

# Customer satisfaction in retail sector-A study on customer perception towards Big bazaar in Dehradun, Uttarakhand

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## ABSTRACT

The foundation of an effective marketing is not only to retain existing customers but to create new customers also from time to time. Customer satisfaction is a crucial element for any company be it small or large, national or international, because it facilitates in predicting the rate of customer retention with a particular brand, their loyalty as well as product repurchase. There has been continuous innovations from future group (Big-Bazaar) to satisfy and attract customers. Long back, it introduced the concept of “Wednesday Bazaar” and promoted it under the campaign named “Hafta Ka Sabse Saste Din”. This campaign helped future group to achieve sales twenty six Crore in a day. The present study revolves around the concept of identifying customers perception towards Big bazaar as well as various parameters on which customer satisfaction can be measured.

**Keywords:** Customer satisfaction, innovations, retention, promotions.

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## INTRODUCTION

The basic idea behind the foundation of future group was rewriting the rules and retaining the values. Such fundamental belief has transformed the Indian retailing system. As one of the pioneers in Indian retail industry, Future group connects diversified group of population by way of shopping at different levels. A large number of companies like Aditya Birla group, Bharti group, Reliance group, Pantaloons, Vishal Mega Mart and many more have diversified themselves to inculcate retail into their sector portfolio mix. It keeps on launching attractive offers from time to time in order to cater to the diversified needs of consumers. The actual experience customer gets from shopping, can entirely change their perception towards product, service and above all an organization. In terms of purchasing power, India is one of the largest economies in world. In India, Retailing is at its nascent stage. Within a small time span, the concept of Organized retailing has become popular in Indian metro cities and other big cities. In fact, retail outlets can be seen in number of semi-rural areas also. Retailing contributes major part of India's Gross Domestic Product, and generates employment to almost eight percent of Indian population. The Purchasing power of Indian consumer is growing in categories like Apparels, Cosmetic products, branded shoes and Watches, Food as well as Jewellery and they are gradually becoming a lifestyle product which are widely adapted by the urban- Indian population. Indian Organized retail sector is witnessing a huge wave of enterants who are experimenting various retail formats for increasing their customer base. Aditya group, Bharti group, Reliance industries, etc. have already made their mark in this

arena, with number of beauty as well as health stores, supermarkets, everyday low price stores and many more. In today's era various organized players have entered in retail category.

## REVIEW OF LITERATURE

**Kamladevi (2010)** explained that in order to delight their customers and sustain them throughout, a company must focus on customer satisfaction measures and various innovating ways for satisfying their need. A company cannot grow without keeping customer satisfaction in loop.

**Kotler (2012)** concluded that the overall growth of any company depends on the level of customer satisfaction derived through product and service exchange.

**Vipul and Naser(2017)** examined the need of customers from different demographic segments to visit shopping malls as well as to purchase quantity and quality of goods and services. They further studied the effect of gender on shopping in mall also.

**Anant and Chatterjee(2018)** identified the unique ways of analysing customer perception so as to customise the promotion in today's customer oriented market base.

**Thamanna Gowda(2020)** enlightened the role of retailing in customer satisfaction and suggested the companies to improve their retail strategy .They also studied about customer grievances and redressal procedures adopted by big bazaar.

## OBJECTIVE

- To know about the customer perception towards Big Bazaar.
- To acknowledge customer about the product, offers, assortments in Big Bazaar.
- To judge various parameters on which customer satisfaction can be derived.

## RESEARCH METHODOLOGY

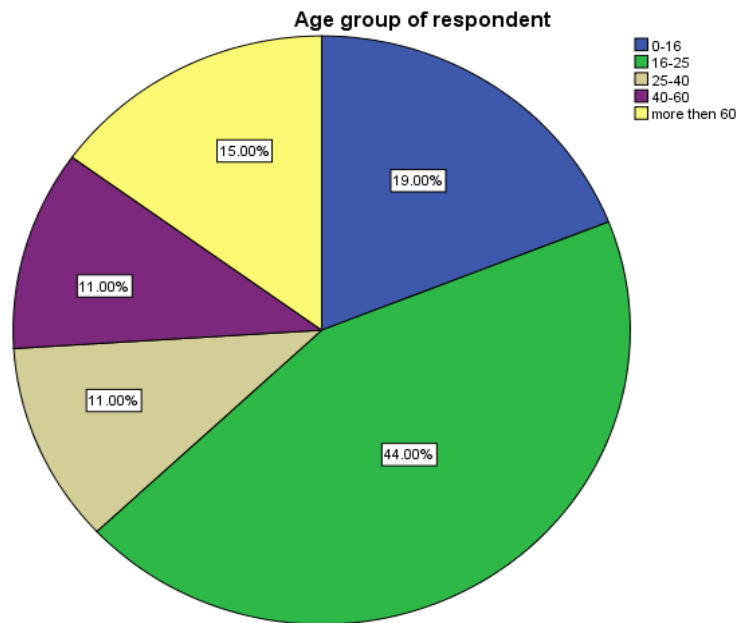
The aim of the research is to find out customers perception towards the product and service offerings of big bazaar dehradun..The study has been undertaken in dehradun which is famous for its pleasant weather and educated customers.For this study responses from 100 respondents have been taken.Simple random sampling technique is used for this study.The researcher has taken help of primary as well as secondary data to derive the results.

## DATA ANALYSIS

### 1.Which Age group do you belong to?

Age –group

	Frequencies	%	Valid %	Cumulative %
0-16	19	19.0	19.0	19.0
16-25	44	44.0	44.0	63.0
25-40	11	11.0	11.0	74.0
40-60	11	11.0	11.0	85.0
more then 60	15	15.0	15.0	100.0
Valid Total	100	100.0	100.0	

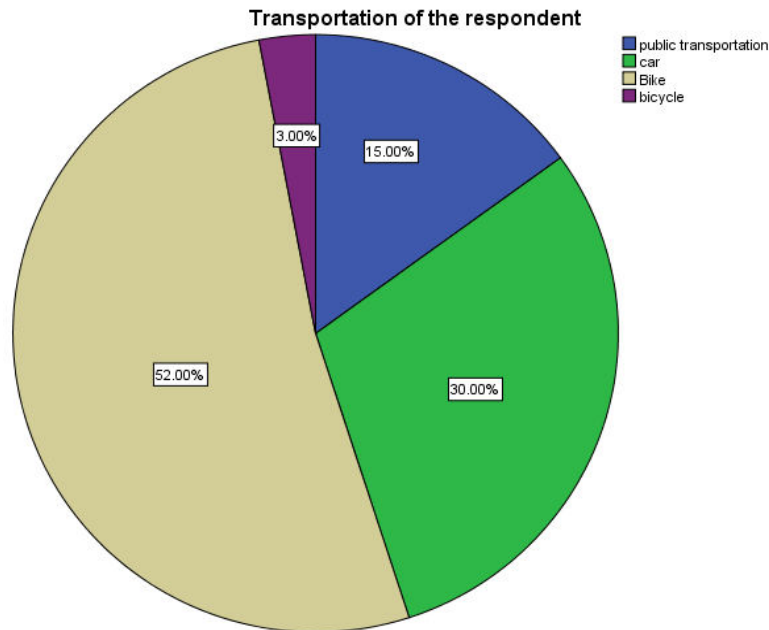


In the survey the respondent were 19% from the age ranging between 0-16 years, 44% from the age ranging between 16-25 years. This shows that most of the surveyed peoples were young customers that understand and explores scope of organised retailing in their town. Rest of 37% were from the age group of 25 and more. The research was to know customer satisfaction for big bazaar in city junction mall so it randomly selected people for the study.

**What is the mode of your transportation?**

**Transportation of the respondent**

	Frequencies	%	Valid %	Cumulative %
Valid Use of public transport	15	15.0	15.0	15.0
Use of Car	30	30.0	30.0	45.0
Use of Bike	52	52.0	52.0	97.0
Use of Bicycle	3	3.0	3.0	100.0
Total	100	100.0	100.0	

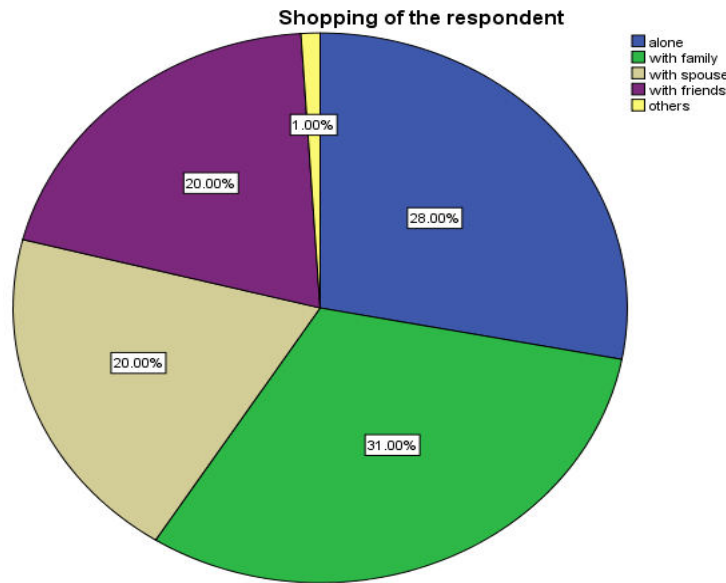


52% of peoples were having a two wheeler for travelling and 30% of the peoples were having a car for their travel. This shows that the peoples were having a reliable mode to reach big bazaar from the catchment areas . Big bazaar also provides a parking space for their vehicles. 15% were using public transport and 3% were using a bicycle for their travel.

**How did you do your shopping?**

**Shopping method adopted by respondent**

	Frequenc ies	%	Valid %	Cumulative %
Doing Alone	28	28.0	28.0	28.0
Shopping with family	31	31.0	31.0	59.0
Shopping with spouse	20	20.0	20.0	79.0
Shopping with friends	20	20.0	20.0	99.0
Others	1	1.0	1.0	100.0
Total	100	100.0	100.0	

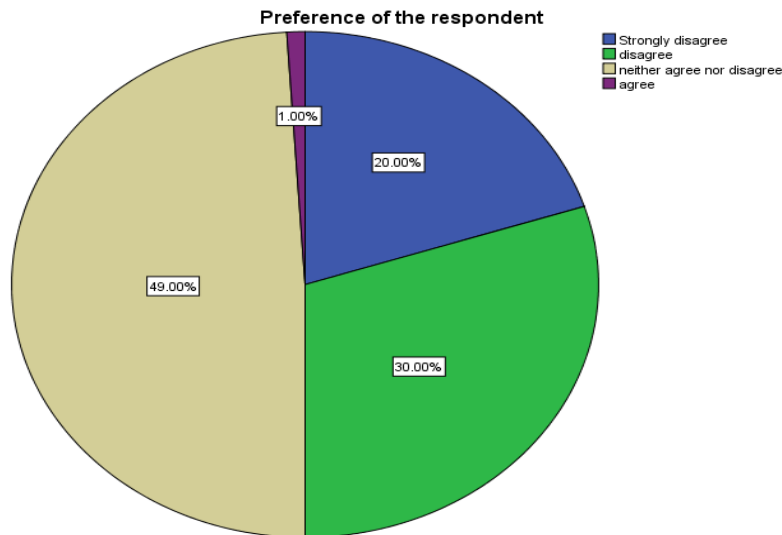


I got a mix responses on the question as the 28% of the peoples says that they shop alone, 31% says the they do shopping with their family ,20% of the respondent says that they shop with their wife , 20% say that they shop with their friends and only 1% said they shop with others. This shows that their shopping is influenced by the different peoples like their families, and friends.

**Do you prefer big bazaar over Kirana, grocery / kiosk shop?**

**Preference of the respondent**

	Frequenci es	Percenta ge	Valid Percentage	Cumulative Percentage
Valid Respondents who Strongly disagree	20	20.0	20.0	20.0
Respondents who Disagree	30	30.0	30.0	50.0
Valid Respondents who neither agree nor disagree	49	49.0	49.0	99.0
Respondents who Agree	1	1.0	1.0	100.0
Total	100	100.0	100.0	



None of the person strongly prefers to have shopping at big bazaar. Only 1 % agrees that they prefer to have shopping at big bazaar ,49 % are neutral , they neither agree nor disagree this is due to the convenient location of big bazaar, and 20% of the people strongly disagree, as Easy day offer great services that big bazaar , peoples generally prefer Easy day over big bazaar.

**Are you satisfied with the quality of product at big bazaar**

**Sactisfaction with the product of the respondent**

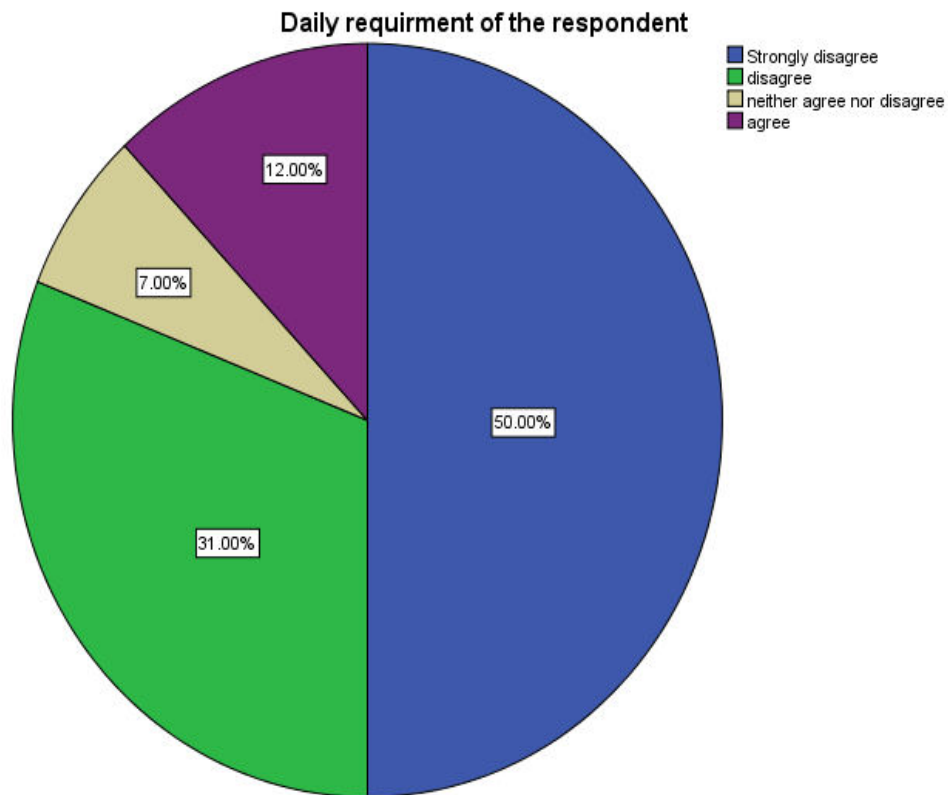
	Frequenc y	Percent	Valid Percent	Cumulative Percent
Strongly disagree	38	38.0	38.0	38.0
Disagree	12	12.0	12.0	50.0
Valid neither agree nor disagree	38	38.0	38.0	88.0
strongly agree	12	12.0	12.0	100.0
Total	100	100.0	100.0	

12 % strongly agrees that they are satisfied with the product while shopping at big bazaar. this shows that they are quite satisfied with the services offered at big bazaar.38% of the peoples disagree on the views that big bazaar assortment of product are good while shopping. 38% of the respondent are neither agree nor disagree.12% strongly disagree that they found to unsatisfied with the availability of products at big bazaar.

**Do you find all your daily requirement in big bazaar?**

**Daily requirment of the respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	50	50.0	50.0	50.0
Disagree	31	31.0	31.0	81.0
Valid neither agree nor disagree	7	7.0	7.0	88.0
Agree	12	12.0	12.0	100.0
Total	100	100.0	100.0	

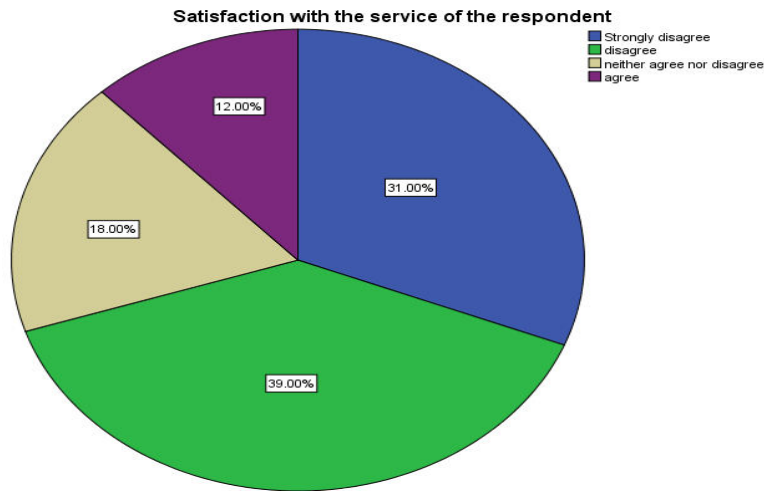


50% of the respondent was strongly disagreed that they could fulfil their daily requirement. But 31% was disagreed that they found it to be quite satisfied. 12% was strongly agree for that they can fulfil their daily needs in big bazaar.

**Are you satisfied with the services provided by big bazaar?**

**Satisfaction with the service of the respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	31	31.0	31.0	31.0
Disagree	39	39.0	39.0	70.0
Valid neither agree nor disagree	18	18.0	18.0	88.0
Agree	12	12.0	12.0	100.0
Total	100	100.0	100.0	



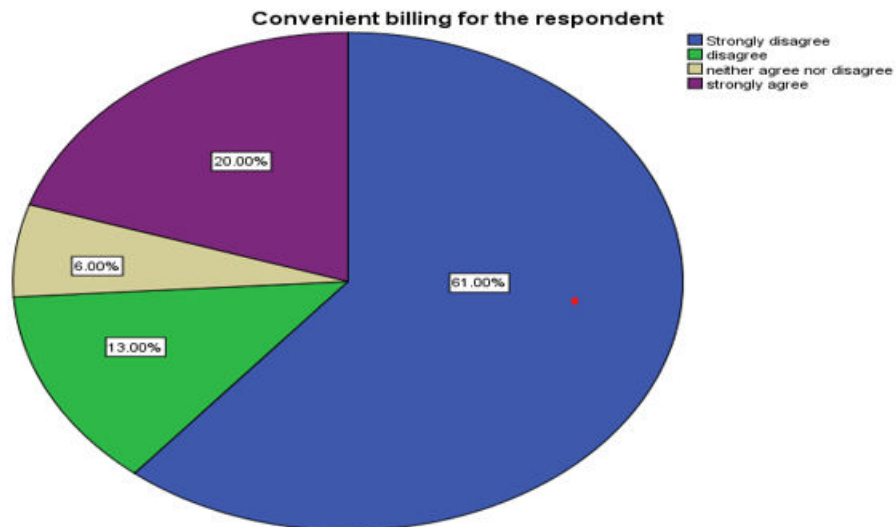
31% of the respondent were strongly disagreed of the service which provided by the big bazaar. But 39% was disagreed that they found it to be quite satisfied. 12% was strongly agree of the service of the big bazaar. 18% of the respondent did not say anything about the service of the big bazaar.

**Are you satisfied with the employers behaviour at big bazaar?**

**Employers behaviour for the respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	25	25.0	25.0	25.0
Disagree	61	61.0	61.0	86.0
Valid neither agree nor disagree	13	13.0	13.0	99.0
strongly agree	1	1.0	1.0	100.0
Total	100	100.0	100.0	





25% of the respondent were strongly disagreed that they was highly unsatisfied of the employer’s behaviour in the big bazaar. But 61% was disagreed that they found it to be quite satisfied. 13% , neither agreed nor disagreed.

**Do you find convenient having billing at big bazaar?**

**Convenient billing for the respondent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	61	61.0	61.0	61.0
Disagree	13	13.0	13.0	74.0
neither agree nor disagree	6	6.0	6.0	80.0
strongly agree	20	20.0	20.0	100.0
Total	100	100.0	100.0	

61% of the respondent were strongly disagreed that they did not find convenient to have billing at big bazaar. But 13% was disagreed that they found it to be quite satisfied. 20% was strongly agree to find convenient having billing at big bazaar.

**FINDINGS**

It can be found from the above research that young customers understand the scope of organised retailing better in their Dehradun.City junction mall, Big bazaar also provides a parking space for their vehicles. 15% respondents were using public transport and 3% were using a bicycle for their travel. We got a mix responses on the question as the 28% of the peoples says that they shop alone, 31% says the they do shopping with their family ,20% of the respondent says that they shop with their wife , 20% say that they shop with their friends and only 1% said they shop with others. This shows that their shopping is influenced by the different peoples like their families, and friends.

## **CONCLUSION AND SUGGESTIONS**

Big bazaar city junction dehradun can provide variety of product assortments for increasing customer satisfaction. Further they can add on home delivery services for increasing the level of customer delight. From the above research it can be concluded that has one of the major retail industries in India with pleasant Working environment and strong relationship between employees and managers and customers. Nowadays, Customers are more price conscious so the shopping malls should take necessary actions for sustaining their existing customers through attractive offers and shopping schemes. Shopping should be a combination of shopping plus additional services like dining at food courts, playing indoor games etc. This will help in improving customers total shopping experience. Nowadays, the concept of Shopping is no longer a onetime agenda. Diversifies options can be seen from time to time.

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