CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO MEN'S GARMENTS SECTION AT BIG BAZAAR, PONDY BAZAAR, CHENNAI

Narayanan M.A.[*], Venkatesan B.[**] and Ramesh Kumar J.[***]

Abstract: This research "CUSTOMER SATISFACTION TOWARDS SERVICES OF BIG BAZAAR, WITH SPECIAL REFERENCE TO MEN'S GARMENDS SECTION AT BIG BAZAAR, PONDY BAZAAR, CHENNAI " deals with whether the customers are really satisfied with the products and the quality of service provided at Big Bazaar. The other objective was to find out the relation between the quality and service provided by Big Bazaar's.

The research design used for the study was descriptive research design. It includes survey and fact-finding enquires of different kinds.

The study is conducted by survey method using structured questionnaire with five point rating scale. Data was analysed using simple percentage and chi-square test. The Secondary sources of data were collected through, organization Website and journals.

The findings reveal that the customers are really satisfied with the quality and service provided by this company. A few areas of dissatisfaction are also identified and relevant suggestions are also made to improve sales.

INTRODUCTION

Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectation. It is seen as a key performance indicator within business and is part of the four perspectives of a Balanced Scorecard.

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

There is a substantial body of empirical literature that establishes the benefits of customer satisfaction for firms.

Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing a products perceived performance or outcome in relation to his or her expectations. So, satisfaction is a function of perceived performance and expectations.

The performance faults short of expectation, the customer is dissatisfied. The performance is matches the expectation, the customer is satisfied.

* Research Scholar, MBA Department, Bharath University, Chennai- 600 073

** II Year, MBA Department, Jerusalem College of Engineering, Pallikaranai, Chennai – 600 100

*** Assistant Professor, MBA Department, Jerusalem College of Engineering, Pallikaranai, Chennai – 600 100, E-mail: rameshjegan@gmail.com

The performance exceeds expectation the customer is highly satisfied or delighted. Customer satisfaction mainly achieved through two components:
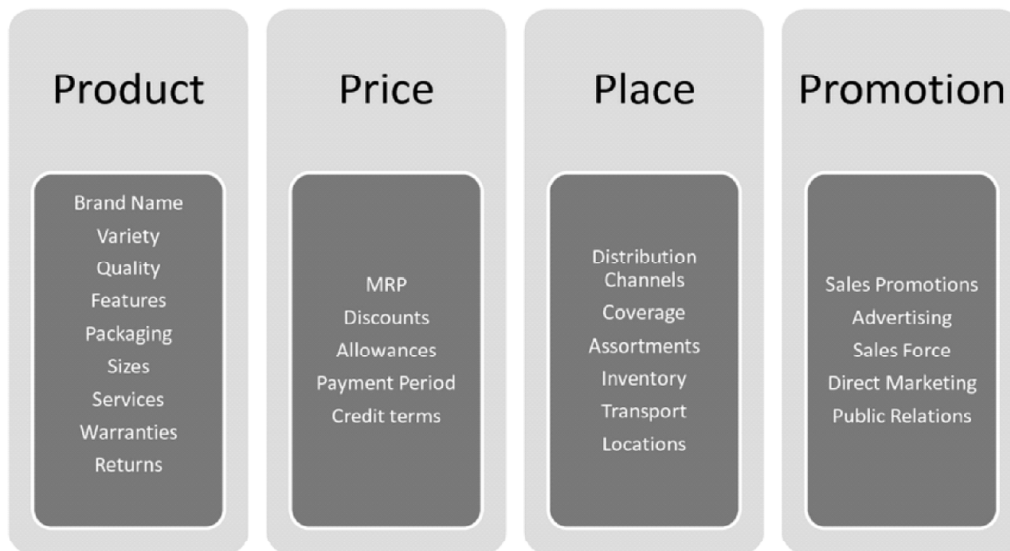
Customer's expectations change accordingly with time. Customer's expectations should be studied with great efforts, so that marketers can design the product based on the customer needs. If the customer needs were met then the customer may turn as an asset to the company because they become opinion leader for others, So that the Company can increase its market shares.

Customer expectation is mainly based on the following attributes

Traditional (4Ps)

The product or service
The price
The place
Promotion

Marketing Mix – 4P's

Product	Price	Place	Promotion
Brand Name			
Variety			
Quality		Distribution Channels	Sales Promotions
Features	MRP	Coverage	Advertising
Packaging	Discounts	Assortments	Sales Force
Sizes	Allowances	Inventory	Direct Marketing
Services	Payment Period	Transport	Public Relations
Warranties	Credit terms	Locations	
Returns			

Source: Marketing Management : A South Asian Perspective; Kotler, Keller, Koshy, Jha

Current Scenario (7Ps)

Product or Service
Price

Promotion

Place

People

Process Physical evidence

In this new era of business world, Customers are the real owners. So, each and every expectation of customers has to be studied.

ADVANTAGES

➢ To increase the market share

➢ To remove customer dissatisfaction

➢ To retain the current customers and also gaining by new one through study the customer expectations.

➢ Organizations are increasingly interested in retaining existing customers while

➢ Targeting non-customers, measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the marketplace.

➢ Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/

service. The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behaviors such as return and recommend rate.

➤ The level of satisfaction can also vary depending on other options the customer may have and other products against which the customer can compare the organization's products. Because satisfaction is basically a psychological state, care should be taken in the effort of quantitative measurement, although a large quantity of research in this area has recently been developed.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study the customer satisfaction towards the services of Big Bazaar, with special reference to Men's Garments section, Pondy bazaar, Chennai – 600 017

SECONDARY OBJECTIVE

➤ To study the quality of services offered in Big Bazaar

➤ To analyze the customer satisfaction level regarding the services of Big Bazaar.

NEED AND SCOPE OF THE STUDY

NEED OF THE STUDY

➤ Customer satisfaction survey is a systematic process for collecting consumer data

➤ Analyzing this data to make it into actionable information,

➤ Driving the results throughout an organization and implementing satisfaction survey is a management information system that continuously captures the voice of the customer through the assessment of performance from the customers' point of view.

SCOPE OF STUDY

➤ Customer's expectations change accordingly with time. Customer's expectations should be studied with great efforts, so that marketers can design the product based on the need of the customers.

➤ If the customers need were met then the customer may turn as an asset to the company because they become opinion leader for others. So that the company can increase its market share.

➤ It helps the organization to understand the customer psychology on choosing the product or service so that easily the product can be positioned.

➤ It also helps to assess the real opinion and mindset of customers and aids to meet out their expectation in future in turn that will increases the volume of sales.

➤ It helps the company to understand the efficiency of dealer service provided to the customers, so that it can create the root for further improvement.

LIMITATION

➤ The study was conducted only in Pondy Bazaar branch this may not give a generalized conclusion.

➤ The time period is very short.

➤ The size of the sample is low when compare to the total population.

➤ The study was limited to extended of abilities and willingness of the respondents to answer appropriately to the questions.

➤ Time pressure the respondents who initially were reluctant to participate because they were busy. However, when they were persuaded they sometimes were anxious to complete the questionnaire fast which might reduce the quality of data.

RESEARCH METHODOLOGY

INTRODUCTION

Research methodology is a way to systematically solve the research problems. It guides the researcher to do the research scientifically. It contains of different steps that are generally adopted by a researcher to study his research problem along with the logic behind them. Data become information only when a proper methodology is adopted. The research methodology includes the logic behind the methods we use in the content of our research study.

RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of data in a manner which may result in an economy in procedure. It stands for advance planning for collection of the relevant data and the techniques to be used in analysis, keeping in view the objective of the research availability of time.

DESCRIPTIVE RESEARCH DESIGN

Descriptive research is one that concerned with describing the characteristics of a particular individual, or of a group. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together. Here the problems are defined and the solutions are provided.

SAMPLE SIZE OF THE STUDY

In this study sample was 25.

SAMPLING TECHNIQUE

Sampling technique were only which were used to select the respondents to get the result for the questionnaire was adopted because of the huge number of people. In study researcher used Random sampling technique.

Random Sampling

Random sampling includes choosing subject from a population through unpredictable means. In its simplest form, subjects all have an equal chance of being selected out of the population being researched.

DATA COLLECTION METHOD

The data collection method for the study the researcher should keep in the mind the two sources of data.

- ➢ Primary data
- ➢ Secondary data.

PRIMARY DATA COLLECTION

- ➢ Primary data refers to those data that are collected newly and they are not used earlier.
- ➢ The researcher has to gather the primary data freshly for the specific study undertaken by him.
- ➢ Primary data has been collected through structured questioner.
- ➢ The primary data was collected through an administrated questionnaire.
- ➢ The questionnaire consisted of a variety of questions that lay consistent with the objective of the research.

Source of Primary Data

- ➢ Experimentation
- ➢ Observation
- ➢ Questionnaire schedule
    We have the questionnaire source of primary data to collect information related to our project.

SECONDARY DATA

The website of the service providers and various other researchers done in this area along with the website. Besides these, the availability of documents, files, notes and brochures provided by the big bazaar served as an additional secondary data for this research work.

TOOLS OF THE STUDY

The researcher have used various tools for analyzing the data collected

❖ **Simple percentage analysis.**

❖ **Chi-square test.**

Table 1
Have you visited Big Bazaar?

S. No	Visited BB	Frequency	Percentage
1	Yes	24	96
2	No	1	4
	Total	25	100

INFERENCE

96% of respondents are choosing Yes to visit and 45% of respondents are choosing No to visited.

Results: Majority of the respondents are already visited Big Bazaar.

Table 2
How often do you visit Big Bazaar?

S. No	How often	Frequency	Percentage
1	Rarely	3	12
2	Once in a week	2	8
3	Twice in a week	4	16
4	Once in a month	11	44
5	Twice in a Month	5	20
	Total	25	100

INFERENCE

44% of respondents used to visit once is a month, 20% of respondents visit twice in a month, 16% of respondents visit twice in a week, 12% of respondents visit rarely and 8% of respondents visit once in a week.

Results: Majority of the respondents used to visit twice in a month.

Table 3
What have influenced you to shop at Big Bazaar?

S. No	Influenced	Frequency	Percentage
1	Hoardings	5	20
2	News paper	4	16
3	Television	3	12
4	Brochures	6	24
5	Any other (Friends)	7	28
	Total	25	100

INFERENCE

Influence to Shop 28% of respondents from any others, 24% of respondents from Brochures, 20% of respondents from hoardings, 16% of respondents from newspaper and 12% of respondent's television.

Results: Majority of the respondents from any others.

Table 4
The way of giving response to your queries?

S. No	Response	Frequency	Percentage
1	Highly Satisfied	3	12
2	Satisfied	20	80
3	Neural	1	4
4	Dissatisfied	1	4
5	Highly Dissatisfied	0	0
	Total	25	100

INFERENCE

80% of respondents said satisfied about giving response for their queries, 12% of respondent said highly satisfied, 4% of respondents said neutral, 4% of respondents said dissatisfied and 0% of respondents said highly dissatisfied.

Results: Majority of the respondents said about giving response for their queries.

Table 5
Assistance given for searching the product?

S. No	Assistance	Frequency	Percentage
1	Highly Satisfied	1	4
2	Satisfied	22	88
3	Neural	2	8
4	Dissatisfied	0	0
5	Highly Dissatisfied	0	0
	Total	25	100

INFERENCE

88% of respondents said Satisfied about assistance given for searching the product, 8% of respondents said neutral, 4% of respondents said highly satisfied and 0% of respondents said both dissatisfied and highly dissatisfied.

Results: Majority of respondents said about assistance given for searching the product.

Table 6
Information given about variety of products

S. No	Information given	Frequency	Percentage
1	Highly Satisfied	3	12
2	Satisfied	18	72
3	Neural	4	16
4	Dissatisfied	0	0
5	Highly Dissatisfied	0	0
	Total	25	100

INFERENCE

72% of respondents said satisfied about Information given about variety of product, 16% of respondents said neutral, 12% of respondents said highly satisfied and 0% of respondents said both Dissatisfied and highly dissatisfied.

Results: Majority of the respondents said about information given about variety of product.

Table 7
About the information given on the available brands

S. No	Available brands	Frequency	Percentage
1	Highly Satisfied	3	12
2	Satisfied	19	76
3	Neural	3	12
4	Dissatisfied	0	0
5	Highly Dissatisfied	0	0
	Total	25	100

INFERENCE

76% of respondents said satisfied about Information given on available brands, 12% of respondents said neutral, 12% of respondents said highly satisfied and 0% of respondents said both dissatisfied and highly dissatisfied.

Results: Majority of the respondents said about information given about available brands.

Table 8
In helping you getting the product according to your requirements

S. No	Helping you	Frequency	Percentage
1	Highly Satisfied	6	24
2	Satisfied	12	48
3	Neural	5	20
4	Dissatisfied	2	8
5	Highly Dissatisfied	0	0
	Total	25	100

INFERENCE

48% of respondents said satisfied about on helping for getting the product according to their requirements, 24% of respondents said highly satisfied, 20% of respondents said neutral, 8% of respondents said dissatisfied and 0% of respondents said highly dissatisfied.

Results: Majority of the respondents said Big Bazaar employees are helping for getting the product according to their requirement.

Table 9
About the complaints handled

S. No	Complaints handle	Frequency	Percentage
1	Highly Satisfied	3	12
2	Satisfied	11	44
3	Neural	7	28
4	Dissatisfied	4	16
5	Highly Dissatisfied	0	0
	Total	25	100

INFERENCE

44% of respondents said Satisfied about the complaints handled, 28% of respondents said Neutral, 16% of respondents said Dissatisfied, 12% of respondents said Highly satisfied and 0% of respondents said highly dissatisfied.

Results: Majority of the respondents said about their complaints are constructively handled

Table 10
Behavior of staffs makes you feel that you can trust them and have confidence in them

S. No	Behavior of staffs	Frequency	Percentage
1	Highly Satisfied	6	24
2	Satisfied	18	72
3	Neural	1	4
4	Dissatisfied	0	0
5	Highly Dissatisfied	0	0
	Total	25	100

INFERENCE

72% of respondents said Satisfied about Behavior of staffs makes feel that they trust them and have confidence in them, 24% of respondents said highly satisfied, 4% of respondents said Neutral, 0% of respondents said both Dissatisfied and highly dissatisfied.

Results: Majority of the respondents are satisfied of Behavior of staffs.

Table 8
Reason to choose Big Bazaar?

S. No	Choose BB	Frequency	Percentage
1	Quality	5	20
2	Fashion	5	20
3	Affordability	5	20
4	Variety	4	16
5	All under one floor	6	24
	Total	25	100

INFERENCE

24% of respondents choose Big Bazaar for shop all under one floor, 20% of respondents choose based on quality, 20% of respondents choose based on fashion, 20% of respondents choose based on affordability and 16% of respondents choose based on variety.

Results: Majority of the respondents choose Big Bazaar for all under one floor.

Table 9
Over all how would you rate customer services of Big Bazaar?

S. No	Overall rating	Frequency	Percentage
1	Highly Satisfied	3	12
2	Satisfied	20	80
3	Neural	1	4
4	Dissatisfied	1	4
5	Highly Dissatisfied	0	0
	Total	25	100

INFERENCE

80% of respondents said Satisfied about customer services provided by Big Bazaar, 12% of respondents said highly satisfied, 4% of respondents said Neutral, 4% of respondents said dissatisfied and 0% of respondents said highly dissatisfied.

Results: Majority of the respondents are satisfied about customer services of Big Bazaar.

Chi-Square Test

Table 9

How often do you visit BB? * Way of giving response to your queries?

Null hypothesis: There is no significance different between visit Big Bazaar and response to their queries. **Alternative hypothesis**: There is significance different between visit Big Bazaar and response to their queries

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.034[a]	12	.700
Likelihood Ratio	8.815	12	.719
Linear-by-Linear Association	3.520	1	.061
N of Valid Cases	25		

INFERENCE

The calculated value is greater than the tabulated value (0.05)

There is no significance different between visit Big Bazaar and response to their queries.

Hence therefore Null hypothesis is accepted

Table 10

Over all how you rate the customer services of BB? * About the information given on the available brands.

Null hypothesis: There is no significance different between customer services and information given on available brand

Alternative hypothesis: There is significance different between customer services and information given on available brand

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.190[a]	6	.117
Likelihood Ratio	7.538	6	.274
Linear-by-Linear Association	2.000	1	.157
N of Valid Cases	25		

INFERENCE

The calculated value is greater than the tabulated value (0.05)

There is no significance different between customer services and information given on available brands.

Hence therefore Null hypothesis is accepted

Table 11

Over all how you rate the customer services of BB? * In helping you getting the product your requirement

Null hypothesis: There is no significance different between customer services and getting the product.

Alternative hypothesis: There is significance different between customer services and getting the product.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.389[a]	9	.016
Likelihood Ratio	14.609	9	.102
Linear-by-Linear Association	2.575	1	.109
N of Valid Cases	25		

INFERENCE

The calculated value is lesser than the tabulated value (0.05)

There is significance different between customer services and getting the product.

Hence therefore Null hypothesis is rejected

Table 12

Over all how you rate the customer services of BB? * About the complaints handled

Null hypothesis: There is no significance different between customer services and about complaints Handled.

Alternative hypothesis: There is significance different between customer services and about complaints handled

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.711[a]	9	.039
Likelihood Ratio	13.761	9	.131
Linear-by-Linear Association	7.263	1	.007
N of Valid Cases	25		

INFERENCE

The calculated value is lesser than the tabulated value (0.05)

There is significance different between customer services and about complaints handled.

Hence therefore Null hypothesis is rejected

SUMMARY

FINDINGS OF THE REPORT

✓ The age of 52% of respondent belongs to the age below 25

✓ 36% is between 25–30. Majority of the respondent belongs to the age group of Below 25.

✓ From the study we found that more than Genders of 88% respondent are Male compare to the Female.

✓ 44% Monthly Income of the respondent's is 10000-20000, 20% of respondent's Monthly income is 20000-30000, Majority of respondent's Monthly Income is 10000-20000.

✓ 80% of the respondents are Private employees, 16% of respondents are students, Majority of the respondents are Private employees.

✓ 72% of respondents are Unmarried and 28% of respondents are married. Majority of the respondents are Unmarried.

✓ 96% of respondents are chooses Yes hence they already visited Big Bazaar.

✓ 44% of respondents used to visit once is a month, 20% of respondents visit twice in a month, Majority of the respondents used to visit Big Bazaar once in a month.

✓ Influence to Shop 28% of respondents from any others, 24% of respondents from Brochures, Majority of the respondents from any others.

✓ It was found that 80% of respondents are satisfied about giving response for their queries.

✓ It was found that 88% of respondents are satisfied about assistance given for searching the product

✓ It was found that 72% of respondents are satisfied about Information given about variety of product

✓ It was found that 76% of respondents are satisfied about Information given on available brands,

✓ It was found that 48% of respondents are satisfied about on helping for getting the product according to their requirements

✓ It was found that 72% of respondents are satisfied about Behavior of staffs makes feel that they trust them and have confidence in them

✓ 24% of respondents choose Big Bazaar for shop all under one floor, 20% of respondents choose based on quality, 20% of respondents choose based on fashion, 20% of respondents choose based on affordability. Majority of the respondent choose Big Bazaar for shop all under one floor.

✓ It was found that 80% of respondents are satisfied about customer services provided by Big Bazaar

SUGGESTION

✓ Retail business is successful only when they have a good customer services. Customer loyalty can only be gain by providing good or satisfied services to the customers.

✓ Most respondents take on the spot decision of buying different products because of the various attractive products displays. So pretty combination with good services should be done to retain customers.

- ✓ Quality play a major role because most respondent said that they want a quality product and that's also the one of the reason for most of the respondents sticking to particular brand.
- ✓ Customers are very price conscious they are having many options in the market. The following steps should opt :-
- ✓ Should follow more of high low pricing rather than everyday low pricing
- ✓ Should go for a weekly coupon system as it holds more of the loyal customers.
- ✓ Should provide good customer services so that customer like to visit again.
- ✓ There should be a proper assortment of various product categories.
- ✓ Proper training should be provided to the employee's so that they can deal with customer efficiently
- ✓ Various offers can be provided to them to attract new customers.

CONCLUSION

- ✓ As most of the retail industries did market research before entering into market. Same thing was done by Big Bazaar. Location, market, consumer perception analysis was done by big bazaar.
- ✓ Big bazaar can attract more customers by different variety and assortments.
- ✓ They can improve customer satisfaction by providing home delivery services.
- ✓ We can conclude that Big Bazaar has one of the major retail industry in India.
- ✓ Working environment is good and also the various facilities is provided to increase the customer services.
- ✓ There exist a healthy & strong relationship between employees and managers.
- ✓ The employees accept their responsibility wholeheartedly and perform the services in well manner that satisfied the customers.