TO STUDY ON CUSTOMER SATISFACTION OF BIG BAZAAR ONLINE SHOPPING

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ABSTRACT

Big bazaar is chain of hyper market in India Currently there are 210 stores across 80 cities and towns In India. Big Bazaar is design as an agglomeration of bazaars or Indian markets with clusters offering a wide range merchandise including fashion and apparels, food product, general merchandise, furniture, electronics,books,fast food and leisure and entertainment section. Big bazar is part of future group which also owns the central hypermarket. Big bazar was launched in september 2001 with the opening of its first four stores in Calcutta, Indore, Bangalore and Hyderabad in 22 days within a span of ten years there area now 150 big bazaar stores in 80 cities and town across India . Big bazar was started by Kishore biyani, the group CEO though Big Bazar was launched as a fashion formal including apparel cosmetics accessory s and general merchandise over the year big bazar has include a wide range of product and service offerings under their retail chain.

KEYWORDS: *Big bazaar , Hyper market , Range Merchandise*

INTRODUCTION

Customer's taste and preferences are changing day by day identification of these change is a major factor because the success of a firm depends of the ability of the firm to adjust with the attitudes of the customers. Customer satisfaction is an ambiguous and abstract concept and the actual manifestations of the state of satisfaction will vary form person to person .The state of satisfaction depends on a number of both psychological and physical variable which correlate with satisfaction behavior such as returns and recommend rate. Essentially customer satisfaction is the extent to which customer are happy with service and product provided by a business. It is an important concept in business because happy customer those most likely to place repeat order and explore the full range of product / service offered.

STATEMENT OF PROBLEM

In this competitive world lot of multi level marketing companies are there in market and they have variety of product and service line up as well some of them are going successful and few of them are not doing well. This work is an attempt to study about Big Bazaar which is a really successful branch of future group. But some of the people are unsatisfied with navigation problems in Big Bazaar.

OBJECTIVES OF THE STUDY

- To find out attribute customer choose a retail

outlet like big bazaar

- To find out level of satisfaction from big bazaar based on various parameter.
- To analyze how the mix influence the customer satisfaction level.
- To find out the buying behavior of the customers coming in to Big Bazaar.
- To identify main competitors of Big Bazaar with regard to services.

SCOPE OF STUDY

- The success and failure of a company is purely based on customer's satisfaction. Globalization and liberalization had opened up high competition among the business sector.
- In order to retain the customers and also to attract the new customer. It is through adviser that the customer satisfaction and customer retention. Therefore there arise the need for big bazaar to find out the customer satisfaction.

RESEARCH METHODOLOGY

Research methodology is the way to evaluate the research problem scientifically. Primary data: It is collected through questionnaire.

Secondary data: collected from journals, books and websites.

TOOLS USED IN THE STUDY

The data collected by the respondents are first classified into two things like in tabular and inference. Further, the following specific tools were used,

- Simple percentage
- Chi – square
- Ranking

LIMITATION OF THE STUDY

- The study does not be able to cover the abnormal factor which are likely to influence the satisfaction of the customer..
- The study is only for the big bazaar confined to a particular location and a verysmall sample of respondents. Hence the findings cannot be treated as representative of the entire retail industry.
- Respondents may give biased answers for the required data. Some of therespondents did not like to respond.

REVIEW OF LITERATURE

- ❖ Simranjit Singh, Sonia Bajwa (2017) had carried out a research study on "buying behaviour of consumer towards counterfeit products: a case study of moga city". The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour. The other objectives were to find out the dominant factors affecting on the consumer while purchasing counterfeit goods, to know the relationship of these factors with the purchase behaviourand application of TPB model for knowing the factors creating inclination towards counterfeit. The sample size was for research was 100 respondents. A structures questionnaire was used by following the convenience sampling method

- ❖ Priyanka Sharma (2017) performed a research study on "Consumer Behaviour towards Online Shopping-An Empirical Study With Reference To Bhiwani City, Haryana". The main objective of the research was to identify the relationship of demographic factors that influence online shopping, to study the preferences of the consumers toward online shopping and the satisfaction level of the consumers while they shop online. To achieve the objective, null hypothesis „Online shopping is not reliable and trustworthy to the consumers" was tested. The sample size of the research was 100 respondents from Bhiwani City in Haryana state. The author had used Excel and Statistical Package for the Social Sciences (SPSS) software for data analysis purpose. After the data analysis and interpretation, the author concludes that the internet has given rise to great potential for businesses through connecting globally.

DATA ANAYSIS AND INTERPRETATION

The analysis and interpretation of the study is based on the informationsupplied by a sample of 125 respondents.

- Simple percentage analysis
- Chi-square analysis
- Ranking analysis

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SIMPLE PERCENTAGE ANALYSIS

Frequently you visit big bazaar to the respondent

Particular	No of respondent	Percentage
Occasionally	16	12.8
Once in a week	48	38.4
Once in a month	34	27.2
As and when required	27	21.6
Total	125	100

Interpretation

The above table shows that 38.4 % of the respondent's are once in a week and 27.2 % of the respondents are once in a month and 21.6 of the respondent are in a as and when required .

Majority of the respondent once in a week (38.4 %)

Feel secure when online shopping in big bazaar

Particular	No of respondent	Percentage
Yes	62	49.6
No	63	50.4
Total	125	100

Interpretation

The above table shows that 49.6 % are respondent to the secure when online shopping and 50.4 % are respondent to the not secure when online shopping.

Majority of the respondent not secure when online shopping (50.4 %).

Payments prefer in online shopping big bazaar

Particular	No of respondent	Percentage
Credit card	44	35.2
Debit card	54	43.2
Cash on delivery	27	21.6
Total	125	100

Interpretation

The above table shows that 35.2 % are respondent to the credit card ; 43.2 % are respondent to the debit card and 21.6 % are respondent to the cash on delivery.

CHI-SQUARE ANALYSIS
OCCUPATIONAL AND FREQUENCY OF VISIT HYPOTHESIS

There is no significant relationship between respondent's occupational and frequency of visit towards big bazaar.

OCCUPATION	FREQUENCY OF VISIT				TOTAL
	OCCASIONALLY	ONCE IN A WEEK	ONCE IN A MONTH	AS AND WHEN REQUIRED	
PRIVATE EMPLOYEES	3	8	4	2	**17**
GOVERNMENT EMPLOYEES	7	17	13	10	**47**
SELF EMPLOYEE	3	12	11	8	**34**
PROFESSIONAL	3	11	6	7	**27**
TOTAL	**16**	**48**	**34**	**27**	**125**

FACTOR	CALCULATED VALUE	D. F	TABLEVALUE	REMARKS
OCCUPATION	3.192a	9	16.919	ACCEPTED

INTERPRETATION

The calculated value of chi-square is more than the table value. Hence, the hypothesis is accepted stating that there is no significant relationship between the occupational and frequency of visit towards big bazaar.

RANKING ANALYSIS
PROBLEMS FACED BY THE RESPONDENTS

PROBLEM	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	RANK
OFFERS	88	23	1	2	11	125	V
	10	60	105	117	124	416	
SERVICE	96	13	2	12	2	125	III
	47	101	60	118	123	449	
QUALITY OF PRODUCT	20	79	12	12	2	125	
	120	140	112	113	4	489	I
FACILITIES	37	34	20	18	16	125	IV
	185	136	60	36	16	433	
PRICE	88	24	2	10	1	125	II
	105	141	84	104	17	451	

INTERPRETATION

From this Ranking analysis, it is found that the people consider quality of product as the primary problem followed by service, facilities, price and finally offers.

Majority of the respondents consider quality of product as the primary problem in big bazaar.

FINDINGS
SIMPLE PERCENTAGE ANALYSIS

➢ Majority of the respondents are **male (50.4%).**
➢ Majority of the respondents belong to the age group of **21-30 years (38.4%).**
➢ Majority of the respondent's education qualification is **under graduation (37.6%).**
➢ Majority of the respondents are **income below 10000 (39.2%).**
➢ Majority of the respondents are **self employed (37.6%)**.

➢ Majority of the respondents are **2-4members (42.4%).**
➢ Majority of the respondents **family nature is joint (50.4%).**
➢ Majority of the respondents **aware of promotion (58.4%)**.
➢ Majority of the respondents **once in a week(38.4%)**
➢ Majority of the respondents **strongly agree (45.7%)**.
➢ Majority of the respondents are **clothing (38.8%).**
➢ Majority of the respondents problem in **online shopping (62.6%).**
➢ Majority of the respondents to **save money (42.4%).**
➢ Majority of the respondents to the **satisfied (41.6%).**
➢ Majority of the respondents not secure when

online shopping (50.4%).

➢ Majority of the respondents are **browser and apps (40.0%)**.

➢ Majority of the respondents approach **social networking ads and post (42.6%)**

➢ Majority of the respondents **debit card (43.2%)**.

➢ Majority of the respondents **average (41.6%)**.

➢ Majority of the respondents **manual shopping (50.4%)**.

➢ Majority of the respondents **to gift (38.4%)**.

➢ Majority of the respondents by **maintaining quality (48%)**.

CHI – SQUARE ANALYSIS

➢ There is no significant relationship between respondent's monthly income and mode of payment towards big bazaar.

➢ There is no significant relationship between respondent's monthly income and mode of payment towards big bazaar.

➢ There is no significant relationship between respondent's educational qualification and their reason for e shopping in big bazaar.

RANKING ANALYSIS

➢ Majority of the respondents consider **quality of product as the primary problem in bigbazaar.**

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SUGGESTIONS

• Faster replenishment of shelf during peak.

• Lighting near the grocery department must be right to enable the customers to carefully select the groceries.

• Flooring should be made innovative.

• Window display should be changed weekly or fortnightly to ensure freshness.

• Use symbols as direction.

• Use SINAGES for auto selling.

CONCLUSION

• The exist a healthy and positive relationship between employees and managers.

• The employees accept their responsibilities wholeheartedly, accept that it their responsibility to carry out a part of the activities of the company and they will be held accountable for the quality of their work.

• It is found that more than 60% of employees are of the age group of 20-35. From this it reveals that company is having young and energetic workforce who are very creative, enthusiastic and also very determined to grow in their career and in turn helping the company to grow.

• Working environment is good and also the various facilities provided helps in motivating the employees.