

**A STUDY ON CUSTOMER SATISFACTION WITH
REFERENCE TO RETAIL OUTLET BIG BAZAAR IN
JAMMU**

BY

TANVEERA HASSAN

(J-16-M-27-ABM)

Project submitted to Faculty of Post graduate Studies
in partial fulfilment of the requirements
For the degree of

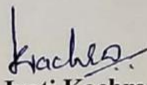
**MASTERS OF BUSINESS ADMINISTRATION
(AGRI-BUSINESS MANAGEMENT)**



**Division of Agricultural Economics and ABM
Sher-e-Kashmir University of Agricultural Sciences and Technology of
Jammu Main Campus, Chatha, Jammu 180009**

Certificate -I

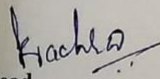
This is to certify that the project entitled "**A Study On Customer Satisfaction with Reference to Retail outlet Big Bazaar in Jammu**" submitted in partial fulfilment of the requirements for the degree of **MBA (Agri-Business Management)** to the Faculty of Post- Graduate Studies, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu is a record of bonafide research carried out by **Ms. Tanveera Hassan**, Registration No. **J-16-M-27-ABM**, under my supervision and guidance. No part of the project has been submitted for any other degree or diploma. It is further certified that such help and assistance received during the course of investigation have been duly acknowledged.


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Place: Jammu

Date 23-07-2018

Endorsed

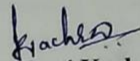

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CERTIFICATE-II

We, the members of advisory committee of **Ms. Tanveera Hassan**, Registration No. **J-16-M-27-ABM**, a candidate for the degree of **MBA (Agri-Business Management)** have gone through the manuscript of the project entitled "**A Study on Customer Satisfaction with Reference to Retail Outlet Big Bazaar in Jammu**" and recommend that it may be submitted by the student in the partial fulfilment of the requirement for the degree.


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Major Advisor & Chairman
Advisory Committee

Place: Jammu

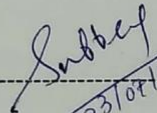
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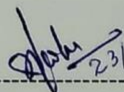
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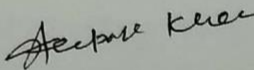
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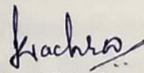
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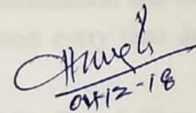


Certificate -III

This is to certify that the project entitled "A Study on Customer Satisfaction with Reference to Retail Outlet Big Bazaar in Jammu" submitted by Ms. **Tanveera Hassan**, Registration No. **J-16-M-27-ABM** to the Faculty of Post-Graduate Studies, Sher-e-Kashmir University of Agricultural Sciences and Technology of Jammu in partial fulfilment of the requirements for the degree of **MBA (Agri-Business Management)** was examined and approved by the Advisory Committee and External Examiner(s) on 04-12-2018.

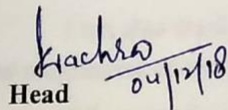


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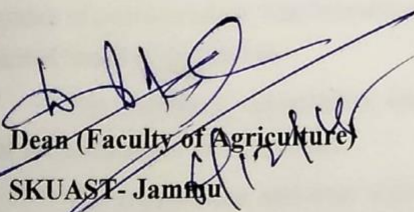

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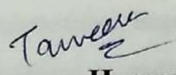
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Tanveera Hassan

Place: Jammu

Date: 06/12/18

ABSTRACT

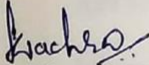
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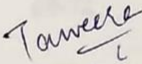
Abstract

Retailing is India's largest industry and arguably the one with the most impact on the population. It is the country's largest source of employment after agriculture, has the deepest penetration to rural India and generates more than 10 per cent of India's GDP. India has some 12 million retail outlets but many of these act merely as subsistence providers for their owners and survive on a cost structure where labour and land is assumed to be free and taxes nil. Compare this with the global retailing industry, which is one of the world's largest organized employers, is at the cutting edge of technology and which leverages scale and scope to offer value-added services to its customers. Retailing is the largest private sector industry in the world economy with the global industry size exceeding \$6.6 trillion and a latest survey has projected India as the top destination for retail investors. India is currently the twelfth largest consumer market in the world. The Indian consumer market is likely to grow four times by 2025 (A McKinsey report, the rise of Indian Consumer Market, 2015). A good talent pool, unlimited opportunities, huge markets and availability of quality raw materials at cheaper costs is expected to make India overtake the world's best retail economies by 2042, according to industry players. The retail market has reached a whopping ` 47 lakh crore by 2016-17, as it expands at a

compounded annual growth rate of 15 per cent (Anonymous 2016-2017). Big Bazaar is a chain of hypermarkets in India, with more than 100 stores in operation. It is a subsidiary of Future Group Venture Ltd's and follows the business model of United States-based Wal-Mart. The present study investigation entitled "A Study on Customer Satisfaction with reference to retail outlet Big Bazaar in Jammu" was carried out on the basis of primary as well as secondary data. 200 respondents from Jammu district were selected to conduct the study. The present research was descriptive research and convenience sampling tools were used in the present study. It was revealed from the study that consumers of Big Bazaar were satisfied with the various services offered by Big Bazaar. They were satisfied with complaint handling and the communication of the staff. With the quality of the products the consumers were moderately satisfied. Related to the consumer buying behaviour, it was revealed that maximum of the consumers kept price as the criteria to shop, that is why maximum of the consumers visited the outlet during special offers. The outlet faced competition from other outlets such as Easy Day especially in terms of product variety.

Keywords: Retail Industry, Big Bazaar, customer satisfaction, consumer behavior.


Signature of major advisor


Signature of student

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CHAPTER – I
THE INDUSTRY AND
COMPANY PROFILE

CHAPTER-I

THE INDUSTRY AND THE COMPANY PROFILE

1.1 Retail Industry

The word 'retail' means to sell or be sold directly to individuals. Retail is India's largest industry, and arguably the one with the most impact on the population. It is the country's largest source of employment after agriculture, has the deepest penetration to rural India and generates more than 10 per cent of India's GDP (Philip Kotler, 2009). However, retailing in India has so far, been mostly in the hands of small disorganized entrepreneurs. It is also India's least evolved industries. In fact, it is not even considered a real industry (Berman & Evans, 2008). The industry suffers from lack of management talent, poor access to capital, unfavourable regulation and denial of access to best practices. The Indian retail industry is now beginning to evolve in line with the transformation that has swept other large economies. India has some 12 million retail outlets, but many of these act merely as subsistence providers for their owners and survive on a cost structure where labour and land is assumed to be free and taxes nil.(K. Singh, 2014)

However, only recently has there been an awakening in this sector, with more organized retailers starting to make an impact. The liberalization of the consumer goods industry, initiated in the mid-80s and accelerated through the 90s has begun to impact the structure and conduct of the retail industry. Backed by changing consumer trends, liberalization in mindsets driven by media, new opportunities and increasing wealth, retailing in India, presents a vast opportunity for a variety of businesses , real estate, store design and operations, visual merchandising logistics and communications, B2C service providers, and FMCG companies who can add to their offers by partnering this revolution (K.Singh 2014.)

The Indian Retailing Industry stands poised to take off into the 21st century. It is one of the fastest growing sectors in the nation that caters to the world's second largest consumer market. India has five million retailers with a business volume of \$180 million growing at 5 to 7 per cent a year (Department of Industrial Policy and Promotion website, Union Budget 2015–16). The middle class drives retailing anywhere in the world and this segment should have reasonable income. The next driver is availability of variety of goods, products and brands. The third one is “sense of awareness”.

In other developing economies, this transformation has already begun. In many of these countries, organized retail already has a 40 per cent share of the market, compared to India's current levels of 2 per cent. As India goes through this transformation, new businesses with sales of 1 billion - 2 billion US \$ will be created in grocery and of 250 million – 500 million US \$ in apparel. Smaller but still interesting opportunities will be created in other sectors like books, electronics, and music. This transformation will also impact the supply chain in agriculture, the tax collections from trade and the way people shop (McKinsey Global Institute forecasts 2016-17).

Retailing is the largest private sector industry in the world economy with the global industry size exceeding \$6.6 trillion and a latest survey has projected India as the top destination for retail investors. India is currently the twelfth largest consumer market in the world. The Indian consumer market is likely to grow four times by 2025 (a McKinsey report, the rise of Indian Consumer Market, 2015). A good talent pool, unlimited opportunities, huge markets and availability of quality raw materials at cheaper costs is expected to make India overtake the world's best retail economies by 2042, according to industry players.

The Indian retail industry is the fifth largest in the world. With continued economic expansion and retail growth, India is set to become a US\$ 450 billion retail market by 2015, comparable in size to Italy (US\$ 462 billion) and much larger than Brazil (US\$ 258 billion) today. The present value of the Indian retail market is estimated by the India Retail Report to be around ₹ 12, 00, 000 crores (\$270 billion) and the annual growth rate is 5.7 per cent. Furthermore, around 15 million retail outlets help India to win the crown of having the highest retail outlet density in the world.(V. Aggarwal,2007)

Retail sector is the largest source of employment after agriculture, and has deep penetration into rural India. It is also believed that 21 million people are employed in the retail sector which is 7 per cent of the total national workforce whereas the global average is around 10-12 per cent. It is estimated that an additional eight million jobs will be generated through direct and indirect employment related to the retail sector (A. Sengupta, 2018).

Driven by changing lifestyles, strong income growth and favourable demographic patterns, Indian retail is expanding at a rapid pace. The retail sector of India is going through a fresh period of growth which is backed by strong economic fundamentals. There has been a massive development of new retail formats such as malls, hypermarkets, supermarkets and lifestyle stores. The organized sector represents a mere 2 per cent share of this market. It is very low as compared to other developed economies of the world.

1.2 Evolutionary aspect in retailing

The following table states clearly the way the retail industry has evolved and what changes can be expected in retailing in the future as compared to what it was in the past.

Table1.1: Comparison of Past and Future

Past	Future
Stability and consolidation	Speed and imagination
TQM six sigma	Design management
Delegation	Abdication
Hierarchy	Seamlessness
Mass production	Personalization
Technology supports change	Technology drives change
Enforce order	Thrive in chaos
Transactions	Relationships

Source (International Journal of Marketing, Financial Services & Management

1.3 Indian Retail segmentation

The Indian Retail Sector is going through the phase of tremendous transformation. The Indian retail sector is categorized into two segments such as organized retail sector and unorganized retail sector with the later holding the larger share of the retail market. Though initially, the retail industry in India was mostly unorganized, however with the change of tastes and preferences of the consumers, the industry is getting more popular these days and getting organized as well. The Indian retail sector is highly fragmented with 96 per cent of its business being run by the unorganized retailers like the traditional family run stores and corner stores. The organized retail however is at a very nascent stage though attempts are being made to increase its proportion bringing in a huge opportunity for prospective new players.

1.4 Indian Unorganised Retail Market

As per the National Accounts Statistics of India the 'unorganised sector' includes units whose activity is not regulated by any statute or legal provision and/or those, which do not maintain regular accounts. Thus, unorganised retailing refers to the traditional formats of low-cost retailing, for example, the local kirana shops, owner managed general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc. Unorganised retailing is characterized as unstructured and high degree of fragmentation with street markets constitutes form peddlers, vegetable vendors, neighbourhood stores and consumer durable stores to manufacturer owned retail outlets.

Unorganised retail sector covers all those forms of trade which sell an assortment of products and services ranging from fruits and vegetables to shoe repair. These products and services may be sold or offered out of a fixed or a mobile location and the number of people employed could range between 10-20 people. Thus the neighbourhood baniya, the paanwala, the cobbler, the vegetable, fruit vendor, etc. would be termed as the unorganized sector. Traditionally three factors have plagued the Indian retail industry:

1.4.1 Unorganized: India is known as nation of shopkeepers where vast majority of the retail stores are small “father and son” outlets. Traditionally it is a family’s livelihood, with their shop in the front and house at the back, while they run the retail business.

1.4.2 Fragmented: India has some 15 million retail outlets, however, a disturbing point is that 96 per cent of them are smaller than 500 square feet in area. This means that India per capita retailing space is about 2 square feet (compared to 16 square feet in the United States). India’s per capita retailing space is thus the lowest in the world (Mathew *et al*, 2008)

1.4.3 Rural bias: Nearly two thirds of the stores are located in rural areas. Rural retail industry has typically two forms: “Haats” and “Melas”. Haats are the weekly markets: serve groups of 10- 50 villages and sell day-to-day necessities. Melas are larger in size and more sophisticated in terms of the goods sold.

Opportunities and Challenges of Unorganized Retail sector in India:

Opportunities:

- India’s booming economy is a major source of opportunity. It is the third largest in the world in terms of purchasing power. India is the second fastest growing major economy in the world.
- Increasing instances of Double Incomes in most families coupled with the rise in spending power.
- Increased urbanization has led to higher customer density areas thus enabling retailers to use lesser number of stores to target the same number of customers. Aggregation of demand that occurs due to urbanization helps a retailer in reaping the economies of scale.
- With increased automobile penetration and an overall improvement in the transportation infrastructure, covering distances has become easier than before. Now a customer can travel miles to reach a particular shop, if he or she sees value in shopping from a particular location.

Indian unorganised retail sector challenges

- Lack of best practice in inventory management and supply chain management.
- Lack of standardization.
- Stiff competition from organized retail sector.
- Lack of knowledge, skills and training.
- Consumers shifting towards organized retail markets.
- Lack of government policies discouraging the unorganized retailers.

1.5 Indian Organised Retail Market

Organised retailing refers to trading activities undertaken by licensed retailers that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. In other words, it is a network of similarly branded stores with an element of self-service.

Organised retail in India today holds only a fraction of the market share potential. In 2001-02, organized retail trade in India was worth ₹11,228.7 billion. India's retail market is expected to grow to US\$ 1.1 trillion by 2020 on the back of income growth, urbanization and attitudinal shifts. The organized retail sector which is estimated to reach approx. 18-20 per cent of the total sector, by 2020, is growing at a high rate of 20-25 per cent per annum (S. Mishra, 2008).

Industry trends for retail sector indicate that organized retailing has major impact in controlling inflation because large organized retailers are able to buy directly from producers at most competitive prices. World Bank attributes the opening of the retail sector to FDI to be beneficial for India in terms of price and availability of products as it would give a boost to food products, textiles and garments, leather products, etc., to benefit from large-scale procurement by international chains; in turn, creating jobs opportunities at various levels.

Table 1.2: SWOT Analysis of Indian Organised Retail

<p style="text-align: center;">STRENGTH</p> <ul style="list-style-type: none"> • Skyscrapers with perfect blend of shopping, eating and entertainment, in short “shoppertainment” • Developed in contemporary style, the flashy retail outlets promises just about everything under the sun, from foreign gizmos to the very desi • Attractive destinations for civic and official meetings, hang out, reducing stress. • Procure goods directly from factories and farmers in case of lifestyle and food/beverages respectively • Bouquet of value propositions like value for time, value for quality, value for experience, value for money • An added service to residential developments, and thereby an added attraction 	<p style="text-align: center;">WEAKNESS</p> <ul style="list-style-type: none"> • Most of the Indian organised retail outlets are owned neither by retailers nor by the developers but by financial investors • Retail not accredited as an industry • Lack of adequate infrastructure including supply chain, parking facilities • Unavailability and skyrocketing prices of prime catchment’s areas • Poor positioning and zoning of retail outlets • Shortage of qualified human personnel in the area of facility management, creative firms, and design houses • Lack of differentiated offerings i.e. same mix of shopping, foods and films
<p style="text-align: center;">OPPORTUNITIES</p> <ul style="list-style-type: none"> • Tier II(Chennai, Pune, Hyderabad etc and Tier III cities (Indore, Jaipur, Goa, etc) are still untapped • Outsourcing from other developed retail market • Progressive growth of aspirational consumer class, believing more in spending than savings • Nation of youth (with median age 24 and 35 per cent of population below 14 years) • Growing urbanisation and increase in purchasing power of consumers • Abundant availability of skilled labour • Emergence of India as the retail hub • Low cost of operations 	<p style="text-align: center;">THREATS</p> <ul style="list-style-type: none"> • Non availability of adequate finance • Market share of the unorganised retailers still ranges to 95 per cent and if not looked upon, might increase further. • Disturbance in income strata of consumers greatly influence retail outlets growth • Threat from online players, (even though internet penetration is low in India) • Intrinsic complexities of retailing- rapid price changes, constant threat of product etc.

1.6 Food and Grocery Retail

Retail market for food and grocery is the largest of the different types of retail industries present in India. The All India food consumption was close to ` 9,000 billion, with the total urban consumption being around ` 3,300 billion during 2012-13. This means that aggregate revenues of large food players is currently only 5 per cent of the total Indian market, and around 15-20 per cent of total urban food consumption. During 2007-08, the food and grocery segment was valued at ` 7,920 billion and it enjoyed a dominant market share of 62 per cent in the total Indian retail sector; however, there was a completely opposite scenario in the organised retail segment (R.K Srivastava, 2008).

Most food is sold in the local 'wet' market, vendors, roadside push cart sellers or tiny kirana stores. The share of an Indian household's spending on food is one of the highest in the world, with 48 per cent of income being spent on food and beverages.

1.7 About Big Bazaar

Big Bazaar is an Indian retail store that operates as a chain of hypermarkets, discount department stores and grocery stores. The retail chain was founded by Kishore Biyani under his parent organisation Future Group, 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 *fb*) 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. Founded in 2001, Big Bazaar is one of the largest hypermarkets chains of India, housing about 250+ stores in over 120 cities and towns across the country.

Local leaders and community members of Jammu joined Big Bazaar, its associates and hundreds of customers for the grand opening of Big Bazaar store on Oct, 21 2016 at City Square Mall. The fashion sections have the best of fashions catering to men and women office wear, ethnic wear, casual wear, sportswear and also vast collection of kids wear. In the home and other sections, wide variety of home fashions from curtains, bed sheets, carpets etc and trendy collection of men and women footwear. Wide range of vegetables, fruits, staples, packaged food items etc will be available in the food section.

1.8 Various competitors of Big bazaar

Easy Day is an Indian retail brand that runs chains of consumer retail department stores. The brand is wholly owned by Bharti Enterprises Limited and is operated by its subsidiary, Bharti Retail Limited, headquartered in New Delhi. The technical and management support for the brand is provided by Arkansas, United States based Wal-Mart Stores, Inc, which is the largest retailer in the world. Bharti Enterprises announced its foray into retail in February 2007 and the first store was opened in Punjab in April 2008. Easy Day presently has 220 stores across 13 states. The real estate, design and construction services to Easy Day are provided by Cedar Support Services, an Indian retail company majority-owned by Bharti Enterprises, which also provides similar services to Bharti Walmart Private Limited

D-Mart seeks to be a one-stop shopping destination for the entire family, meeting all their daily household needs. A wide selection of home utility products is offered, including foods, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and much more. D'mart Exclusive is a part of internationally renowned Dolphin Group of Companies. D'mart Exclusive, a national player in luxury segment, offers exclusive lifestyle luxury decorative (art & décor pieces) from leading International design houses across the world.

Over the years, D'mart Exclusive has established itself as a name dedicated to bringing to India a wide collection offering range of aspirational and lifestyle collectibles. The extensive and varied collection that it offers include home décor and gifting solutions to the connoisseurs of all things of timeless beauty and impeccable quality ranging from Silverware, Handmade Crystal ware, Bronzeware, Handcrafted Marble Art Pieces, Fine Porcelain figurines, Limited Edition pieces, Furniture Accessories and gifts Items.

D'mart Exclusive is the pioneer in introducing a collection of Worldwide Limited Edition representations of Indian deities in 92.5 per cent sterling silver and fine Italian porcelain. Conceptualized and designed in India, these masterpieces have been hand crafted to perfection by master craftsmen from some of the most sought after brands in the world. Headquartered in New Delhi, D'mart Exclusive has a Nationwide Franchisee

network, with 14 premium showrooms and boutiques in New Delhi, Mumbai, Chennai, Kolkatta, Bengaluru, Hyderabad, Nagpur, Pune, Shridi, Chennai, Vishakapatnam in India, alongwith international representations in Amsterdam, New Jersey and San Francisco.

Table 1.3: India’s Retail-share of different categories (Billion US Dollars)

S. No.	Category	2006	2011	2016	CAGR (%)
1	Food and Grocery	217.00	325.00	425.00	5.50
2	Restaurants & Food Junction	4.62.00	8.81	15.82	12.51
3	Apparel	25.00	35.00	50.21	7.50
4	Furniture & Furnishing	6.51	9.12	17.12	13.52
5	Healthcare & Fitness Services	0.43	1.00	2.52	20.00
6	Consumer Electronic & IT	16.51	22.70	42.84	13.51
7	Pharmacy	8.00	13.94	23.44	11.00
8	Jewellery, Watches, etc	16.53	25.65	44.22	11.54
9	Beauty Services	0.63	1.34	3.00	18.00
10	Footwear	3.61	4.53	8.34	13.00
11	Others	11.00	23.00	42.51	13.13
Total	US \$ (Bn)	310.00	420.00	675.00	7.53

Source: Computed from Technopak Advisors Pvt. Ltd data

From the above listed table it can be affirmed that Food and Grocery constitutes the bulk of Indian retailing and its share is estimated at US\$325 Bn in 2011 (69 per cent of the overall retail) and is expected to grow to US\$ 425 Bn by 2016 (63 per cent of the overall retail), @ CAGR of 5.50 per cent.

1.8 Company Profile

Future Group

Future Group is India’s leading business group that caters to the entire Indian consumption space. Led by Mr. Kishore Biyani, the Future Group operates through six verticals: Retail, Capital, Brands, Space, Media and Logistics.

Apart from Pantaloon Retail, the group's presence in the retail space is complemented by group companies, Indus League Clothing, which owns leading apparel brands like Indigo Nation, Scullers and Urban Yoga, and Galaxy Entertainment Limited that operates Bolwing Co, Sports Bar and Brew Bar.

The group's joint venture partners include French retailer ETAM group, US-based stationary products retailer, Staples and UK-based Lee Cooper. Group Company, Planet Retail, owns and operates the franchisee of international brands like Marks & Spencer, Next, Debenhams and Guess in India. The group's Indian joint venture partners include, Manipal Healthcare, Talwalkar's, Blue Foods and Liberty Shoes.

Future Capital Holdings, the group's financial arm, focuses on asset management and consumer credit. It manages assets worth over \$1 billion that are being invested in developing retail real estate and consumer-related brands and hotels. The group has launched a consumer credit and financial supermarket format, Future Money and soon plans to offer insurance products through a joint venture with Italian insurance major, Generali.

The group is currently developing over 50 malls and consumption centres across the country and has formed a joint venture company focusing on mall management with Singapore-based Capital and, one of Asia's largest property companies Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." The group considers 'Indian-ness' as a core value and its corporate credo is - Rewrite rules, Retain values.

"Future" – the word which signifies optimism, growth, achievement, strength, beauty, rewards and perfection. Future encourages us to explore areas yet unexplored, write rules yet unwritten; create new opportunities and new successes. To strive for a glorious future brings to us our strength, our ability to learn, unlearn and re-learn our ability to evolve.

The motto of Future Group is not to wait for the Future to unfold itself but **create future scenarios** in the **consumer space** and facilitate consumption because consumption is development. Thereby, it will effect socio-economic development for their customers,

employees, shareholders, associates and partners. Their customers will not just get **what** they **need**, but also get them **where, how** and **when** they need. They are not just posting satisfactory results, they are writing **success stories**.

Big Bazaar has clearly emerged as the favourite shopping destination for millions of its consumers, across the country, it's success is a true testament to the emotional bonding it has established with the Indian consumer, on account of its value offerings, aspirational appeal and service levels.

Shop till you drop! Big Bazaar has democratized shopping in India and is so much more than a hypermarket. There are over 170,000 products under one roof that cater to every need of a family, making Big Bazaar India's favourite shopping destination.

At Big Bazaar, one gets the best products at the best prices from apparel to general merchandise like plastics, home furnishings, utensils, crockery, cutlery, sports goods, car accessories, books and music, computer accessories and many, many more. Big Bazaar is the destination where products are available at prices lower than the MRP, setting a new level of standard in price, convenience and quality.

Leveraging on the company's inherent strength of fashion, Big Bazaar has created a strong value-for-money proposition for its customers. This highlights the uniqueness of Big Bazaar as compared to traditional hypermarkets, which principally revolve around food, groceries and general merchandise.

Boasting of an impressive array of private labels, Big Bazaar is continually striving to provide customers with a 'complete' look. So be it men's wear, women's wear, kids wear, sportswear or party wear, Big Bazaar fashions has it all!

1.8.1 Future Group conglomerate

Future Group has six business pillars:

1.8.1.1 Future Retail

All the retail lines of business like food, fashion and home will come under this vertical.

1.8.1.2 Future Brand

Custodian of all the present and future brands that are either developed or acquired by the group.

1.8.1.3 Future Space

Will have a presence in property and mall management.

1.8.1.4 Future Capital

Will provide consumer credit and micro finance services, including marketing of MFs and insurance policies, and management of real estate and consumer fund.

1.8.1.5 Future Media

Will focus on revenue generation through effective selling of retail media spaces.

1.8.1.6 Future Logistic

To drive efficiencies across businesses via better storage and distribution.

1.9 Group Vision

Future group shall deliver everything, everywhere, every time for every Indian consumer in the most profitable manner.

1.10 Group Mission:

Future Group shares the vision and belief that their customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.

They will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments for classes and for masses.

They shall infuse Indian brands with confidence and renewed ambition. They shall be efficient, cost- conscious and committed to quality in whatever they do. They shall ensure that their positive attitude, sincerity, humility and united determination shall be the driving force to make them successful.

Table 1.4 Major Milestones of Big Bazaar

YEAR	Major Milestones
1987	<ul style="list-style-type: none"> ➤ The company was incorporated under the name of Manz Wear Private Ltd. ➤ Pantaloons, one of India's first formal trouser brands, were launched.
1991	<ul style="list-style-type: none"> ➤ Company's name changed to Pantaloon Fashions (India) Limited. ➤ BARE, an Indian denim brand was launched.
1992	<ul style="list-style-type: none"> ➤ Initial Public Offer (IPO) of shares by the Company.
1994	<ul style="list-style-type: none"> ➤ The Pantaloon Shoppe, our exclusive menswear store in a franchisee format was launched across the nation. ➤ The company started distribution of branded garments through multi-brand retail outlets across the nation.
1997	<ul style="list-style-type: none"> ➤ Pantaloon Retail entered modern retail with the launch of the first 8000-sq. ft. store Pantaloons in Kolkata.
2001	<ul style="list-style-type: none"> ➤ Pantaloon Retail launched three Big Bazaar stores within a span of 22 days in Kolkata, Bangalore and Hyderabad.
2002	<ul style="list-style-type: none"> ➤ Food Bazaar, the supermarket chain was launched.
2003	<ul style="list-style-type: none"> ➤ Big Bazaar entered Tier II cities with the launch of its store in Nagpur.
2004	<ul style="list-style-type: none"> ➤ Pantaloon Retail launched India's first seamless mall, Central, in Bangalore.
2005	<ul style="list-style-type: none"> ➤ Big Bazaar launched a unique shopping program: the Big Bazaar Exchange Offer, inviting customers to exchange household junk. ➤ Big Bazaar launched India's most popular shopping festival: Sabse Sasta Din on 26th January.
2006	<ul style="list-style-type: none"> ➤ Big Bazaar launched Shakti, India's first credit card program tailored for housewives. ➤ Navaras – the jewellery store launched within Big Bazaar stores.
2007	<ul style="list-style-type: none"> ➤ Big Bazaar launched its 50th store in Kanpur. ➤ Big Bazaar partnered with Futurebazaar.com to launch India's most popular shopping portal.
2008	<ul style="list-style-type: none"> ➤ Big Bazaar launched a new look with a fresh new section, Fashion@Big Bazaar. ➤ Big Bazaar crossed the 100-store mark, marking one of the fastest expansions of the hypermarket format anywhere in the world.

<p>2009</p>	<ul style="list-style-type: none"> ➤ Big Bazaar initiated Maha Annasantarpane program at its stores in South India – a unique initiative to offer meals to visitors and support local social organizations. ➤ Pantaloon Retail celebrated its first Shopping Festival across all retail formats in key Indian cities.
<p>2010</p>	<ul style="list-style-type: none"> ➤ Future Value Retail Limited was formed as a specialized subsidiary to spearhead the group's value retail business through Big Bazaar, Food Bazaar and other formats. ➤ Future Group announced the launch of mobile telephony services under the brand name T24 on the GSM platform.
<p>2011</p>	<ul style="list-style-type: none"> ➤ Future Group entered elite gourmet retailing with the launch of its first gourmet food chain Food hall in Mumbai on 26th May 2011. ➤ Big Bazaar celebrated its 10 years of existence. ➤ Big Bazaar opened its first store in Himachal Pradesh on 21st May 2011.
<p>2012</p>	<ul style="list-style-type: none"> ➤ On 1st May 2012, the company introduced a new retail initiative – Public Holiday Sale.
<p>2013</p>	<ul style="list-style-type: none"> ➤ Foodhall, the premium lifestyle food destination launched in Pune. ➤ First batch of Future India Fellowship program started with 5 selected fellows across the country. The fellowship aims to create thought leaders of tomorrow. ➤ Foodhall, the premium lifestyle food destination launched in New Delhi.
<p>2014</p>	<ul style="list-style-type: none"> ➤ Future Group partnered with the Fortune 500 company and one of the largest online shopping destination, Amazon. ➤ Future Group partnered with world's leading customer science company, dunnhumby for data analytics services. ➤ Future Group announced its strategic tie-up with SAP company hybris that delivers Omni Commerce™: state-of-the-art master data management for commerce and unified commerce processes to its clients.
<p>2015</p>	<ul style="list-style-type: none"> ➤ Fbb became style partner of Asia's largest music festival, Sunburn. ➤ Big Bazaar & Ezone made to the Brand Equity's Top Retailer's List. ➤ Future Group partnered with India's fastest growing ayurvedic company, Patanjali Ayurved. ➤ Big Bazaar redefines weekends with the launched of a never-seen-before campaign, 'Crazy Weekend'. ➤ Future Group launched the new age convenience store format, KB's Conveniently Yours.

2016	<ul style="list-style-type: none"> ➤ Future Group associated with Bajaj Finserv to launch India's first retail EMI card. ➤ Central @ Residency Road, Bangalore was launched with redesigned to provide hassle free shopping for the customers.
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Source: Future Group

Table 1.5 Awards & Recognition

YEAR	MAJOR ACHIEVEMENTS
2003	<ul style="list-style-type: none"> ➤ PRIL – Marketing Excellence and Excellence in Brand Building. ➤ PRIL - Excellence in Brand Building
2004	<ul style="list-style-type: none"> ➤ PRIL- Most Admired Retailer of the Year. ➤ PRIL - Retailer of the year.
2005	<ul style="list-style-type: none"> ➤ PRIL- Most Admired Retailer of the Year. ➤ Food Bazaar- Retailer of the Year(Food and Grocery). ➤ India's Biggest wealth creators in the top 100. ➤ PRIL- Brand Builder of the Year.
2006	<ul style="list-style-type: none"> ➤ Future Supply Chain was awarded with Lions Gold Award by Lions Club of SOL, Mumbai. ➤ Asia Pacific Best of the Best Retailers – Pantaloon Retail (India) Ltd. ➤ Best Retailer in India – Pantaloon Retail (India) Ltd.. ➤ Retail Face of the Year – Kishore Biyani. ➤ Platinum Trusted Brand Award - Big Bazaar. ➤ Retail Entrepreneur of the Year – Kishore Biyani.
2007	<ul style="list-style-type: none"> ➤ Most Admired Retail Face of the Year: Kishore Biyani. ➤ Most admired retailer of the year: Large format, multi product store: Big Bazaar. ➤ Most admired retailer of the year: Food and Grocery: Food Bazaar. ➤ Most admired retailer of the year: Home & office improvement: HomeTown. ➤ Most admired Retail Company of the year: Pantaloon Retail (India) Ltd..

<p>2008</p>	<ul style="list-style-type: none"> ➤ Most Admired Retail Group of the year – Future Group. ➤ Most Admired Retail Face of the Year - Kishore Biyani. ➤ Retail Best Employer of the Year: Future Group. ➤ Retailer of The Year: Home Products and Office Improvements: HomeTown.
<p>2009</p>	<ul style="list-style-type: none"> ➤ Future Supply Chain awarded with Retail Supply Chain Excellence Award at Express, Logistics and Supply Chain Conclave in the 2009. ➤ Most Preferred Multi Product Chain - Big Bazaar. ➤ Most Preferred Multi Brand Food & Beverage Chain - Big Bazaar ➤ Gold in Shopping Mall & Arcade of the Year - Gurgaon Central. ➤ Merit in Window Display of the Year – HomeTown ➤ Merit for Electronic store larger than 5000 sq.ft - eZone Goregaon ➤ Merit for Best Visual Merchandising - Future Axiom.
<p>2010</p>	<ul style="list-style-type: none"> ➤ Most Admired Large Format National Fashion Retailer of the Year – Central. ➤ Titan IFA Most Admired Large Format Retailer of the Year – Central. ➤ Most Admired Food & Grocery Retailer of the Year : Private Label – Pantaloon Retail. ➤ Most Admired Retail Group of the Year - Future Group. ➤ Most Admired Retailer in Food Category - Food Bazaar. ➤ Most Admired Retailer in Hypermarket Category - Big Bazaar. ➤ Most Preferred Multi Brand Food & Beverage Chain - Big Bazaar. ➤ Most Preferred Multi Brand Retail Outlet- Big Bazaar.
<p>2011</p>	<ul style="list-style-type: none"> ➤ Future Supply Chain awarded with Retail Supply Chain Excellence Award at Express, Logistics and Supply Chain Conclave in the 2011. ➤ Winning Designomist at the World Brand Congress 2011 - Future Group. ➤ Most Recommended Modern Retail Brand of the Year in the Popular Choice category- Big Bazaar. ➤ CFO - Service Sector category – Mr. C.P. Toshniwal.

	<ul style="list-style-type: none"> ➤ Food Supply Chain Company Of The Year In Retail Category - Food Bazaar.
2012	<ul style="list-style-type: none"> ➤ Future Supply Chain awarded as Best FMCG 3PL Company at Express, Logistics and Supply Chain Conclave. ➤ Big Bazaar Ranked No. 3 as The Most Trusted Brand and Is the Most Trusted Retailer of The Year for Top Service. ➤ Future Value Retail Won Gold in Top 10 Retailers Award, India. Pantaloon Retail India Received Certificate of Distinction in Top 10 Retailers Award, India.. ➤ Employee of the Year Award – Mr. Jitendra Kalyani, Big Bazaar. ➤ Master Brand Award - Future Supply Chains. ➤ Retail Icon of the Year- Mr. Anshuman Singh, MD & CEO, Future Supply Chains.
2013	<ul style="list-style-type: none"> ➤ HomeTown became the first Indian retailer to bag Global Innovation Award for the year 2012- 2013 ➤ Future Retail Limited Won the Best Run Award in IT (Technology Solutions) at SAP ACE 2013. ➤ Technology Services Team at Future Group won the EMC Transformers Awards for their smart and judicious use of IT services. ➤ Business Technology Services of Future Group won this award for the 2nd consecutive year for the project "Pratibimb", a project carried for virtualization of desktops to enhance user productivity.
2014	<ul style="list-style-type: none"> ➤ Business Technology Services Scores A Hat-trick Of Awards at INTEROP Awards 2014. ➤ Future Learning triumphs at Asia Pacific HRM Congress 2014 in the 'Innovation In Retention' category. ➤ Big Bazaar Direct, our e-Retailing format awarded with Disruptive Retailer of the Year 2014
2015	<ul style="list-style-type: none"> ➤ 'DQ Live BUSINESS TECHNOLOGY AWARDS' by Cyber Media was awarded to the ITSS Team for their work in Unified communications initiative. ➤ At 16th Annual CIO & Leader Conference ITSS team was awarded with 'Innovative Initiatives in Retail Stores'. ➤ Big Bazaar won the 'Images Most Admired Food & Grocery Retailer of the Year in Food & Grocery category.

2016	<ul style="list-style-type: none"> ➤ Future Group awarded with IMAGES Most Admired Food & Grocery Retailer of the Year: Effective Technology Application. ➤ Future Group awarded with Images Most Admired Food & Grocery Retailer of the Year: Retail Expansion – Increase in store count and retail space.
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Source: Future Group

Table 1.6 Board of Directors

Audit Committee		
Name of the Member	Position Held	Category
Ms. Gagan Singh	Chairperson	Independent Director
Mr. Ravindra Dhariwal	Member	Independent Director
Ms. Sridevi Badiga	Member	Independent Director
Mr. Rakesh Biyani	Member	Joint Managing Director
Stakeholders Relationship Committee		
Name of the Member	Position Held	Category
Mr. Shailendra Bhandari	Chairman	Independent Director
Mr. Rajan Bharti Mittal	Member	Non Executive Director
Ms. Gagan Singh	Member	Independent Director
Nomination & Remuneration Committee		
Name of the Member	Position Held	Category
Mr. Ravindra Dhariwal	Chairman	Independent Director
Mr. Rajan Bharti Mittal	Member	Non Executive Director
Mr. Shailendra Bhandari	Member	Independent Director
Corporate Social Responsibility Committee		
Name of the Member	Position Held	Category
Mr. Kishore Biyani	Chairman	Managing Director
Mr. Rajan Bharti Mittal	Member	Non Executive Director
Mr. Rajan Bharti Mittal	Member	Non Executive Director

Source: Future Group

CHAPTER – II

THE PROJECT

CHAPTER-II

THE PROJECT

2.1 Title and statement of problem

The project work entitled “**A Study on Customer Satisfaction with reference to retail outlet Big Bazaar in Jammu**” was carried out in Jammu city of Jammu district of J&K for the year 2018.

As the retail industry is getting a lot of market share in India, in the background of changing advertisement trends, understanding customer perceptions, building relationship, marketing of products and retaining customers has been identified as major source of competitive advantage. Businesses around the world are becoming increasingly competitive day by day. Therefore in order to generate more customers and retain existing ones, companies engage in various forms of marketing activities. Among all those activities “Customer Satisfaction” has key role.

2.1.1 Customer satisfaction

Customer satisfaction is the measure of how the needs and responses are collaborated and delivered to excel customer expectation. It can only be attained if the customer has an overall good relationship with the supplier. In today's competitive business marketplace, customer satisfaction is an important performance exponent and basic differentiator of business strategies. Hence, the more is customer satisfaction; more is the business and the bonding with customer.

Customer satisfaction is a part of customer's experience that exposes a supplier's behaviour on customer's expectation. It also depends on how efficiently it is managed and how promptly services are provided. This satisfaction could be related to various business aspects like marketing, product manufacturing, engineering, quality of products and services, responses customer's problems and queries, completion of project, post delivery services, complaint management etc.

Customer satisfaction is the overall essence of the impression about the supplier by the customers. This impression which a customer makes regarding supplier is the sum total of all the process he goes through, right from communicating supplier before doing any marketing to post delivery options and services and managing queries or complaints post delivery. During this process the customer comes across working environment of various departments and the type of strategies involved in the organization. This helps the customer to make strong opinion about the supplier which finally results in satisfaction or dissatisfaction.

2.1.2 Consumer buying behaviour

Consumer buying behaviour is the result of the attitudes, preferences, intentions and decisions made by the consumers in a market place before buying a product. Consumer behaviour is very important to the marketers because it enables them to understand and predict buying behaviour of consumers in the market place. It is concerned not only with what consumers buy, but also with why they buy it, when and where and how they buy it and how often they buy it and also how they consume it and dispose it. According to Professor Theodore Levitt of the Harvard Business School, the study of Consumer

Behaviour is one of the most important in business education, because the purpose of a business is to create and keep customers.

Consumer behavior involves the study of how people--either individually or in groups--acquire, use, experience, discard, and make decisions about goods, services, or even lifestyle practices. There are intra personal, inter personal and many other environmental variables that affect consumer's decision making process. The inter personal influences include family, social class, reference group, cultural and financial status of an individual. The intra personal variable includes motivation, perception, learning, attitudes and personality of the buyer.

2.1.3 Competition with regard to service

Competition in the commercial world means firms striving to win customers, with innovative firms bringing ideas to market, successful firms thriving, and unsuccessful ones making an exit. When markets are competitive, consumers will be offered variety and choice, with firms striving to win customers on the basis of service, quality, price and innovation. In such circumstances, consumers can feel confident in exercising choice and competition is strengthened.

In a number of different retail categories, price has always been seen as a key driver to "competitiveness". Competition can benefit consumers in different ways. Competition may lead to greater product variety, higher product quality, and greater innovation, which drives productivity growth and helps in lifting living standards (Hotelling 1929; Aghion et al. 2005; Shapiro 2012). When there is little or no competition, consumers are made worse off.

2.1.4 Importance of study

It provides guideline for further research in area for organized retail. Research says about customer buying behaviour towards Big Bazaar. The research is also important to identify market size, growth and market Potential of Big Bazaar. The research shows future scenario of Big Bazaar in current perspective. The study shows opportunities and challenges for Big Bazaar with respect to internal & external environment. The study says

about main competitors in the field of organized retail sectors and provides guideline to further extension of Big Bazaar. The study provides help to know the customers satisfaction with Big Bazaar stores.

2.2 Objectives of the study

- To study the satisfaction level of customers.
- To know the buying behaviour of the customers.
- To identify the main competitors of big bazaar with regard to services.

2.3 Scope of study

The scope of this research is to identify the buying behaviour and customer satisfaction of customers of Big Bazaar. This research is based on primary data and secondary data. The study is completely focused upon the objectives. The result obtained from the objectives will be helpful to the organization in knowing the different opinions of the customers about the company's products. The study will also be helpful for the company to take steps for solving the issues related with problems in the service offered. In addition, this will be useful in finding out the valid steps to trigger the sales. Lastly, the study will also be a corner stone for improving ideas to bring up positive results in customer satisfaction.

2.4 Limitations of the study

1. The study relates only to the consumers of area of Jammu city of J & K therefore, the findings cannot be true representation of all consumers (total population).
2. The personal bias of respondents has also been a limitation.
3. Respondent's ignorance to certain question also posed as barrier towards certain responses.
4. Since the researcher has used structured schedule, the respondent's responses were immediate and the time taken for deciding was less which led to responses with not much thought. Therefore time constraint has also been a limitation in this study.

5. The study is only for the big bazaar confined to a particular location and a very small sample of respondents. Hence the findings cannot be treated as representative of the entire retail industry.
6. Respondents may give biased answers for the required data. Some of the respondents did not like to respond.

In spite of the above said limitations, as a researcher i tried my best to extract more and more information with correctness.

CHAPTER – III

REVIEW OF LITERATURE

CHAPTER-III

REVIEW OF LITERATURE

The review of literature guides for better understanding of the methodology used by earlier studies and also the limitations of various available estimation procedures, database, logical interpretation and understanding conflicting results. A brief review of some of the earlier studies conducted on “A Study on Customer Satisfaction with reference to retail outlet Big Bazaar in Jammu” are discussed in this section.

Customer satisfaction

Oliver (1981) described in his study that customer satisfaction is the part of marketing and play important role in the market. In any organization satisfaction of customer is more important, because if your customer is satisfied with your services or products, your position will be good in the market. In old times customer satisfaction was not too much important and people were not focused on quality. But now a day's competition is tough and customer is aware of all the products and companies due to education and learning environment and this is the reason that every business is concerned to fulfil customer's need and wants properly.

Westbrook and Reilly (1983) stated customer satisfaction as “an emotional response to the experiences provided by, associated with particular 32 products or services purchased, retail outlets, or even molar patterns of behaviour such as shopping and buyer behaviour, as well as the overall market place”

Zeithaml (1985) stated that customer satisfaction is a scale with multiple items good validity and reliability, many researchers use this instrument to understand and find the service expectation and consumer's perception for improving the service quality. The expectation of a customer is an important factor. The more service quality is near to customer expectation, there will be more satisfaction and vice versa.

Tse and Wilton (1988) stated that “the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance) and the actual performance of the product/service is perceived after its consumption”

Berry and Parasuraman (1991) stated that customers' satisfaction is influenced by the availability of customer services, the provision of quality customer service and has become a major concern of all businesses. Customer satisfaction is typically defined as a post consumption evaluative judgement concerning a specific product or service. It is the result of an evaluative process that contrasts prepurchase expectations with perceptions of performance during and after the consumption experience.

Oliver (1993) suggested that customer satisfaction is the core philosophy of marketing strategy of any organization and plays a key role in an organization success. In

fact customer satisfaction is the core principle of the modern tool of CRM being used by marketers to attract and retain customers.

Anderson *et al.* (1994) stated that there is a positive relationship between customer satisfaction and economic profit for the company. Arguably, customer satisfaction is an important component in order for the company to be profitable.

Anton (1996) stated “customer satisfaction as a state of mind in which the customer’s needs, wants and expectations throughout the product or service life have been met or exceeded, resulting in subsequent repurchase and loyalty”.

Fornell *et al.* (1996) defined customer satisfaction with three manifest variables: customer satisfaction as a whole, as an estimation how expectations were fulfilled, and as comparison with the ideal service or product. They believe this choice is consistent with the orientation of American consumer satisfaction index (ACSI).

Woodruff and Gardian (1996) defined “Satisfaction as the evaluation or feeling that results from the disconfirmation process. It is not the comparison itself (i.e., the disconfirmation process), but it is the customer’s response to the comparison. Satisfaction has an emotional component.”

Thorsten and Alexander (1997) found customer satisfaction with the product and services of company as the strategic factor for competitive advantage. In the context of relationship marketing, customer satisfaction is the way that leads to long term customer retention because unsatisfied customers have very high switching rate .

Vavra (1997) defined customer satisfaction as a satisfactory post-purchase experience with a product or service given an existing purchase expectation.

Zairi (2000) depicted that feeling of accomplishment of inner desires is called satisfaction. Customer satisfaction has direct effect on customer loyalty (Mittal & Lassar, 1998). If product or service fulfils the needs and demand of customer he will become satisfied and will be converted to loyal customer and thus will add in customer equity of company. Company profitability is not only depicted in its balance sheet but it is also

measured on basis of its sound customer base and life time value that customers deliver to company.

Ranaweera and Prabhu (2003) stated that the more satisfied customers are, the greater is their retention, the positive word of mouth generated through them and the financial benefits to the firms who serve them. It is not surprising therefore that the fundamental aim of firms is to seek to manage and increase customer satisfaction at least in this era of competitive global marketing.

Zeithaml *et al.* (2003) defined customer satisfaction as customer's evaluation of a product or service in terms of whether the product or service has met his needs or expectations. Failure to meet needs results in dissatisfaction, or a poor perception of the service quality. Satisfaction can be acknowledged in various senses depending on what needs the customer had before the service; it ranges from feelings of fulfilment, contentment, pleasure, delight, relief, and ambivalence. Although it tends to be measured as a static quantity, it is dynamic and evolves over time being influenced by a variety of factors.

Zeithaml & Bitner (2003) stated that "Satisfaction can be regarded as a broad principle; support good quality is a component of satisfaction".

Schiffman and Kanuk (2004) defined customer satisfaction as "The individual's perception of the performance of the product or service in relation to his or her expectations".

Kotler and Keller (2006) defined satisfaction as a person's feeling of pleasure or disappointment which resulted from comparing a product's perceived performance or outcome against his/ her expectations.

Kurniawan (2010) stated that branding is one of the factors which has been identified repeatedly customer choice in the selected product. Branding has impact on purchase decision of consumers. The more a brand has succeeded in its earlier period, the more value for its brand can be generated.

Mohsam, *et al.* (2011) observed that the issue of customer satisfaction has been gaining increasing attention among researchers and practitioners as a fundamental tool in financial institutions for enhancing organizational performance and profitability.

Rajasekara and Saravanan (2014) studied consumer satisfaction on fast moving consumer goods which focused on the attitudes, values, beliefs and perception of the consumers with regards to the consumption of fast moving consumer goods. To study the brand preference of fast moving consumer goods, the preference and opinion of consumer towards popular brands have been taken into consideration.

Consumer Buying Behaviour

Krugman (1965) defined the consumer buying behaviour as the actions, thought process and perceived outcome, in collaboration with environmental factors, during the course of making a decision, which could result in a purchase. Some of the factors that are significant in consumer behaviour are external environment, demographics and personal characteristics, which are influenced by the consumer's beliefs, values and attitudes.

Engel, *et al.* (1968) defined consumer behaviour as "those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts". Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioural sciences in order to understand, predict, and possibly control consumer behaviour more effectively. Psychology, social psychology, and sociology are the disciplines most widely employed in this endeavour which has become a substantial academic industry in its own right.

Rees (1992) investigated the factors influencing the consumer's choice of food and found as flavour, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in 'snacking' etc. Demographic and household role changes and the introduction of microwave ovens had produced changes in eating habits. Vigorous sale of chilled and other prepared foods was related to the large numbers of working wives and single people, who require value convenience.

Development in retailing with concentration of 80 per cent of food sales in supermarkets was also considered to be important. Consumers were responding to messages about safety and healthy eating. They were concerned about the way in which food was produced and want safe, 'natural', high quality food at an appropriate price.

Engel *et al.* (1993) stated that consumer buying behaviour is directly related to the consumption of products and services which are triggered by the decision-making process before and after. He also expressed that the purchase behaviour of the narrow explanation refers to the buying behaviour of individuals substitutes the exchange of goods or services in money or money.

Assael and Henry (1994) explained that consumer behaviour as the process of perceiving and evaluating different components of a purchase. Furthermore, he explains that there are two broad influences that decide consumer choice. At First, the individual consumer's needs, consciousness of brand characteristics and awareness to alternatives are of significance in the matter of decision-making. Other factors that influence the choice of brand are the consumer's demographics, lifestyle and personal characteristics. Secondly, the environment has importance in consumer behaviour, which consists of culture, social class and reference groups..

Haubel, G. (2000) stated that consumer behaviour about decision making is difficult to define and is a system of short cuts and rule of thumb which is unpredictable. The short cuts in decision making vary from person to person and focusing on the past experience of consumers; we can predict the future trends by bringing profitable products and services into the market. Keys, T. P., (2011), stated that "We're not aware of changing our minds even when we do change our minds. And most people, after they change their minds, reconstruct their past opinion — they believe they always thought that."

Srinivasan (2000) revealed that, consumer with higher educational level was found to consume more processed products. The quantities of processed fruit and vegetable products were consumed more in high income group. The tolerance limit of price increase identified was less than 5 per cent, any price change above this limit, would result in

discontinuance of the use of the processed product. Consumers preferred processed products because of convenience of ready-to-eat form.

Blackwell *et al.* (2001) defined consumer behaviour as a summation of acquisition, consumption and disposal of products or services. However, such definition falls short of the continuity of the processes. Based on this loophole, Arnoud *et al.* (2004) further proposed the circle of consumption that 16 recognize purchasing processes as a loop, comprising acquisition of goods and services, consumption, as well as disposal of used goods. As far as the consumer decision process model is concerned, consumers need to go through seven steps before reaching their final decisions. These seven steps include need recognition, search for information, pre-purchase, evaluation, purchase, consumption, post-consumption evaluation and divestment.

Hawkins *et al.* (2004) stated various factors affecting consumer behaviour for buying such as demographic and social influences (family and household), group influence, impact of advertising and internal influences (learning, perception, attitude etc.). They also elucidated the topics such as types of consumer decisions, purchase involvement and product involvement. They emphasized on information search process and various ways for providing relevant information to the consumers. They studied individual judgment and proposed that the ability of an individual to distinguish between similar stimuli is called sensory discrimination which could involve many variables related to individual preferences.

Porter (2004) pointed out that firms can create value by providing lower price or unique offers to the customers so as to excel their competitive advantages over the others. Stage four refers to the purchase decisions made by the consumers after evaluating the offers from different retailers.

Kotler *et al.* (2005) explained that the pre-purchase evaluation that consumers compare between different products and brands to make a purchasing decision. In this stage, consumers pay particular attention to the attributes which are most relevant to their needs. Attributes like quantity, size, quality and price are commonly used to judge a brand

by customers. Any changes in these attributes can affect consumers' decisions on brand or product choices.

Blackwell *et al.* (2006) stated that there are two phases contributing to the decision making processes, including retailer and in-store selection. Retailer selection is made by judging which retailers to buy after investigating the attributes from the previous stage whereas in-store selection is affected by the selling skills of salesperson, visual displays inside the shops, as well as point-of-purchase advertising.

Solomon *et al.* (2006) stated that along the same lines the complexity of consumer behavior with regards to choice comes to our attention when we see it under the light of consumer behavior motivations. Consumers' motivations are frequently originated in underlying aspiration values. Further, consumers are not usually willing to communicate these underlying desires or often are not aware that their product evaluation behaviour is an extension of whom they are and who they want to be.

Kotler *et al.* (2007) stated that usually a buyer passes through five stages to reach his buying decision. First the buyer notices the difference between his current state and ideal state and recognizes his want and need for something. A need can also be aroused by external stimuli. He/she starts searching the information for his/her desired product through different channels like family, friends, advertisement or mass media. After sufficient information is gathered, the buyer processes the information to evaluate the alternatives brands in the choice set. Finally he purchases the product which he assumes to be the best for him. After purchasing the product, the buyer will take further action to the marketer based on his satisfaction or dissatisfaction.

East *et al.* (2008) stated that purchase behaviour have been accepted that most repeat purchase decision are done as a habit and often this range of decision-making from rational to automatic is related to the degree of involvement

Kapferer (2008) pointed out that the brand is the ultimate personality, which discards typical, dissonant elements in disagreement with its personality. A brand provides

consumers a sense of stability and consistency. Along those lines, a brand is less flexible than its product categories. Once the personality image of the brand is created in the minds of consumers, it is very difficult to change. Thus, therein lays the importance of understanding consumers' rejection of products and brands.

Saravanan (2010) revealed in his study that the modern market is highly competitive and traditional. The prominence gained by an individual consumer's decision making in marketing compels the marketers to look at and organize the component of the marketing mix through the customer's eyes. Hence, consumer behaviour research has come into existence. In the present era, women play a vital role in all fields and women play a major role in taking purchase decisions for non-durables.

Arutselvi (2012), studied preference towards various types of britannia biscuits in Kanchipuram Towns. The consumer behaviour varies from brand to brand on the basis of quality, quantity, price, taste, advertisement etc. It is concluded that the market study on biscuits at Kanchipuram town has helped to know the status of biscuits. It has revealed the requirements of the taste of the consumer of biscuits. Britannia Biscuits are having a good market share in Kanchipuram Town.

Kuester (2012) stated that consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

Jegan and Sudalaiyandi (2013) studied on consumer buying behaviour towards various types of Sunfeast (ITC) biscuits in Kovilpatti to know the consumers' preferable taste, awareness about various brands, about the choice and their frequency of preference, satisfaction of Sunfeast Biscuit. The result of the study shows that Sunfeast biscuits have a good market share in Kovilpatti city.

Business competitors

Porter (1980) stated that much competitive information is bounded by the assumptions that managers have with respect to their industry and these assumptions may lead to *blind spots*. The effect of such blind spots may cause the strategist to not recognize the significance of events, interpret them inappropriately, or see them only slowly.

Day (1998) stated that beneath a competitor's marketplace strategy lie the organization and the functional operations and processes that make the strategy possible. If the competitor is rational, then its marketplace strategy will have been built around those functions and activities where it is competitively advantaged versus competitors.

Karni *et al.* (1998) studied and stated that the concept of interfirm rivalry extends beyond the product/market level. Competition can also occur as firms use related resources to bear on individual product/market level rivalry. The theory of multimarket competition describes those situations in which firms compete against each other in multiple markets.

Luo (1999) investigated environmental factors, such as complexity, dynamism and munificence, influencing small firms' performance. Based on an analysis of survey data collected from SMEs, Luo confirmed that environmental characteristics have a significant influence on SMEs' strategic orientations.

CHAPTER – IV
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

4.1 Research methodology

A methodology is usually a guideline system for solving a problem, with specific components such as phases, tasks, methods, techniques and tools. The main goal of this study is to study the customer satisfaction towards the Big Bazaar in Jammu. The present investigation entitled “**A study on customer satisfaction with reference to retail outlet Big Bazaar in Jammu**” was carried out in 2017. The sampling structure and techniques adopted during the course of investigation have been described in this chapter.

4.2 Locale of study

The research is conducted with the help of questionnaire based on the information collected from the consumers of Big Bazaar in Jammu city.

4.3 Sample Size

The sample used in this study consisted of the consumers in different areas of Jammu city. The data was collected through filling up the questionnaire from consumers of Big Bazaar through market survey. The consumers who made a visit to Big Bazaar formed the sample unit and among them 200 respondents were selected for the study purpose.

4.4 Data collection

The data collection is the method to collect important information to keep on record for further use, to make important decisions about different issues and is of vital significance for others. The present study has adopted both the primary as well as the secondary data collection techniques to conduct the present study.

4.4.1 Primary Data

It involved the first hand information collected through questionnaires by direct interviews helping the customers of Big Bazaar to fill up the questionnaires.

Variables analysed:

- a) Demographics (gender, income, education, age and occupation)
- b) Consumer satisfaction

4.4.2 Secondary Data

The data which has already been collected, compiled and presented earlier by any agency was used for purpose of investigation. The data has been collected through various websites, journals related to fast food industry, research papers, journals related to brand and advertisement, newspapers, magazines etc.

4.5 Methods of analysing data

After collecting the data the results were analyzed by using descriptive statistics, percentage method and Garrett ranking technique. Descriptive statistics means mean, median, mode, standard deviation and is used to minimize large number of variables into meaningful and correlated form.

4.5.1 Percentage analysis

Percentage refers to a special kind of ratio. It is used to make comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data, since the percentage reduces everything to a common base and there by allow meaningful comparisons to be made.

$$\text{Percentage} = (x/y) \times 100$$

Where x= number of respondents respond

y= total number of respondents

4.5.2 Arithmetic mean

The arithmetic mean is calculated by adding a group of numbers and then dividing by the count of those numbers.

$$\text{Mean} = \frac{\sum (x_1, x_2 \dots x_n)}{n}$$

Where, $x_1, x_2 \dots x_n$ are the observation

n = number of respondents

4.5.3 Median

Median which is the middle number of a group of numbers; that is, half the numbers have values that are greater than the median, and half the numbers have values that are less than the median.

$$\text{Median} = \frac{\sum(N+1)}{2} \text{th item}$$

4.5.4 Standard Deviation

The standard deviation is a measure of how widely values are dispersed from the average value (the mean).

$$\text{Standard Deviation } (\sigma) = \sqrt{\frac{\sum(x-\text{Mean})^2}{(n-1)}}$$

Where n is the sample size.

4.5.5 Mode

Mode is defined as the element which has the highest frequency in a given data set. In grouped data, two kinds of mode: the Modal Class, or class with the highest frequency and the mode itself can be find out, mode is calculated using the formula below

$$\text{Mode} = L + \left[\frac{f_1 - f_0}{2f_1 - f_0 - f_2} \right] \times h$$

Where

L is the lower class limit of the modal class

F_1 is the frequency of the modal class

F_0 is the frequency of the class before the modal class in the frequency table

F_2 is the frequency of the class after the modal class in the frequency table

h is the class interval of the modal class

4.5.8 Henry Garret ranking technique

In this technique, the percentage position of each rank obtained is converted into scores by referring to the table given by Henry Garret. Then for each factor the scores of individual respondents are added together and divided by the total number of respondents for whom the scores are added.

Formula:

$$\text{Percentage position} = 100(R_{ij} - 0.5)/n$$

Where R_{ij} is the rank

n = number of items

CHAPTER – V
RESULTS



RESULTS AND DISCUSSION

The results of the present study are given in chapter five. The necessary data required to achieve the objectives was collected directly from the customers of Big Bazaar. Convenience sampling procedure was adopted for the selection of respondents. Total of 200 respondents were surveyed who gave valuable information regarding their satisfaction level towards Big Bazaar. The collected data was analysed by employing tabular analysis (frequencies, percentages) and Garrett's ranking were used to arrive at meaningful conclusions. The sequence of findings of the study is depicted in the form of tables and figures under the following headings

5.1 and 5.2 Demographics of the respondents

Figure 5.1 and 5.2 represent the demographics of the respondents at Big Bazaar. It is clear from figure 5.1 and table 5.1 that out of 200 respondents the monthly income of 43.5 per cent employees was in the range of 10000-20000, followed by income range of above 30000 (28 per cent), followed by income range of below 10000 (21.5 per cent) followed by income range of 20000- 30000 (7 per cent). Regarding the qualification of the respondents, it is interpreted from figure 5.2 and table 5.2 that out of 200 respondents, 44.5 per cent were graduate, 39.5 per cent were post graduate and 16 per cent were undergraduate.

5.3 Frequency of visit to Big Bazaar

It is interpreted from the figure 5.3 and table 5.3 that frequency of visiting big bazaar was highest during special offers. Out of 200 respondents, 49 per cent visited the outlet during special offers, 35 per cent visited the outlet whenever the need arose, and 14 per cent visited once a week and only 2 per cent per cent visited twice a week.

5.4 Ranking of factors in terms of service

Figure 5.4 and table 5.4 shows the ranking of various factors in terms of service. Out of 200 respondents, 51 per cent said on time staff availability was good, 23 per cent said it was average, 12 per cent said it was fair, 11 per cent said it was excellent and 3 per cent said it was poor. Regarding staff greeting and helping, 43 per cent said it was good, 24 per cent said it was average, 16 per cent said it was poor, 14 per cent said it was fairly good and 3 per cent said it was excellent. When the respondents were asked about the answering of questions by the staff, 39 per cent said it was good, 32 per cent said it was average, 13 per cent said excellent, 9 per cent said it was fair and 7 per cent said it was poor. Regarding the question of staff showing knowledge of products/services, 46 said it was average, 29 per cent said it was good, 10 per cent said it was poor, 8 per cent said it was fair and only 7 per cent said it was excellent. Regarding to staff courtesy, 46 per cent said it was good, 22 per cent said it was excellent, 14 per cent said it was average, 10 per cent said it was fair and 8 per cent said it was poor. Related to overall customer service at Big Bazaar, 44.5 per cent rated it good, 22.5 per cent rated it excellent, 21 per cent rated it average, 8.5 per cent rated it fair and only 3.5 per cent rated it poor.

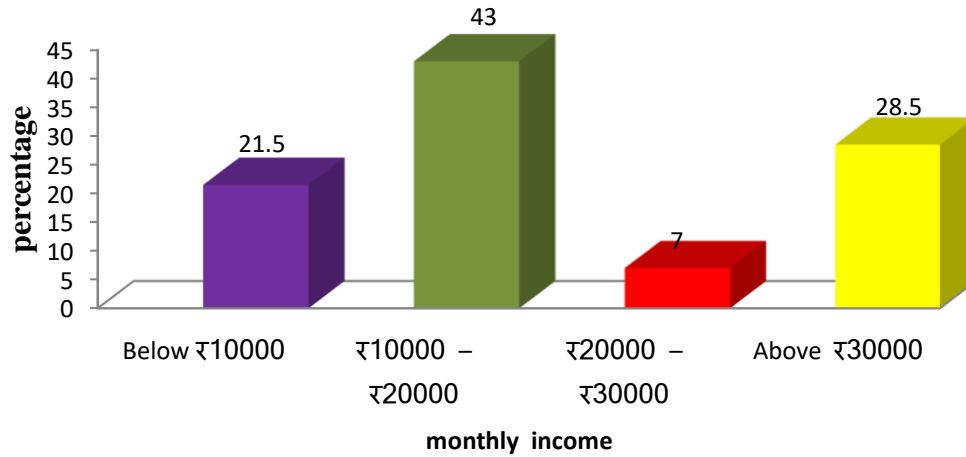


Fig 5.1: Monthly income level

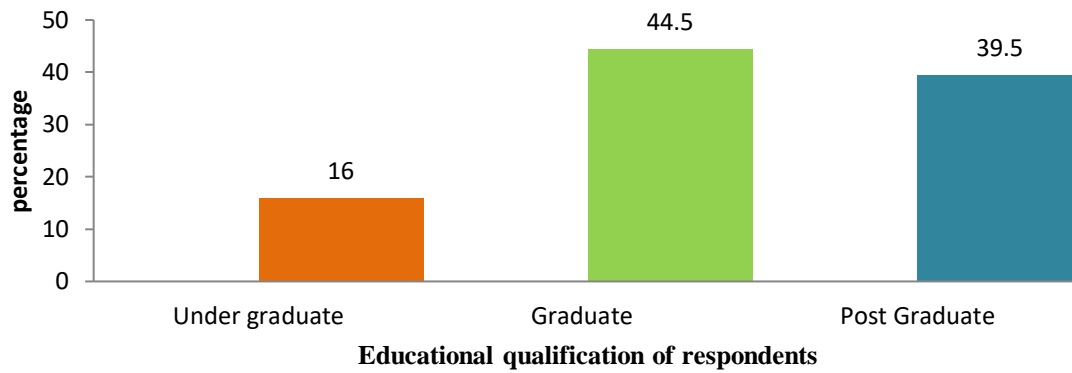


Fig 5.2: Educational qualification

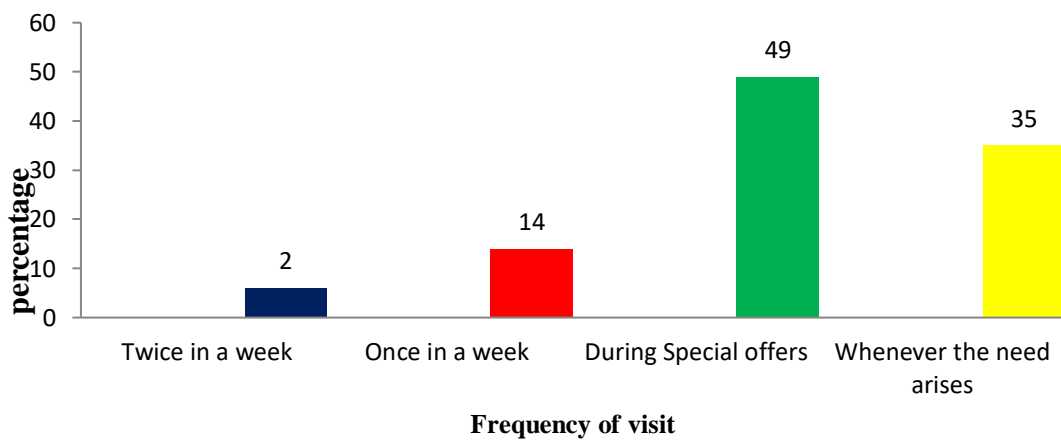


Fig 5.3: Frequency of visit to big bazaar

Table 5.1: Monthly income level

Monthly income level	Frequency	Percentage
Below ₹10000	43	21.50
₹10000 – ₹20000	86	43.00
₹20000 – ₹30000	14	7.00
Above ₹30000	57	28.50

Table 5.2: Educational qualification

Educational Qualification	Frequency	Percentage
Under graduate	32	16.00
Graduate	89	44.50
Post Graduate	79	39.50
Total	200	100.00

Table 5.3: Frequency of visit to Big Bazaar

How frequently do you visit Big Bazaar	Frequency	Percentage
Twice in a week	4	2.00
Once in a week	28	14.00
During Special offers	98	49.00
Whenever the need arises	70	35.00
Total	200	100.00

5.5 Preference of consumers for various food varieties

The figure 5.5 and table 5.5 interpret the preference of consumers for various food varieties. Out of 200 respondents, 19 per cent said they never preferred staple food in Big Bazaar, 9 per cent rarely preferred staples, 7 per cent sometimes preferred it, 43 per cent preferred it often and 22 per cent always preferred staples. Out of 200 respondents, 70.5 per cent often bought from farm fresh section and 29.5 always preferred it. 7.5 per cent out of 200 never preferred frozen foods, 39.5 per cent rarely preferred frozen, 31.5 per cent sometimes preferred them, 19.5 per cent often preferred them and 2 per cent always preferred them. Out of 200, 8.5 per cent never preferred food and beverage section, 24.5 per cent rarely preferred it, 46 per cent preferred it sometimes, 15.5 per cent preferred it often and 10.5 per cent preferred it always.

5.6 Recommendations by consumers for boosting service

The figure 5.6 and table 5.6 represent the recommendation by consumers for boosting the service of big bazaar. For improving the service or making it more efficient, 84.5 per cent said yes it can be made faster, 15.5 per cent said no, there is no need. Regarding the question of staff could be friendlier, 66 per cent said yes, 34 per cent said no. Regarding the question of staff communication, 61.5 per cent said it can be better, 38.5 per cent said no need. Regarding store cleanliness 89.5 per cent said it is clean, 10.5 per cent said it should be cleaned. Regarding the question of whether store needs parking, 56.5 per cent said yes while as 43.5 per cent said no.

5.7 Satisfaction towards food section of Big Bazaar

The figure 5.7 and table 5.7 represent the satisfaction level of consumers towards the food section of big bazaar. Regarding the price of food, 43.5 per cent said it was moderate, 36.5 per cent were satisfied, 20 per cent were dissatisfied. Regarding the quality of food, 48.5 per cent said the quality was moderate, 28.5 per cent said quality was good, 18 per cent said they were dissatisfied, 4 per cent were highly satisfied and 1 per cent were highly dissatisfied. Among 200 respondents, 44.5 per cent said the taste of food was moderate, 25.5 per cent said the taste was good, 20.5 per cent said they were dissatisfied with the taste, 5.5 per cent were highly satisfied and 4 per cent were highly dissatisfied. Freshness

of food was felt moderate by 47.5 per cent out of 200 respondents, Good by 31.5 per cent, 21 per cent were dissatisfied. Hospitality was found moderate by 42.5 per cent out of 200, good by 39 per cent, 11.5 per cent were dissatisfied and 7 per cent were highly satisfied. The environment at Big Bazaar was found moderate by 48.5 per cent out of 200 respondents, good by 38, 28 were dissatisfied, 29 found it excellent 8 were highly dissatisfied. By the attractiveness through advertisement, 58.5 per cent were moderately satisfied, 14.5 per cent were satisfied, 14.5 percent were highly satisfied, 13 per cent were highly dissatisfied, 1 per cent were dissatisfied and 4 were highly satisfied. With the variety of food available at the store, 64.5 per cent were moderately satisfied, 43 were satisfied. 11 per cent were dissatisfied and 6 were highly dissatisfied.

5.8 Preference of retail outlet

Figure 5.8 and table 5.8 show that when the respondents were asked about which retail outlet they prefer, 43 per cent out of 200 said they preferred V-Mart, 46 per cent said they preferred Big Bazaar and 11 per cent said they preferred Easy Day.

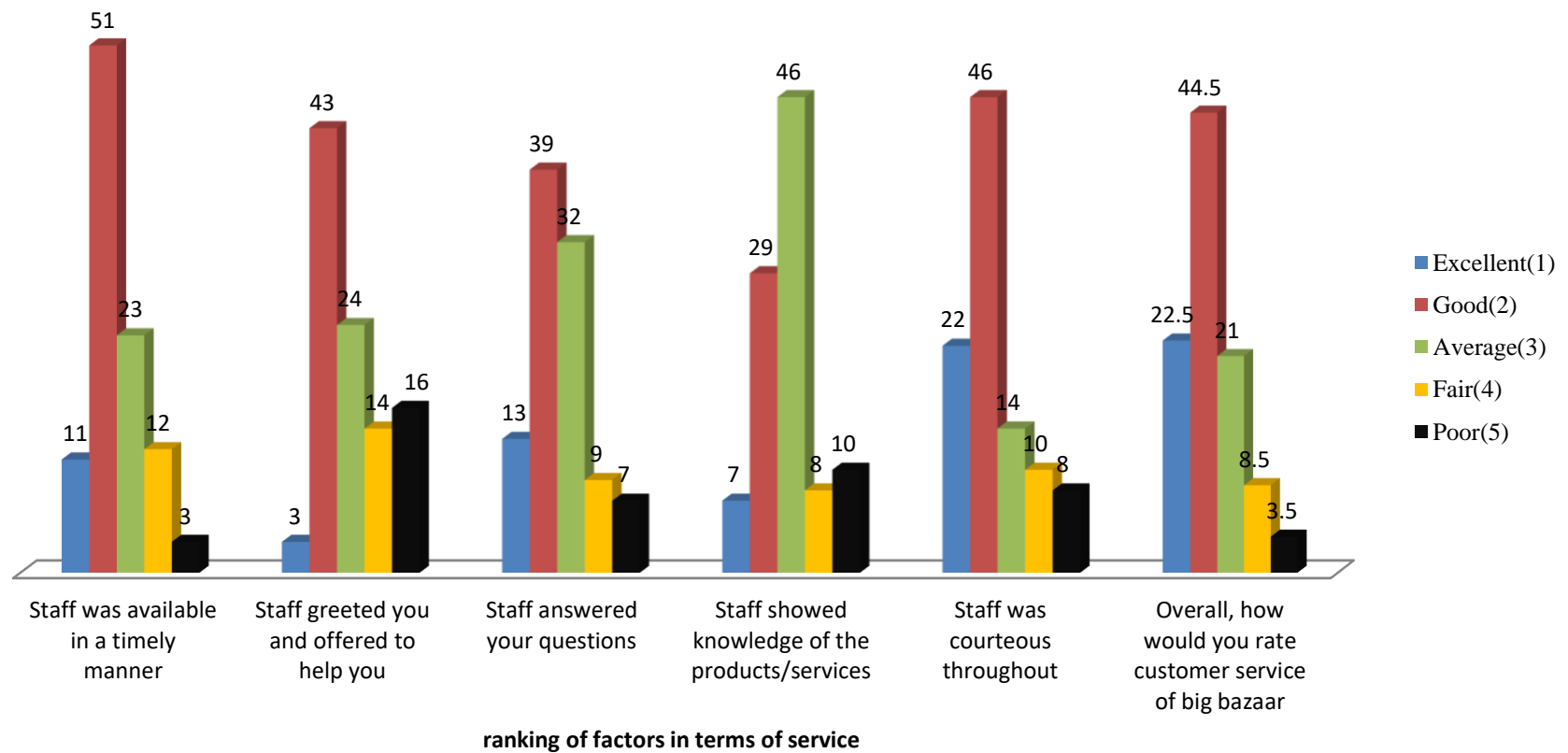


Fig 5.4: Ranking of factors in terms of service

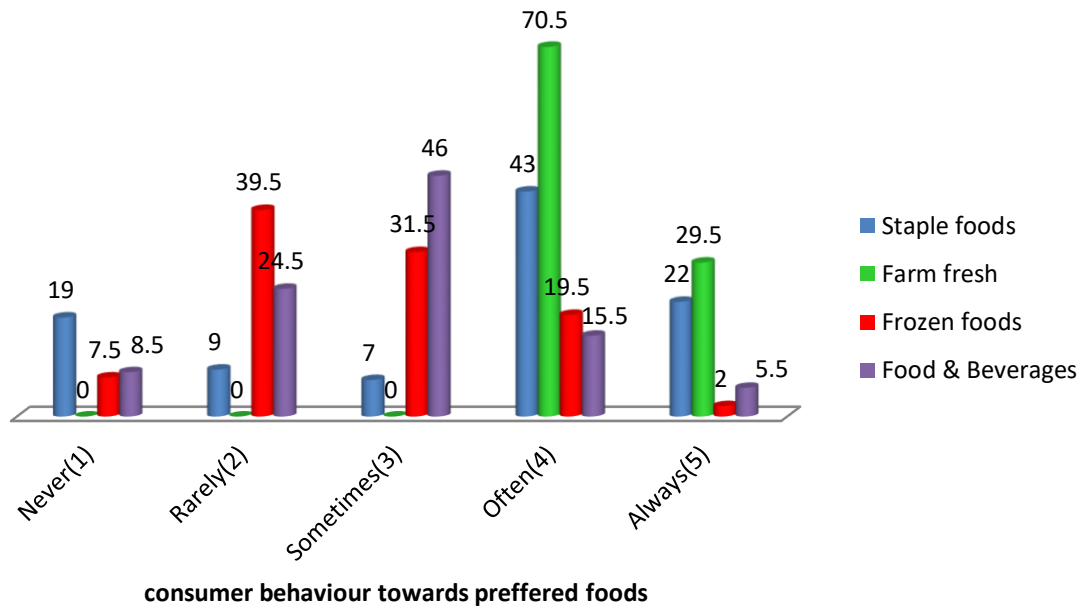


Fig 5.5: Consumer behaviour towards preferred foods from food varieties



Fig 5.6: Recommendations for boosting service of big bazaar

Table 5.4: Represents ranking of factors in terms of service

Rank the following factors in terms of service	Frequency						Percentage				
	Excellent (1)	Good (2)	Average (3)	Fair (4)	Poor (5)	Total	Excellent (1)	Good (2)	Average (3)	Fair (4)	Poor (5)
Staff was available in a timely manner.	22	102	46	24	6	200	11.00	51.00	23.00	12.00	3.00
Staff greeted you and offered to help you.	6	86	48	28	32	200	3.00	43.00	24.00	14.00	16.00
Staff answered your questions.	26	78	64	18	14	200	13.00	39.00	32.00	9.00	7.00
Staff showed knowledge of the products/services.	14	58	92	16	20	200	7.00	29.00	46.00	8.00	10.00
Staff was courteous throughout.	44	92	28	20	16	200	22.00	46.00	14.00	10.00	8.00
Overall, how would you rate customer service of big bazaar.	45	89	42	17	7	200	22.50	44.50	21.00	8.50	3.50
Total	157	505	320	123	95						

Table 5.5: Represents consumer behaviour towards preferred foods from food varieties

Factors	Frequency						Percentage				
	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)	Total	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
Staple foods	38	18	14	86	44	200	19	9	7	43	22
Farm fresh	0	0	0	141	59	200	0	0	0	70.5	29.5
Frozen foods	15	79	63	39	4	200	7.5	39.5	31.5	19.5	2
Food & Beverages	17	49	92	31	11	200	8.5	24.5	46	15.5	5.5

Table 5.6: Represents recommendations for boosting service of big bazaar

What would you like to recommend for boosting service of big bazaar			Total	Percentage	
Factors	Yes	No			
Service can be faster/more efficient	169	31	200	84.50	15.50
Staff could be friendlier	132	68	200	66.00	34.00
Staff should communicate better with customers	123	77	200	61.50	38.50
Store needs to be cleaner	21	179	200	10.50	89.50
The location needs parking	113	87	200	56.50	43.50

Table 5.7: Represents customer satisfaction towards food section of Big bazaar

Rank the factors of Customer Satisfaction towards the food section of big bazaar			Frequency				Percentage				
Factors	Highly satisfied (5)	Satisfied (4)	Moderate (3)	Dissatisfied (2)	Highly dissatisfied (1)	Total	Highly satisfied (5)	Satisfied (4)	Moderate (3)	Dissatisfied (2)	Highly dissatisfied (1)
Price of food	0	73	87	40	0	200	0.00	36.50	43.50	20.00	0.00
Quality of food	8	57	97	36	2	200	4.00	28.50	48.50	18.00	1.00
Taste of food	11	51	89	41	8	200	5.50	25.50	44.50	20.50	4.00
Freshness of the food	0	63	95	42	0	200	0.00	31.50	47.50	21.00	0.00
Hospitality of the staff	14	78	85	23	0	200	7.00	39.00	42.50	11.50	0.00
Environment	29	38	97	28	8	200	14.40	29.00	48.50	14.00	4.00
Advertisement attractiveness		29	117	24	26	200	2.00	14.50	58.50	12.00	13.00
Variety of foods		43	129	22	6	200	0.00	21.50	64.50	11.00	3.00

5.9 Frequency of shopping

The figure 5.9 and table 5.9 represent the frequency of shopping by consumers to different retail outlets. Out of 200 respondents, 48.5 per cent said they visited retail outlets on special offers only. 26 per cent said they went for shopping to outlets monthly. 21.5 per cent said they visited outlets in festivals, 4 per cent said they visited the outlets weekly.

5.10 What customers mainly buy from Big Bazaar

The figure 5.10 and table 5.10 answer the question what do customers mainly buy from big bazaar. Out of 200 respondents, 49 per cent said they bought mainly vegetables, 34 per cent said they bought staple food, 11 per cent said they bought beverages and 6 said they bought frozen food.

5.11 Criteria for choosing a retail outlet

The figure 5.11 and 5.11 shows the criteria for choosing a retail outlet. 60.5 per cent said they saw the price, 23.5 per cent said they saw product quality, 11 per cent said they saw the location and only 5 per cent said they saw for product variety.

5.12 Response of customers for product labelling

Figure 5.12 revealed on the question of considering product labelling while purchasing, 96 per cent respondents said yes and 4 per cent said no.

5.13 Ranking of big Bazaar's own products

The figure 5.13 and table 5.13 show the ranking of big bazaar's own products. On the basis of price, 12 per cent ranked them poor, 59 per cent ranked it average, 29 per cent ranked it good.

On the basis of quality 5.5 per cent out of 200 respondents ranked big bazaar's own products poor, 56 per cent ranked them average, 34.5 per cent ranked them good, 4 per cent ranked them excellent. On the basis of taste, 16 per cent rated them poor, 44.5 per cent rated them average, 38 per cent ranked them good and 2.5 per cent ranked them excellent, regarding the durability of Big Bazaar's own products, 17 per cent ranked them poor, 48.5 per cent ranked them average, 29.50 ranked them good and 10 ranked them excellent.

5.14 Comparison of Big Bazaar with other retail outlets

The figure 5.14 and table 5.14 represents the comparison of big bazaar with other retail outlets .on the basis of product variety, 21 per cent rated it poor, 42 per cent rated it average,19.5 per cent rated it good, and 17.5 per cent rated it excellent. On the basis of price, 26 per cent rated it poor, 45.5 per cent rated it average, 20..5 per cent rated it good 16 rated it excellent. On the basis of discounts given 22 per cent rated it poor, 49 per cent rated it. 11 per cent rated it good and 18 per cent rated it excellent. On the basis of brands available, 32 per cent rated it poor, 44.5 per cent rated it average, 19.5 per cent rated it good and 4 per cent rated it excellent.

5.15 Ranking of primary factors in terms of service

Table 5.15 represents the ranking of various factors in terms of service. Using garret ranking, overall customer service of big bazaar was ranked highest, followed by staff courteously followed by timely staff availability followed by answering questions by staff followed by staff showing the knowledge of products followed by staff greeting and offering help.

5.16 Ranking of other service factors

Table 5.16 represents the ranking of service factors in big bazaar. The store layout makes customers to find easily what they need was ranked highest followed by the service factor the store layout makes customers easy to move around followed by staff communication in understandable language followed by the service factor that staff delivers appropriate service as promised followed by service factor that complaints are constructively handled followed by big bazaar accepts majority of credit cards followed by service factor that big bazaar provides plenty of convenient parking.

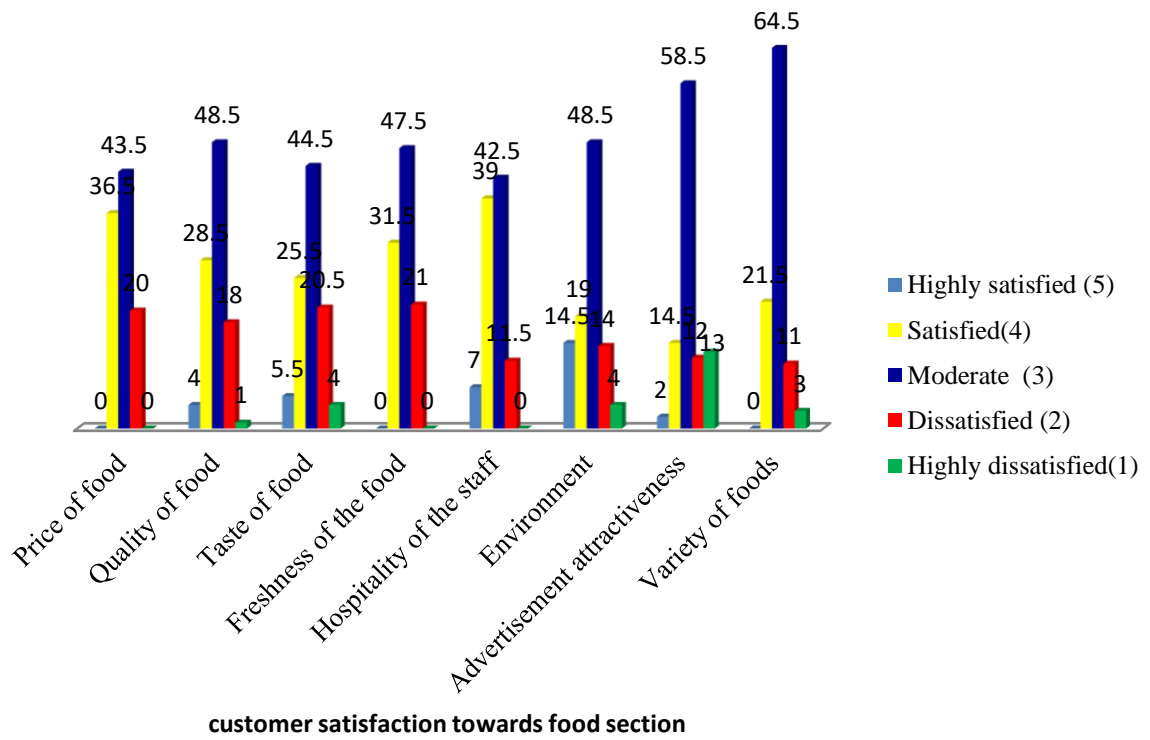


Fig 5.7:Customer satisfaction towards food section ofBig bazaar

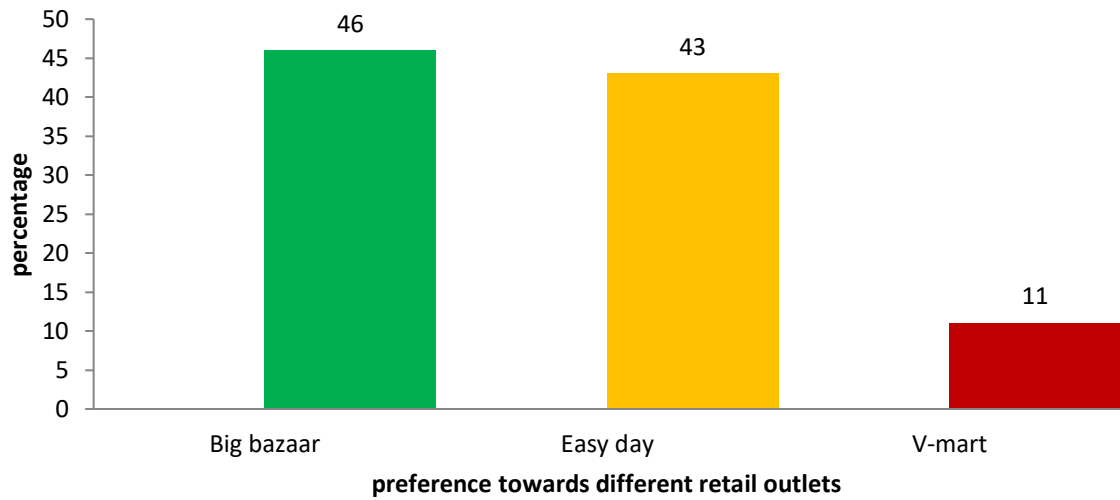


Fig.5.8:Preference towards different retail outlets

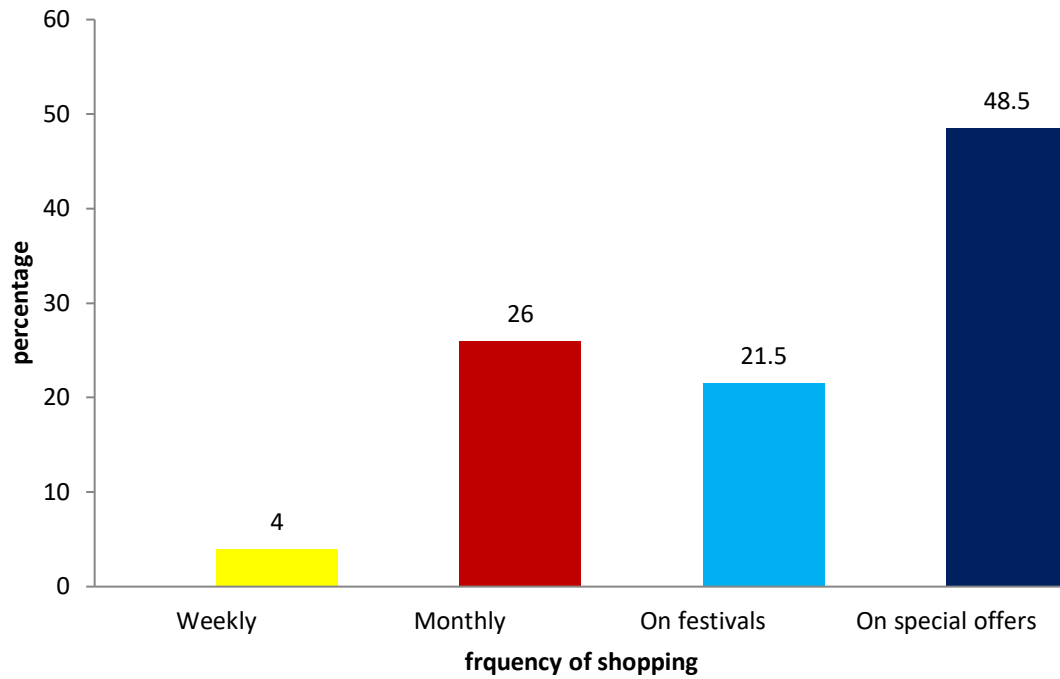


Fig. 5.9: Frequency of shopping by respondents

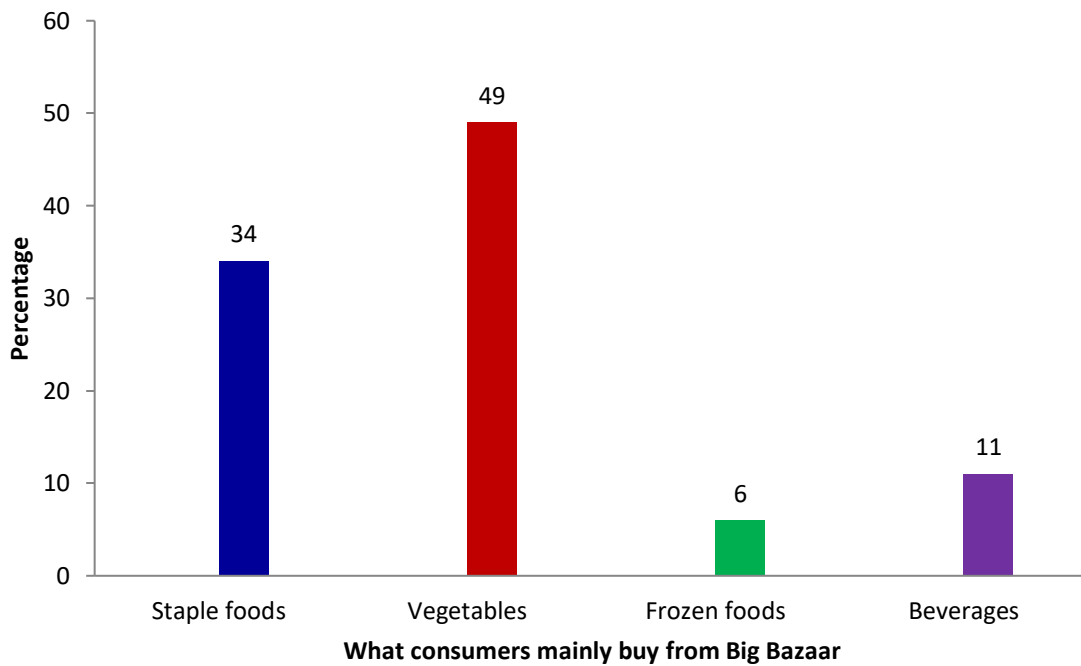


Fig. 5.10: what consumers mainly buy from Big bazaar

Table 5.8: Preference towards different retail outlets

Outlet	Frequency	Percentage
Big bazaar	92	46.00
Easy day	86	43.00
V-mart	22	11
Total	200	100

Table 5.9: Frequency of shopping by respondents

How often do you go shopping to retail outlets	Frequency	Percentage
Weekly	8	4.00
Monthly	52	26.00
On festivals	43	21.50
On special offers	97	48.50
Total	200	100.00

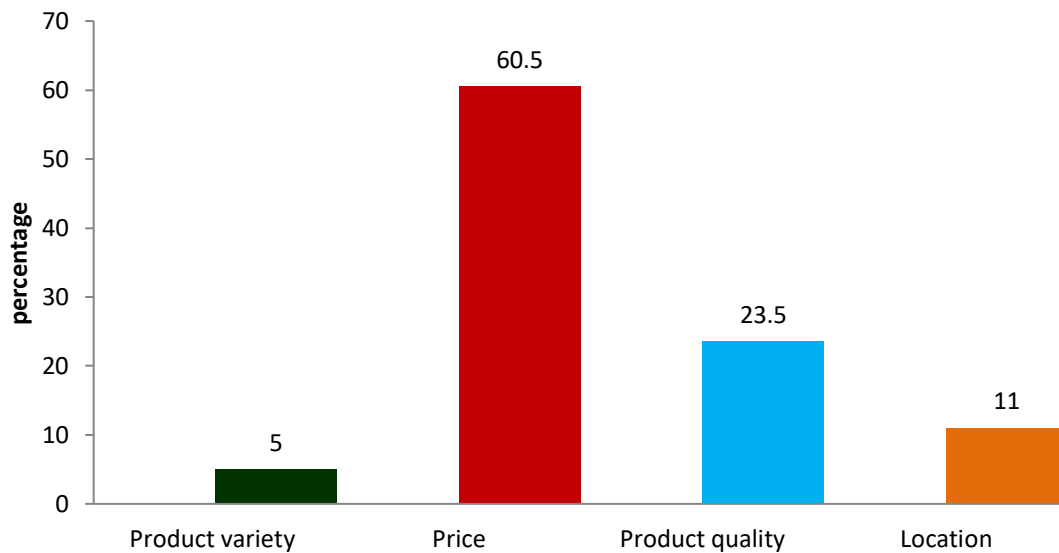


Fig 5.11:Criteria for choosing retail outlet

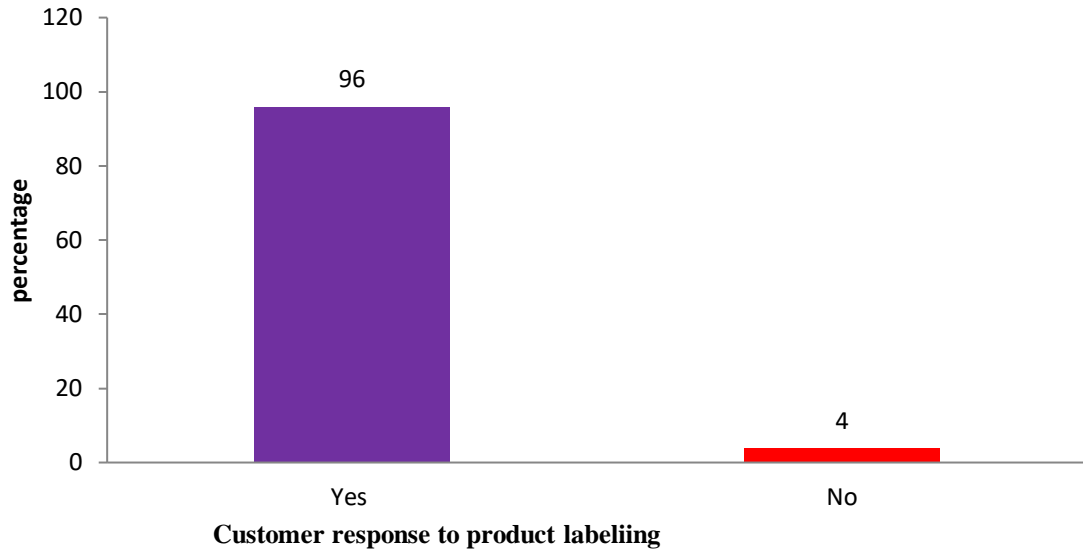


Fig 5.12: Customer response to product labelling

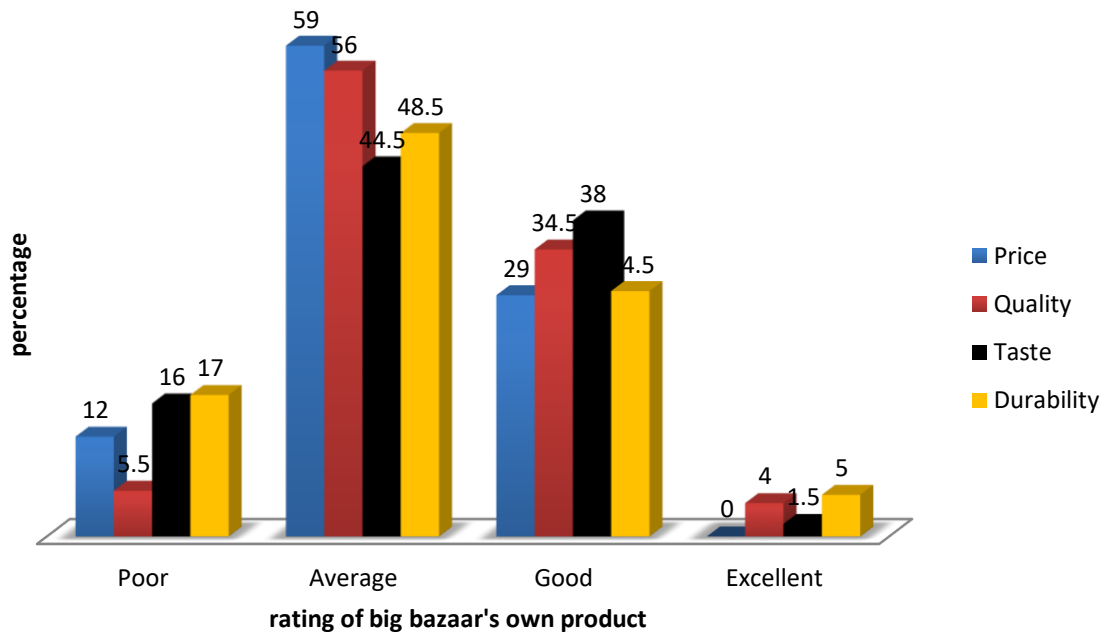


Fig 5.13: Rating of Big Bazaar's own products

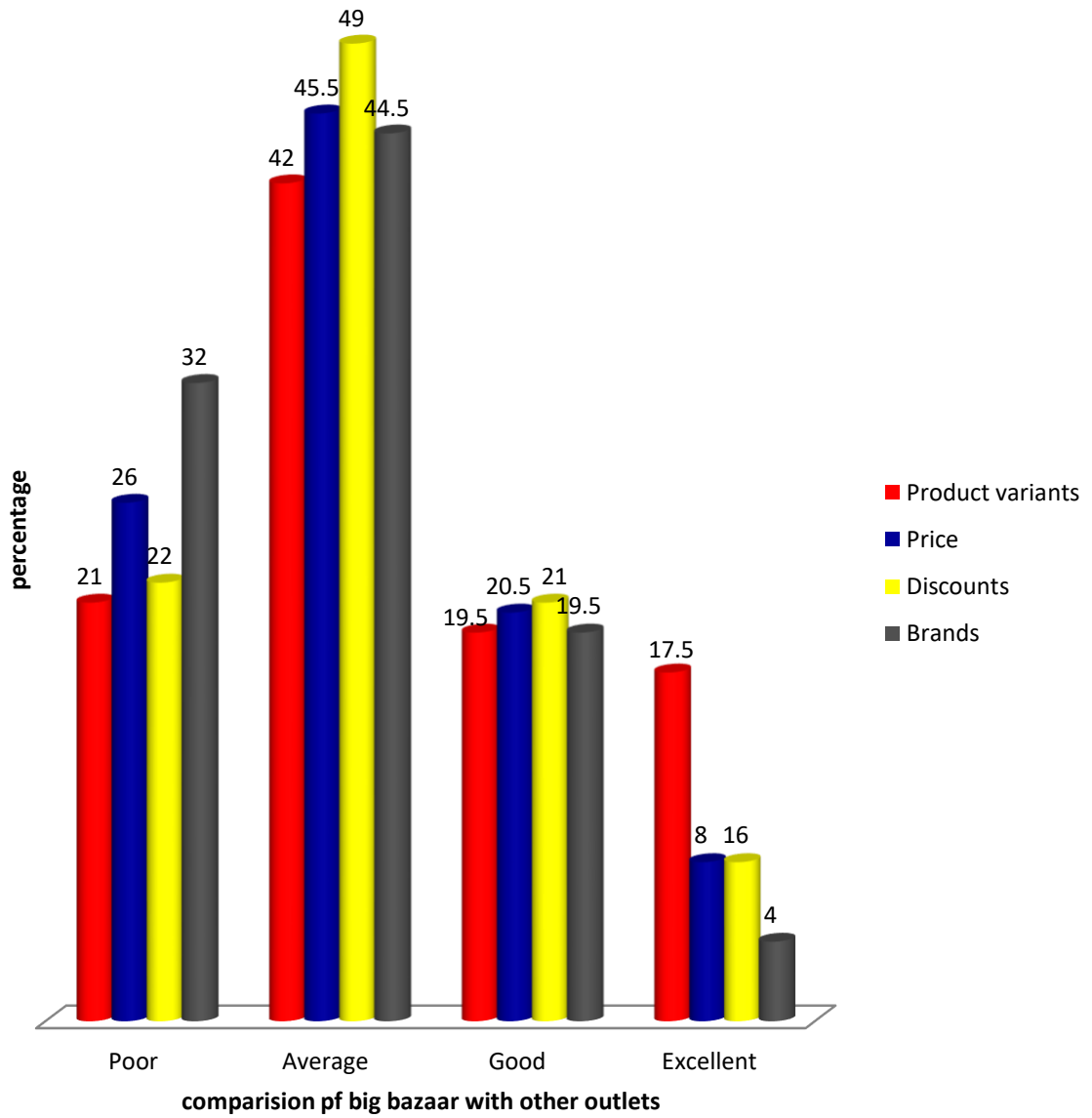


Fig 5.14: Comparison of Big Bazaar with other retail outlets

Table 5.10: What respondents mainly buy from big bazaar

Variables	Frequency	Percentage (%)
Staple foods	68	34.00
Vegetables	98	49.00
Frozen foods	12	6.00
Beverages	22	11.00
Total	200	100.00

Table 5.11: Criteria for choosing retail outlet

Variables	Frequency	Percentage
Product variety	10	5.00
Price	121	60.50
Product quality	47	23.50
Location	22	11.00
Total	200	100.00

Table 5.13: Rating of Big Bazaar's own products

Factors	Poor	Average	Good	Excellent
Price	12.00	59.00	29.00	0.00
Quality	5.50	56.00	34.50	4.00
Taste	16.00	44.50	38.00	1.50
Durability	17.00	48.50	29.50	5.00

Table 5.14: Comparison of Big Bazaar with other retail outlets

Factors	Poor	Average	Good	Excellent
Product variants	21.00	42.00	19.50	17.50
Price	26.00	45.50	20.50	8.00
Discounts	22.00	49.00	21.00	8.00

Brands	32.00	44.50	19.50	4.00
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Table 5.12: Response to product labelling

Responses	Frequency	Percentage
Yes	192	96.00
No	08	4.00
Total	200	100.00

Table 5.15: Ranking of primary factors in terms of service

Factors	Excellent (1*77)	Good (2*63)	Average (3*54)	Fair (4*46)	Poor (5*37)	Total	Average score	Rank
Staff was available in a timely manner.	1694	6426	2484	1104	222	11930	59.65	III
Staff greeted you and offered to help you.	462	5418	2592	1288	1184	10944	54.72	VI
Staff answered your questions.	2002	4914	3456	828	518	11718	58.59	IV
Staff showed knowledge of the products/services.	1078	3654	4968	736	740	11176	55.88	V
Staff was courteous throughout.	3388	5796	1512	920	592	12208	61.04	II
Overall, how would you rate customer service of big bazaar.	3465	5607	2268	782	259	12381	61.90	I

Table 5.16: Ranking of other service factors

Factors	Strongly disagree (5*47)	Disagree (4*53)	Neither agree nor disagree (3*60)	Agree (2*68)	Strongly agree (1*80)	Total	Average score	Rank
Your complaints are constructively handled.	282	1272	5340	4828	800	12522	62.61	V
Staff delivers the appropriate service as promised.	47	3551	120	6664	2560	12942	64.71	IV
Staff communicates in a language that you understand.	564	1537	1680	7276	1920	12977	64.88	III
The behaviour of staff makes you feel that you can trust them and have confidence in them.	0	3657	2820	5712	0	12189	60.94	VII
The store layout at this store makes it easy for customers to find what they need.	0	106	720	9316	3920	14062	70.31	I
The store layout at this store makes it easy for customers to move around the store.	0	0	420	11492	1920	13832	69.16	II
Big bazaar provides plenty of convenient parking for customers.	141	5883	900	3604	1440	11968	59.84	VII I
Big bazaar accepts most major credit cards.	893	2332	2280	5848	1040	12393	61.96	VI

CHAPTER – VI
SUMMARY AND CONCLUSION

CHAPTER –VI

SUMMARY AND CONCLUSION

6.1 Summary

The project entitled “**A Study on Customer Satisfaction with Reference to Retail Outlet Big Bazaar in Jammu**” was carried out in Jammu in 2018. A total of 200 sample respondents were selected from the sample area. The information was collected from the sample area. The data collected was subject to analysis for examining the objectives of investigation. The finding of the present investigation has been briefly summarized in this chapter.

6.1.1 To know the satisfaction level of customers.

Big bazaar is an Indian retail store that operates as a chain of hypermarkets, discount department stores and grocery stores. Among all the factors the respondents have picked quality and price the most important factors affecting customer satisfaction. Among all the factors the respondents have picked price of food as the most important factor affecting customer satisfaction. Customers were mainly satisfied with the price of the commodities in the store .It is revealed from the study that the satisfaction level of customers mainly depends upon price of the products and their quality.

6.1.2 To know the buying behaviour of the customers.

Consumer buying behaviour includes the actions, thought process and perceived outcome during the course of making a decision which results in a purchase. It is revealed from the study that consumers preferred to buy from the farm fresh section (70 per cent).It was also revealed from the study that maximum of the customers prefer to shop on special offers (48.5 per cent).

6.1.3 To identify the main competitors of Big Bazaar with regard to service

Big bazaar is not the only retailer in the market. It faces huge competition from other players of the market such as Wal-Mart, Vishal Mega Mart and other local retailers. It was

revealed from the study that only 19.2 per cent rated Big Bazaar good as compared to its competitors on the basis of product variety thus faces huge competition in product variety as other outlets such as Vishal Mega Mart , etc have more diversity in products .But It was also revealed found that Big Bazaar has lesser competition due to the reason that it provides time to time offers such as on festivals, holidays, etc

Conclusion

The concept of everything under one umbrella and competitive prices brings more customers to the store. Big bazaar provides quality products at low price and thus it justifies the statement “iss sai sasta aur acha kahin nhi!”

The present study was carried out with the main aim to study the customer satisfaction towards the outlet. The main aim of the study was to know the attributes and factors influencing consumer satisfaction towards big bazaar in Jammu. It is revealed from the study

- That maximum of the respondents were in the income range of 10000-20000 and mostly the respondents were graduates.
- Frequency of visiting the outlet was highest during special offers.
- Regarding the various service factors, it was revealed from the study that staff availability was good, staff answered well to the questions of the customers. Regarding the staff courtesy the response of maximum respondents was good.
- It is revealed from the study that complaint handling was good as response of most of the respondents was positive with this regard. Regarding the communication, maximum of the respondents were of the view that staff communicates in a language understood by customers.
- It is revealed from the study that maximum of the customers come to Big Bazaar for buying fruits and vegetables from farm fresh section .Frozen food was preferred the least.
- Regarding the food section of big bazaar maximum customers told that they were moderately satisfied with price, freshness and taste of the food.

- It is revealed from the study that 96 per cent respondents see labelling before buying a product.
- About 60.5 per cent respondents chose the outlet on the basis of price of products available.

Recommendation

- Company should adopt the strategy to make good relations with customers by satisfying their requirements, understanding their preferences, etc.
- Company should focus on product quality. Customers were of the view that product quality of Big Bazaar's own products is not good. Thus it can work on the product quality to increase sales and customer satisfaction.
- Company should work on customer segmentation and targeting. Big bazaar should segment its customers as per their needs so that they can be targeted with products which they need . This will increase sales.
- The company can carry out more promotional activities. The study revealed that maximum promotion was through hoardings. Other promotional tools can be used.
- It should make different cash counters for different customers. Cash counter and credit card payment counter should be placed differently in order to reduce the rush and save the customers' time.

Limitations of the study

- The study only relates to the customers of Jammu city of J&K, therefore the findings cannot be the true representation of all the customers.
- The personal bias of respondents has also been a limitation.
- It should make different cash counters for different customers. Cash counter and credit card payment counter should be placed differently in order to reduce the rush and save the customers' time.
- Respondent's ignorance to certain questions also posed a barrier towards certain responses.

- Respondents tried to escape some statements by simply answering “neither agree nor disagree” to most of the statements.

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APPENDIX



Appendix

Division of Agricultural Economic and ABM Sher-e-Kashmir University of Agricultural Sciences and Technology, Jammu

Customer Satisfaction towards Big Bazaar in Jammu

SCHEDULE

Dear respondent,

I, Tanveera Hassan, student of Sher-e-Kashmir University of Agricultural Sciences & Technology of Jammu, doing my project on “**A study on customer satisfaction with reference to retail outlet Big Bazaar in Jammu**” would be grateful to you if you could kindly cooperate with my work for betterment of my knowledge. All the data will be kept confidential and will be used just for analysis of the project. I request you to tick the option which in your opinion believes to be true.

Demographics;

Name	
Address	
Age	
Gender	

1. Monthly Income Level:

Below ₹ 10000

₹10000 – ₹20000

₹20000 – ₹30000

Above ₹ 30000

2. Educational Qualification Under graduate

Graduate

Post Graduate

3. How frequently do you visit Big Bazaar?

Twice in a week

Once in a week

During Special offers

Whenever the need arises

4. Rank the following factors in terms of service

Factors	Excellent (1)	Good (2)	Average (3)	Fair (4)	Poor (5)
Staff was available in a timely manner.					
Staff greeted you and offered to help you.					
Staff answered your questions.					
Staff showed knowledge of the products/services.					
Staff was courteous throughout.					
Overall, how would you rate customer service of big bazaar.					

5. Rank the following service factors

Factors	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Your complaints are constructively handled.					
Staff delivers the appropriate service as promised.					
Staff communicates in a language that you understand.					
The behaviour of staff makes you feel that you can trust them and have confidence in them.					
The store layout at this store makes it easy for customers to find what they need.					
The store layout at this store makes it easy for customers to move around the store.					

Big bazaar provides plenty of convenient parking for customers.					
Big bazaar accepts most major credit cards.					

6. Rank the following on basis of consumer behaviour preferred foods from the food varieties

Food varieties	Never (1)	Rarely (2)	Sometimes (3)	Often (4)	Always (5)
Staple foods					
Farm fresh					
Frozen foods					
Food & Beverages					

7. What would you like to recommend for boosting service of big bazaar?

- Service can be faster/more efficient
- Staff could be friendlier
- Staff should communicate better with customers
- Store needs to be cleaner
- The location needs parking

8. Rank the factors of Customer Satisfaction towards the food section of big bazaar

Factors	Highly satisfied (5)	Satisfied (4)	Moderate (3)	Dissatisfied (2)	Highly dissatisfied (1)
Price of food					
Quality of food					
Taste of food					
Freshness of the food					
Hospitality of the staff					
Environment					
Advertisement attractiveness					
Variety of foods					

9. Which retail outlet do you often go to?

- a. Big bazaar ()
- b. Easy day ()
- c. V-mart ()

10. How often do you go shopping to retail outlets?

- a. Weekly ()
- b. Monthly ()
- c. On festivals ()
- d. On special offers ()

11. What do you buy mainly when you go to big bazaar ?

- a. Staple foods ()
- b. Vegetables ()
- c. Frozen foods ()
- d. Beverages ()

12. What criteria are important in your choice of retail outlet?

- a. Product variety ()
- b. Price ()
- c. Product quality ()
- d. Location ()

13. Are you considering on product labelling when you purchase?

- a. Yes ()
- b. No ()

14. How do you rate big bazaar's own products

Factors	Poor	Average	Good	Excellent
Price				
Quality				
Taste				
Durability				

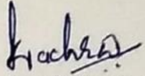
15. How would you compare big bazaar with other retail outlets

Factors	Poor	Average	Good	Excellent
Product variants				
Price				
Discounts				
Brands				

*Thank you for sparing your valuable time ***

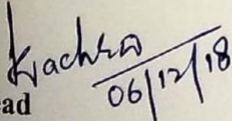
CERTIFICATE – IV

Certified that all the necessary corrections as suggested by the external examiner and the advisory committee have been duly incorporated in the thesis entitled “A Study on Customer Satisfaction with Reference to Retail outlet Big Bazaar in Jammu, Regd. No. J-16-M-27-ABM.


Dr. Jyoti Kachroo
Major Advisor

Place : Jammu

Date : 06-12-2018


Head

Division of Agriculture Economics and ABM

APPENDIX-II

VITA

Name of the Student : Tanveera Hassan

Fathers Name : Gh Hassan Lone

Mothers Name : Rafeeqa Begum

Nationality : Indian

Date of Birth : 18-02-1994

EDUCATIONAL QUALIFICATION

Bachelors Degree : B.Sc Forestry

University and Year of Award : SKUAST Kashmir 2016

Masters Degree : MBA (ABM)

University and Year of Degree : SKUAST Jammu (2018)

OGPC : **8.90/ 10**