

A STUDY ON CUSTOMER SATISFACTION AND THE STEPS TAKEN TO SUSTAIN IN THE RETAIL INDUSTRY BY BIG BAZAAR BANGALORE CITY

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Abstract—The objective of the report is to carry out a detailed report on understanding the customer satisfaction and the steps taken to sustain in the retail industry by Big Bazaar Bangalore city customer's loyalty is checked only if the customer is visiting the same store or same supermarket such as big bazaar very frequently. If the treatment of the customer is very good and the Customer Satisfaction with the purchase of the products he will refer other people to visit the shop and also spread positivity among other customers which is the best way to gain the loyalty of the customers and follow the same procedures to retain them and also by giving frequent discounts to grab the customers attention and also to sell the products in a huge number. The methodology used for researching on the above topic was primarily descriptive by collecting the opinions of 100 respondents through a questionnaire and referred books journals and internet for secondary data.

Keywords—Customer Loyalty, Customer Satisfaction, Customized Services, Demand, Retail Industry.

INTRODUCTION

Retail implies selling products and ventures legitimately to clients. Retailing is associated with promoting to customers for their personal and family use of merchandise and enterprises.

Retailing

- Retail means - to cut a piece or to break bulk.
- Retail is derived from French word "Retailer"
- Retailing involves a proper interface with the customer and the business coordination

KINDS OF RETAILING

Store retailing

The method of retailing where a store is basic in a specific area to work together. Store retailing can be acted in various organizations

Non store retailing

The method of retailing where an organization utilizes electronic media or direct offering medium to sell their items. For instance, direct selling, Telemarketing, Automatic distributing, internet retailing and direct showcasing.

INDIAN RETAIL INDUSTRY

- The Indian retail industry is the fifth biggest retailer on the planet and Indian retail is the most quickly developing business sector in India.
- The retail industry has a very great opportunity to make the fastest sale and can attract more number of customers.
- They act as intermediary between the manufactures or wholesalers with customers.

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- They provide customized services for the client.
- Retailing connects closer to the customers with this it is easier to determine customers' needs and satisfaction.
- Retailing helps us to analyses the demand and supply forces.

REVIEW OF LITERATURE

Pezeshki, Vahid (2009) Analysed the point of this proposition is to propose a model that clarifies the connection between consumer loyalty, maintenance, and unwaveringness dependent on administration quality characteristics. The three components of fulfilment, maintenance and unwaveringness towards items speak to progressing difficulties for the retail business. Client conduct investigation (known as business knowledge or client relationship the executives or client experience the board) has become a central point in the retail business and vital arranging forms

Alotaibi, Mishal M. (2015) Initiated Decrease in client unwaveringness and increment in client desires have provoked organizations to concoct special strategies for upgrading their nature of administration. The equivalent is valid for retail industry as well. Therefore, numerous retail businesses have changed their advertising procedures, particularly with respect to support quality, to contend proficiently in the worldwide market.

Karr, Jason (1996) Examined, this examination furnishes retail with data on the most proficient method to make, actualize and assess a system of consumer loyalty estimation after the administration has been conveyed and the individual supporters have left the foundation. By estimating and assessing client's view of the nature of administration they got, an association can decide how they are getting along both inside and remotely.

Cap, Jackie L.M. (2000) Explained Customer fulfilment and administration quality are two significant ideas in the advertising writing. Notwithstanding, there has been some disarray about the conceptualization and estimation of these two ideas and the idea of the connection between them. The model was changed by joining "Saw Value" and "Saw Sacrifice" to help clarify client's conduct.

Kemp, Jon (1995) Examined the archive which contains an investigation of consumer loyalty gauges that demonstrate administration execution. The examination was performed with the clients of a fulfillment and concentrated explicitly on client administrations gave on the premise. A conversation of value and explicitly administration quality including both significance and estimation is given to set the system to the examination. Measurements of administration quality and client view of administration quality are talked about in detail.

Schlenrich, Udo. A (2001) Initiated Customer administration has been perceived as a powerful cautious weapon in the promoting writing (Reichheld, 1996a). Be that as it may, the connection between client impression of significant worth, consumer loyalty and client responsibility in the advancement of client care stays hazy. Moreover, numerous examinations in this field have been essentially hypothetical in nature regardless of the administrative utility of analyzing the impact of individual execution characteristics (Patterson and Spreng, 1997).

Al-Zaidi, Asma Nasser Mohammed (2012) Explained Retail division are significant segments of any economy. In the administration segment, accomplishing a degree of administration quality that fulfills clients generally brings about an upper hand in the market. The idea of administration quality in retail industry has been the subject of many examination studies and there are various distributed works in the field. In any case, just a couple of studies have concentrated on the determinants of administration quality for retail business utilizing a lot of exhaustive models.

Crisafulli, Benedetta(2015) Analyzed Firms as often as possible experience administration disappointments, wherein execution is underneath client desires. Trying to address administration disappointments, firms convey administration recuperation. Surviving examination proposes that administration recuperation prompts consumer loyalty and patronage when seen to be reasonable (or just). Earlier examinations accentuation the pretended by representatives in conveying reasonable assistance recuperation.

Caemmerer, Barbara (2006) Explained this postulation investigates how administration direction can be created in open area settings, especially through the administration of client criticism, to upgrade administration execution. This was viewed as basic as open division associations have been encountering expanding strain to improve administrations. Be that as it may, little examination has been directed to see how open administration can accomplish this target.

Al-Adwani, Tahani Soud (2010) Service quality administration is a significant authoritative factor, through which associations separate themselves, contend, and start to lead the pack in the commercial center. It is much more trying for retail segment which, all things considered, offer items and administrations that are hard for clients to separate.

Enhancements in administration quality are relied upon to expand consumer loyalty, which, thus, will build the retail business capacity to hold their clients, widen their market, and increment productivity.

DATA AND METHODOLOGY

Primary Data

It is nothing but the direct data which we collect directly from the respondents to have a overview of the direct responses of the people using a questionnaire where the data is personally observed and having a direct impact on satisfaction levels of the customers is primary data

Secondary Data

This kind of data is collected in indirect means through the working staff of an organization where the opinions of the staff differs according to their experience and knowledge which already the existed or having a normal working procedure where the information is adequate or limited. Some of the other sources of secondary data is also collected through magazines, books, journals, and website.

Data Assortment tools

The tool used to collect the data is a questionnaire where the forms were given personally and monitored where the people directly gave their feedback without any influence or hesitation about the organization.

EMPIRICAL RESULT

TABLE 1: THE AGE GROUP OF THE RESPONDENTS WHO FILLED THE FORM.

<i>Age</i>	<i>Respondents</i>	<i>% of Respondents</i>
Below 25	34	34%
26-45	42	42%
46 & above	24	24%

Interpretation- From the above table we can analysis that there are a greater number of Respondents falling in the age group of 26-45 that is 42 % and then Below 25 that is 34% and 46 and above that is 24%.

TABLE 2: IN YOUR MOST RECENT CUSTOMER SERVICE EXPERIENCE, HOW DID YOU CONTACT THE REPRESENTATIVE OR STAFF?

<i>Particulars</i>	<i>Respondents</i>	<i>% of Respondents</i>
In Person	20	20%
Telephone	25	25%
Direct Meeting	39	39%
Internet	16	16%

Interpretation-From the above table we can analysis out of 100 respondents 39% they have contacted the staff through direct meeting, 25% respondents through Telephone, 20% respondents in person and 16% respondents through Internet of become aware of Big Bazaar.

TABLE 3: OVERALL, HOW WOULD YOU RATE BIG BAZAAR STAFF RESPONSE TO CUSTOMER ENQUIRY?

<i>Particulars</i>	<i>Respondents</i>	<i>% of Respondent</i>
Excellent	24	24%
Good	30	30%
Average	27	27%
Fair	19	19%

Interpretation-From the survey of question out of 100 respondents are 30% respondents said good for staff responding to customer enquiry and 27% respondents said average, 24% respondents said excellent, 19% respondents said Fair service for responding to staff enquiry.

TABLE 4: TO IMPROVE QUALITY CUSTOMER SERVICE. WHICH SERVICE YOU EXPECT WILL ADD MORE VALUE FOR FUTURE?

<i>Particulars</i>	<i>Respondents</i>	<i>% of Respondents</i>
By SMS	11	11%
By Email	25	25%
By person	30	30%
All of the above	34	34%

Interpretation-Survey conducted it has been observed future service quality of customer service more expected in this way. Because 34% are expecting all the above, 30% are through person, 25% are by Email and 11% are by SMS.

TABLE 5: RESPONDENTS' EXPECTATION FROM BIG BAZAAR

<i>Particulars</i>	<i>Respondents</i>	<i>% of Respondents</i>
Trust & care	20	20%
Professional service quality	33	33%
Immediate response	34	34%
Other specify	13	13%

Interpretation-According to responding for expectation of customer service from big bazaar customer said out of 100 respondents of 34% respondents expects immediate response, 33% of professional Service quality, 20% respondents of expects trust and care from big bazaar and only 13% respondents of expect other service from big bazaar.

TABLE 6: ACCORDING TO YOUR EXPERIENCE ARE YOU HAPPY WITH CUSTOMER SERVICE AT BIG BAZAAR?

<i>Particulars</i>	<i>Respondents</i>	<i>% of Respondents</i>
Yes	69	69%
No	31	31%

Interpretation-From the above table we can see that out of 100 respondents are 69% respondents said Yes, it is highly happy service have purchased at Big Bazaar, and other 31% respondents said No for service satisfied/unhappy service in Big Bazaar.

TABLE 7: TO IMPROVE THE NEED OF CUSTOMER, WE COME UP WITH INNOVATIVE CUSTOMER SERVICE WHICH WILL HELP YOU TO CHOOSE

	<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Fair</i>
Floor helper	60%	27%	10%	3%
Providing home delivery service	17%	50%	23%	10%
Digital price indicator for every department	23%	32%	30%	15%

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Interpretation- In the above given table it has mentioned that 60% of the members had said excellent for the floor helper, 50% of the members said providing home delivery is good and 32% of the customers said that digital price indicator for every department is good.

TABLE 8: HOW FREQUENTLY DO YOU VISIT BIG BAZAAR?

	<i>Respondents</i>	<i>% of Respondents</i>
Twice in a week	10	10%
Once in a week	50	50%
During Special offers	20	20%
Whenever the need arise	20	20%

Interpretation-The highest responses have been attributed to once a week shopping 50%. Such customer can be presumed to have high disposal income & may buy more daily & fashion products. Whereas 20% respondents of them visit during special offers, 20% respondents when need arises and 10% twice in a week.

TABLE 9: WHAT ARE THE FACTORS INFLUENCING YOU TO PURCHASE IN BIG BAZAAR?

	<i>Respondents</i>	<i>% of Respondents</i>
Price	7	7%
Quality	10	10%
Brand Image	37	37%
Easy Availability	46	46%

Interpretation-From this statement found that 46% respondents of people said easy availability, 37% respondents of brand image, 10% respondents of quality and 7% respondents of price of big bazaar influenced to customer for buying the big bazaar products.

TABLE 10: MENTION TYPE OF PRODUCTS.

	<i>Respondents</i>	<i>% of Respondents</i>
Electronics Items	19	19%
Fashion Items	48	48%
Vegetables	20	20%
Kitchen Item	13	13%

Interpretation- Out of 100 respondents of 48% customers selecting fashion items, 20% customers said as vegetables, 19% said as electronics items, 13% customers said as Kitchen products in Big Bazaar

TABLE 11: STAFF RESPONDING IN CUSTOMER SERVICE

	<i>Excellent</i>	<i>Good</i>	<i>Average</i>	<i>Fair</i>
Friendliness Staff	77%	15%	6%	2%
Staff delivers the appropriate service as promised	15%	64%	13%	8%
Knowledgeable Staff	14%	43%	31%	12%
Communicating Information Provided	11%	51%	24%	14%
Available in a timely manner	13%	44%	34%	9%
Staff greeted & offered to help you	13%	43%	32%	12%

Behaviour of staff makes you feel that you can trust	20%	45%	20%	15%
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Interpretation-From the above table can see that out of 100 respondents of 77% respondents gave excellent to friendliness staff, 64% respondents gave good to staff delivers the appropriate service as promised, 51% respondents gave good to communicating information provided, 43% respondents gave good to knowledgeable staff, 43% respondents gave good to staff greeted & offered to help you whose, 45% respondents gave good to behaviour of staff makes you feel that you can trust, 44% respondents gave good to availability in a timely manner.

TABLE 12: DO YOU THINK THERE WERE ENOUGH SIGNS IN THE STORE TO PROVIDE NEEDED INFORMATION IN NAVIGATION?

	<i>Respondents</i>	<i>% of Respondents</i>
Yes	56	56%
No	44	44%

Interpretation-From the surveyed of out of 100 respondents 56% respondents said Yes provide needed service for information, 44% respondents said No to giving information at big bazaar as its customers opinion.

TABLE 13: STORE CHARACTER & IMPORTANCE OF BIG BAZAAR

<i>Particular</i>	<i>Strongly agree</i>	<i>Agree</i>	<i>Neither agree</i>	<i>Strongly disagree</i>	<i>Disagree</i>
Specific/flexible place available is there	73	9	7	1	10
Less crowed	5	63	19	4	9
Store layout is nicer	12	35	36	13	4
It easy for customer to find what they needed	19	21	25	26	9

Interpretation-According to customers out of 100 respondents 73% said for flexible place available is there, 63 % of less crowded, 36% Store layout is nicer and It easy for customer to find what they needed of 26% is strongly disagree.

TABLE 14: CLEANLINESS OF THE STORE.

<i>Particulars</i>	<i>Respondents</i>	<i>% of Respondents</i>
Excellent	16	16%
Good	37	37%
Average	30	30%
Fair	17	17%

Interpretation- From the above table surveyed out of 100 respondents 37% respondents said good for Cleanliness of big bazaar store, 30% respondents said average, 17% respondents said fair, then 16% respondents said excellent.

TABLE 15: WHAT KIND OF A FACILITIES DO YOU LIKE FROM BIG BAZAAR?

<i>Particulars</i>	<i>Respondents</i>	<i>% of Respondents</i>
24*7 opening service	33	33%
Discount offer	44	44%
Online shopping	13	13%
Easy carrying of buying	10	10%

Interpretation- From the analysis of customer’s opinion out of 100 respondents 44% respondents said discount offer in Big Bazaar, 33% respondents like 24*7 opening service facility in big bazaar, 13% respondents said Online Shopping service and 10% respondents said Easy carrying of buying facility in big bazaar.

TABLE 16: HOW DO YOU FEEL ABOUT THE PRICING OF BIG BAZAAR SERVICES AS COMPARED WITH OTHER?

<i>Particulars</i>	<i>Respondents</i>	<i>% of Respondents</i>
Expensive	20	20%
Competitive	50	50%
Can’t say	30	30%

Interpretation- In above analysis the service compared with other was competitive which is 50%, cannot say which is 30% and expensive which is 20%.

**TABLE 17:
IS HOME DELIVERY FACILITY PROVIDING BY THE SERVICE IS SUFFICIENT & CONVENIENT TO YOU?**

<i>Opinion</i>	<i>Respondents</i>	<i>% of Respondents</i>
Yes	55	55%
No	45	45%

Interpretation- From the surveyed of out of 100 respondents 55% respondents said Yes providing home delivery facility service is sufficient and convenient ,45% respondents said No, and they are not sufficient.

TABLE 18: SATISFACTION LEVEL WITH QUALITY.

<i>Opinion</i>	<i>Respondents</i>	<i>% of Respondents</i>
Yes	28	28%
No	22	22%
To some extent	29	29%
Cannot say	21	21%

Interpretation-From the above table we can analysis 29% of the customer are satisfied with some extent towards quality of service being provided, 28% customer said yes, 22% of customer response was no and 21% of customer response was cannot say.

FINDINGS

1. There are progressively number of Respondents falling in the age gathering of 26-45 that is 42 %.
2. 39% clients reached the staff through direct gathering.
3. 30% respondents said useful for staff reacting to client enquiry.
4. It has been watched future assistance nature of client care progressively expected along these lines. Since 34% are expecting all the abovementioned
5. According to reacting for desire for client assistance from enormous bazaar client said out of 100 respondents of 34% respondents anticipates quick reaction
6. 69% respondents said yes, it is profoundly content with client care at Big Bazaar

7. It has referenced that 60% of the individuals had said astounding for the floor assistant
8. This is planned for seeing how oftentimes client visit shops and purchase their item or profit their administrations. The most noteworthy reactions have been ascribed to once seven days shopping which is half.
9. 46% respondents of individuals said simple accessibility, of enormous bazaar impacted to client for purchasing the big bazaar items.
10. 48% clients choosing style things in which they buy from big bazaar?
11. 77 % respondents offered superb to kind disposition staff
12. 64 % respondents offered great to staff conveys the proper assistance as guaranteed,
13. 51% respondents offered great to imparting data gave
14. 43% respondents offered great to educated staff
15. 43% respondents offered great to staff welcomed and offered to help
16. 45% respondents offered great to conduct of staff causes you to feel that you can trust
17. 44% respondents offered great to accessibility in an opportune way.
18. 56% respondents said Yes there are sufficient signs in the store to give required data in route.
19. 73% said for adaptable spot accessible is there, 63 % of less swarmed, 36% Store design is more pleasant and It simple for client to discover what they required of 26% is emphatically oppose this idea
20. 37% respondents said useful for Cleanliness of enormous bazaar store
21. 44% respondents said rebate offer in Big Bazaar. In which the sort of offices they like from Big Bazaar.
22. The valuing contrasted and other was serious which is half.
23. 55% respondents said Yes giving home conveyance office administration is adequate and helpful
24. 29% of the client are happy with some degree towards nature of administration being given

CONCLUSION

As most of the retail business market before going into the market they analyse and recognize their opportunity in one year the same was done by big bazaar which laid as a stronger route.

They mainly focused on retailing existing customers and attracted new customers by providing various schemes and offerings.

Not only rural areas but also, they tried tapping metro urban areas which led to solid and sound connection and bound among workers and clients and supervisor has created healthy environment and increase in competency efficiency.

Proper maintenance and arrangement of toll format and store layout has made more continence for the clients.

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