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Buying patterns of hypermarkets in Coimbatore District

Venkatesa Palanichamy N, Gayathiri P, Kalpana M and Aruna Prabha S

Abstract

Traditional retailing continues to be the backbone of the Indian retail industry, with traditional/unorganized retailing contributing to over 95 percent of total retail revenues. Big Bazaar, the value retailing store of Pantaloons Retail (India) Ltd., and a part of the Future Group, made its entry into Tamil Nadu by setting up its first store in the State at Coimbatore. The primary data were collected from the consumers who came for visiting the hypermarket. The data were collected through a well-structured and pretested interview schedule. The frequency of visit is more among the respondents in the age group of 20-30 who are visiting monthly once followed by the respondents in the age group of 31-40 who are visiting once in a month. The customers in the age group of 20-30 who visit the hypermarket more frequently have more time at their disposal.

Keywords: Hypermarket, buying behavior, awareness, retail outlets

Introduction

Retailing in India is at a nascent stage of its evolution, but within a small period of time certain trends are clearly emerging which are in line with the global experiences. Traditional retailing continues to be the backbone of the Indian retail industry, with traditional/unorganised retailing contributing to over 95 percent of total retail revenues. The quintessential mom-and-pop retailing outlets or the corner-store formats constitute a major part of Indian retail store formats. Over 12 million small and medium retail outlets exist in India, the highest in any country. More than 80 percent of these are run as small family businesses. Prevalence of traditional retailing is highly pronounced in small towns and cities with primary presence of neighbourhood “Kirana” stores, push-cart vendors, “melas” and “mandis”.

In the developed economies, organized retail is in the range of 75-80 percent of total retail, whereas in developing economies, the unorganized sector dominates the retail business. The share of organized retail varies widely from just one percent in Pakistan and four percent in India to 36 percent in Brazil and 55 percent in Malaysia. Modern retail formats, such as hypermarkets, superstores, supermarkets, discount and convenience stores are widely present in the developed world, whereas such forms of retail outlets have only just begun to spread to developing countries in recent years.

Indian shoppers are highly value and price-conscious. Indian shoppers are very different in many ways from their counterparts elsewhere in the world. First, loyalty is not a virtue with the Indian shopper. Around 60% of the consumers surveyed, bought from more than one retailer compared with 10% in Brazil and 24% in China. Indian consumers associate packaged food with lack of freshness and it is not surprising that almost 65% of respondents indicated they will never buy packed fruits or vegetables compared to 24% in China and 6% in the US. Also, shoppers in India place a lot of importance on convenience. Around 64% buyers surveyed said they do not mind paying extra for conveniently located stores, compared with 31% in China. Though lucrative opportunities exist across product categories, food and grocery, nevertheless, presents the most significant potential in the Indian context as consumer spending is highest on food. Further, ‘wet groceries’ i.e. fresh fruits and vegetables is the most promising segment within food and grocery though initially all retailers foraying in to this segment had to face had wide spread protest from traders, small shop keepers.

Rogers and Shoemaker (1971) [12] defined awareness as a function or a stage of decision process when the individual is exposed to an innovative existence and gains some understanding of how it functions. Mehta (1974) [9] opined that buying behavior involved those activities like search of alternatives, evaluation of alternatives, choice of decision and post purchase feelings and reactions.

Walters (1979) [22] defined buying behavior as the process, wherein the individuals decide on whether, what, how and from whom to purchase goods and services. Venugopal and Perumal (1991) [20] defined awareness as the thing known to an individual is presented as a cognitive domain. It is a pre-requisite for adoption of innovation as this would enable the farmers to completely understand the aspects behind a technology and also its relative advantages. Sutherland (1993) [18] described newer measures to evaluate the impact of the advertisements in the consumer's buying behavior. The measures were broadly classified into two categories *viz*., i) Brand-focused measures which include brand awareness, brand image and brand attitude/purchase intention; and ii) Ad-focused measures which include ad recall/ recognition, correct branding and message take-out. Super (1994) [17] awareness is the first stage of the innovation decision process wherein the individual is exposed to an idea but lacks detailed information about it.

Elangovan & Sharpio (1998) []5 in his study found that consumers who preferred branded products were very particular about the quality of the product. Price increase in the existing brands was the reason that the consumers switched to other brands and taste of the existing brands was the reason for the other customers who were loyal to the brand. The consumers were ready to use products if the price was increased with quality improvement in the product. Consumers belonging to upper middle income and high-income group had high brand loyalty. Naik (1999) [10] defined buying behavior as the influence of numerous uncontrollable components such as product, price, promotion and distribution. Kotler (2000) [7] defined consumer included all the individuals and households who buy or acquire goods and services for personal consumption. Saxena (2002) [14] explained as Customer loyalty is an outcome of the Customer's faith or confidence in the company's offer. The Customer believes and continues to buy or select it for the reason that he/she sees it reflecting his/her values. Levy *et al*., (2004) [8] explained hypermarket as a very large retail store offering the products of a supermarket and the merchandise of a department store, typically varying between 50,000 sq. ft. and 1, 00,000 sq. ft., hypermarkets offer a large basket of products, ranging from grocery, fresh and processed food, beauty and household products, clothing and appliances, etc.

Bhatt (2004) [3] explained that consumer is an individual who consumes goods, whether manufactured by business unit or created by nature such as air, water, etc and utilities offered by the government, business organizations like hospitals, religious, educational and voluntary organization etc. Aswathappa (2004) [2] defined that perception included all those processes by which an individual received information about his environment through seeing, hearing, feeling, tasting and smelling. Reddy (2005) [10] defined perception as "how we see the world around us". The perception was confined to how the consumer perceived about international brand and local brand of milk. Ho (2007) [6] from this study on "A Study of Consumers' Purchase Intentions toward Retail Store Brands in the food sector" reported that the higher the perceived quality and perceived value of the private brand foods, the higher buying intention to consumer. Davis *et al.,* (2008) [4] in their study on "Branding a B2B Services: Does a Brand Differentiate a Logistics Service Provide" found that brand name is very important factor in building an image of the brand. Sogn -Grundvag and Ostli (2009) [15] in their study on "Consumer evaluation of unbranded and unlabelled food products: the case of bacalhau" concluded that Consumers are sensitive and don't want such packaging which carries germs or infections as consumers are used to check/evaluate it by appearance of the products and ensuring the quality of the product before making a purchase decision. Velavan (2012) [19] in his study found that, the expenditure on non-food items was greater in high-income group and least in low-income group people. Sawant (2012) [13] defined brand occupies a very important place in the mind of customers. A brand, by definition, is a short hand description of a package of value, on which consumes can rely to be consistently the same or better over a period of time. The owner of a registered brand personally stands behind the branded and offers personal guarantee for maintaining the quality and standards of the product.

Solomon and Sundar (2019) [16] identified four crucial elements that impact consumers' contentment with the assistance rendered by Jan Aushadhi medical shop staff to their consumers, encompassing tangibility, responsiveness, dependability, and accessibility. Additionally, they stated that the way the employees behave is having a bad effect on the clients. Customers of Jan Aushadhi medical stores are happy with the quality of the generic medications. Additionally, they discovered that consumers have a strong sense of devotion to the Jan Aushadhi medical outlets. Verma *et al.,* (2021) [21], Arunkumar *et al*., (2021) [1] stated in his study on Brand Management text and cases found that brands are the ultimate differentiators; they drive consumer buying, revenues and also the value of the business

Materials and Methods

Big Bazaar, the value retailing store of Pantaloon Retail (India) Ltd., and a part of the Future Group, made its entry into Tamil Nadu by setting up its first store in the State at Coimbatore. This outlet was selected for the study considering the preference of the case firm. The customers visiting the Big Bazaar hypermarket were purposively selected. The consumers who visited as well as made their purchase and also the customers who visited but didn't make any purchase were also considered for the study. Thus a total of 120 customers formed the sample of the study as it was a manageable size for the researcher. Accordingly, the visiting pattern as well as deal proneness was analyzed and delimited based on the survey from 120 consumers.

The primary data were collected from the consumers who came for visiting the hypermarket. The data were collected through a well-structured and pretested interview schedule. The consumers were contacted individually and the objectives were clearly explained to them to ensure their cooperation and accuracy in their responses.

Tools of analysis

Collected data were analyzed with reference to the objectives set forth for the study. The data were analyzed using appropriate statistical techniques and categorized into tables to draw meaningful inferences. The analytical techniques employed in this study are explained below.

Percentage analysis

Percentage analysis was used to study the general characteristic of the consumers which includes gender, age, education, working status, occupation, number of working persons in respondents family, monthly house hold income, marital status, family type, family size, customer preference like time & frequency of visit, source of information & influence of advertisement, details on shopping companion, total distance & mobility to Big Bazaar, average time spent in the store, purpose of visit, mode of payment, price comparison & expectations etc. The factors were first categorized into different levels based on their mean value and percentage was calculated to draw meaningful inferences.

$$\text{Percentage analysis} = \frac{\text{Number of respondents}}{\text{Total sample size}} x\, 100$$

Cross analysis

Cross-sectional studies (also known as Cross-sectional analysis) form a class of research methods that involves observation of some subset of a population of items all at the same time, in which, groups can be compared at different levels. It is a type of observational study. Cross-sectional studies are used in most branches of science, in the social sciences and in other fields as well. Cross-sectional research takes a 'slice' of its target group and bases its overall finding on the views or behaviors of those targeted, assuming them to be typical of the whole group.

Cross-sectional data in statistics and econometrics is a type of one-dimensional data set. Cross-sectional data refers to data collected by observing many subjects (such as individuals, firms or countries/regions) at the same point of time, or without regard to differences in time. Analysis of cross-sectional data usually consists of comparing the differences among the subjects.

In the present study cross analysis is used to compare, the association between age of the respondents and their frequency of visits, relationship between the age of the respondents and media of influence, medium through which the respondents came to know about Big Bazaar in relation to the their occupation.

Results and Discussion

Customer profile

A customer profile provides a clear picture of the type of person or business we are currently serving or planning to serve. This information helps to drive the marketing strategy, promotional design, and sales tactics. A typical customer profile will include customer demographics, buying patterns, and psychographic characteristics, which helps to determine why customers buy and their lifestyles preferences.

Demographic characteristics of customers visiting Big Bazaar: The general characteristics of the respondents such as gender, age, education level, occupation, household income level, number of persons employed in a family, marital status, family type, family size, distance between respondents home and Big Bazaar are discussed below.

Age group of the respondents

The respondents were classified into five groups based on their age. It could be interpreted that majority (33.33%) of respondents belonged to the age group of 20 - 30 years, followed by 27.50 percent in the age group of 31 - 40 years, 18.33 percent were in the age group of 41 - 50 years, 11.67 percent of the respondents were in the age group of above 50 years and 9.17 percent of respondents were in the age group of below 20.

Table 1: Age group of the respondents

Sl. No.	Age group (in years)	Number of respondents	Percentage to total
1	Below 20	11	9.17
2	20 – 30	40	33.33
3	31 – 40	33	27.50
4	41 – 50	22	18.33
5	Above 50	14	11.67
Total		120	100.00

***Source*:** Field survey

Thus it could be inferred from the table that majority of the customers visiting the hypermarket are in the age group of 20–30 years. This shows that today's hypermarkets are flooded with youths. They have purchasing power, willingness to buy and spare time too. In addition to this, the malls too give lot of entertainment opportunities and eateries. This attracts youth to the hypermarket.

Gender classification of the respondents: It could be interpreted that more than half (60%) of the respondents were male, which is high when compared to female respondents (40%). Thus it could be inferred that the customers for hypermarkets like Big Bazaar are mostly males (?). Apart from the above findings it can be also understood that certain categories like groceries, fruits & vegetables, fashion & apparels, crockery are dominated with female's traffic (40%).

Table 2: Gender classification of the respondents

Sl. No.	Gender of the respondents	Number of respondents	Percentage to total
1	Male	72	60.00
2	Female	48	40.00
Total		120	100.00

***Source*:** Field survey

Education levels of the respondents

The education levels of the respondents were categorized into five groups namely primary level, secondary level, under graduation, post-graduation and others.

Table 3: Education levels of the respondents

Sl. No.	Education level	Number of respondents	Percentage to total
1	Primary level	11	9.16
2	Secondary level	20	16.67
3	Under graduation	42	35.00
4	Post graduation	29	24.17
5	Others	18	15.00
Total		120	100.00

Source: Field survey

About 35 percent of the respondents were graduates, followed by post graduates about 24.17 percent, which is again followed by about 16.67 percent were secondary level. 15 percent falls in others category; they might be either diplomas or professionals. Thus it could be inferred that most of the respondents were visiting the hypermarket are educated. Education brings a shift in shopping pattern from kirana stores to hypermarkets.

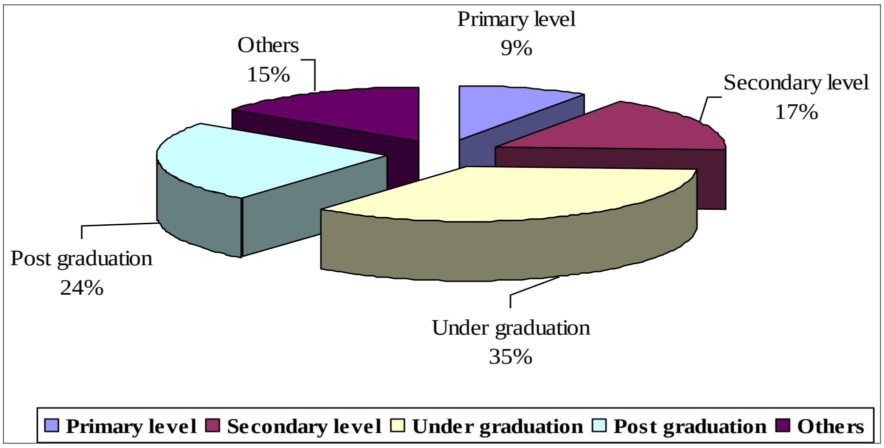

Fig 1: Education levels of the respondents

Working status of the respondents

It could be interpreted that 56.67 percent of respondents were working and 43.33 percent of respondents were non-working, they might be home makers, students and retired persons. This shows that both working and non-working categories like to do shopping in the hypermarkets.

Table 4: Working status of sample respondents

Sl. No	Working status	Number of respondents	Percentage to total
1	Working	68	56.67
2	Non-working	52	43.33
	Total	**120**	**100.00**

Source: Field survey

Occupation of the respondents

Nature of job combined with income level determines the purchasing power. It could be explained from the given table that 22.50 percent of the respondents were businessman/woman, 19.17 percent were homemakers, 15 percent were private employees, 14.17 percent were government employees, 10.83 percent were retired and 5 percent in others category.

It could be inferred from the given table that business men and women are the important segment of customers who are visiting the hypermarket. This segment has more disposable money, since Coimbatore is the main business area for most of the people and they does not mind to spend to get hypermarket feeling and products. Home makers are the other segment that visits the hypermarket next to the business people.

Table 5: Occupation of the respondents

Sl. No.	Occupation	Number of respondents	Percentage to total
1	Home maker	23	19.17
2	Student	16	13.33
3	Private employee	18	15.00
4	Businessman/woman	27	22.50
5	Government employee	17	14.17
6	Retired	13	10.83
7	Others (define?)	6	5.00
Total		120	100

Source: Field survey

Household income level of the respondents

Income of the household largely influences the place of purchase and the percentage of expenditure on different items. Income level is one of the major criteria to influence the buying behavior of the respondents.

Table 6: Monthly household income levels of the respondents

Sl. No.	Monthly Income (in Rupees)	Number of respondents	Percentage to total
1	less than 10,000	20	16.67
2	10,001 – 20,000	42	35.00
3	20,001 – 30,000	24	20.00
4	30,001 – 40,000	18	15.00
5	More than 40,000	16	13.33
Total		120	100.00

Source: Field survey

It had been found that 35 percent of the respondents belonged to income group of Rs.10,001 – 20,000 per month, followed by 20 percent (Rs. 20,001-30,000), 16.67 percent (less than 10,000), 15 percent (Rs.30,001-40,000) and 13.33 percent belonged to the income group of more than 40,000. From the table, it could be inferred the respondents with high purchasing power choose to shop in hypermarkets like Big Bazaar.

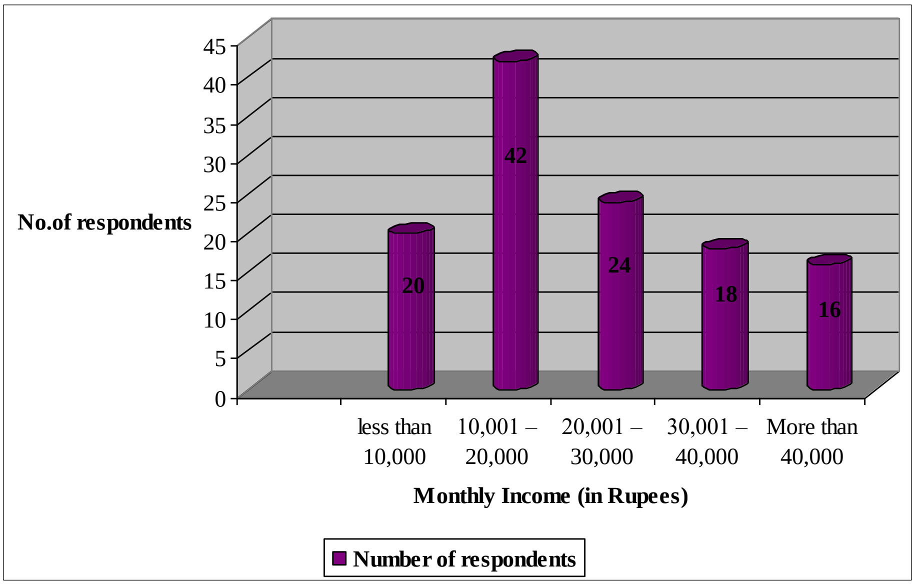

Fig 2: Monthly household income levels of the respondents

Number of persons employed in a family

It was found that in most of the families only one person was employed (64.17%), followed by two persons (25.83%), and followed by three persons (10%). It could also be inferred that in majority of respondents family had only one person employed it also gives an indication that family with only one employed.

Table 7: Number of persons employed in a family

Sl. No.	No. of persons employed (in numbers)	Number of respondents	Percentage to total
1	One	77	64.17
2	Two	31	25.83
3	Three	12	10.00
Total		120	100

Source: Field survey

Marital status of the respondents

With regard to marital status majority of the respondents were married (63.33%) and followed by single (36.67%).

Table 8: Marital status of the respondents

Sl. No.	Marital status	Number of respondents	Percentage to total
1	Single	44	36.67
2	Married	76	63.33
Total		120	100

Source: Field survey

Family type of respondents: The family type of respondents, whether nuclear or joint family types were analyzed and results are shown in the table given below.

Table 9: Family type of respondents

Sl. No.	Family type	Number of respondents	Percentage to total
1	Joint family	31	25.83
2	Nuclear family	89	74.17
Total		120	100

***Source*:** Field survey

With regard to family type most of the respondents were of nuclear family type (74.17%) and followed by joint family (25.83%). It could be inferred that as most of the families are nuclear also their disposable income level is high; hence they would visit Big Bazaar frequently as it is a good leisure time activity for them.

Family size of the respondents

The size of the family influences the purchase decisions such as quantity of purchase and place of purchase of the households. The family size of respondents is directly related with the expenditure of households.

Table 10: Family size of the respondents

Sl. No.	Family size (in numbers)	Number of respondents	Percentage to total
1	≤ 3	33	27.50
2	4 – 6	66	55.00
3	≥ 7	21	17.50
Total		120	100.00

***Source*:** Field survey

It could be interpreted that 55 percent of the respondents belonged to a family size of 4-6, followed by 27.50 percent of the families with ≤ 3 members and 17.50 percent with ≥ 7members. It could also be inferred from the given table that majority of the respondents with 4 - 6 family members visits the store frequently.

Distance between respondent's home and Big Bazaar: It could be inferred that most of the respondents (35%) came from >1 to 5 Km distance, followed by 31.67 percent from ≤ 1 Km, 22.50 percent from >5 to 10 Km, 10.83 percent from >10 Km. This data shows that the hypermarket attracts more customers from nearby areas, thus it can be concluded that nearness to home or office is an important factor for most of the respondents.

Table 11: Distance between respondent's home and Big Bazaar

Sl. No.	Distance covered (in kilometers)	Number of respondents	Percentage to total
1	≤ 1	38	31.67
2	> 1 to 5	42	35.00
3	> 5 to 10	27	22.50
4	>10	13	10.83
Total		120	100.00

***Source*:** Field survey

Buying patterns of customers visiting Big Bazaar

Buying behavior of customers explains where, when, what, and how they buy the products while visiting the hypermarket. The buying pattern of respondents includes frequency of visit to Big Bazaar, preferred time slot for shopping, average time spent per visit, best shopping companion, purpose of visit, purchase made, preferred place for shopping, preferred day for shopping, mobility to reach the store location, mode of payment, etc., are discussed below.

Frequency of visit to Big Bazaar by the respondents: It could be inferred that 36.67 percent of respondents were visiting Big Bazaar monthly once, 29.17 percent were monthly twice, 15 percent were visiting weekly once, and 11.66 percent were visiting rarely.

Majority of customers visit the hypermarket once in a month. This clearly shows that salaried and family members of salaried employees are major chunk of customers who are visiting the hypermarket. Number of customers who visits the hypermarket twice a month is also considerably high. This shows that this segment of customers may be using hypermarket as hub for entertainment or for spending time with friends.

Table 12: Frequency of visit to Big Bazaar by the respondents

Sl. No.	Frequency of visit	Number of respondents	Percentage to total
1	First visit	9	7.50
2	Weekly once	18	15.00
3	Monthly once	44	36.67
4	Monthly twice	35	29.17
5	Rarely	14	11.66
Total		120	100

***Source*:** Field survey

Average time spent per visit: It could be interpreted that 39.17 percent of respondents spent ½ to 1 hr inside the hypermarket, 26.67 percent spent 1 to 2 hrs, 23.33 percent spent < ½ an hr, 10.83 percent spent >2 hrs inside the Big Bazaar. This shows that majority of respondents wants to spend at least one hour inside the hypermarket, since shopping is a good entertainment for most of respondents certain segments wants to spend more than one hour too.

Table 13: Average time spent per visit

Sl. No.	Average time spent (in hours)	Number of respondents	Percentage to total
1	< ½	28	23.33
2	½ to 1	47	39.17
3	1 to 2	32	26.67
4	>2	13	10.83
Total		120	100.00

***Source*:** Field survey

Purpose of visit

It could be inferred that 38.33 percent of respondents visited Big Bazaar for window shopping, 31.67 percent to hang out and for remaining 30 percent for shopping. This shows that for majority of visitors the hypermarkets are the places for entertainment and an excellent pace to hang out with friends.

Table 14: Purpose of visit

Sl. No.	Purpose of visit	Number of respondents	Percentage to total
1	Shopping	36	30.00
2	Window shopping	46	38.33
3	Hang out	38	31.67
Total		120	100

***Source*:** Field survey

Preferred place for shopping

The data on preferred place for shopping such as traditional (local kirana stores), neo-traditional (departmental stores) and modern or organized outlet (hypermarkets, malls) by sample respondents were collected analyzed.

It could be interpreted that most of the respondents (40.83%) preferred to shop in neo-traditional outlets like departmental stores are both price conscious as well as they need more varieties. Followed by 35.84 percent preferred to shop in modern outlets like Big Bazaar hypermarket. Only 23.33 percent preferred to purchase in traditional outlets like kirana stores in nearby areas were highly price conscious.

Table 15: Preferred place for shopping

Sl. No.	Preferred place for shopping	Number of respondents	Percentage to total
1	Traditional outlet	28	23.33
2	Neo-traditional outlet	49	40.83
3	Modern outlet	43	35.84
Total		120	100

***Source*:** Field survey

Preferred day for shopping

It could be interpreted that most of the respondents (44.17%) preferred to shop in hypermarkets during weekends, since most of the salaried persons will get leisure time only during weekends. This is followed by 32.50 percent preferred to purchase in week days, they are mostly home makers and price conscious people, since in Big Bazaar all the Wednesdays are offer day, lots and lots of discounts will be available only on Wednesday. This is followed by others category like festival days, special occasions and other holidays (23.33%), since during festival days special offers will be available.

Table 16: Preferred day for shopping

Sl. No.	Preferred day for shopping	Number of respondents	Percentage to total
1	Week days	39	32.50
2	Week ends	53	44.17
3	Others (festivals, special occasions)	28	23.33
Total		120	100.00

***Source*:** Field survey

Association between age of the respondents and their frequency of visits

The cross analysis is to find out the relationship between the frequency of visits and the age group of respondents. The frequency of visit is more among the respondents in the age group of 20-30 who are visiting monthly once followed by the respondents in the age group of 31-40 who are visiting once in a month.

The customers in the age group of 20-30 who visit the hypermarket more frequently have more time at their disposal. They may be using hypermarket as a hub for entertainment and for spending time with friends. The food bazaar in it may also attract the youths to the hypermarket. Converting casual visitors into serious customers is an opportunity for hypermarket management

Table 17: Association between age of the respondents and their frequency of visits

Frequency Age	First visit	Weekly once	Monthly once	Monthly twice	Rarely	Total
Below 20	2 (22)	5 (28)	0	1 (3)	3 (21)	11 (9)
20 – 30	3 (33)	0	26 (59)	11 (31)	0	40 (33)
31 – 40	3 (33)	6 (33)	17 (39)	4 (12)	3 (21)	33 (28)
41 -50	1 (12)	5 (28)	1 (2)	11 (31)	4 (29)	22 (18)
Above 50	0	2 (11)	0	8 (23)	4 (29)	14 (12)
Total	9 (8)	18 (15)	44 (37)	35 (29)	14 (12)	120 (100)

Note: Figures in brackets indicates percentage to total

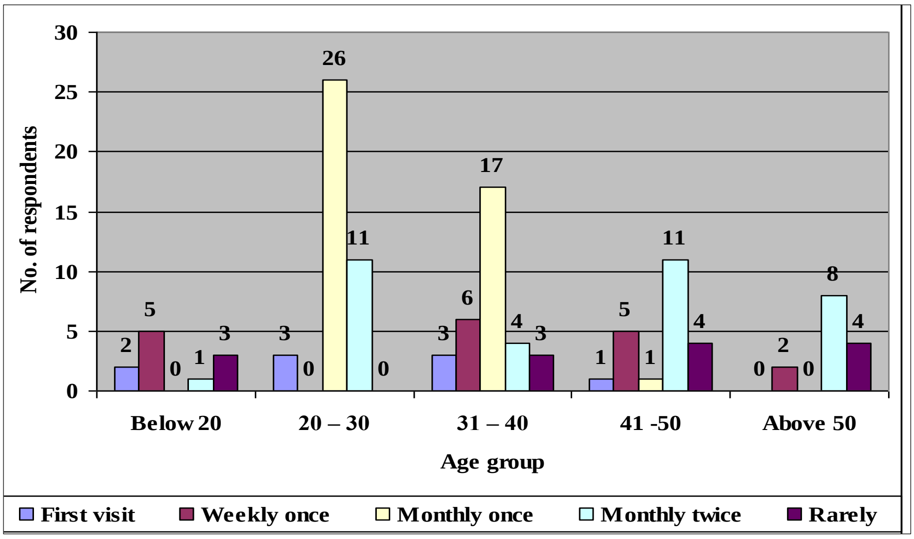

Fig 3: Association between age of the respondents and their frequency of visits

Income level and frequency of visit by the respondents

Null Hypothesis, H0: There is no significant association between the income level and the frequency of visit by respondents.

Table 18: Income level and frequency of visit by the respondents

Frequency Income	First visit	weekly	Monthly once	Monthly twice	Rarely	Total
less than 10,000	2 (22)	0	11 (25)	2 (6)	5 (37)	20 (17)
10,001 – 20,000	3 (33)	0	21 (48)	15 (43)	3 (21)	42 (35)
20,001 – 30,000	3 (33)	9 (50)	4 (9)	5 (14)	3 (21)	24 (20)
30,001 – 40,000	0	5 (28)	5 (11)	5 (14)	3 (21)	18 (15)
More than 40,000	1 (11)	4 (22)	3 (7)	8 (23)	0	16 (13)
Total	9 (8)	18 (15)	44 (37)	35 (29)	14 (12)	120 (100)

Note: Figures in brackets indicates percentage to total

Now, the calculated value of chi-square = ∑ (O-E) ^2/E = 43.21.

Now at 5% level of significance for 16 degrees of freedom, the tabulated value of chi-square = 26.29.

Since, the calculated value of chi-square is greater than the tabulated value of chi-square at 5% level of significance, so we reject the null hypothesis and conclude that there is a significant association between the income level of respondents and their frequency of visit to Big Bazaar.

Conclusion

The cross analysis is to find out the relationship between the frequency of visits and the age group of respondents. The frequency of visit is more among the respondents in the age group of 20-30 who are visiting monthly once followed by the respondents in the age group of 31-40 who are visiting once in a month.

The customers in the age group of 20-30 who visit the hypermarket more frequently have more time at their disposal. They may be using hypermarket as a hub for entertainment and for spending time with friends. The food bazaar in it may also attract the youths to the hypermarket. Converting casual visitors into serious customers is an opportunity for hypermarket management

Since, the calculated value of chi-square is greater than the tabulated value of chi-square at 5% level of significance, so we reject the null hypothesis and conclude that there is a significant association between the income level of respondents and their frequency of visit to Big Bazaar.

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