



Study of Customer's Opinion and Satisfaction towards Hyper Market- a case of Big Bazaar Hubli (Karnataka State)

KEYWORDS

Hyper market, Satisfaction, Retail Industry, Image, Brand

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ABSTRACT

The basic objective of any marketing activity is to generate, satisfy and retain consumers by facilitating production, distribution and consumption functions of the society. Consequently, any marketing activity is actually a process consisting of a series of iterative and inter-related steps to effectively perform the above-mentioned functions. Retailing is one such step in the marketing chain of activities that facilitates the distribution function. Initially, it was considered as just another step in the marketing chain and the function was accepted as obvious. As the competition increased globally, differentiation became more and more difficult. Consumer's purchasing power increased as economy opened up into more market-oriented mode. Retail function being the most often used and final link with the ultimate consumer, marketers thought of using it for differentiation and positioning. Big Bazaar was launched in September, 2001 with the opening of its first four stores in Calcutta, Indore, Bangalore and Hyderabad in 22 days. Within a span of ten years, there are now 150 Big Bazaar stores in 80 cities and towns across India. Big Bazaar was started by Kishore Biyani, the Group CEO and Managing Director of Pantaloon Retail. Though Big Bazaar was launched purely as a fashion format including apparel, cosmetics, accessory and general merchandise, over the years Big Bazaar has included a wide range of products and service offerings under their retail chain. This study has basically helped to know the satisfaction level of customers toward Big bazaar and what influence people to shop at big bazaar. Most of the customers are influenced by the offers in big bazaar. Big bazaar has great offers for their customers that acts as the motivating factor which brings the customers to big bazaar.

Introduction:

Retail in India is on a cusp of transformation. Organized retailing as a professional service-oriented set-up, is a recent phenomenon in India but is growing at a tremendous pace with a potential of creating over 2 million new (direct) jobs within the next six years, assuming an 8 to 10 per cent share of organized retailing in the total retail business. The fast changing retail environment demands that professionals learn new skills, improve their efficiency, learn to compete and think out of the box. As retailers work directly with customers and there is need for good managerial talent to interpret and satisfy the needs and desires of customers. All this requires an education that is intensive, comprehensive and closely linked to the retail business world.

The objectives of the study:

Retail is the buzz word of the Indian economy today. As retail industry is growing at a high pace we wanted to have an overview of the subject.

- Collecting customer opinions and understand their expectations and requirements.
- To know about the customer queries, comments and suggestions about the store and its products.
- To get suggestions to increase the customer satisfaction and to improve the image of the stores Big Bazaar.
- Develop service or product based on the findings.
- Look at the current trends so that you can change immediately.
- To know about the marketing activities of Big Bazaar.
- To increase the sales.

Scope of the study:

This project was undertaken in the Big Bazaar consumer group, which is the popular hypermarket in India. The scope of the study was undertaken in city Hubli. This study also aims towards knowing the consumers opinion towards Big Bazaar.

Research methodology:

The study was made through a survey in Big Bazaar and seeks the opinions and Suggestions of the respondents towards Big Bazaar. The process included:

- Explaining the respondents about the objectives of the project
- Get the respondent's fill the questionnaire in the most effective manner
- Seeking the opinions & suggestions on the various areas where Big Bazaar can improve and build itself much stronger in city.
- The research design is descriptive in nature as the study includes the collection of data through Questionnaire & group discussion.

Study Area: BIG BAZAR, HUBLI.

Methods of Data Collection:

Primary Data: The primary data was collected with the help of handing out the questionnaires for the survey and also through conducting group discussions in the Big Bazaar. The respondents were asked how they feel about the Big Bazaar. And there shopping experience and the satisfaction level and what are the things that need improvement were also discussed in length at the discussions.

Secondary Data: The major source of secondary data is Internet, Big Bazaar documents and journals etc. The information on Retail industry and company profile of Big Bazaar as whole and the brand was collected from the Internet, books, journals etc.

Sampling Method: The sample will be selected based on non-probability method. The sampling is based on the age group, 25% of the respondents are from age group under 25, 53% of the respondents are from the age group 26-40, 19% of the respondents are from the age group 41-55, 3% of the respondents are from the age group 55 & above.

Select the sample: The research study was carried out with in Big Bazaar Hubli.

Sampling Plan

Sampling unit : CUSTOMERS
Sampling Method : Convenience Sampling.
Sampling Size : 100 Customers.
Sample Area : Big Bazaar, Hubli

Utility of the Study:**Benefit to the company:**

The study gives an insight about customer's satisfaction and their perception towards quality, price, ambience, employees, offers, display. This will also give relative status of the Big Bazaar. From this information the following benefits emerge: To carefully look at the customer's expectation with regards to quality, price, ambience, employees, offers, display. And company can apply them to the product. The study results also will help in making proper strategies to promote the product and enhance the satisfaction level of customers.

Benefit to academics:

It will help in applying the theoretical knowledge to the practical issues.

It will help in understanding, reviewing and suggesting improvements in Big Bazaar.

The experience gained during this study provides a tool, which can be applied in any future undertakings of similar nature.

Retail Revolution in India

Retail in India is on a cusp of transformation. Organized retailing as a professional service-oriented set-up, is a recent phenomenon in India but is growing at a tremendous pace with a potential of creating over 2 million new (direct) jobs within the next six years, assuming an 8 to 10 per cent share of organized retailing in the total retail business.

The fast changing retail environment demands that professionals learn new skills, improve their efficiency, learn to compete and think out of the box. As retailers work directly with customers and there is need for good managerial talent to interpret and satisfy the needs and desires of customers. All this requires an education that is intensive, comprehensive and closely linked to the retail business world.

Market Trends, Challenges & Opportunities

- Across BRIC countries, the food and grocery (F&G) segment is clearly driving retail growth. For eg, retail food sales dominate the total retail market in Brazil, accounting for almost 54 percent of the total retail sales, while Russia is the fastest growing retail food sales market in the world, with the potential to again double in size by 2008.
- The prevalence of English as a language of communication to a very great extent facilitates material sourcing and business communication. While India and Russia pose no problems in this regard, Brazil and China present communication problems for foreign companies.
- The importance of governments that are quick on decision-making and passing liberal trade laws cannot be emphasized enough. In China, for instance, being a non-democratic country makes it easier for foreign investors to do business sans bureaucratic red-tapism (in comparison to a democratic country like India), the obvious reason being that the political establishment is not directly accountable to the people.
- Continued economic reforms together with the growth of organized retail (especially in the F&G segment) has led to growing rural incomes, triggering off far-reaching, social impacts. The upcoming 'Golden Quadrilateral' plan for roadways in India, which is to connect the four cities of Delhi, Kolkata, Mumbai and Chennai, will have massive economic and social repercussions on rural and semi-rural clusters along the vast network. In China too, the government plans to create a rural retail network covering 70 percent of all villages by 2008.

Profile of Big Bazaar:

Big Bazaar was launched in September, 2001 with the opening of its first four stores in Calcutta, Indore, Bangalore and Hyderabad in 22 days. Within a span of ten years, there are now 150 Big Bazaar stores in 80 cities and towns across India. Big Bazaar was started by Kishore Biyani, the Group CEO and Managing Director of Pantaloon Retail. Though Big Bazaar was launched purely as a fashion format including apparel, cosmetics, accessory and general merchandise, over

the years Big Bazaar has included a wide range of products and service offerings under their retail chain. The current format includes Big Bazaar, Food Bazaar, Electronic Bazaar and Furniture Bazaar.

Results and Discussion:

The survey was carried out in Big Bazaar Hubli, and the sample sizes of 100 customers of Big Bazaar were taken. The information gathered has formulated in the form of a coding sheet were used for easy understanding.

Table-1: AGE of the respondent

valid	Frequency	Percent	Valid Percent	Cumulative Percent
Under 25	47	47	47	47
26-40	40	40	40	87
41-55	10	10	10	97
Above 55	03	03	03	100
Total	100	100	100	

Table-1 revealed that, among 100 respondents surveyed, 47 are aged group under 25, 40 are in the group of 26-40, 10 are from the group 41-55 and 3 are from the group 55 & above. That is the respondents are 47% from age group under 25, 40% from age group 26-40, 10% from age group 41-55, 3% from age 55 & above.

Table-2: Income of the respondent

valid	Frequency	Percent	Valid Percent	Cumulative Percent
Billow 10000	35	35	35	35
10000-20000	24	24	24	59
21000-30000	13	13	13	72
30000 Above	28	28	28	100
Total	100	100	100	

Table-2 stated that, Among 100 respondents 31% of them have the income less than 10000, 27% of them have income between 10000-20000, 18% of them belongs to the income group 21000-30000, and 24% of them are from the income group 31000 & above per month.

Table-3: Satisfaction level of respondent**Age of the respondent * product quality in big bazaar Cross tabulation**

Count		product quality in big bazaar					Total
		least satisfied	just ok	average	satisfied	highly satisfied	
Age of the respondent	Under 25	0	5	15	3	2	25
	26-40	1	9	20	18	5	53
	41-55	0	2	8	6	3	19
	55 and above	0	2	0	1	0	3
Total		1	18	43	28	10	100

Table-3 stated that, 25 respondents are in the age group under 25, in which 3 are satisfied, 2 are highly satisfied with the quality of the products in big bazaar but the rest 15 are average. In age group 26-40 18 of the customers are satisfied, 5 are highly satisfied and 20 neither satisfied nor dissatisfied. In the age group 41-55, 6 are satisfied and just 3 are highly satisfied. In the age group 55 and above 2 of the respondents are satisfied with big bazaar's product quality.

Findings:

- In the survey 73 % of the respondents are male and 27 % are females.
- 25 % of the respondents are aged under 25, 53 % of them are aged between 26-40, 19% are aged 41-55, and 3% are aged 55 & above.

- 31% of the people comes under the age group of below 10000. 27% of the people who shop at big bazaar have the income between 10000-20000/ monthly. 18 % of the people who shop at big bazaar have income between 21000-30000/ monthly, and 24 % have income above 30000.
- People who have business visit more in Big Bazaar. The percentage is 22%; there is a mixture of people from different occupation who visit big Bazaar.
- 21% of the respondent's visits once a week for shopping in Big bazaar, 52 % visit once a month and 10% visit twice a week. The number of customers is more in Big Bazaar who shops once a month.
- 34% of the people shop at Big bazaar due to the great offers available and 24 % of the respondents shop because of good prices in Big bazaar.

Recommendations:

- The varieties in terms of product range in cosmetics department should be increased; furniture and home linen departments should also have different varieties with them.
- The customers shopping in furniture bazaar is zero in 100 respondents, thus big bazaar should have good offers in furniture bazaar to increase the sales in the department. And some people are even not aware that there is furniture's available in big bazaar so big bazaar should have some promotional offers for the department.
- The ambience should be improved in big bazaar, in terms of neatness, proper parking facility, store space, etc.
- The employee should be given training for a better customer service. The employee in big bazaar lack in communication so training should be given in terms of communication. The employee should be given proper product knowledge.
- The billing process should be improved so that in weekends when there is more walk-in, customers should not wait in queue.
- Big bazaar should provide home delivery facility for the customer who shops more than 5000.

Conclusion:

This study has basically helped to know the satisfaction level of customers toward Big bazaar and what influence people to shop at big bazaar. Most of the customers are influenced by the offers in big bazaar. Big bazaar has great offers for their customers that acts as the motivating factor which brings the customers to big bazaar. Customers shop more in the food bazaar and the men's wear department in big bazaar. Most of the customers are satisfied with the big bazaar. Customers feel that big bazaar have variety of products available in various departments. Customers feel that shopping with big bazaar is convenient and saves their valuable time. This is due to the proper facility that is available in big bazaar. The display of products in big bazaar is very good and the customers feel that it is very easy for them to find any product in the store. The ambience is also very good but however it needs to be improved still for better customer satisfaction.

Customers are unhappy with the billing process in big bazaar and the employee behavior towards them, the billing process should be improved to handle more customers in weekends.

The customers are very loyal towards big bazaar, hence they want to visit big bazaar again, around 78 % of the customers are satisfied says that they definitely like to visit big bazaar again. This shows that customers are satisfied in shopping at big bazaar. Researcher believed that Big Bazaar has the potential to satisfy its customers and retain them. And it has its brand name to reckon with in the market.

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