

## **A Study on Customers Satisfaction and Preference towards Supermarket (BIG BAZAR )**

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### **Abstract**

*This study tends to convey customer satisfaction towards BIG BAZAR . To study the customer's satisfaction towards the objective of this study is to identify the level of satisfaction towards BIG BAZAR . A sample of 100 respondents - Customers residing in Coimbatore city was collected and analyzed using percentage analysis. It is found from the study that the majority of the Customers are highly satisfied by the service rendered by the Big Bazar . Most of the respondents opined that the Customers need products at a reduced price as given by the competitor and also the study was concluded by saying that these suggestions are taken into consideration by the supermarket, then BIG BAZAR products will always remain number one in the markets with utmost satisfaction to the customers.*

**Keywords:** - Big Bazar , BIG BAZAR products, Customers, Products

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### **I. INTRODUCTION**

#### **Supermarket**

A supermarket is a retail store that combines a department store and a supermarket, often a very large establishment; supermarkets offer a wide variety of products such as electronic goods, groceries, vegetables and fruits, household items, stationeries, health care products, consumer durable, dress material, furniture's furnishing and etc... It's in retail. It's a combination of supermarket and departmental store. Supermarkets offer shoppers a one-stop shopping experience.

Some of the most popular supermarkets include the Wall-Mart supercenter, big bazaar, reliance smart (fun mall), Big Bazar , brook fields, prozone mall, Fred Meyer BIG BAZAR and super Kmart. The term supermarket was coined in 1968 by French trade expert Jacques Pictet. Supermarkets typically have business models focusing on high volume, low margin sales, typically covering an area of 5000 to 15000 square meter (54000 to 161000 sqft).

#### **OBJECTIVES OF THE STUDY**

- To study the consumer preference on Big Bazar .
- To study the satisfaction level of customers with regard to Big Bazar .
- To find out the buying behavior of the customers coming in to Big Bazar .

#### **STATEMENT OF THE PROBLEM**

Its provide guideline for further research in the area for organized retail. Research says about customer buying behavior towards Big Bazar . It is also important to identify the market size, growth and Market Potential of BIG BAZAR . It shows the future Scenario of the Big Bazar from a current perspective. It shows Opportunities and challenges for the BIG BAZAR supermarket in respect of internal & external environment. Research says about main competitors in the field of organized retail sectors. It provides a guideline to further extension of BIG BAZAR . Its study provides help to know the customers' satisfaction with Big Bazar .

#### **LIMITATIONS OF THE STUDY**

- The sample size was relatively small and drawn from only Coimbatore. Due to time constraints, the sample size is restricted to 100 respondents.
- The study being a primary one, the accuracy and reliability of data depend on the information provided by the respondents.
- The respondent's views and opinion may hold good for the time being but may vary in the future.
- The study has been restricted to the customers of Big Bazar only.
- Insufficient time to make an in-depth analysis.

## II. REVIEW OF LITERATURE

- Jeevananda.S (July 2011) To analyze the correlation between customer satisfaction level and loyalty of the customers. Among 100 customers surveyed, more than 60% of them prefer shopping at a supermarket. The retailer strategies to provide many other services like easy payment system free car parking, free shipping, rest rooms, sales persons and etc...to increase customer satisfaction levels.
- Mohd Salehaddin Mohd Zahari (Jan 2013) To analyses the food service in a supermarket. Consumers have a greater concern with quality and price compared to the services. The result of the analyses is that the majority of the respondents were satisfied with the overall quality of fresh products in a supermarket.

## HISTORY OF BIG BAZAR

### Introduction

Big Bazaar is an Indian retail chain of hypermarkets, discount department stores, and grocery stores. The retail chain was founded by Kishore Biyani under his parent organisation Future Group.,[3] which is known for having a significant prominence in Indian retail and fashion sectors. Big Bazaar is also the parent chain of Food Bazaar, Fashion at Big Bazaar (abbreviated as fbb) and eZone where at locations it houses all under one roof, while it is sister chain of retail outlets like Brand Factory, Home Town, Central, eZone, etc.

### Variety of Products

BIG BAZAR offers more than 40,000 products from fresh fruit and vegetables, meat, poultry, fish, dairy products, ready-to-eat products, a live bakery, wines, beer and spirits, personal care products, kitchenware, crockery, electronic products and IT accessories, kid's toys, apparel and stationery. Customers can choose from more than 25 varieties of rice, 35 varieties of cheese from different countries, 45 varieties of fish, and 12 varieties of all major dals. While shopping, customers can enjoy fresh juices, Indian sweets, fruit salads, ice creams, and milkshakes. These items can also be taken home.

## III. RESEARCH METHODOLOGY

### Area of Study

The study is exclusively done in the area of marketing. It is a process requiring care, sophistication, experience, business judgment, and imagination for which there can be no mechanical substitutes.

### Primary Data

The data or information that is collected for the first time is called primary data. The objective of the study has been accomplished with the help of primary data collected from 100 respondents.

### Research Methodology

Research in common pursuance refers to a search for knowledge in a scientific and systematic way for pursuant information on a specified topic. Once the objective is identified, the next step is to collect the data which is relevant to the problem identified and analyze the collected data in order to find out the hidden reasons for the problem.

### Sampling Method

The technique used for the research is on- profitability sampling because the population is infinite. The sampling technique selected for the study is a convenient sampling technique. A convenient sampling method (non-profitability sampling) was used to select samples.

### Data Collection Method

The data collecting instrument used for obtaining the desired information was a questionnaire. The questionnaire was structured and directed so as to make the respondents understand it easily.

### Sample Size

The data is collected from 100 respondents.

## TOOLS FOR DATA COLLECTION

### Questionnaire

In this method, a questionnaire is sent to the persons concerned with the request to answer the questions and return the questionnaire in a Google form. A questionnaire consists of a number of questions typed in a definite order on a form.

### Statistical Tools

To analysis the data, the following tools were applied:

#### 1. Simple percentage analysis.

Percentage analysis is used for the data that is collected for research work. The percentage is used in the data presentation to simplify the numbers. Through the use of percentages, the data are reduced in the standard form with a base equal to which facilities relative comparison.

$$\text{Percentage of respondents} = \frac{\text{no of respondents}}{\text{total respondents}} \times 100$$

#### IV. DATA ANALYSIS

**Table 1: Showing the using of the services**

Particulars	No of Respondents	Percentage
Weekly	23	23
Monthly	30	30
During special offers	22	22
When the need arises	25	25
<b>Total</b>	100	100

As per the above, table the highest responses, i.e., 30% of the respondent has been attributed to monthly shopping. It can be deducted that consumers who shop only once a month look to buy groceries and other essentials to last them a month. 23% of respondents visit BIG BAZAR at the weekly process. 22% of the respondents were visiting only for offers (festival offers, one- hour offers) and the rest 25% of the respondents visit when they need any product that time only they went to Big Bazar .

**Table 2: Showing the satisfaction level of shopping experience**

Scale	No of Respondents	Percentage
Satisfied	61	60.6
Neutral	36	36.4
Dissatisfied	3	3.0
<b>Total</b>	100	100

Out of 100 respondents, 60.6% of people were fully satisfied with their personal shopping experience and 36.4% of people have a neutral shopping experience. But 3.0% of people are dissatisfied. A maximum number of people have a better experience in Big Bazar .

**Table 3: Showing the preferring for this service**

Particulars	No of Respondents	Percentage
Discount offers	57	57
Coupons	13	13
Free gifts	24	24
Credit card discount	6	6
<b>Total</b>	100	100

The above table represents that the more customers can prefer that the discounting offers, i.e., 57% of respondents were chosen discount offers. 24% of respondents are selected for free gifts. 13% of respondents can prefer coupons and the rest of the 6% of respondents can prefer that the purchase include credit card payment systems.

**Table 4: Showing the recommendations to others**

Categories	No of Respondents	Percentage
Yes	89	88.9
No	11	11.1
<b>Total</b>	100	100

The above table shows that most peoples can recommend BIG BAZAR to others, i.e., 88.9% of respondents were selected to recommend others and 11.1% of respondents cannot recommend Big Bazar to others.

## V. SUGGESTIONS

- As most of the customers come to the store because of its proximity to their house, all the products needed by the customers have to be in the store at any time.
- Customers need products at a reduced price as given by the competitor.
- Big Bazar should include more of branded products category so as to attract the brand choosy people to come into this shop.

## VI. CONCLUSION

As most of the retail industries did market research before entering into market. The same thing was done by the Big Bazar . Location, market, consumer perception analysis was done by Big Bazar . But still, if the recommendations quoted above are taken into consideration, it would lead to better results. In one year, much more diversification was done in it. And to retain customers, they use many loyalty programs. Big Bazar , a part of the future group, is a supermarket offering a huge array of goods of good quality for all at affordable prices. Big Bazar can attract more customers by different variety and assortments.

They can improve customer satisfaction by providing home delivery services; we can conclude that Big Bazar has one of the major retail Industries in India. The working environment is good and the various facilities are provided to increase customer services. There exists a healthy & strong relationship between employees and managers. The employees accept their responsibility wholeheartedly and perform the services in a well manner that satisfied the customers.

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