A STUDY ON CUSTOMER SATISFACTION TOWARDS

BIG BAZAAR

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ABSTRACT

Customer satisfaction is the main function of performance and expectation. Customer purchasing behavior and his attitude towards the product can be well know through the interaction with the retailers as he is the only person who receives the impulses of both positive and negative responses. Customer satisfaction is the Customer's perception that a vendor has to meet his expectations, efficiently.

There are many types of retail outlets in Hyderabad but Reliance Fresh outlet providing fresh vegetables, fruits, Reliance value products and FMCG products better than competitors. Quality management of the products at the outlets of Reliance Fresh contributes a lot to their customer satisfaction levels.

Key words: Customer satisfaction, Promotional activities, Discount

I.   INTRODUCTION

Marketing is the art of creating, satisfying customers by meeting the needs of customers and by creating value satisfaction for them. As Peter Ducker says "the real meaning of marketing is that the entire business has to be seen from the point given of the customer". However, customers face a vast array of product and brand choices prices, supplies and to

understand the needs and preferences of the customers it becomes imperative for us to carry out study together information. The purpose of marketing is to provide information at a specific time on customer, trade, competition and the future brands, so as to enable marketers to formulate successful strategies in their quest for customers mind share and market share.

The study helps to find out the attributes and variable that influence the customers behavior towards a given product offering and it shapes the attitudes of the customers kindly towards a specific product, thus by analyzing these we can find out the levels of customer satisfaction, and the results of the marketing study can help the marketers to analyze the weak spots in their marketing strategies and can reformulate their strategies so that they can satisfy their customers and maximize their brand loyalty and profitability.

II. REVIEW OF LITERATURE

According to **Jones and Sasser** (1995), four basic elements affect customer satisfaction.

They are: The basic elements of the product or service, basic support services, a recovery process for counteradinary bad experiences, and extraordinary service. There are many definitions of the key elements of the services, but this one is considered appropriate in the context of care or after sales services. Satisfaction is a function of perceived performance and expectation. If the performance matches the expectations the customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied. If the performance does not match the expectations the customer is dissatisfied. Satisfaction is a person's feelings of pleasure of disappointment resulting for comparing a products perceived performance (out-come) in relation t his/her expectation. The link between customer satisfaction and customer loyalty is proportional. Suppose customer satisfaction is rated on a scale from 1 – 5. At a very low levels of customer satisfaction.

Level-1, customers are likely to throw away.

Level-2 to 4, customers are fairly satisfied but still find it easy to switch when a better offer comes along.

Level-5, the customer is very likely to repurchase an even spread good word of mouth about the company.

The key to generating high customer loyalty is to deliver high customer value. A company's value proposition is much more than it's positioning on a single attribute. Most of the successful companies are raising expectations and delivering performances to match. These companies are aiming for Total Customer Satisfaction. Customer satisfaction is both a goal and a marketing tool. Companies that achieve high customer satisfaction ratings make sure that their target market is known. After sales support management system is a part of Enterprise Resource Planning solution dealing with the support module after the sales of product. It creates an advanced environment to the organization, which are in to technical support after sales.

E.g. Companies offering electronic goods and motor vehicles etc.

III. NEED OF THE STUDY:

- From the days of industrial revolution when goods & services were produced to the present day.
- The importance has shifted from the producers to the consumer and his needs, and with the consumer becoming more involved, in the marketing process.
- This research is an insight into the mind of the consumer, with the help of which the organizations will become aware towards mistakes & can also make improvements in the product.
- The basic need of this project is to know the "Satisfaction" amongst the respondents, with regard to **"BIG BAZAAR"** services and its products.

IV. SCOPE OF THE STUDY:

- The scope of project work is to get the opinions from respondents on the issues mentioned earlier.
- It is limited to the twin cities of Hyderabad.
- The aim of the project is to enlightening the company about different steps to be taken up to increase the shares of **BIG BAZAAR** comparing with competitors.
- Provide better service to the customer.

V. OBJECTIVES OF THE STUDY:

- To know the "Customer Satisfaction" amongst the users of **"BIG BAZAAR"** products.
- To study the 'Satisfaction' level of "BIG BAZAAR" customers with regard to other products and services offered by BIG BAZAAR.
- To ascertain the role of media in promoting and creating awareness towards the diversified portfolio of BIG BAZAAR products.
- To find out the quality of service in terms of transmission coverage, clarity in the reception and connectivity of the various services that are being offered by BIG BAZAAR.
- To study the satisfaction levels of BIG BAZAAR.
- To make suggestions for improvement of their products & their services from the customer's point of view.

VI. RESEARCH METHODOLOGY:

A structured questionnaire was prepared and presented to the respondents and related questions were asked. Questionnaires mainly contained close-ended questions and a few open ended questions, to identify the reasons for customer's satisfaction & their dissatisfaction.

The data may be collected in two popular ways.

1. Primary data.
2. Secondary data.

1. PRIMARY DATA:

Primary data is to be collected by the concerned project researcher with relevance to his problem. So the primary data is original in nature and is collected first hand.

Collection of primary data

There are several methods of collecting primary data particularly in surveys and descriptive researches. Important ones are as follows:

1. Observation Method
2. Interview Method
3. Questionnaire
4. Schedules and
5. Other methods which include

   ➢ Warranty needs
   ➢ Distributor audits
   ➢ Pantry audits
   ➢ Consumer panels
   ➢ Using mechanical devices
   ➢ Through projective techniques
   ➢ In depth interviews and

2. SECONDARY DATA:

It is the information previously existing, which has gone through some regular analysis. Under the secondary data, the company's annual reports, brouchers, pamphlets, newspapers, journals and internet were taken into consideration.

VII. LIMITATIONS OF THE STUDY:

The following are the limitations of the study:

1) The present research is restricted to the twin cities of Hyderabad city only.

2) The sample size taken is only 100 customers and as such is very small as compared to the universe, this is due to the constraints of time and effort, and as such may not be enough to generalize to the entire population, however it is presumed that the sample represents the universe.

3) Respondents might have responded with the actual feelings of facts while giving responses to the questionnaire.

4) Time being a limiting factor was not sufficient to gather opinions from majority of the respondents, who form part of the universal sample.

5) Since this study concentrated on customer satisfaction towards BIG BAZAAR no attempt was made to study other activities of the organization. Such as finance, human resource management etc.,

VIII. DATA ANALYSIS:

The total number of respondents of the survey is 100 from Hyderabad city only.The main aim of the survey is to know the satisfaction level of the **"BIG BAZAAR"** Services. The data collected is through primary source, through interviewing the concerned respondents by giving them a structured questionnaire, which includes few open-ended questions.

1) How did you come to know about BIG BAZAAR products?

Sl.No	Number of respondents	Percentage
Electronic media	22	22%
Print media	28	28%
Road shows	20	20%
Hoardings	30	30%
Total	**100**	**100%**

**Knowing about the product:**
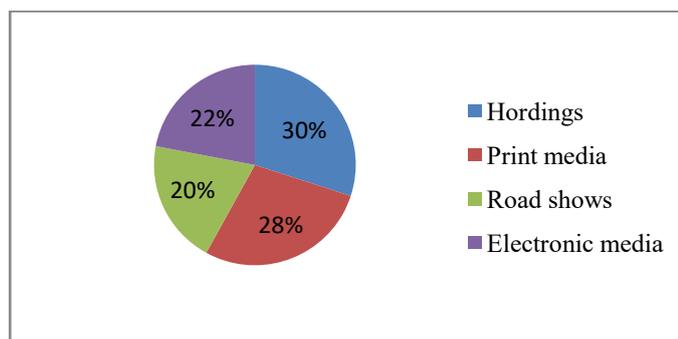
Interpretation:

30% of the respondents came to know about BIG BAZAAR products from hoardings while 28% of the respondents came to know from print media and electronic media was assumed by 22% of the respondents. A small significant 20% of the respondents replied that road shows have helped them in understanding BIG BAZAAR products

2)   Did you know the customer awareness program for every month?

	Number Of respondents	Percentage
Yes	40	40%
No	60	60%
Total	100	100%

Including of activation charges:
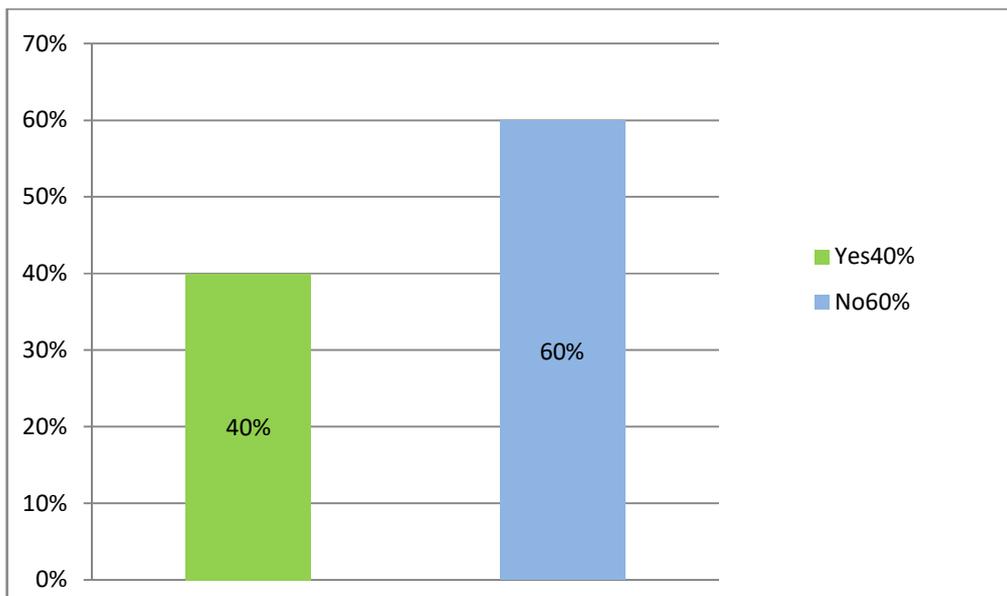
Interpretation:

The above table is indicating that, from the total respondents of the survey 40% respondents are aware of the customer program , and the remaining 60% respondents are completely unaware of this statement, due to lack of communication from the company.

03)   Do you want any additional features to be included to you service in future?

	Number of respondents	Percentage
Yes	67	67%
No	23	23%
Total	**100**	**100%**

Any additional features:
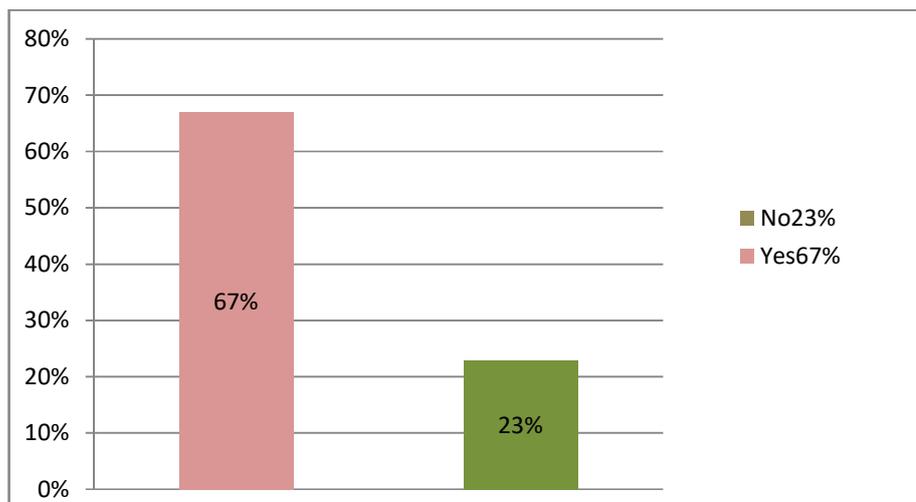
Interpretation:

From the above table it is clear that 67% of the total respondents are desirous of having some new features like call waiting, GPRS, MMS etc., to be included in this service in future, and the remaining 23% respondents do not want any changes as far as the additional features are concerned.

4)   **Which Kind of service are you using? Please mention?**

Type of service	No. of respondents	Percentage
Dairy	27	27%
Retail	60	60%
Agri	13	13%
Total	**100**	**100%**

Kind of service:
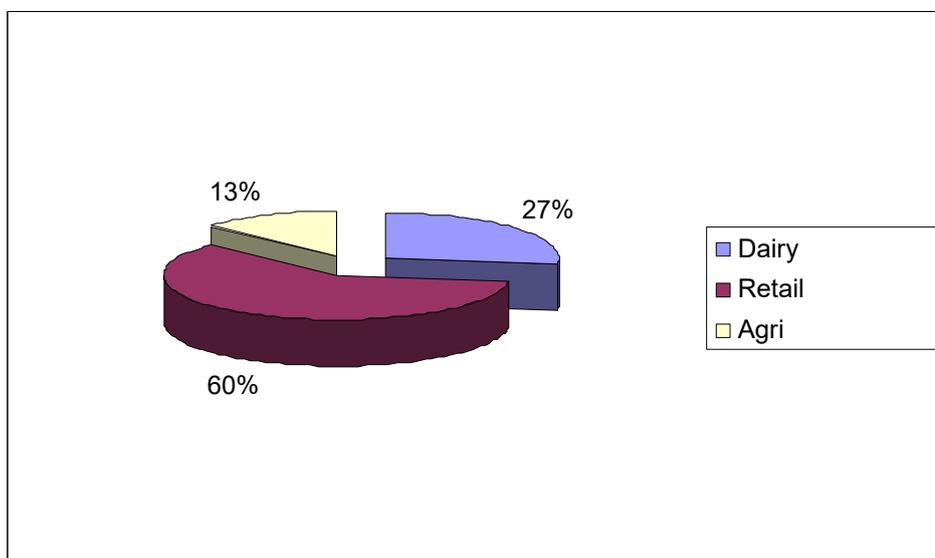
Interpretation

From the above table it can be seen that 60% of them are using retail services, while 27% are using Dairy services, and the remaining 13% are using Agri services.

IX. FINDINGS, SUGGESTIONS & CONCLUSION:

FINDINGS:

The following are the findings of the present study**:**

- The coverage is limited to only urban areas hence effort should be made to increase the coverage in semi urban and rural areas   as it increases the number of subscribers.
- BIG BAZAAR should create awareness amongst its customers regarding various services that are being offered by it by increasing its sales promotion reach.
- Special promotional schemes to be launched especially to target youth segment who take up the new product by having special packages.
- **BIG BAZAAR** try to focus on the after sales customer support as this is perceived to be a weak spot, and should have responsive call centers to address the needs of its customers.

SUGGESTIONS:

- **BIG BAZAAR** should increase the coverage of its all services i.e. dairy and argil and retail also, services by installing more at strategic points.
- The quality of the retail service needs to be improved in terms of clarity and connectivity.
- BIG BAZAAR should vigorously promote its retail services as compared with the competition and should concentrate on individual customers and non-commercial customers.
- BIG BAZAAR should aggressively promote its offerings in various media and should concentrate on hoardings and road shows and electronic media.
- Attractive schemes for owning the retail instruments should be launched to attract more customers.

CONCLUSION:

The respondents are of **BIGBAZAAR**, and they came know about the service from hoardings, print media, primarily and through electronic media and road shows secondarily. The respondents are using BIG BAZAAR since 1 year and below 1 year in most of the cases. The service provided by BIG BAZAAR is used by majority of the respondents and the reason for choosing it is the quality of the service, followed by brand image. Customer satisfaction of the respondents towards BIG BAZAAR is high; In purchasing BIG BAZAAR products family appear to be the prime motivators of the respondents in making their purchase decisions. The respondents are paying their bills at the company show rooms, and these are also on delivery time. The respondents are desirous of having online bill payment service for convenience as its saves their time, money and effort. The instruments being providing with billing service are being well received by the respondents.

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