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

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Abstract

The undertaking "an investigation on inclination and fulfillment towards huge bazaar with reference to coimbatore city" obviously states than how they clients favor huge bazaar for their buy. The principle goal of the investigation is to examine why they clients inclines toward the composed retail search for their buy rather than a disorderly retail shops and their fulfillment level. The purpose of the study a questionnaire was constructed a survey taken from a 120 respondents as consider them as sample where the total population was infinite in nature. The collected data is analysed and interpreted with the help of suitable statistical tools and accordingly the finding and suggestion are constructed which is consider to be the important part of the project.

Key Words: Customers preference, satisfaction, big bazar, quality, retail.
1. Introduction

This study is carried out to identify the retail service quality gap in big bazaar retail in India. Retail service quality with respect to big bazaar retail store is measured through different statistical tools like mean, standard deviation, Friedman's ranking test, and compare means in terms of five dimensions of RQS. This enabled the researcher in suggesting the retail store operators in five dimensions of retail service quality to ensure that the best retail service quality is offered to the customers.

Retail industries are gaining popularity very quickly in few decades, lots of examiner and big business player busy in this sector should pay special attention to the huge growth of this sector. Customer satisfaction in this sector can be an essential sign of how well the stores are meeting the expectations of the customer's requirements. The reason of the examination is to recognize the factor constituting to the consumer loyalty and to research their conduct and its observation towards composed retail outlets, customers of these four major retail chain stores have been met for the investigation. Consumer loyalty is the most critical variables for any industry and its development. While purchasing an item in the market or at any retail chain or general store, the most vital factor that drives the offer of the item is the buying energy of the client; the word "customer" cannot be just considered according to the one who buys but according to the one who is consumer. There are customer belonging to the different workgroups and segments and thus differs their buying capacity. An organized retail chain must be able to cater the needs of all the segments of the society and provided huge range of products having different variants and costs. It should satisfy each and every customer walking in the store and the stores must be able to calculate its sale with the number of walk-ins. To follow the principal of marketing, the retail chain must be free from bias to cost and segments. Variety of ranges starting from lowest to the highest must be available to satisfy the needs and demands of its customers. A total of 400 questionnaires have been randomly spread to retail customer.

Big bazaar, last 12 years is the brand associated with value for money and convenience. Head quarters are in Mumbai, Maharashtra. Brand big bazaar wanted to bring affordability, variety and hygiene within the reach of the common man.

Beaumont, C.E. (1994) There will be an effect on the retail business in terms of changes in sales volume i.e. Increasing outlets in the immediate area carrying different product categories to the mega retail outlets, a result of increased traffic and decline in the overall market area in outlets carrying similar categories. Secondly, changes in the way the merchants conduct their business in terms of competitive strategies. Archer and Taylor (1994), American management association, argue that small retailers can survive in the shadow of the retail giants. The levels of customer service that the mega retailers provide...
cannot be possible by the small traders because their small size limits their abilities. Marsden Terry, Flynn Andrew, and Harrison Michelle. “Retailing, regulation and food consumption

2. Objective

1. To study about quality of response by big bazaar employees
2. To measure about retailer size in India
3. To analysis about importance of golden rules

3. Hypothesis

Ho: there is no significant between big bazaar products and service and other malls

Ha: there is a significant relationship between big bazaar products and service and other malls.

4. Research Methodology

The research starts with an extensive review of literature. On the basis of the knowledge acquired, it sets hypotheses about the constructs and relationships under examination. Finally, through fieldwork, it seeks an evidence to confirm or disconfirm the hypotheses, chapters with conclusion. This data collected for research are secondary source of data from various source like
1. Books
2. Web pages
3. Article
4. Newspaper

5. Limitation

Restricted accessibility to the source of study.

Restrictions accessibility to the sources of study

The data is very latest in internet. Finding the data of insurance sector is very difficult.

**Big Bazaar**

Big bazaar is the chain of retail stores of the big banner pantaloon retail (India) ltd., Mr. Kishore Biyani as its group CEO and MD, headquartered in Mumbai. The big bazaar has been opening innovative sections, such as electronic bazaar, food bazaar, and furniture bazaar. In Bangalore city alone, there are 12 branches. Moreover, the customer and the organized of products also make big bazaar one of the successful retail in India. All time discounts and promotional avenues to its customers.
Customer Satisfaction

Customer satisfaction is the end result of the service and product quality. Its measures are critical to any product or service company because customer satisfaction is a strong predictor of customer retention, customer loyalty and product repurchase. It is rightly said that a single unsatisfied customer can spoil five satisfied customers.

Retail Science in India

Retailing is one of the most established organizations that human progress has known. It goes about as an interface between the maker and buyer, enhances the stream of merchandise and enterprises and raises the effectiveness of dissemination in an economy. For a solid, stable and reliably developing economy, an efficient and effective retail segment is an unquestionable requirement. The vast majority of the created and notwithstanding rising economies had embraced the sorted out retail long back and rate offer of composed retail in all out retailing has expanded throughout the years. Be that as it may, India, customarily a place where there is independent towns, has kept on depending principally on little, near and dear shops. It is just off late with get in pace of urbanization and rising dispensable livelihoods that the nation began to make a couple of strides towards the composed retailing. A decent advance has been made in most recent couple of years, and the retail business is off late being hailed as one of the dawn segments in the economy. With India rising as an essential monetary power and per-capita wage crossing the $1000 check, the nation has come to be viewed as the „most alluring retail destination” all inclusive. This has brought about numerous remote organizations looking at India to proceed with their development stories. Despite the fact that the remote direct venture (fdi) in the segment has not been totally liberal, outside firms have entered in association with nearby organizations and the retail business is prepared to take off.

The Retail Revolution

India is the fifth biggest retail advertise on the planet. The nation positions fourth among the overviewed 30 nations as far as worldwide retail improvement. The present market size of Indian retail industry is about US$ 500 bn (ibef, India brand equity foundation) and is relied upon to develop at the rate of 15-20% p.a. The retail business is relied upon to increment to US$ 750-850 bn by 2015 (as per a report by deloitte). Retailing has assumed a noteworthy part in expanding efficiency over an extensive variety of purchaser products and enterprises. In the created nations, the sorted out retail industry represents right around 80% of the aggregate retail exchange. Conversely, in India composed retail exchange represents only 8-10% of the aggregate retail exchange. This features a considerable measure of extension for encourage infiltration of sorted out retail in India.

The segment can be comprehensively partitioned into two fragments: value retailing, which is ordinarily a low edge high volume business (principally
nourishment and foodstuffs) and lifestyle retailing, a high edge low volume business (attire, footwear, and so on). The part is additionally partitioned into different classes, contingent upon the sorts of items advertised. Nourishment rules advertise utilization with 60% offer took after by design.

6. Importance of Study

As client's tastes and inclinations are changing, the market situation is additionally changing every once in a while. The present market situation is altogether different from that of the market situation before 1990. There have been numerous components in charge of the changing business sector situation. It is the changing tastes and inclination of client which has purchased in an adjustment in the market. Wage level of the general population has changed; ways of life and social class of individuals have totally changed now than that of long time past days. There has been a move in the market request in this day and age. Innovation is one of the main considerations which are in charge of this change in perspective in the stamp. New age individuals are not any more subject to haat advertise and far away departmental stores. Today we can see another time in showcase with the opening up of numerous departmental stores, hyper advertise, customer's stop, shopping centers, marked retail outlets and claim to fame stores. In this day and age shopping isn't any more tedious work rather it's a wonderful excursion marvel now.

The present investigation depends on a study done on clients of a hypermarket named 'huge bazaar'. Huge bazaar is another sort of market which appeared in India since 1994. It is a sort of market where different sorts of items are accessible under one rooftop. The examination is on deciding the client's purchasing conduct of client's in huge bazaar and the fulfillment level of clients in enormous bazaar. The examination is discovering the present status of huge bazaar and figures out where it remains in the present market. This market field review is helping in knowing the present clients tastes and inclinations. It is helping me in assessing the client's future needs, needs and requests. Its give rule to additionally look into in territory for composed retail. Research says in regards to client purchasing conduct towards big bazaar. The exploration is likewise critical to recognize market size, development and market potential of big bazaar. The examination indicates future scenario of big bazaar in current viewpoint. The examination demonstrates openings and difficulties for big bazaar regard of inward and outside condition. Research says in regards to principle rivals in the field of sorted out retail areas. The examination gives rule to facilitate expansion of big bazaar. The examination gives assistance to know the clients fulfillment with big bazaar stores.

**Big bazaar uses 8 golden Rule**

1. Answer the call
2. Don’t make promise unless you will keep them
3. Listen to your customers
4. Deal with complaints
5. Be helpful
6. Train your staff to be always helpful courteous and knowledgable
7. Take the extra step
8. Throw in something extra

7. Suggestions

Huge bazaar has been keeping up great notoriety because of the components, for example, quality and financially savvy. They should require ceaseless push to keep up this in show developing rivalry situation.

Huge bazaar needs to make numerous branches in city to enhance the fulfillment level of client as per area.

Enormous bazaar can name numerous business people to enhance the administration quality to fulfill the client. The nature of products of the soil ought to be enhanced, as lion's share of the clients are disappointed. The stock outs ought to be decreased to hold the clients. All the money counters ought to be opened at constantly, as dominant part of the clients are exceedingly disappointed with the charging procedure. As the larger part of clients are disappointed with the stopping office, the stopping charge exception ought to be given to the clients in light of the measure of procurement. This specific examination helped me a great deal to set up a survey with an obvious target. The investigation is indented to get the reaction from nourishment bazaar's clients and how the clients are happy with the item and its administration.

8. Conclusion

The present investigation affirms to know the inclination and fulfillment of the clients towards big bazaar. The after effect of the examination uncovers the brand inclination of big bazaar. The clients' have great sentiment on the variables, for example, value, supply, quality and brand picture. In any case, the clients' vibe the quality must be enhanced and cost must be chopped down the great and well. According to current circumstance big bazaar is developing admirably and the desires for the clients additionally building up a considerable measure.

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