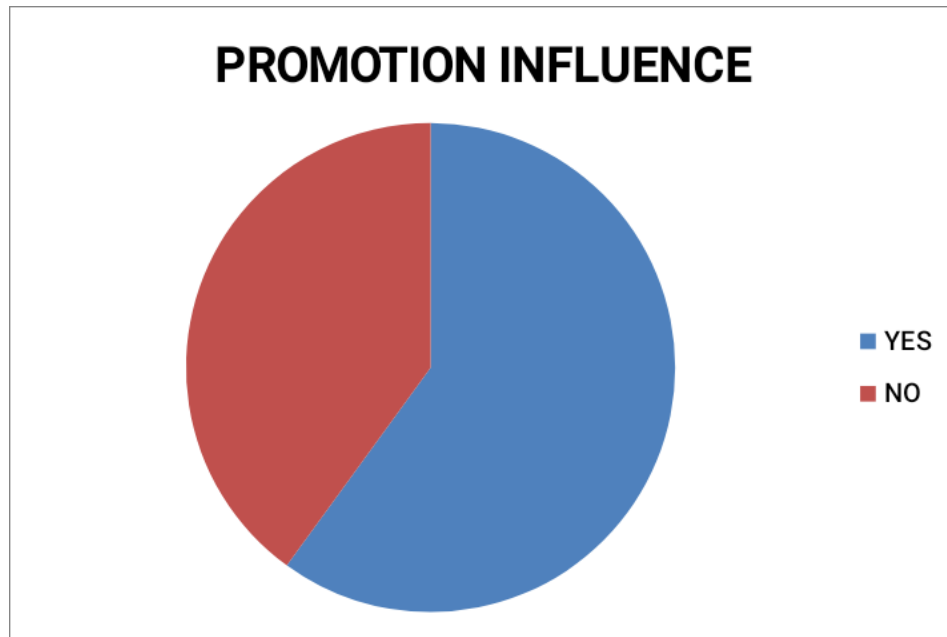
## SHOPPING PREFERENCE



HENCE :  
20% PEOPLE SHOP ON THE BASIS OF QUALITY  
10% PEOPLE SHOP ON THE BASIS OF BRAND  
10% PEOPLE SHOP ON THE BASIS OF PRICE  
60% PEOPLE LOVE ONE STOP SHOPPING

### 5. ON THE BASIS OF PROMOTION INFLUENCE

YES	30
NO	20
TOTAL	50

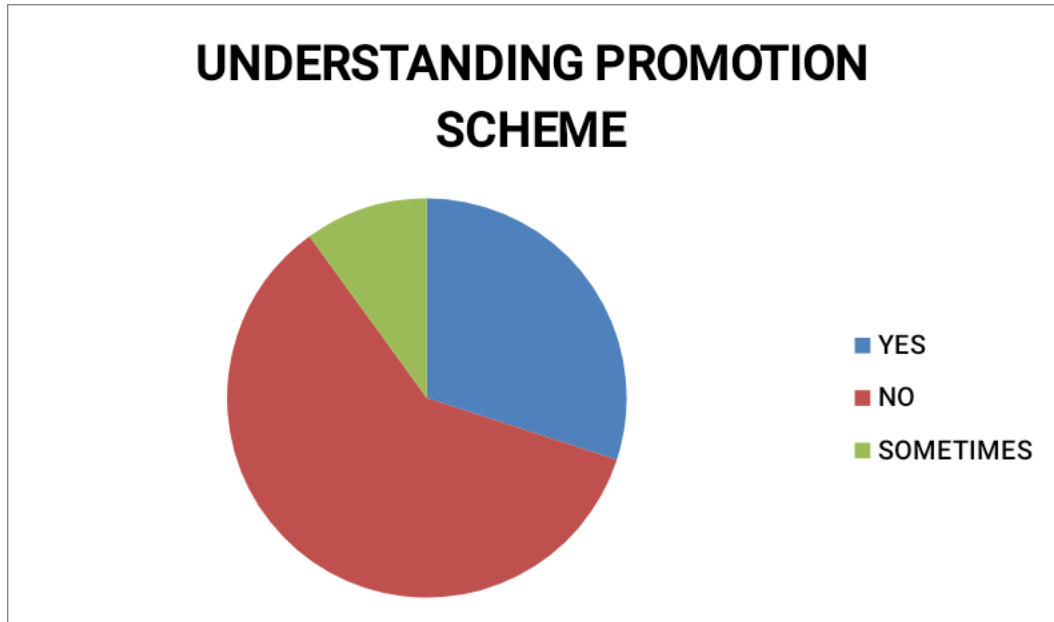


HENCE :  
60% OF PEOPLE ARE INFLUENCED BY ADVERTISEMENT  
40% OF PEOPLE ARE NOT INFLUENCED BY ADVERTISEMENT

6. ON THE BASIS OF UNDERSTANDING PROMOTION SCHEME

YES	15
-----	----

NO	30
SOMETIMES	5
TOTAL	50



HENCE :

30% OF PEOPLE UNDERSTAND PROMOTIONAL SCHEME

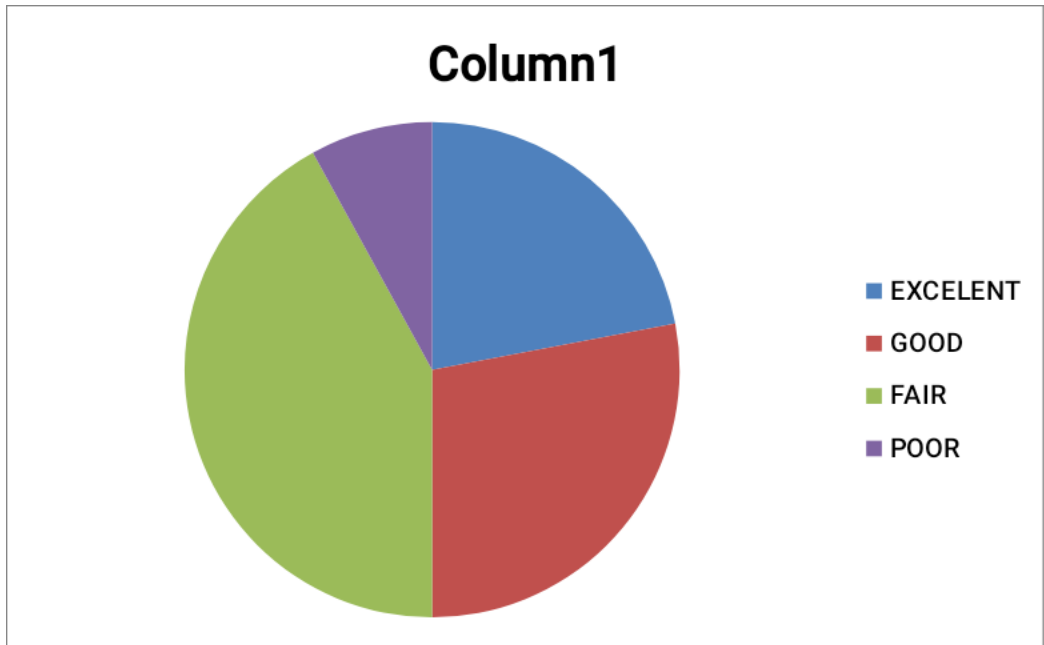
60% OF PEOPLE DOESN'T UNDERSTAND PROMOTIONAL SCHEME

10% OF PEOPLE ONLY SOMETIMES UNDERSTAND THE SCHEME

7. ON THE BASIS OF THEIR SATISFACTION FROM THE STORE

EXCELENT	11
GOOD	14
FAIR	21
POOR	4

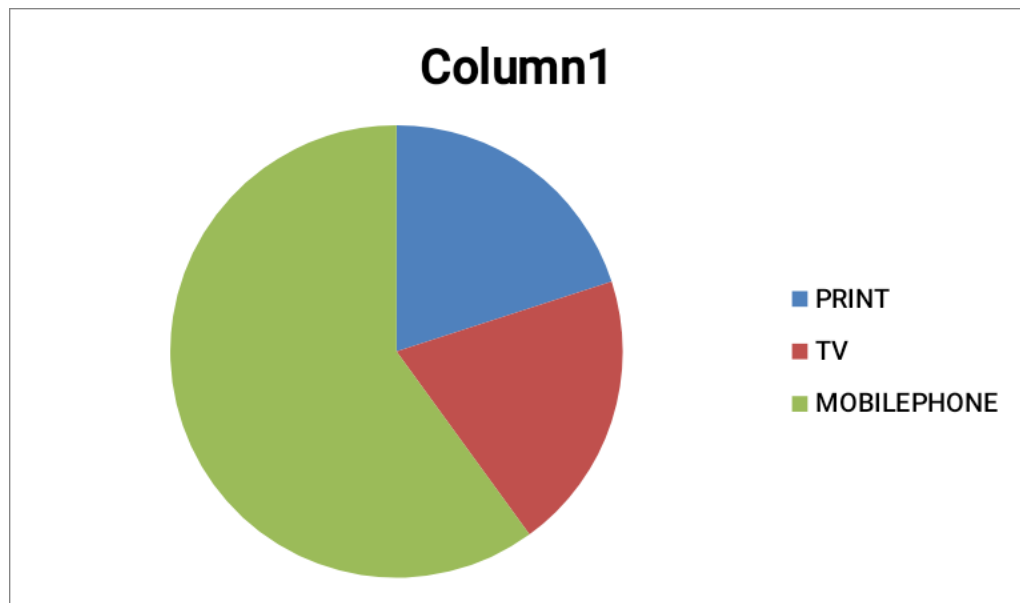
TOTAL	50
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HENCE :  
 22% PEOPLE ARE EXTREMELY SATISFIED  
 28% PEOPLE ARE MODERATELY SATISFIED  
 42% PEOPLE ARE FAIRLY SATISFIED  
 8% PEOPLE ARE NOT AT ALL SATISFIED

8. ON THE BASIS OF EFFECTIVENESS OF ADVERTISEMENT

PRINT	10
TV	10
MOBILE PHONE	30
TOTAL	50

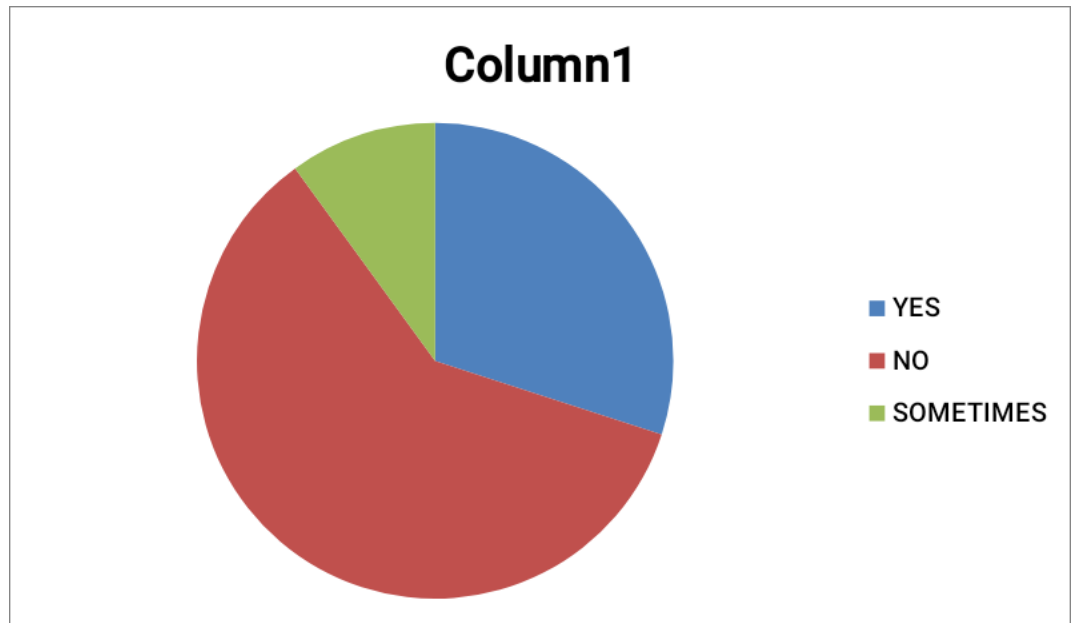


HENCE :  
 20% PEOPLE PRINT TYPE OF ADVERTISEMENT IS EFFECTIVE  
 20% PEOPLE THINK TV IS EFFECTIVE FOR ADVERTISEMENT  
 60% PEOPLE THINK MOBILEPHONES ARE EFFECTIVE FOR  
 ADVERTISEMENT

9. ON THE BASIS OF HELP FROM CSA

YES	15
NO	30

SOMETIMES	5
TOTAL	50



HENCE :  
FOR 30% OF PEOPLE CSA WERE HELPFUL  
FOR 60% OF PEOPLE CSA WERE NOT HELPFUL  
FOR 10% OF PEOPLE CSA ARE SOMETIMES HELPFUL

## FINDING and SUGGESTION

### FINDING

- 1- The maximum number of consumers are women
- 2- The maximum number of consumers are young.
- 3- Greater part of customers like to buy all products from Reliance Fresh.
- 4- Clients like one stop shopping.
- 5- Advertisement is the greatest method to pulling in the client.
- 6- It is not easy for some consumers to understand the promotional scheme .
- 7- The greater part of clients isn't completely happy with store.
- 8- Mobile phone is the most ideal route for drawing in the client.
- 9- Deficiencies of skilled workers

### SUGGESTIONS

- More advancement plan ought to be utilized to enter the

market.

- Skilled representatives ought to be higher in light of the fact that for the most part clients are youthful.
- Promotion plan ought to in such manner that client can see without any problem.
- Service of store ought to give in such manner which full the need of the client.

### **LIMITATIONS**

The task has a few confinements since it is completely founded on endeavors of people. People groups might be thoughtless and may not offer right response to the inquiries, on account of such a significant number of reasons. It is totally based on



personal efforts of individuals.

- It is completely founded on close to home endeavors of people
- Language is one of the most exceedingly terrible issue, a portion of the shoppers can't get English.

### **CONCLUSION**

As the environment and needs of consumer are rapidly changing it is very important for the company to cope up with changing environment and consumer needs. The company who can easily adapt these changes and respond to them

quickly is surviving in the competition. It is very important for the company to create a brand personality because consumer uses a product as if its their friend because it satisfies the physical as well as emotional needs of consumer. Hence its is very important for a company to create its brand personality so that consumer can connect and company can enjoy customer loyalty. Here the consumer buying behavior plays a vital role because it tells the various aspects of consumer buying process and is very important for the company to modify their marketing mix according to the consumer buying behavior so that they can attract maximum customer. Overall, it is argued that the study of consumer behaviour is rapidly evolving as researchers recognize and implement new techniques and transdisciplinary perspectives to understand the nature of purchase and consumption behaviour. Consumer buying behavior and behavioural outcome of the consumer is studied to make the future predictions and make the significant changes

## **BIBLIOGRAPHY**

- Magazine
- Internet
- News paper
- Wikipidea
- Quora

Questionnaire

**NAME-**

**GENDER-**

**AGE -**

**MONTHLY INCOME-**

**1- How often do you shop**

Daily ( ) week ( ) fortnightly ( ) once in month ( )

**2- What do you mostly shop for at mentioned store**

Vegetables ( ) Grocery ( ) cosmetic product ( ) All product ( )

**3- Which store do you shop?**

Reliance Fresh ( ) Big Bazaar ( ) other ( ) Local market

**4- Preference of shopping**

Quality ( ) Brand ( ) Price ( ) one stop shop

**5- Do advertisement and promotion influence your shopping decision**

Yes ( ) No ( )

**6- Are Promotion scheme easy to understand**

Yes ( ) NO ( ) some time ( )

**7- How likely are you to recommend Reliance Fresh to a friend or relative?**

Would you say the chances are?

Excellent ( ) Good ( ) Fair ( ) Poor ( )

8- Are the Price of Reliance fresh is lower than the other competitor

Yes ( ) No ( ) Equal ( ) no idea ( )

9- Which form of advertisement do you think is most effective?

Print ( ) TV ( ) Mobilephones ( )

10- Did you get help from CSA when asked?

Yes ( ) No ( ) some time ( )