

A Study On Customer Satisfaction Buying Goods In Big Bazaar With Special Reference To Thanjavur District

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Abstract: Marketing conception presents management philosophy related to the customer and satisfaction of his needs and wishes as the management conception primarily related to the market. Marketing strategy presents the way of reaching marketing targets which are defined by target groups of the target market to which the company offers its products and marketing programs. Marketing is a file of activities and processes which should be used to know and develop the customers need or wish, development of appropriate product and communication and distribution of this product to the final customer, in order to provide a change leading to the long-lasting cooperation of the customer and the organization. The liberalization of the consumer goods industry to impact the structure and the purpose of the survey process is to analyze the consumer behaviuor of big bazaar. In order to achieve a competitive position in the market. The research work will propose a true idea that identifies key factors which are of great importance to customers. From the analysis it was found that the big bazaar satisfying consumer needs and wants.

Keywords: Customer buying goods, customer satisfaction of big bazaar and Retailer & customer visit big bazaar.

I. INTRODUCTION

Any business that directs its marketing efforts towards satisfying the final consumer based upon the organization of selling goods and services as a means of distribution. The Indian consumer is reportedly the largest spender in Singapore and London. It is, therefore, strange that there have, so far, been few efforts to present the product in the right kind of environment in India. Indeed, the right shopping experience does induce Indian consumers to spend more. Though some of the customers perceive departmental stores to be expensive and only high income category's cup of tea, the stores make constant efforts to induce them to at least visit the store at once during the sale period or discount offers.

The reality proves that companies managed and based on their marketing strategy supported by the top management do earn significant success in their business activities. This attitude should be seen as a source of competitive advantage. The main attribute and way of existence of market-oriented economies, typical for democratic society, is marketing conception of management. Marketing is science which has a

positive influence on the economy development. Marketing seems to be most frequented economic term in the field of market mechanism. However; a modern marketing completely directs its direction to the needs of customers respecting the social needs. Marketing is a file of activities and processes which should be used to know and develop the customers need or wish, development of appropriate product and communication and distribution of this product to the final customer, in order to provide a change leading to the long-lasting cooperation of the customer and the organization.

The Indian retail industry is now beginning to evolve in the line with the transformation that has swept other large economies. The liberalization of the consumer goods industry initiated in the mid-85 and accelerated through the 95's has begun to impact the structure and conduct of the retail industry. Future of organized retail in India looks bright. According to recent research, it is projected to grow at a rate of about 59% in 2013 and at a rate of 74% in 2016. It will capture a share of 32% of the total retailing by the end of 2016. However to compete in this sector one needs to have up-to-date market information for planning and decision making.

The second most important requirement is to manage costs widely in order to least normal profits in face of stiff competition.

The objective being to assess the various parameters that influences a buyer to visit or shop at departmental store thereby contributing to its turnover (in terms of sales and profits) hence leading to its overall success.

OBJECTIVES

To the study of customer preferences and goods buying satisfaction of Big Bazaar

To the study factors that is affecting the choice of customers and retailers

To understand the selected favorable goods buying the customers who visit Big Bazaar

SAMPLING TECHNIQUE

The research was based on a study of a sample, sized 100, using simple random sample selected from the existing database of retail industry. The research included collection of data from the primary sources using the research tool (questionnaire). Final stage was to analyze, interpret and draw conclusions from the data collected

DESIGN OF RESEARCH

A research design is the arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with the economy in procedure. In fact the research design is the conceptual structure with in which research is conducted, it constitutes the blueprint for the collection, measurement and analysis of data.

STATEMENT OF THE PROBLEM

The study is being conducted for the Big Bazaar store in Thanjavur city, to find out the customer preferences and buying satisfying of Big Bazaar in Thanjavur. It is required to find out the preferences based on certain aspects (price, Income, levels selection of products satisfaction level of customers).

SCOPE OF THE STUDY

The research is applicable in the area of customer decision making process for purchasing of products at Big Bazaar. The scope of research also helps in understanding the preferences of the customers. It would help Big Bazaar in designing their marketing promoting sales.

SOURCES OF DATA COLLECTION

Primary data is collected with specific objective, especially to address the research problem. The data is gathered by distributing a questionnaire to the customers who visit big bazaar and through personal interview.

Secondary data includes books, journals, magazines, newsletters of the big bazaar, and internet.

LIMITATIONS OF THE STUDY

It is not possible for any market study to make it accurate due to many hurdles in the collection and computation of data. The study is based on the assumption that respondents have disclosed in the questionnaire. The sample was limited to only customers who have made a purchase at big bazaar.

II. REVIEW OF LITERATURE

The researcher made an attempt to collect information from the prior researches and relevant studies conducted in the area consumer behaviour so that the important variables for the study could be identified and analyzed. The review of literature has been presented in a summarized and precise manner.

These brands are available at one retailer exclusively whilst manufacturer brands are available at many competing outlets. Regular consumers of private label brands are confronted with psychological costs when switching retailers as their preferred private label choice is no longer available. As a result, consumers who change retailers undergo demanding cognitive processes by evaluating other brands, including unfamiliar store brands, in choosing a new product. Consumers who purchase private label brands regularly do not only become loyal to that particular brand but also to the retailer through which it is sold (Collins and Burt, 2003).

Peter Kennings (2007) study found that an overall positive effect of trust buying behaviour in food retailing. It is also found that general trust has no influence on specific trust and the meaning of specific trust for buying increases when general trust is low. Rajagopal (2008) in his "Study on point of sales promotions and buying stimulation in retail stores" analyses buying behaviour in reference to the point of sales promotion offered by retailing firm and the determinants of sensitivity towards stimulating shopping arousal and satisfaction customer in order to build store loyalty have been discussed in this paper. It is found that loyal customers are attracted to the store brands.

Joung, Hyun-Mee 2013 Purpose – The purpose of this paper is to investigate materialistic consumers' apparel purchase, compulsive buying, environmental attitudes, and post purchase behaviors regarding hoarding, disposing, and participation in recycling. Design/methodology/approach – Clothing is used to express the self. Materialistic consumers tend to be young and highly involved with clothing, and purchase compulsively and more than needed.

ANALYSIS OF DATA

| PRODUCTS | RESPONDENTS | PERCENTAGE |
|--------------|-------------|-------------|
| Clothes | 40 | 40% |
| Food-Bazaar | 30 | 30% |
| Electronics | 15 | 15% |
| Home-Items | 10 | 10% |
| Accessories | 5 | 5% |
| TOTAL | 100 | 100% |

Source: data analysis

Table 1: Which products do you purchase more often at Big-Bazaar?

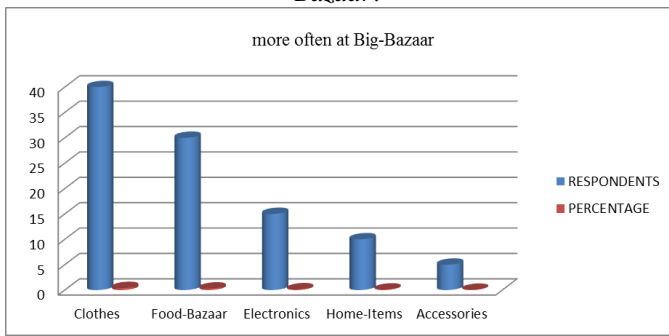


Chart 1

INTERPRETATION

Above Table 1 shows that 40 % of the customers are purchasing Clothes at fashion bazaar, 30% of the customers purchased food bazaar items, 15% of the customers purchased electronic teams. 10% of the customers purchased home products. 5% of the customers are purchased accessories. The customer highly want purchase of clothes because of all people used this varies product. The second stage of customer needs for food oriented varies branded use of food the better of two items highly wants to customer.

| REASON | RESPONDENTS | PERCENTAGE |
|------------------|-------------|-------------|
| Better-Quality | 35 | 35% |
| Low-Price | 40 | 40% |
| Variety products | 15 | 15% |
| Various Brands | 10 | 10% |
| TOTAL | 100 | 100% |

Source: data analysis

Table 2: Why do you make purchase of products from Big-Bazaar?



Chart 2

INTERPRETATION

Above table 2 shows that 35% of the customers approached Big Bazaar due to Better-Quality, 40% of the customers approached due to Low-Price of products 15% of the customers approached due to Variety products, 10% of the customers approached due to availability Various Brands. The customer buying in all brand purchased first visit that the price list after purchasing goods. The next visit that customer manufacturing quality and quantity of buying better position.

| CAUSE OF | RESPONDENTS | PERCENTAGE |
|----------|-------------|------------|
|----------|-------------|------------|

| VISITING | | |
|---------------------|------------|-------------|
| Buying Interest | 90 | 90% |
| Product Interest | 10 | 10% |
| Information seeking | 0 | 0% |
| General Interest | 0 | 0% |
| TOTAL | 100 | 100% |

Source: data analysis

Table 3: Why do you visit the retail stores?



Chart 3

INTERPRETATION

Above table 3 shows that the 90% of the customers are went to retail stores for buying interest. 10% of the customers are gone to retail stores for product interest. The customers are not go to the information-seeking & general interest. Only for buying motive of customer because of the lowest price want for in all products and better of quantity.

FINDINGS

- ✓ Large variety of products is available ranging from clothes, food items, electronic goods etc.
- ✓ Some of them offer discount sales and also send greetings to its loyal customers.
- ✓ Customers are satisfied with the provided services.
- ✓ 90% of customers not feel that the quality of products at big bazaar is better than at other retail stores
- ✓ 90% of customers are satisfied for shopping at big bazaar
- ✓ 40% of customers prefer big bazaar for shopping because of low-price and 35% of good quality products.
- ✓ The customer buying in all brand purchased first visit that the price list after purchasing goods.
- ✓ The customers are not go to the information-seeking & general interest only for 10%.

III. SUGGESTIONS

- ✓ To attract more customers, big bazaar needs to offer more brands of products
- ✓ Advertising and television for varies brand buying needs to be improved by customers.
- ✓ Increase varies product using the customer and more transactions in store.
- ✓ Increase the Home-Items and game's section at big bazaar to increase the customer shopping duration.

- ✓ Big bazaar can improve their customer satisfaction level, by providing better service like home delivery etc.

IV. CONCLUSION

The study concludes that majority of the customers prefer shopping at big-bazaar, because of product variety, quality, service facility, reasonable prices which make the customers feel more comfortable in visiting the store again & again. Considering the fact that there are a lot middle class families in sample district, the prices, quality and sales strategy has helped in getting the middle income groups getting attracted towards Big Bazaar. The appropriate marketing support based on the suitable marketing strategy is good. Therefore, the sales that Big Bazaar has had increased in a huge way due to offers & discounts is well position, thus this has been one of the main advantages of Big Bazaar. The customer's wants and satisfaction goods provide by the Big Bazaar market.

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