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A study on customers' preference and satisfaction towards Big Bazaar with reference to Coimbatore city of India

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ABSTRACT

The project "A study on customer's preference and satisfaction towards big bazaar with reference to Coimbatore city" clearly states that how they customers prefer big bazaar for their purchase. The main objective of the study is to analyze why they customers prefer the organized retail shop for their purchase instead of an unorganized retail shops and their satisfaction level. For the purpose of the study a questionnaire was constructed a survey taken from a 120 respondents as consider them as sample where the total population was infinite in nature. The collected data is analyzed and interpreted with the help of suitable statistical tools and accordingly the finding and suggestion are constructed which is consider to be the important part of the project.

Keywords: customers preference , satisfaction ,Big Bazar

INTRODUCTION OF BIG BAZZAR

Big bazaar, for last 12years is the brand associated with value for money and convenience. Launched in the year 2001 as a retailing industry. Head quarters are in Mumbai , Maharashtra. Brand Big Bazaar wanted to bring affordability, variety and hygiene within the reach of the common man. The Big Bazaar growth story is an ideal example of the hypermarket format in the Indian Subcontinent. More than 36000 people are working as employees. Rs. 110 Billion (US\$1.8 billion) crores (in 2012) (Big bazaar and Food Bazaar combined).Today, Big Bazaar provides a platform for over 15000 small, medium and large producers and manufacturers to sell their products to Indian consumers.

In a more recent move Future Group merged its largest business unit, Future Value Retail, which houses Big Bazaar and Food Bazaar, with Pantaloon Retail, a listed company that runs the group's smaller retail operations. This move is expected to reduce operating costs and restore investor confidence. But what remains the same is the target audience of the brand "the value seeking middle class man, with "kanjoosi" as his shopping ethos".

SCOPE OF THE STUDY

The present study is made to measure customers' preference and satisfaction towards Big Bazaar. It also aims at analyzing. The extent of satisfaction level of the customers. Coimbatore city has been selected for the study. The study also provides suggestion to the department stores, which would help them to retain their market and customer as many new entrances are taken place.

LIMITATION OF THE STUDY

The result and findings are based on the opinion of the customers of Coimbatore City and it cannot be generalized. The sample size has been restricted to 120 customers. The respondents view and opinion may hold good for the time being and may vary in future. Prejudice of some of the customer may mislead the survey.

STATEMENT OF THE PROBLEM

Retail sectors now a day's do all the activities to attract the customers and increase their share in the market by providing Gift offers, discounts, after sale service etc., are some of the techniques adopted to retain the existing customer base. The study of the customer behavior enables us to analyses one's own decision in buying. It attracts people the way in which products are visible not only to buy, also spend sometimes in the cafeteria and to enjoy the atmosphere, the consumer's takes a look to choose the product and understand the inferential as well as external factors. This is done in a clean unpolluted atmosphere. It is a matter for study as to why people come and buy from a retail store. So these are a need to find out the customers' preference and satisfaction towards Big Bazaar in Coimbatore City.

RESEARCH METHODOLOGY

Data collection

Primary data: It has been collected from the customers through structured questionnaire, which are fresh and for the first time and thus happen to be pertaining to the current research process.

Secondary data are the supporting material for the research, which the researcher collects through various sources like journals, company records, documents, books, magazines, newspaper and from internet.

REVIEWS OF LITERATURE

1.Navreen Tariq Wani and Samreena Tariq Wani (2011) “A study of comparative customer satisfaction with special reference to retail outlets of Big Bazaar and Reliance Mart in Pune city reveals the researcher to conduct an extensive and conclusive study to understand the effects of customer satisfaction on retail outlets”. December 2011 PMR vol.10 Issue 2-9.

2.Dr.S.Meenakumari (2013) “The study investigates the interior atmospheric factors that influence the impulse buying behavior in a retail outlet. Result shows that the commonly purchased products by impulse are chocolates, snacks and beauty care products. The study identified various factors that influence impulse buying in store environment”. www.ecmbajournal.in Vol.1. Issue. 1 September 2013.

ANALYSIS OF DATA:

1. PERCENTAGE METHOD

Table showing overall satisfaction

| S.NO | SATISFACTION LEVEL | NO OF RESPONDENTS | PERCENTAGE (%) |
|------|--------------------|-------------------|----------------|
| 1. | Highly satisfied | 21 | 17.5 |
| 2. | Satisfied | 70 | 58.3 |
| 3. | Moderate | 26 | 21.6 |
| 4. | Dis-satisfied | 3 | 2.5 |
| | | 120 | 100 |

From the above table it is inferred that 17.5% of the respondents are highly satisfied in Big Bazaar, 58.5% of the respondents are satisfied, 21.6% of the respondents are moderate in the satisfaction and only 2.5% of the respondents are dis-satisfied with the Big Bazaar.

It is concluded that majority 58.5% of the respondents are satisfied with the Big Bazaar.

2. CHLSQUARE ANALYSIS

AGE AND SATISFACTION LEVEL OF THE RESPONDENTS

HYPOTHESIS:

There is no significant relationship between age of respondents and satisfaction level of Big Bazaar.

| Age | Highly satisfied | Satisfied | Moderate | Dis-satisfied | Total |
|----------------|------------------|-----------|-----------|---------------|------------|
| Below 20 years | 10 | 9 | 5 | 0 | 24 |
| 21-30 years | 9 | 39 | 18 | 3 | 69 |
| 31-40 years | 1 | 18 | 1 | 0 | 20 |
| Above 40 years | 1 | 4 | 2 | 0 | 7 |
| Total | 21 | 70 | 26 | 3 | 120 |

Chi-square test

| Calculated value | Degree of freedom | Table value | Result |
|------------------|-------------------|-------------|----------|
| 19 | 9 | 16.9 | Rejected |

The calculated value of Chi-square at 5 % level of significant is higher than the table value hence hypothesis is rejected. There is no relationship between age and satisfaction level of Big Bazaar.

FINDINGS:

- ❖ It is found that 58.5% of the respondents are satisfied with Big Bazaar.
- ❖ There is no significant relationship between age and the satisfaction level of the customer.

SUGGESTIONS:

- ❖ Big Bazaar has been maintaining good reputation due to the factors such as quality and cost effective. They should take continuous effort to maintain this in present growing competition scenario.
- ❖ Big bazaar has to make many branches in Coimbatore city to improve the satisfaction level of customer according to location.
- ❖ Big Bazaar can appoint many sales persons to improve the service quality to satisfy the customer.

CONCLUSION:

The present study confirms to know the preference and satisfaction of the customers towards Big Bazaar. The result of the study reveals the brand preference of Big Bazaar. The customers' have good opinion on the factors such as price, supply, quality and brand image. However, the customers' feel the quality has to be improved and price has to be cut down the good and well. As per current situation Big Bazaar is growing well and the expectations of the customers also developing a lot.

References:

Websites: www.google.com, www.wikipedia.com