



A study on analysing customer satisfaction with reference to big bazaar, Vijayawada

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Abstract

In the midst of stiff and fierce competition and increased number of retail outlets providing a variety of products, customers have become accustomed to patronizing multiple outlets. Retailers have recognized this trend and are of the view that customer satisfaction plays a role in the success of business strategies. Therefore it has become important for retail stores to try and manage customer satisfaction. This paper was thus developed to investigate the satisfaction levels of customers of retail outlets with reference to Big Bazaar, Vijayawada. Data was collected from the customers who were visiting the store. The study examined the importance of overall dimensions and specific elements of customer satisfaction towards the measurement of satisfaction levels. Customer satisfaction levels were measured. The highest percentage of customers of the whole sample belonged to high level of satisfaction. The results showed that customers felt satisfied with Location, Staff courtesy and Price, Variety of products, promotional offers as the top aspects that drive satisfaction.

Keywords: customer satisfaction, customer value, retailing

Introduction

Traditionally, companies have relied only on differentiation of products and services to retain their customers and also to satisfy the consumers. However, times have changed, due to fierce competition from new players entering the market, imitation of new features and increase in number of new offers, customers have acquired new choices and they have also become more price sensitive, which has forced marketers to adapt differentiated and customer oriented strategies in order to enable them to stand out in the competition and gain a competitive edge.

Retailing is the most prominent element of marketing where the marketer meets the ultimate consumer who exchanges value for the product and thus sanctions the very existence of business. Retailer is the last link in the distribution chain and his efforts to create demand and satisfy needs pave the way for the economic activity. Retailing is a business, easy to enter, with comparatively low capital and infrastructural requirements. Since global competition had become acute, there was an entry of many multinational retail giants and there was a favourable climate for allowing foreign direct investment in the retail sector too. It had become a necessity on the part of the retailers of India to reconsider their retail strategy whether they belong to the organized or the unorganized category.

The changing profile of Indian customers due to variation in pattern of life style, way of living and standard of living, demography, level of income, expenditure and the influence of foreign culture demands dramatic changes in the strategies being adopted by retail stores. The foregoing reasons necessitate that unless retail stores whether the organized or the unorganized change their strategies, their survival will be doubtful in the long run. Business success in today's competitive markets requires a high understanding and respect

of the customer. Customers are demanding, have more money to spend and have a wide collection of goods and services to choose from to satisfy our customers, we must be able to listen to their feedback and improve services and goods to keep of clients.

Review of Literature

There is substantial volume of empirical work conducted in the field of customer satisfaction and shopping malls. The following presents the review of existing studies related to this research topic.

- High quality and quality consistency are more important than the price in determining the success of retailer's labels in terms of their market share (Hoch & Banerji, 1993) ^[1].
- Customer satisfaction should be paramount for any firms marketing strategy. It is through satisfaction of customers that firms remain afloat and prosper. Customers have become an important part of any firm especially those in the grocery retail sector and many researchers have also placed emphasis on the importance of customers. (Zairi 2000) ^[2].
- Satisfaction is a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived performance to his or her expectations. (Kotler 2000) ^[3].
- Retailer's label purchasing increases in categories where consumers have lower perceived risk associated with the consequences of making a purchase mistake. This risk, in turn, is lower where consumers perceive lower quality variation between products in the category. (Batra and Sinha 2000) ^[4].
- Bromley and Matthews (2007) conducted a study for wheelchair customers, who were unable to discuss earlier

about their shopping experience in various shopping malls and super market. It was on search of customer satisfaction, but in separate segment or demographic area.

- According to Kamaladevi (2010) ^[5] in order to compete successfully in the business era, a retailer must focus on the customer's buying experience. To manage a customer's experience, retailers should understand what customer experience actually means. Customer experience management is not simply an old idea in a new wrapper. The result was that there are now more services and products available than at any time in the past, yet customer satisfaction are on a downward slide.

Objectives of the Study

- To understand the importance of customer satisfaction.
- To measure the level of satisfaction of the customers of Big Bazaar, Vijayawada.
- To know the factors contributing for customer satisfaction.
- To examine the factors of customer dissatisfaction.

Methodology of the study

The selected respondents represented a balanced mix of various demographic factors (age, gender, marital status, education levels, and employment status and income groups). A total of 100 respondents were randomly administered the

questionnaire from among those visiting the retail outlet. A 5-point rating scale was used to examine how strongly respondents agree and disagree with the various aspects of retail outlet. Primary data was collected with the help of a questionnaire and secondary data was collected from the online data bases, text books, journals etc. The sample was selected with the help of random sampling method. The data was analysed by using simple percentages.

Data Analysis and Interpretation of Results

Table 1: Opinion towards Price of the Products

Reasonable Price	No. of Respondents	Percentage
Strongly Agree	47	47
Agree	22	22
Neutral	13	13
Disagree	11	11
Strongly Disagree	7	7
Total	100	100

Price is important to marketers because it represents marketers' assessment of the value customers see in the product or service and are willing to pay for a product or service. From the results it was found that majority of the customers were satisfied with the prices of the products at Big Bazaar, Vijayawada.

Table 2: Opinion towards Variety of the Products

Variety of Products	No. of Respondents	Percentage
Strongly Agree	38	38
Agree	27	27
Neutral	15	15
Disagree	12	12
Strongly Disagree	8	8
Total	100	100

Variety refers to the number of different merchandise categories a retailer sells. Companies try to satisfy their customers by offering products, which ideally satisfy customer needs, in order to increase their sales, market share, and profits. It was clear from the analysis that most of the respondents were satisfied with the variety of the products.

Table 3: Opinion towards Quality of the Products

High Quality of the products	No. of Respondents	Percentage
Strongly Agree	33	33
Agree	34	34
Neutral	23	23
Disagree	6	6
Strongly Disagree	4	4
Total	100	100

Quality is critical to satisfying your customers and retaining their loyalty so they continue to buy from you in the future. Quality products make an important contribution to long-term revenue and profitability. They also enable you to charge and maintain higher prices. The results showed that the quality of the products was good and satisfactory.

Table 4: Opinion towards Availability of the Products

Availability of the products	No. of Respondents	Percentage
Strongly Agree	17	17
Agree	47	47
Neutral	16	16
Disagree	15	15
Strongly Disagree	5	5
Total	100	100

Product availability is becoming an increasingly important issue for consumers. Shoppers are likely to substitute stores if a product is not there and may switch to a competitor. It was found that the sample respondents expressed that the products were available as per their needs.

Table 5: Opinion towards Location of the Store

Location of the store is proximate	No. of Respondents	Percentage
Strongly Agree	47	47
Agree	22	22
Neutral	13	13
Disagree	11	11
Strongly Disagree	7	7
Total	100	100

Good location is the key element for attracting customers to the outlet. Most of the customers opined that the location of the store was convenient for them to reach.

Table 6: Opinion towards Atmosphere of the Store

Atmosphere of the store is good	No. of Respondents	Percentage
Strongly Agree	28	28
Agree	22	22
Neutral	20	20
Disagree	18	18
Strongly Disagree	12	12
Total	100	100

Research shows that store atmosphere leaves a distinct impression on customers. Customers rate establishments differently based on atmosphere. Good number of respondents expressed that the atmosphere of the store was good and satisfactory.

Table 7: Opinion towards Behaviour of the Staff

Behaviour of the Staff is friendly	No. of Respondents	Percentage
Strongly Agree	44	44
Agree	27	27
Neutral	18	18
Disagree	7	7
Strongly Disagree	4	4
Total	100	100

Quality customer service can help you attract and retain business. Good service starts with your attitude and employee training. The behaviour of the staff found to be friendly, helpful and good.

Table 8: Opinion towards Complaint/Query Handling

Complaint Handling is Good	No. of Respondents	Percentage
Strongly Agree	45	45
Agree	23	23
Neutral	13	13
Disagree	12	12
Strongly Disagree	7	7
Total	100	100

A customer complaint highlights a problem, whether that's a problem with your product, employees or internal processes, and by hearing these problems directly from your customers, you can investigate and improve to prevent further complaints in the future. It was observed from the analysis that there was a better customer complaint handling at the store.

Table 9: Opinion towards Promotional Offers

Promotional offers are good	No. of Respondents	Percentage
Strongly Agree	37	37
Agree	32	32
Neutral	17	17
Disagree	7	7
Strongly Disagree	7	7
Total	100	100

Promotional offers are used to motivate consumers to buy.

They help prospects overcome any resistance to purchasing your product or service. The customers were satisfied with the promotions given by the outlet.

Table 10: Opinion towards Mode of Bill Payment

Convenient bill payment	No. of Respondents	Percentage
Strongly Agree	27	27
Agree	40	40
Neutral	19	19
Disagree	10	10
Strongly Disagree	4	4
Total	100	100

There should a convenient bill payment at the store and mode of payment should also be flexible. Because of its convenience, consumers can save their lots of time as well. Analysis showed that the customers were satisfied with the mode of bill payment.

Table 11: Opinion towards Repurchase of the Products

Willingness to repurchase	No. of Respondents	Percentage
Strongly Agree	23	23
Agree	42	42
Neutral	23	23
Disagree	9	9
Strongly Disagree	3	3
Total	100	100

Consumer repurchase intention is an important indicator to predict repurchase behavior. The sample customers were willing to repurchase the products from the store which indicates that the customers were satisfied with the service of the store.

Table 12: Opinion towards Overall Satisfaction with the Retail outlet

Satisfied with the service of the store	No. of Respondents	Percentage
Strongly Agree	31	31
Agree	49	49
Neutral	10	10
Disagree	5	5
Strongly Disagree	5	5
Total	100	100

Customer satisfaction is the key in creating a long-term relationship with your customers. Retailers need to keep their customer satisfied. Ongoing satisfaction leads to loyalty. It was observed that the most of the sample respondents were satisfied with the retail outlet.

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