

A Study on Consumer Satisfaction towards the Service Quality of Big Bazaar in Ranchi

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Abstract

Satisfaction is a person's sense of pleasure or disappointment as a result of comparing the perceived performance of goods and services with his or her expectations. This study is an investigation of consumers of Big bazaar with regard to Ranchi City". This study clearly states how their customers prefer a big bazaar for their purchase. The main objective of the research is to investigate why their customers are inclined towards the compound search for their purchase rather than to a disorderly store and their performance level. The aim of the study, to measure the customer satisfaction towards the service quality big bazaar provides for which the data collected from Primary and secondary source to analyzed and interpreted using appropriate statistical tools and, accordingly, the findings and suggestions are constructed that are considered the most important part of the project.

Key Words: Customers preference, satisfaction, big bazaar, quality, retail.

1. Introduction

Big Bazaar is an Indian retail chain of hypermarkets, discount department stores and supermarkets. The retail chain was founded by Kishore Biyani under its parent organization Future Group, known for its high profile in Indian retail and fashion.

Founded in 2001, Big Bazaar is one of the oldest and largest hypermarket chains in India, with approximately 250+ stores in more than 120 cities and towns across the country. Customer satisfaction is the last outcome of the service and product quality. The measures are critical for any product or Service Company, as customer satisfaction is a strong predictor of customer retention, customer loyalty, and product repurchase. It is rightly said that a single dissatisfied customer can spoil five satisfied customers.

Retailing in India

Retailing is one of the most established organizations that have seen human progress. It acts as an interface between the maker and the buyer, improves the flow of merchandise and businesses, and increases the effectiveness of dissemination in an economy. An efficient and effective retail segment is an indisputable requirement for a solid, stable and reliably developing economy. With India rising as an economic power and per capita wages exceeding the \$ 1,000 check, the nation is considered the most attractive shopping destination, " all inclusive. This has led to numerous outside organizations looking to India to continue their development stories. Despite the fact that the remote direct venture (FDI) in the segment is not fully liberal, external companies have joined in collaboration with nearby organizations and the retail industry is ready to take off.

The Unrest Retailing

India is the fifth largest shopping ad in the world. The nation ranks fourth among the 30 nations surveyed in global retail improvement. The current market size of Indian retail is around \$ 500 billion (IBEF, India brand equity foundation) and is expected to develop at a rate of 15-20% per year. Retail is projected to increase to \$ 750-850 billion by 2015 (according to a Deloitte report). Retail has made a significant share of increasing efficiency across a wide variety of copper products and businesses around the world.

The segment can be completely divided into two segments: value retailing, which is normally a low- edge high volume business food and lifestyle retail, a high-edge low-volume business (clothing, shoes, etc.). In addition, the component is divided into different classes depending on the type of items advertised. Feeding rules advertise use with a 60% offer taken over by design.

2. Objective

- To study about the consumer satisfaction measures in retail industry.

- To analyses the service quality of big bazaar.
- To analysis about importance of organized retail for consumers.

3. Research Methodology

The research starts with an extensive literature study. On the basis of the acquired knowledge, it makes hypotheses about the constructions and relationships to be investigated. Finally, through fieldwork, it seeks evidence to confirm or deny the hypotheses, chapters with conclusion. 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.

Secondary data that already exists, which has gone through some standard analysis. Under the secondary data, the company's annual reports, brochures, pamphlets, newspapers, journals and internet were taken into consideration.

This study was conducted to identify the retail quality gap in the major bazaar retail trade in Ranchi, India. This enabled the researcher to present retailers in five dimensions of the quality of the retail service to provide customers with the best quality of retail.

4. LIMITATION OF THE STUDY

- 1) The present research is restricted to the twin cities of Ranchi city only.
- 2) The sample size taken is only 100 and as such is very small as compared to the universe, it 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.

5. Customer Satisfaction and Service Quality

Kotler (1997) defines customer satisfaction as follows: Satisfaction is a person's sense of pleasure or disappointment as a result of comparing a Product's perceived performance (or results) in relation to his or her expectations. Satisfaction is a function of perceived performance and expectations. If the performance meets expectations, the customer is satisfied. When performance exceeds expectations, the customer is very satisfied and delighted. If the performance does not meet expectations, the customer is dissatisfied. Satisfaction is a person's sense of disappointment that results in comparing a product's

perceived performance (outcomes) in relation to his / her expectation. The link between customer satisfaction and customer loyalty is proportional. Suppose customer satisfaction is rated on a scale from 1 to 5 with very low customer satisfaction.

Measuring customer satisfaction

Organizations should retain existing customers while targeting non-customers. Measuring customer satisfaction gives an indication of how successful the organization is in supplying products and / or services to the market.

Customer satisfaction is an abstract concept and the actual expression of the state of satisfaction will vary from person to person and from product / service to product / service. The state of satisfaction depends on a number of psychological and physical variables that correlate with satisfaction behavior such as return and recommended percentage. The level of satisfaction can also vary depending on other factors of the customer, such as other products with which the customer can compare the products of the organization.

The work of Parasuraman, Zeithaml and Berry (Leonard L) between 1985 and 1988 delivered SERVQUAL, which is the basis for measuring customer satisfaction with a service by taking advantage of the gap between customer expectation performance and their perceived performance experience. The usual measures of customer satisfaction are a survey with a set of statements using a Likert technique or scale. The customer is asked to evaluate each statement in terms of their perception and expectation of the performance of the service being measured.

Retail has been rapidly gaining popularity in recent decades, many researchers and large companies active in this sector should pay special attention to the enormous growth of this sector. Satisfaction as a term means the feeling an individual gets when his wishes, expectations or needs are met, and the pleasant feeling that follows. Because satisfaction is a feeling, it is in the mind of the user and different from other observable behaviors, such as complaining, product choice, and repurchase. Consumer loyalty is the most crucial variable for any industry and its development. When buying an item on the market or in a retailer or store, the main factor driving the delivery of the item is the customer's purchasing power. The word "customer" cannot be regarded simply by the person who buys, but by the person who is a consumer. There are customers who belong to the different working groups and segments, so their purchasing capacity differs. An organized retail chain must be able to meet the needs of all segments of society and must have a huge range of products with different variants and costs. It should satisfy every customer walking in the store and the stores should be able to calculate their sales by the number of walk-ins. In order to follow the marketing principle, the retail chain must be free from prejudices about costs and segments. A variety of ranges from low to high must be available to meet the needs and requirements of its customers. In total, 30 questionnaires were randomly distributed to private customers.

A company's long-term success is closely related to that of the company's ability to adapt to customer needs and changing preferences, and the ability to establish and maintain loyal customer relationships (Haaften 2017). There are several methods to achieve high customer satisfaction. Offering customers excellent products or services for free is a way for any organization to achieve maximum customer satisfaction, but it would undoubtedly go bankrupt. The goal would be for an organization to strive for customer optimization.

Satisfaction is more important than maximization. For any amount of money spent, customer satisfaction should ensure that a business generates more money from income than invested. Many aspects influence the level of customer satisfaction, and according to Hokanson (1995, 16) these aspects include friendly, courteous, knowledgeable and helpful employees, quality of service and prompt service, excellent value, clear billing, timeliness and accuracy of billing, and finally, Competitive pricing.

For the past years, Big Bazar has been the brand associated with value for money and convenience, headquartered in Mumbai, Maharashtra. Brand big bazaar wanted to bring affordability, variety and hygiene within the reach of the common man. There will be an impact on retail in terms of changes in sales volume, ie increasing retail outlets with different product categories to mega retail sales, due to increased traffic and decrease of the total market area in outlets with similar categories. Second, changes in the way traders conduct their business in terms of competitive strategies. Archer and Taylor (1994), an American management association, argue that small retailers can survive in the shadow of the retail giants. The levels of customer service that megaretailers offer may not be possible for the small traders because their small size limits their capabilities

There are many components that are responsible for the changing situation in business. It is the changing taste and inclination of the customer who has bought in to adapt to the market. The wage level of the general population has changed; lifestyles and social class of individuals have now completely changed from those of the past few days. There is a shift in market demand today. Innovation is one of the main considerations responsible for this change of perspective in the stamp. New age individuals are no longer subject to hate advertising and distant department stores. Today we can see another time in the shop window with the opening of numerous department stores, hyper advertisements, the customer stop, shopping centers, marked shops and claims on fame shops. Nowadays shopping is no longer a boring job, but is now a wonderful excursion wonder.

6. Importance of the Study

The current study relies on a survey of hypermarket customers that is a different kind of market that appeared in India since 1994. It is a kind of market where different types of items are accessible under one roof. The research is about determining the customer's purchasing behavior and the intentions from the customer in the Big Bazar and the level of customer satisfaction. The research is to discover the current

status of big bazaar and find out where it remains in the current market. This market evaluation helps to know the taste and tendencies of the current customers. It helps me assess future customer needs, requirements and requests. It also rules to look into the composite retail area. Research says regarding the buying behavior of customers compared to the Big bazaar. The exploration is also critical to recognizing the market size, development and market potential of the Big Bazaar. The study reflects the current scenario of the Big Bazaar in its current position. The investigation reveals openings and difficulties for the this hypermarket regarding inner and external circumstances. Research says regarding the main rivals in sorted shopping areas. The investigation provides a rule to facilitate the expansion of the Big Bazaar. The research helps to know the fulfillment of the customers with such large shops.

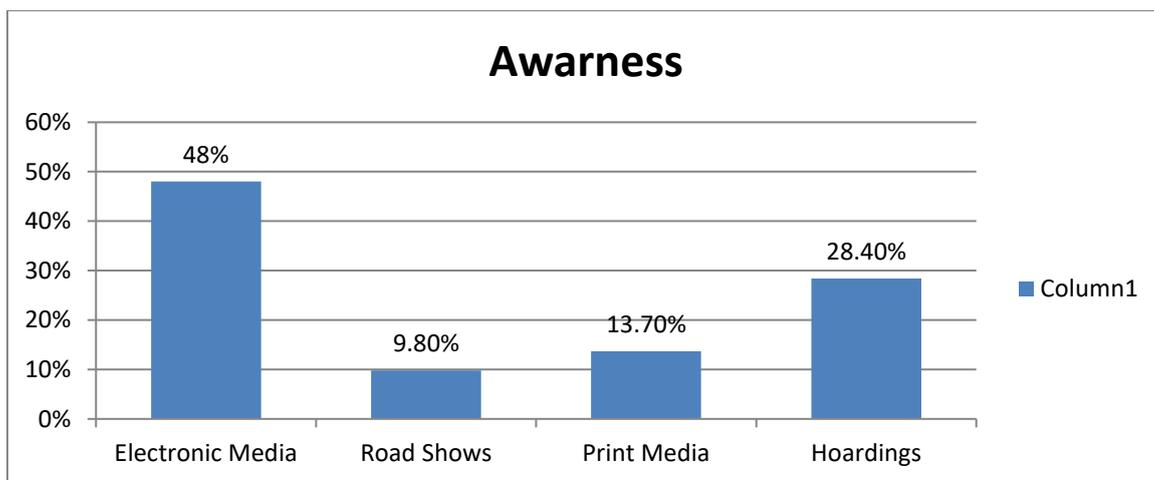
7. Analysis and Interpretation

The total number of respondents of the survey is 100 from Ranchi 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.

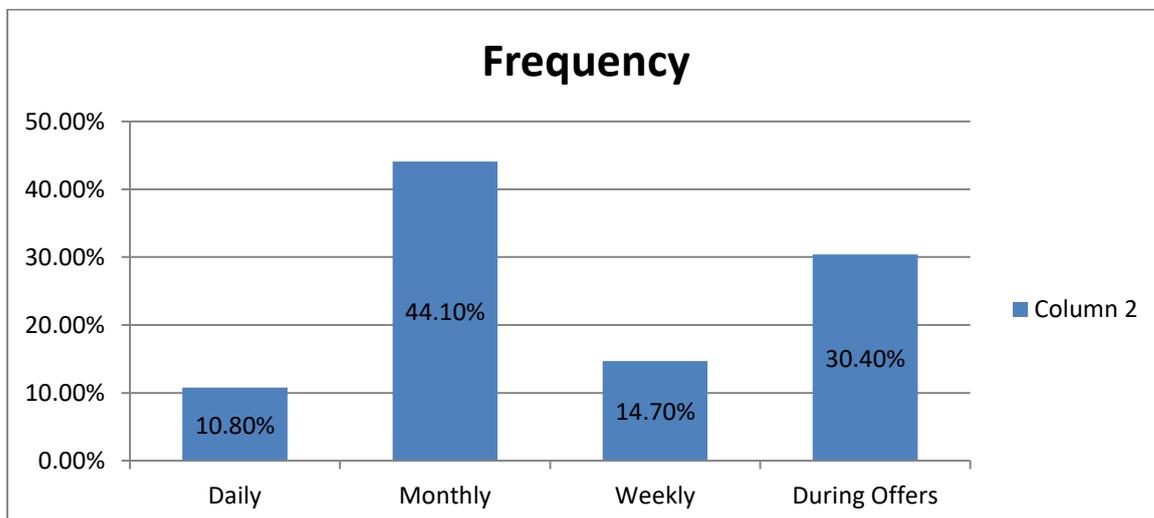
1) How do you come to know that about Big Bazaar Products?



Interpretation:

From the above table it is seen that 48% of the respondents came to know about BIG BAZAAR products from electronic media while 28% of the respondents came to know from hoardings and print media was assumed by 14% of the respondents. A small significant 10% of the respondents replied that road shows have helped them in understanding BIG BAZAAR products.

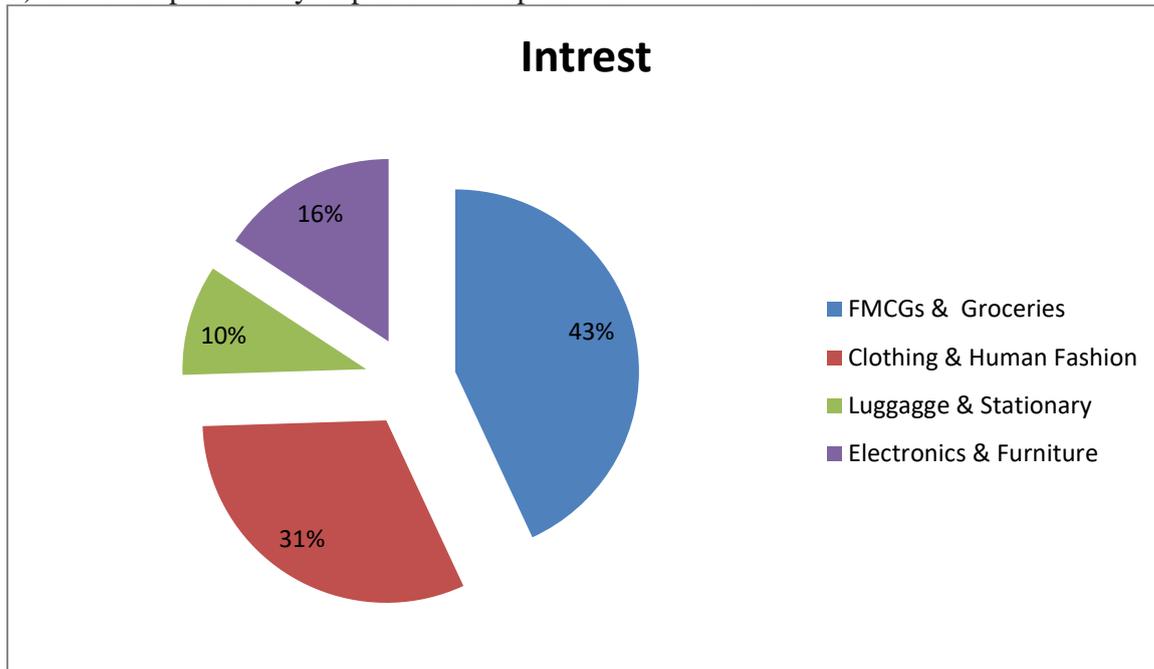
2) So how regular are you to BIG BAZAR?



Interpretation:

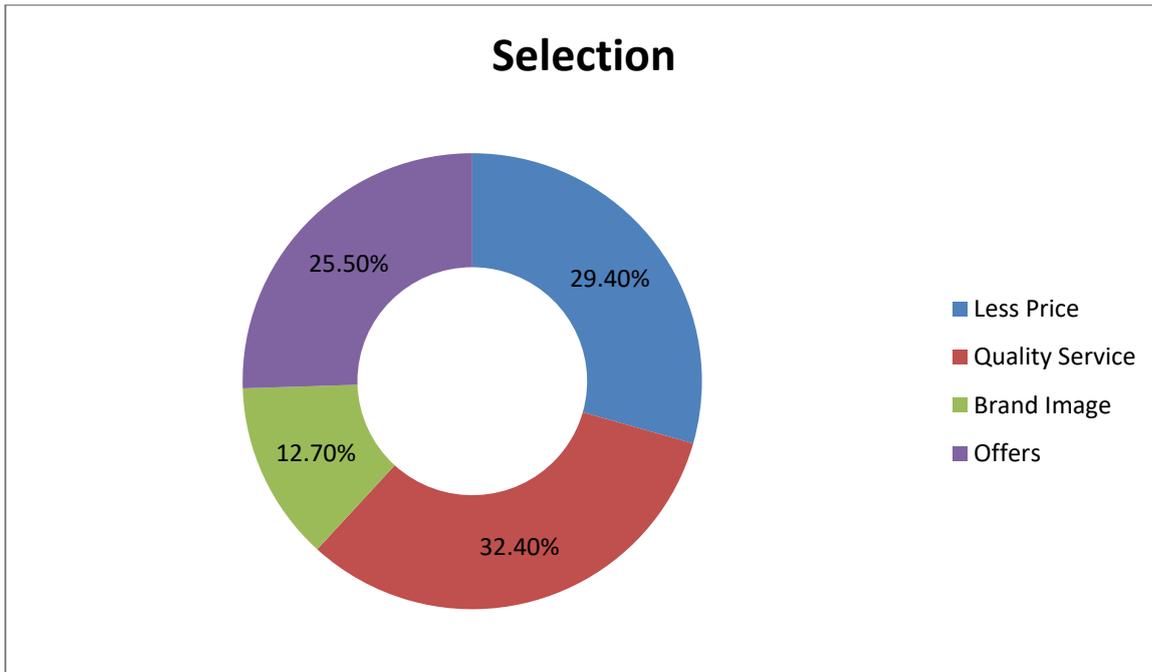
From the above table it is seen that 44% of the respondents visits BIG BAZAAR monthly while 15% visits it weekly, and a significant 30% of respondents visit only in sale or in discount period and there are 11% of respondents who visits daily.

3) Which department you prefer to shop at BIG BAZAR?

**Interpretation:**

From the above table it can be seen that 43% of the respondents shops for FMCGs & Groceries, while 31% goes for fashion products, 16% shops for electronic and furniture and 10% shops for luggage and stationary.

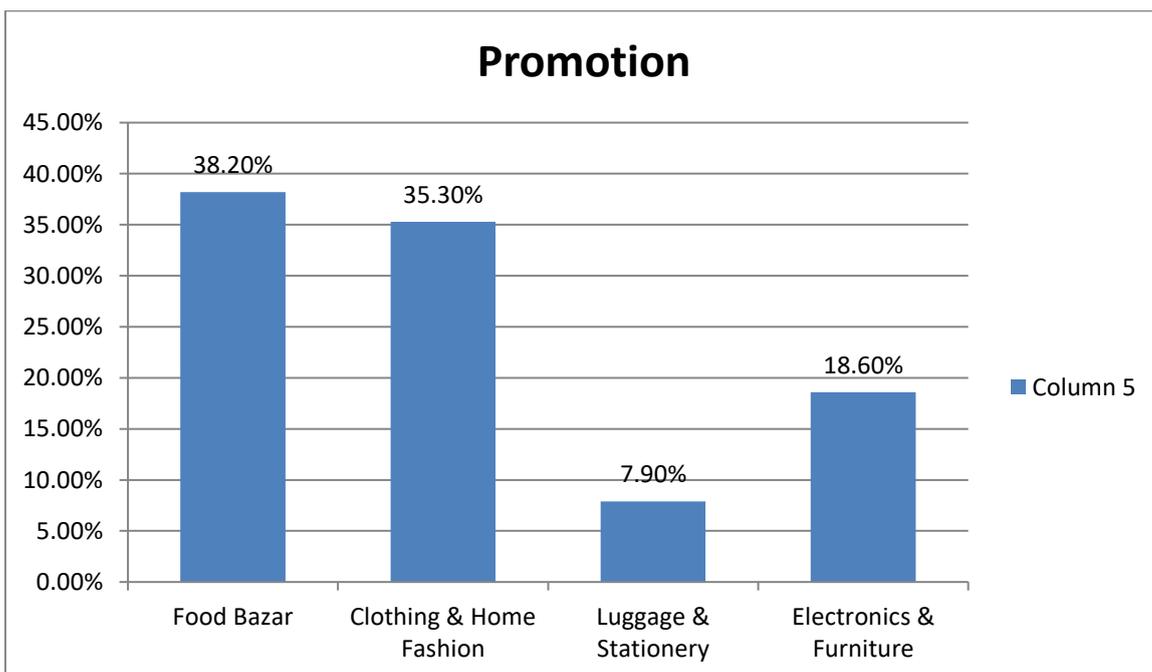
4) What is the reason for choosing these services?



Interpretation

From the above table it is shown that 32% of the respondents are citing quality of service as the factor and 27% cited offers as the reason. While 13% cited brand image as the reason for choosing the service. As far as price is concerned only 29% of the respondents have quoted it as the reason for choosing this service.

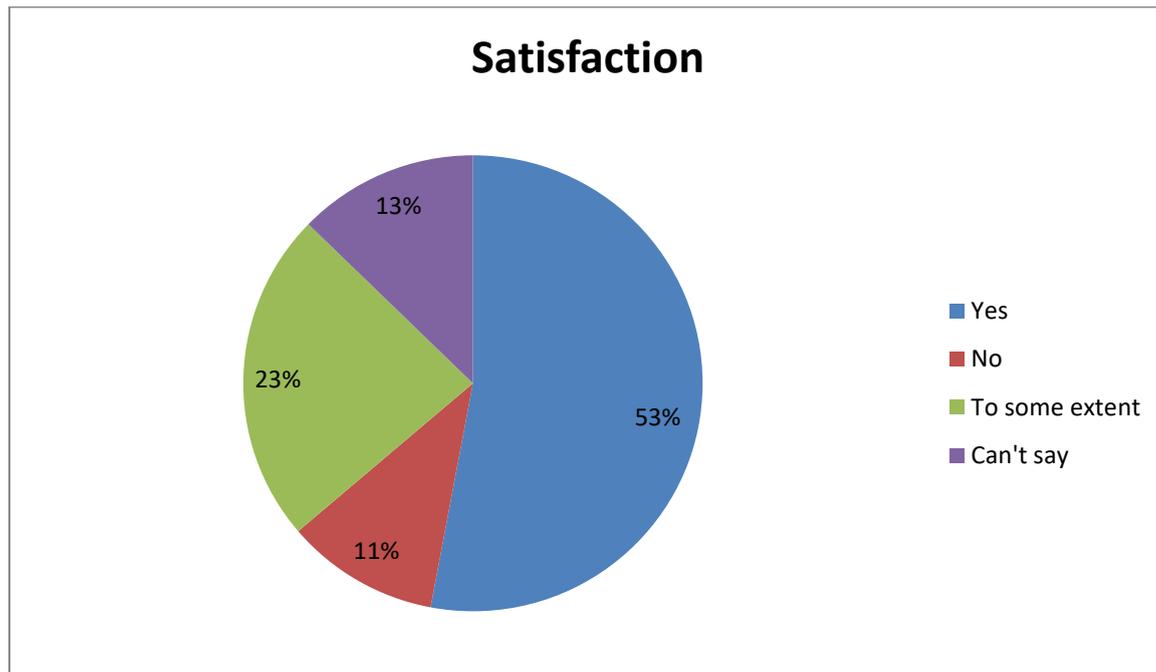
5) Which department gives the best offers?



Interpretation:

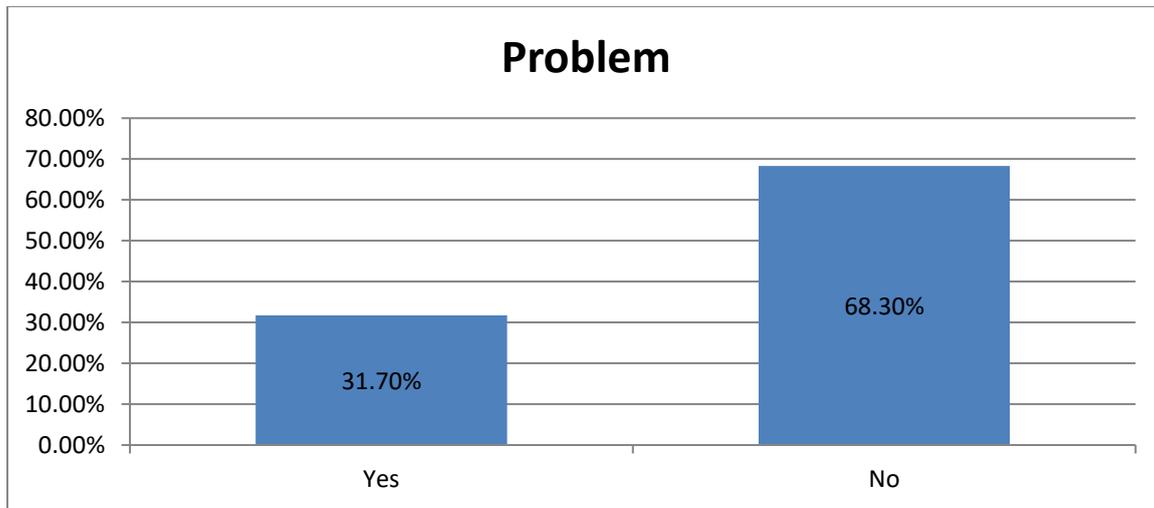
38% of respondents have assured that food bazaar gives the best offers among all the sections, while 35% of them have responded in the favor of clothing and fashion section and 19% responded that it is electronics and furniture which gives the best offers but there are also 8% who responded in the favor of luggage and stationary.

6) Are you satisfied with the quality of service being provided?

**Interpretation:**

From the above table it is clear that 53% of the respondents are satisfied with the quality of service while a significant number i.e., 23% of the respondents are satisfied to some extent and 13% can't say anything but there are also 11% of respondents who are not satisfied by the service at all.

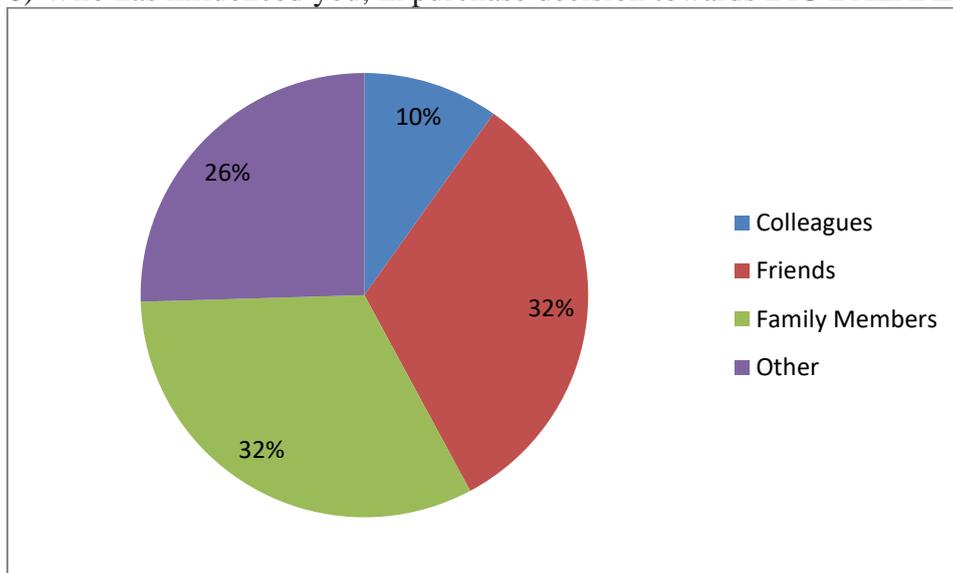
7) Have you faced any problem at the time of purchase & usage?



Interpretation:

The above table indicates that at the time of activation 32% of the respondents have faced problem with company, and 68% of the respondents have not faced any problem.

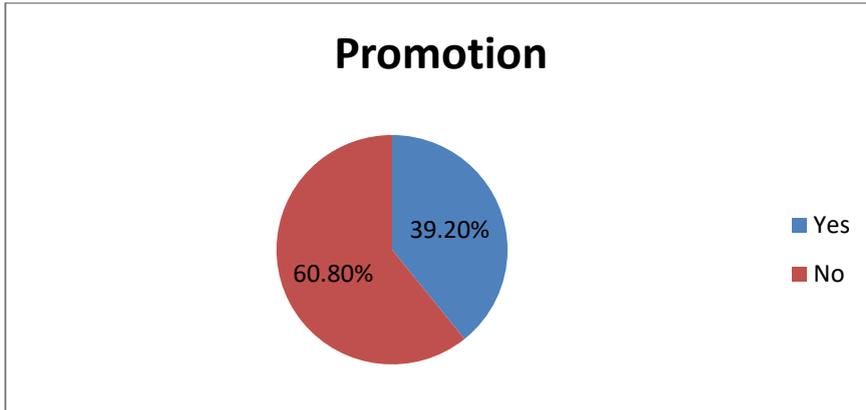
8) Who has influenced you, in purchase decision towards BIG BAZAAR Product?



Interpretation:

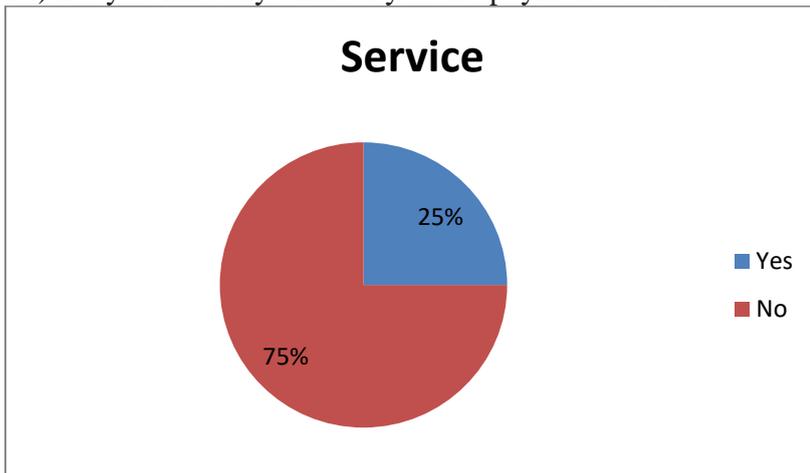
From the above table it is shown that 32% of the respondents were influenced by their friends, 32% by their family members, 26% by others and 10% from their colleagues.

9) Do you know customer awareness program for every month?

**Interpretation:**

The above table is indicating that, from the total respondents of the survey 39% respondents are aware of the customer program, and the remaining 61% respondents are completely unaware of this statement, due to lack of communication from the company.

10) Do you find any difficulty at the payment desk?

**Interpretation:**

It is clear from the above analysis that the 75% respondents don't have any problem at pay desk while 25% still face the problems.

8. CONCLUSION

The current research confirms that we know the tendency and fulfillment of the customers to the big bazaar. The aftereffect of the investigation reveals the brand slope of Big Bazaar. The customer has a great feeling about the variables, for example value, offer, quality and brand image. In any case, the atmosphere of the customer quality should be improved and costs should be reduced. Under the current circumstances, the big bazaar develops in an admirable way and the wishes of the customers also build up to a considerable extent. The service provided by big bazar in Ranchi is used by majority of the respondents and the reason for choosing it is the quality of the service, followed by brand image. The respondents' customer satisfaction towards the Big Bazaar is high; however, a significant proportion of respondents are dissatisfied with the service. When buying Big bazaar products, the family seems to be the primary drivers of the respondents in making their purchasing decisions, due to the special offers the company has focused on this segment. Respondents pay their bills in the company's showrooms, as does the delivery time. The respondents want an online invoice payment service for convenience, because it saves their time, money and effort. The tools that provide billing services are well received by respondents.

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