

A Study on Competitive Analysis at Big Bazaar, Mysore

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Abstract:- The competitive analysis is the change the dynamics of today's competitive analysis promote of the entail that we the reason used the competitive investigation are piece of load marketability learn it need to be the examiner of breathing logic has central since three factor have influenced the dynamics of competitive analysis promotion franchise market segmentation and focused procedure management The competitive examination are at present conduct by the consultant who presentation the marketability studies to do not fully acknowledgement of these altering the competitive promote The recent and future supply of the load property and the corporal differences of dissimilar properties of the competitive market locale the section is after that follow by an recommendations on the substantial attributes The different changes in dynamics of the load market segmentation loading produce it is no longer sufficient to behaviour the competitive analysis with the customary process of competitive analysis

Keywords: competitive analysis, store ambiance, loyalty program, pricing, promotion, product quality

I. INTRODUCTION

Competitive analysis is a most important skill, it to recognize point of the company in business level. It is identifying the who are every one of the competitors in the marketplace, company have to analysis the competitors strength and weakness in the bazaar situation, and company frame work to use capable approach, formulation, performance, monitoring and adjustments, it is supportive to analyze the company lengthy time improvement process.

It formulating the adopted to excellent marketing policy managers have to be adopted, managers should be taking into consideration the strategies on behalf of the firm competitors.

Competitive analysis grow to be a strategic preparation of the company, it supportive for the new improvement in the company.

II. THERORTICAL BACKGROUND

Competitive analysis plays an significant role in the public for the constant success. Competitive analysis mapping the selling and strategic administration estimation the company strength weakness of present location, Competitive advertising strategies is strangest positioning benevolent to the

company as well as it also selected the weakness next to the customer's needs and desires the firm.

This competitive analysis is supportive to make out to who be all the competitors in the marketplace or organization is a development to identifying the type competitors during the company, in the theatre company, along with the investigation to fulfilled the company to features to face for the competency globally.

III. LITERATURE REVIEW

According to **Endiga gulag brakaj (2013)** According to Today's competitive condition amongst companies character by globalisation and the require used for competitiveness management According to **Vasilikakume (2010)** The competition and original goal structures in promoting success and productivity in North American champions, these studies yielded 286 conclusions three participants producing analysis According to **Wang, wen –cheng (2011)** The internal sources of competitive analysis cover a wide variety of areas and also the internal sources of this beyond the article say that the competitive analysis According to **Amir Hooshangnazrpari (2014)** Today, the world of transformation and progress, every day that passes, the world around us tries to Today, the world of transformation and progress, every day that passes, the world around us tries to According to **Aj Singh Michigan(1998)** The competitive analysis is the change the dynamics of today's competitive analysis promote of the entail that we the reason used the competitive investigation According **Mindy wu (2010)** The competitive analysis are the one of the mainly stakeholder management be two examine stream that can be concerned by thought all through the past two decades even though the competitive analysis.

According to **Xuanzhang (2011)** the competitive analysis of the corporation during the case learning of china mobile through the focus of reorganization According to **Panoschantalos (2017)** This study aim to the consider of the use of standard calculated administration model for the competitive analysis is the single of the Greek indemnity industry in the bearing the function of the inclusive environment analysis According to **Marisplumins (2016)** The competitiveness analysis is to review and excellence the as a

rule often used keywords the terms and pattern of appearance the meaning quantity and determinants of competitiveness According to **Daniel Gerhard's mostert (2005)** The purpose of this project to explore the energetic relationship that the exist between the competitive analysis According to **Share George(2015)** the competitive analysis is a policy is a concerning of organisations scheme is one of the significant to discover a several strategic option and investigate of each one cautiously facing making strategic choices According to **Khadiza Rahman(2015)** The research may at be talk about some of the theory of revolving about the competitive analysis in the literature review

According to **Abu Mohammed Atiquarrahman (2014)**The competitors analysis be the this document aim to intermittently appraise by the important of significant path process in the provided that in sequence for company's competitive analysis According to **Alex yaw adom(2016)** This involve review, critiques and combination of the courier narrative on the topic in an included way of generating the new perspective on participant analysis According to **Dimitriou, mariaf (2017)**The competitive analyses are the diverse transport form have key working the advantages and disadvantages the as long as assortment of unlike transport options the user and passenger According to **Dr. Manijeh Gareche (2013)** Competitive analysis refers to the position of the factor that allows the company to show better performance than the competitor According to **Gladys Narkikomisom (2016)** The competitive analysis is the study the behaviour and the behaviour of close the competitors is important .except a company's pays the consideration of the what competitors are undertaking it tops up the in the air sightless in to the battle According to **Home Norrekit (2012)** In the current years university scholar have agreed the mounting attention of the significance of the strategic quantity system together with both the non financial and financial process According to **Jay B Barney (1998)** Around attributes of that ought a firm's civilization to have a to produce the continual competitive analysis are inaccessible the preceding answer suggested that the culture of some firm have these attributes According to **Larry H.P.Lang (2009)** This newspaper the investigate the outcome of the competitor it

may of liquidation of the announcement it decreases the charge of a standards weighted group of competitors by 1%

IV. OBJECTIVES OF THE STUDY

- To determine factors Influencing on competitive analysis
- To compare the level of competitive with respect to business aspects

V. RESEARCH METHODOLOGY

5.1 Type of Research: Descriptive Research-The second-hand for the swot of descriptive research in life because of the trouble can be known the known as the clearly.

5.2 Sampling Design: Sampling Design-The case size for the study the 50 respondents who are the distributors of the **BIG-BAZAAR** produce creature survived the out of the grouping.

5.3 Data Collection: There be 2 types of data collection

1. Primary data: The collecting main data the similar to with advertising coordinator and to the area of sales director and clients and the survey was organized the close ended enquiry and to the meeting.

2. Secondary data: It is used to get the information as Books, Internet, Journals, paper and Annual statement

5.4 Statistical Tools

Co-relation Test:

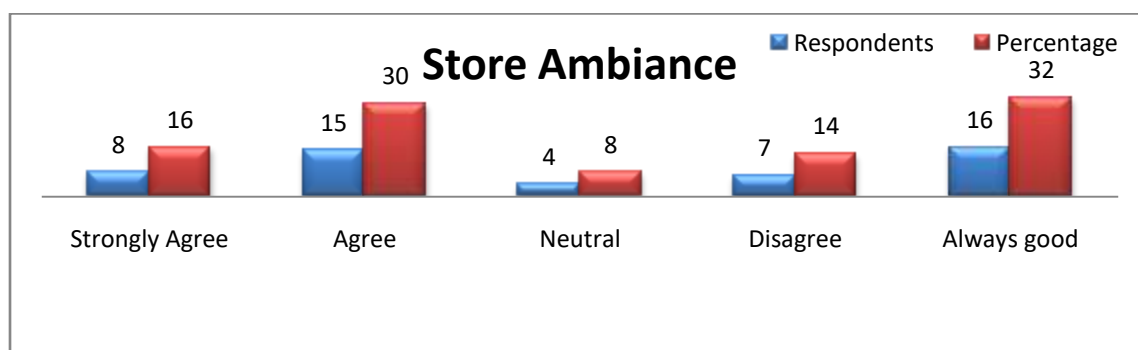
The test is non parametric test this concerning organization of more than of the two variables. additional than 50 respondents.

5.5 Hypothesis:

H₀: There is no important family member among company policy and competitive analysis.

VI. DATA ANALYSIS AND INTERPRETATION

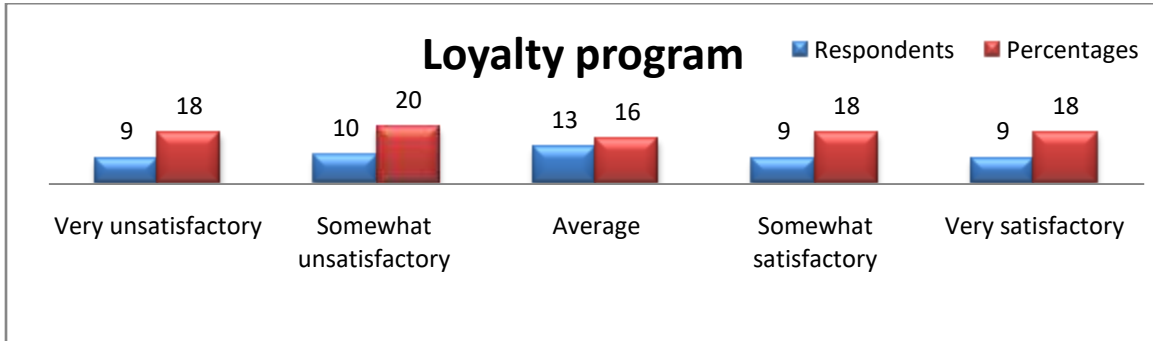
Chart -6.1: Percentage of respondents for store ambiance



It is interpreted from the above chart that shows 32% of respondents is always good. 30% of respondents is agree. 16% of respondents is strongly agree. 14% of respondents is

disagree 8% of respondents is neutral so majority of the customers are strongly agree with store ambiance with Big Bazaar

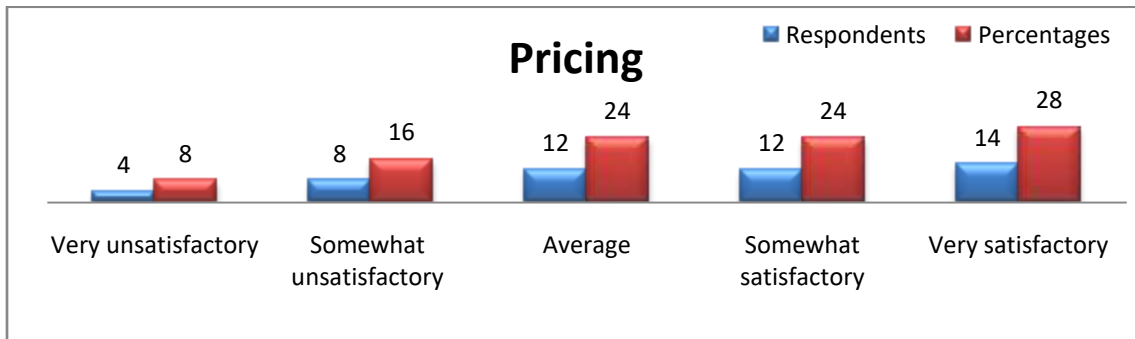
Chart-6.2: percentage of respondents for loyalty program



It is interpreted from the above chart that shows 20% of respondents is somewhat unsatisfactory. 18% of respondents is very unsatisfactory. 18% of respondents is somewhat satisfactory. 18% of respondents is very satisfactory and 16% of

respondents is average so the majority of the customers are somewhat unsatisfactory with the loyalty program of the Big Bazaar

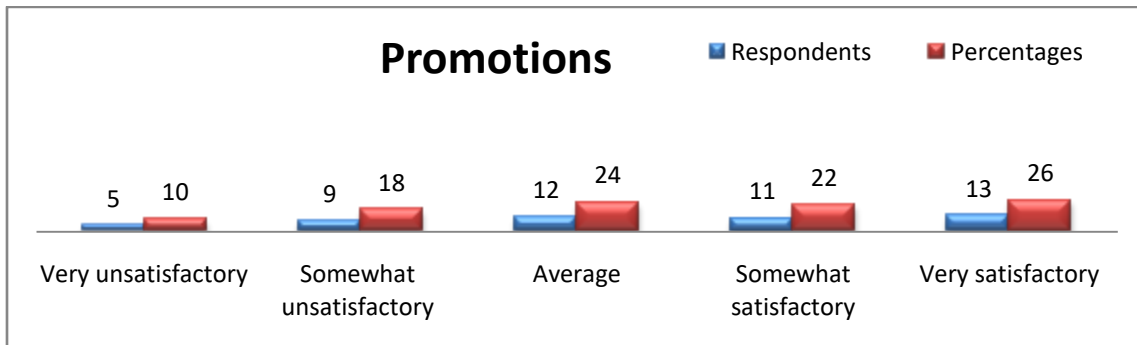
Chart-6.3: percentage of respondents for pricing



It is interpreted from the above table chart that shows 28% of respondents is very satisfactory. 24% of respondents is somewhat satisfactory. 24% of respondents is average. 16% of

respondents is somewhat unsatisfactory. 8% of respondents is very unsatisfactory so the majority of the customers is very satisfactory among the pricing of the Big Bazaar

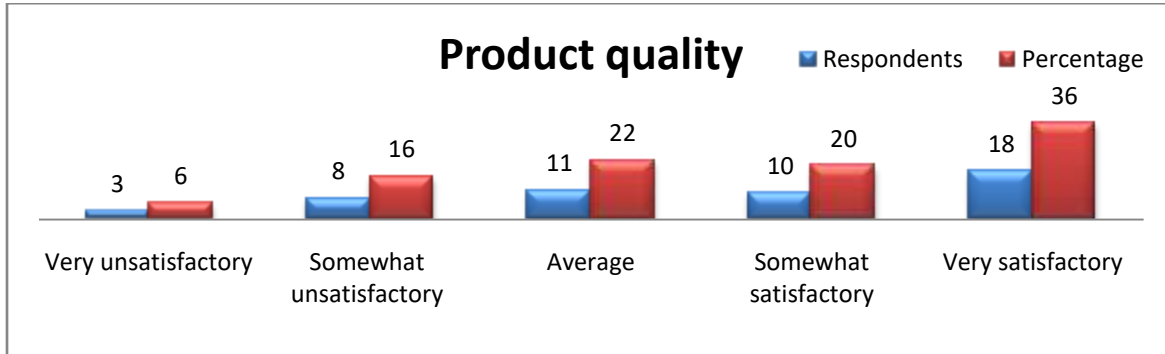
Chart-6.4 percentage of respondents for promotions



It is interpreted from the above chart that shows 26% of respondents is very satisfactory.24% of respondents is average.22% of respondents is somewhat is satisfactory.18%

of respondents is somewhat unsatisfactory.10% of respondents is very unsatisfactory. So the majority of customers are very satisfactory with the promotions of Big Bazaar

Chart-6.5percentage of respondents for product quality



It is interpreted from the above chart that shows 36% of respondents is very satisfactory.22% of respondents is average.20% of respondents is somewhat satisfactory.16% of respondents is somewhat unsatisfactory.6% of respondents is very unsatisfactory. So the majority of customers are very satisfactory with the product quality of Big Bazaar

VII. FINDINGS, CONCLUSION AND RECOMMENDATIONS

- 42% of respondents during the very high competition the ratings of Big Bazaar so the majority of the customers is ratings of the Big Bazaar very high competition
 - 36% of respondents is very satisfactory the overall shopping experience due to others and discounts in Big Bazaar so the more of the customers is very satisfactory the overall shopping experience of Big Bazaar
 - 34% of respondents is very satisfactory the quality of products in Big Bazaar so the popular of the customers are very satisfactory among is produce quality of Big Bazaar
 - 32% of respondents is always good fulfilled among is store ambiance of Big Bazaar so the majority of the customers are strongly agree with store ambiance with Big Bazaar
 - 30% of respondents is agree the product plenty of convenient space parking for customers so the majority of the customers is always good the space parking with the Big Bazaar
- The customers can association the non-users by taking useful process like promotion announcement and promotional strategies
 - The organisations have to gives more gifts offers and discounts to the customers specially in

festival season like Deepavalli, yugadhi, dasara and new year these are the festivals the Big Bazaar gives more discounts to attract the customers and build long relationship with the customers

- The customer complaints solving measures should be improved
- The service quality product is good but it should happen to better reliability as good service and better relationship they build the key achievement factor of current market situation
- Give more offers on price to regulars they increase competition
- Big Bazaar must expand coupons offers on products to more customers they raise high level of competition

VIII. CONCLUSION

In today's the competition is very important for the retail industries they provide needs more types of retail organisations products and services to the customers to get satisfy The competitive analysis determines the various competitions that are required possessed by the customers. Competitive analysis is very helpful for the organisation improvements are needed for growth Maximum or more no of customers are influenced by future, design technology for the reasons behind purchasing decision of retail industry it is good competitive position in the retail industry market Finally I concluded that the competitive analysis is backbone to the organisation in the success and to maintain consistency competitive analysis leads more productivity to the organisation. So the big Bazaar is one of the toughest competitors of retail stores in Mysore

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