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### **A Study on Customer Service With Reference To Big Bazaar**

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#### **ABSTRACT**

Customer service is the experience a customer gets when using products made by the business which helps to understand the practical market. Through this project we intend to study, what is customer service and the behaviour of the purchasing, consumption and evaluating products, services and ideas, which they expect, will satisfy their needs in which they investment they are interested or not. It is the changing tastes and preference of customer which has bought in a change in the market. New generation people are no more dependent on haat market and far off departmental stores. Today we can see a new era in market with the opening up of many departmental stores, hyper market, shoppers stop, malls, branded retail outlets and specialty stores. My study is based on a survey done on customers of a hypermarket named big bazaar with 200 sampling. Here more customers coming for buying the daily needed products. So at the time big bazaar provides some services for more customer attraction. My study is on determining the customers buying behaviour of customers in big bazaar and the satisfaction level of customers in big bazaar and find out the current status of big bazaar and determine its Customer Service

**KEYWORDS-***Retail, Big Bazaar, Customer Service, Factors, Expectations*

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## **INTRODUCTION**

Retail means selling goods and services in small quantities directly to customers. Retailing consists of all activities involved in marketing of goods and services directly to consumer for their personnel family and household use. The Indian retailing industry is becoming intensely competitive, as more and more players are serving for the same set of customers. The major retail players are Pantaloon Retail, Shoppers Stop, Reliance, etc. Retailing is one of the biggest sectors and it is witnessing revolution in India. The new entrant in retailing in India signifies the beginning of retail revolution. India's retail market is expected to grow tremendously in next few years. According to AT Kearney, The Windows of Opportunity shows that Retailing in India was at opening stage in 1995 and now it is in peaking stage in 2008. India's retail market is expected to grow tremendously in next few years. India shows US\$330 billion retail market that is expected to grow 10% a year, with modern retailing just beginning. India ranks first in 2005. According to Harward Business Review —an exceptionally satisfied customer is 6 times more likely to buy again as one who is merely satisfied & only 5% increase in customer loyalty can boost profit from 25% to 85% ,Syed Valiullah Bakhtiyari.2015

## **SECTOR DETAILS:**

In India, the most of the retail sector is unorganized. In India, the retail business contributes around 10 percent of GDP. of this, the organized retail sector accounts only for about 5 percent share, and the expected annual growth rate is 5% per annum and remaining share is contributed by the unorganized sector. The main challenge facing the organized sector is the competition from unorganized sector. Unorganized retailing has been there in India for centuries, these are named as mom-pop stores. According to A T Kearney, the organized retailing is expected to be more than \$23 billion revenue by 2010. In organized retailing will grow faster than unorganized sector and the growth speed will be responsible for its high market share, which is expected to be \$ 17 billion by 2010-11.This organized retail sector mix includes supermarkets, hypermarkets discounted stores and specialty stores, departmental stores. For example, Spencer network has 69 stores, which includes seven Spencer hypermarkets, three Spencer super markets and 49 Spencer Daily's. Now the company is planning to open 20 stores in 10 cities in six months. The top 10 retailers account only for 2% of total market, today modern retailing is expected to enter a boom phase, which has major players and these players might capture 10% of total market, within next five years.

## **COMPANY PROFILE**

Big Bazaar, is the chain of retail stores of the big banner Pantaloon Retail (India) Ltd., which in turn is a segment of the Kishore Biyani, regulated Future Group of Companies. Moreover the

customer friendly ambiance and the organized retailing of products also make Big Bazaar one of the successful retail companies in India. Big Bazaar, a part of the Pantaloon Group, is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big Bazaar with over 50 outlets in different parts of India, is present in both the metro cities as well as in the small towns. Big Bazaar has no doubt made a big name in the retail industry of India, moreover shopping here is further made a memorable experience with the varied rates of discounts on products as well as discount vouchers available in a variety of amounts, like INR 2000, INR 3000, INR 4000, INR 5000 and INR 10000 on all Big Bazaar products and accessories.

**The variety of product range in Big Bazaar:**

This large format store comprise of almost everything required by people from different income groups. It varies from clothing and accessories for all genders like men, women and children, playthings, stationary and toys, footwear, plastics, home utility products, cosmetics, cooker, home textiles, luggage gift items, other novelties, and also food products and grocery. The added advantage for the customers shopping in Big Bazaar is that there are all time discounts and promotional offers going on in the Big Bazaar on its salvable products.

**THEORETICAL BACKGROUND**

Market as the world Spain into the next millennium, their things are always omnipresent in the universe. Market is one of them. The role of market is very important to all of us. Any one, who has need for something, cannot keep away from the influence of the market. The markets are so intimately connected with day to day and we know the difficulties when the markets do not operate on a day.

***Marketing***

Today as we step to the 21st century, marketing as a subject as profession is going more and more importance. Marketing is very attractive at the company, state, national and international levels. Marketing is clearing the ladder for the company to reach its goals or end result. Marketing is so basis that it cannot be considered as a separate function, it is the whole business seen from the point of its final result that is from the customer point of view. The importance of marketing concept is being realized by many organizations. These organizations are involving themselves in the developing marketing activities to satisfy the needs and wants of a group of customers. The segmentation concept has helped in the development of the new products and services and also specialization in selling is being attained with the development of new markets and new avenues of selling. A wide variety of consumer and producer goods have been designed for many marketing and has become a good profession. Customer service is the provision of services to customers before,

during and after a purchase. According to Turban “Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation.” Its importance varies by product, industry and customer; defective or broken merchandise can be exchanged, often only with a receipt and within a specified time frame. Big Bazaar will often have a desk or counter devoted to dealing with returns, exchanges and complaints, or will perform related functions at the point of sale; the perceived success of such interactions being dependent on employees "who can adjust themselves to the personality of the guest," Customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement. A customer service experience can change the entire perception a customer has of the organization. Customer support is a range of customer services to assist customers in making cost effective and correct use of a product. It includes assistance in planning, installation, training, trouble shooting, maintenance, upgrading, and disposal of a product. A multi-task position drawing on extensive CUSTOMER SERVICE experience to advance a proven track record for developing and maintaining key accounts and improving departmental efficiencies.

### **Objectives of Customer Services**

- Provide customers and staff with clear standards and expectations
- Ensure all customer contact reaches an appropriate conclusion
- Minimize incidences of repeat contact
- Seek to provide a seamless service for customers
- Provide equal and easy access to our services at a time, place and channel that meet the needs of residents, businesses and other stakeholders
- Cater for customers needs irrespective of age, gender, physical or financial ability, ethnic origin, race, religion or geographical location
- Provide a prompt, courteous and knowledgeable response to all customer enquiries.
- Equip our staff to provide customers with an excellent standard of service
- Enable our customers to provide feedback easily, through complaints, customer surveys, etc
- Use customer compliments, comments and complaints to drive improvements to service

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.

Good customer service is all about bringing customers back. And about sending them away happy - happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

### ***Importance***

Its provide guideline for further research in area for organized retail. Research says about customer buying behavior towards Big Bazaar. The research is also important to identify Market size, growth and Market Potential of Big Bazaar. The research shows future Scenario of Big Bazaar in current perspective. The study shows Opportunities and challenges for Big Bazaar respect of internal & external environment. Customer Segmentation of Big Bazaar 1. Big Bazaar target higher & upper middle class customers. 2. The large and growing young working population is a preferred customer segment. 3. Big Bazaar specially targets working women.( Sushma Sharma, 2014)

## **RESEARCH METHODOLOGY**

This research is to identify the buying behaviour of customers of Big Bazaar. This research is based on primary data and secondary data. This study only focuses on urban buying behaviour of customers. The study does not say anything about rural buying behaviour of customer because rural status/attitude & acceptance of the rural customers differs with urban customers. It provides help to further the research for organized retail sector.

### ***Objectives of the study:***

1. To study & understand the factors influence in buying behaviour of customer service at big bazaar.
2. To study various customer service practices by regard of big bazaar.
3. To know the effectiveness of sales service provided by big bazaar
4. To understand the customer feedback about future customer service in Big Bazaar.

### **Methodology Adopted:**

**a. Primary Data** - Primary data is that which is collected fresh and thus happen to be Original in character. The primary data is collected in the process of questionnaire and interviews of the outlets. The primary data were derived from the answers respondents gave in the structured questionnaire prepared by the researcher. A personal interview was conducted with the help of a Questionnaire. The respondents were asked to give their frank opinion regarding the concerned matter and respondents have given valuable information.

The various methods of primary data collection which is used in this study are:

- Personal or Face to Face method
- Questionnaire Method

**b. Secondary Data** - Secondary data is any data, which have been gathered earlier for some other purpose. Data that have been previously collected for some project other than the one at hand.

Among the above mentioned types of data was used for the study and analysis of the objective of this project, also the secondary to data proved to be helping hand in framing up the industry scenario and also the relevant topics in the entire project report. For collecting secondary data researcher used internet, news papers and Hand outs.

### **Sampling Plan**

A sample definite design is a definitive plan for obtaining a sample from a given population. It refers to the technique or the procedure the researched would adopt in selecting items for the sample design is determined before data are collected. There are many sample design from researcher can choose.

Here researcher doing convenience sampling. This is also known as purposive or non probability sampling. This sampling method involves purposive or deliberate selection of particular units of the universe for constituting a sample which represent the universe. When population elements are selected for inclusion in the sample based on ease of access.

Since it is not possible to study whole universe, it becomes necessary to take sample from the universe to know about its characteristics.

1. Sampling Units: Customers of Big bazaar at Jayanagar 9<sup>th</sup> Block Bangalore.
2. Sample Technique: Convenience non probability
3. Research Instrument: Structured Questionnaire includes multi choice answers to be chosen by the respondents.

### **Sample Size:**

The survey is conducted in the city of Bangalore big bazaar, with 200 customers as respondent.

### **Limitations**

- Insecurity limiting access to the population of concern
- The lack of time to carry out a survey
- The lack of funding necessary to carry out a survey
- The lower priority for carrying out a survey because of competing urgent tasks
- Due to company's policies certain information is not sharing.

**DATA ANALYSIS AND INTERPRETATION:**

**Q. No: 1) Age Parameter.**

**Table No 1- Table showing Age Parameter**

Age	No. Of customers	Percentage(%)
Below-25	66	33
26-45	120	60
Above-46	14	7
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**ANALYSIS:** From the above table it shows out of 200 Respondents 66(33%) no. Of respondents visit big bazaar are between age of 0-25, are 66(33%), 26-45 are between the age 120 (60%) and above 46 years are 14 (7%).

**Q. No:2)Income level:**

**Table no. 2- Table Showing Income Level**

Monthly Income	Respondents	Percentage
Below Rs. 10000	20	10
Rs.10000-20000	45	22.5
Rs.20000-30000	90	45
Above Rs 30000	45	22.5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**ANALYSIS:** From the survey it can be seen that out of 200 respondents surveyed 10%(20) respondent's income are below Rs.10000, 22.5%(45) respondent's income are between Rs.10000 to rs.20000, 45%(90) respondent's age income are between Rs.20000 to Rs.30000, 22.5% (45) respondent's income are above Rs.30000.

**Q. No: 3) Education Qualifications**

**Table No.3- Table showing Education Qualifications**

Education	No. Of Respondents	Percentage(%)
Under Graduate	48	24
Graduate	92	46
Post Graduate	60	30
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**ANALYSIS:** From the above table can be seen that, out of 200 respondents of 48(24%) respondents are under graduate. (92)46% respondents are Graduate,(60)30% respondents are Post graduate.

**Q.No:4) Working status.**

**Table no.4- Table showing working status:**

Working Status	No. Of Customers	Percentage (%)
Business	58	26
Private Employee	71	35.5
Govt. Employee	49	24.5
Student	52	26
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**ANALYSIS:** From the surveyed, it is clear that out of 200 Respondents 58(26%) of the told customer of business person, and private employee 71(35.5%) respondents, Govt. Employee 49(24.5%) respondents and 52(23%) of students.

**Q. No:5) How frequently do you visit big Bazaar?**

**Table No.5- Table showing customer frequently visit in big bazaar:**

Scale	Respondents	Percentage (%)
Twice in a week	28	14
Once in a week	72	36
During special offers	60	30
Whenever the need arises	40	20
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**ANALYSIS:** This is aimed at understanding how frequently customer visit shops & buy their product or avail their services. The highest responses have been attributed to once a week shopping 72 (36%). Such customer can be presumed to have high disposal income & may buy more daily & fashion products. Whereas 60 (30%) respondents of them visit during special offers, 40 (20%) respondents when need arises, 28(14%) twice in a week and 72(36%) respondents of once in a week.

**Q. No: 6) factors influencing you to purchase in big bazaar?**

**Table No.6- Table showing factors influencing you to purchase in big bazaar:**

Response	No. Of Customers	Percentage (%)
Price	40	20
Quality	52	26
Brand image	74	37
Easy availability	34	17
<b>Total</b>	<b>200</b>	<b>100</b>

Source: primary data

**ANALYSIS:** From this statement found that 40(20%) respondents of people are Price, 52(26%) respondents of Quality factors, 74(37%) respondents of Brand image and 34(17%) respondents of Easy availability of big bazaar influenced to customer for buying the big bazaar products.



**Q. No:7) mention what type of products do you purchase from Big Bazaar.**

**Table no.7-Table showing customer familiar product from Big Bazaar:**

Products	No. Of Customers	Percentage (%)
Electronics items	45	22.5
Fashion items	65	32.5
Vegetables	50	25
Kitchen items	40	20
<b>Total</b>	<b>200</b>	<b>100</b>

Source: primary data

**ANALYSIS:** Out of 200 respondents (22.5%) of 45 customers selecting Electronics items, 65 customers (32.5%) said as Fashion items, 50 customers (25%) said as Vegetables and 40 customers (20%) said Kitchen products in Big Bazaar.

**Q. No:8) In your most Customer service experience, how did you contact the staff?**

**Table No.8-Table showing how does contact the Customer service experience**

Contact way	Respondents	Percentage(%)
In person	40	20
Telephone	54	27
Direct meeting	66	33
Internet	40	20
<b>Total</b>	<b>200</b>	<b>100</b>

Source: primary data

**ANALYSIS:** From the surveyed it can be seen that out of 200 respondents 40(20%) they have contacted the staff through In person, 54(27%) respondents through Telephone, (33%)66 respondents through Direct Meeting and (20%)40 respondents through Internet of become aware of Big Bazaar.

**Q.No:9) Overall how would you rate big bazaar staff response to customer enquiry?**

**Table No.9- Table showing staff response to customer enquiry**

Response	Respondents	Percentage(%)
Excellent	42	21
Good	72	36
Average	64	32
Fair	16	8
Poor	6	3
<b>Total</b>	<b>200</b>	<b>100</b>

Source: primary data

**ANALYSIS:** From the survey of question out of 200 respondents are (42)21% respondents said Excellent for staff responding to customer enquiry and 72 (36%) respondents said Good, 64 (32%) respondents said Average, 8% respondents said Fair and 6(3%)respondents of Poor service for responding to staff enquiry.

**Q.No:10) Please tick the Following parameter of customer responding in customer service.(5 - Highest, 1 – Lowest)**

**Table No. 10- Table showing customer responding in customer service**

SI NO	Parameter	Respondents					WMS	Rate
		Excellent (5)	Good (4)	Average (3)	Fair (2)	Poor (1)		
1	Friendliness staff	114	70	10	4	2	4.45	1
		570	280	30	8	2		
2	staff delivers the appropriate service as promised	26	132	38	2	3	3.895	2
		130	528	114	4	3		
3	Knowledgeable staff	44	90	58	8	1	3.855	4
		220	360	174	16	1		
4	communicating information provided	34	116	40	10	2	3.88	3
		170	464	120	20	2		
5	Available in a timely manner	40	80	70	6	4	3.73	7
		200	320	210	12	4		
6	Staff greeted & offered to help you	52	76	66	6	0	3.87	5
		260	304	198	12	0		
7	Behaviour of staff makes you feel that u can trust	36	100	58	6	0	3.83	6
		180	400	174	12	0		

Source: primary data

**ANALYSIS:** From the above table can seen that out of 200 respondents of 114 respondents gave 1<sup>st</sup> rank to friendliness staff whose WMS is 4.45, 132 respondents gave 2<sup>nd</sup> rank to staff delivers the appropriate service as promised whose WMS is 3.895,116 respondents gave 3<sup>rd</sup> rank to communicating information provided whose WMS is 3.855,90 respondents gave rank 4<sup>th</sup> to knowledgeable staff whose WMS is 3.855, 76 respondents gave rank 5<sup>th</sup> to staff greeted & offered to help you whose WMS is 3.87, 100 respondents gave rank 6<sup>th</sup> to behaviour of staff makes you feel that you can trust whose WMS is 3.83, 80 respondents gave rank 7<sup>th</sup> to availability in a timely manner whose WMS is 3.73.

**Q.No:11) Do you think there enough signs in the Store to provide needed information in navigation.**

**Table No.11- Table showing there enough signs in the Store to provide needed information in navigation.**

Responding	Respondents	Percentage(%)
Yes	142	71
No	58	29
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**ANALYSIS:** From the surveyed of out of 200 respondents142(71%) respondents said Yes provide needed service for information, 58(29%) respondents said No to giving information at big bazaar as its customers opinion.

**Q. No: 12) Please rate according to you store character & importance of Big Bazaar.**

**Table No.12-Table Showing store character & importance of Big Bazaar(Highest-5: Lowest-1)**

SI NO	Parameter	Respondents					WMS	RATING
		Strongly Agree	Agree	Neither Agree	Strongly Disagree	Dis Agree		
1	Flexible place available is there	68	122	10	0	0	4.29	1
		<b>340</b>	<b>488</b>	<b>30</b>	<b>0</b>	<b>0</b>		
2	Less crowded	30	60	68	34	8	3.35	4
		<b>150</b>	<b>240</b>	<b>204</b>	<b>68</b>	<b>8</b>		
3	Store layout is nicer	32	100	64	4	0	3.8	2
		<b>160</b>	<b>400</b>	<b>192</b>	<b>8</b>	<b>0</b>		
4	It easy for customer to find what they needed	20	70	88	20	2	3.43	3
		<b>100</b>	<b>280</b>	<b>264</b>	<b>40</b>	<b>2</b>		

Source: Primary data

**ANALYSIS:** According to customers out of 200 respondents 4.29 WMS said for flexible place available is there, 3.35 WMS of less crowded, 3.8 WMS Store layout is nicer and It easy for customer to find what they needed of 3.43 WMS is agree.

**Q.No:13) Overall please rate the Cleanliness of the Store.**

**Table No.13- Table showing Cleanliness of the Store.**

Responding	Respondents	Percentage (%)
Excellent	55	27.5
Good	88	44
Average	45	22.5
Fair	12	6
Poor	0	0
<b>Total</b>	<b>200</b>	<b>100</b>

Source: primary data

**ANALYSIS:** From the above table surveyed out of 200 respondents 55(27.5%) respondents said Excellent for Cleanliness of big bazaar store, (44%)88 respondents said Good, (22.5%)45 respondents said Average, then (6%)12 respondents said Fair and none of them Poor.

**Q.No:14) What kind of an facility do you like from Big Bazaar.**

**Table No.14- Table showing customer which kind of an facility like from Big Bazaar.**

Facilities	No. Of Customers	Percentage (%)
24*7 Opening service	54	27
Discount offer	61	30.5
Online Shopping	67	33.5
Easy carrying of buying	18	9
<b>Total</b>	<b>200</b>	<b>100</b>

Source: primary data

**ANALYSIS:** From the analysed of customers opinion out of 200 respondents 54(27%) respondents said 24\*7 Opening service in Big Bazaar, 30%(61) respondents like Discount offer facility in big bazaar, 67(34%) respondents said Online Shopping service and (9%)18 respondents said Easy carrying of buying facility in big bazaar.

**Q. No: 15) Please tick the according to you about Big Bazaar facility.**

**Table No.15- Table showing Customer like facility from big bazaar. (5 – Highest: 1 – Lowest)**

SI NO	Parameter	Excellent	Good	Average	Fair	Poor	WMS	RANK
1	Cleanliness	112	76	10	2	0	4.49	1
		<b>560</b>	<b>304</b>	<b>30</b>	<b>4</b>	<b>0</b>		
2	Presentation of facility	28	140	28	4	0	3.96	5
		<b>140</b>	<b>560</b>	<b>84</b>	<b>8</b>	<b>0</b>		
3	Feeling of safe environment	36	90	64	10	0	3.76	8
		<b>180</b>	<b>360</b>	<b>192</b>	<b>20</b>	<b>0</b>		
4	Parking facility	74	76	42	8	0	4.08	2
		<b>370</b>	<b>304</b>	<b>126</b>	<b>16</b>	<b>0</b>		
5	Providing ATM nearby Big Bazaar	78	76	38	6	2	4.25	4
		<b>390</b>	<b>304</b>	<b>144</b>	<b>12</b>	<b>0</b>		
6	Lift & Escalator	64	82	40	12	2	3.96	6
		<b>320</b>	<b>328</b>	<b>120</b>	<b>24</b>	<b>0</b>		
7	Rest room & Trail room	56	74	56	6	8	3.78	7
		<b>280</b>	<b>296</b>	<b>168</b>	<b>12</b>	<b>0</b>		
8	Trolley facility	70	84	36	10	0	4.07	3
		<b>350</b>	<b>336</b>	<b>108</b>	<b>20</b>	<b>0</b>		

Source: Primary Data

**ANALYSIS:** From the above table can seen that out of 200 respondents of 112 respondents gave 1<sup>st</sup> rank to cleanliness whose WMS is 4.49, 76 respondents gave 2<sup>nd</sup> rank to parking facility whose WMS is 4.08, 70 respondents gave rank 3<sup>rd</sup> to trolley facility whose WMS is 4.07, 78 respondents gave rank 4<sup>th</sup> to Providing ATM nearby Big Bazaar whose WMS is 4.25, 140 respondents gave 5<sup>th</sup> rank to presentation of facility whose WMS is 3.96, 82 respondents gave 6<sup>th</sup> rank to lift & Escalator whose WMS is 3.96, 74 respondents gave 7<sup>th</sup> rank to Rest room & Trail room whose WMS is 3.78, 90 respondents gave 8<sup>th</sup> rank to feeling of safe environment whose WMS is 3.76.

**Q. No:16) In your recent experience with company how do you rate the quality of customer service you received.**

**Table No.16- Table showing quality of customer experience in big bazaar.**

Parameter	No. Of Customers	Percentage(%)
Excellent	53	26.5
Good	87	43.5
Average	54	27
Fair	6	3
Poor	0	0
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**ANALYSIS:** From the survey of this table out of 200 respondents 53(26%) respondents said Excellent of customer service in Big Bazaar, 87(44%) respondents of Good service, with 54(27%) respondents of average, 6(3%) respondents said of Fair opinion about service, and non of the above poor service in big bazaar.

**Q. No: 17) To improve upon big bazaar customer service, please rate the following 1-3.**

**Table No.17- Table showing improve on customer service (1- Highest: 3- Lowest)**

SI NO	Factors	Ranking			WMS	Rank
		1	2	3		
1	Staff	126	54	20	1.47	2
		126	108	60		
2	Facility	100	80	20	1.6	1
		100	160	60		
3	Store	140	26	34	1.47	2
		140	52	102		

Source: primary data

**ANALYSIS:** From the above this graph can seen that about staff 1.47WMS for given rank 2<sup>nd</sup>, facility are 1.6 WMS are given the 1<sup>st</sup> rank, finally store 1.47WMS of the 2<sup>nd</sup> rank

**Q.No:18)To improve quality customer service. Which service you expect will add more value for future.**

**Table No.18- Table showing improve quality customer service will be expecting way.**

Parameter	No. Of customer	Percentage(%)
By SMS	79	39.5
by E Mail	42	21
By Person	36	18
All the above	43	21.5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary data

**ANALYSIS:** Survey conducted it has been observed future service quality of customer service more expected in this way. Because 39% are using By SMS, 21% are By Email, 18% are through By Person and 22% are using all the above.

**Q. No:19) please rate what according to your expectation from Big Bazaar.**

**Table No.19- Table showing customer expectation from Big Bazaar**

Expectation	No. Of Customer	Percentage(%)
Trust & Care	82	41
Professional service quality	36	18
Immediate response	72	36
Others	10	5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

**ANALYSIS:** According to responding for expectation of customer service from big bazaar customer said out of 200 respondents of 82(41%) respondents expect Trust & Care, 36(18%) of professional

Service equality, 72(36%) respondents of expects immediate response from big bazaar and only 10(5%) respondents of expect other service from big bazaar.

**Q. No:20) According to your experience are you happy with customer service at Big Bazaar.**

**Table No.20- Table showing customer happy with customer service in big bazaar.**

Responding	No of customer	Percentage(%)
Yes	176	88
No	24	12
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Data analysis

**ANALYSIS:** From the above table can seen that out of 200 respondents are (176)88% respondents said Yes, it is highly happy service have purchased at Big Bazaar, and other 12% respondents said No for service satisfied/unhappy service in Big Bazaar.

**Q. No: 21) To improve the need of customer, we come up with innovative customer service which will help to chose the but, please rate your interest level.**

**Table No.21- Table showing provide future service to customer:**

Sr No	Future service	Excellent	Good	Average	Fair	Poor	WMS	RANK
1	Providing cool drinks	134	24	40	2	0	4.45	1
		670	96	120	4	0		
2	Floor helper	12	164	22	2	0	3.93	2
		60	656	66	4	0		
3	Providing home delivery	64	52	78	6	0	3.87	3
		320	208	234	12	0		
4	Kids care	34	68	66	30	2	3.46	7
		170	272	188	60	2		
5	Digital price indicator for every dept.	36	104	42	16	2	3.78	4
		180	416	126	32	2		
6	Hospitality greeting/workshop	36	64	84	10	6	3.57	6
		180	256	252	20	6		
7	Every floor billing service	50	66	52	30	2	3.66	5
		250	264	156	60	2		

Source: Primary Data

**ANALYSIS:** Form The above table says out of 200 respondents of 134 respondents gave 1<sup>st</sup> rank to providing cool drinks whose WMS is 4.45, 164 respondents gave 2<sup>nd</sup> rank to floor helper whose WMS is 3.93, 78 respondents gave 3<sup>rd</sup> rank to providing home delivery whose WMS is 3.87, 104 respondents gave rank 4<sup>th</sup> to Digital price indicator for every dept. Whose WMS is 3.78,66 respondents gave rank 5<sup>th</sup> to Every floor billing service whose WMS is 3.66, 84 respondents gave rank 6<sup>th</sup> to Hospitality greeting/workshop whose WMS is 3.57, 68 respondents gave rank 7<sup>th</sup> to Kids care whose WMS is 3.46.

**SUGGESTION:**

- 1) Providing ATM facility nearby big bazaar.

- 2) 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.
- 3) Most respondents take on the spot decision of buying different products because of the various attractive products displays. So visual appealing store interiors can concentrate on increasing its aesthetics
- 4) Most of the respondents are interested in online shopping so the company can take the orders online
- 5) Most of the respondents are expecting the future services like providing cool drinks, floor helper and providing home delivery from the Big Bazaar so they can provide future service to the customers.
- 6) To enhance the staff efficacy Proper training should be provided to the staff so that they can deal with customer efficiently
- 7) Various offers can be provided to them to attract new customers like
  - Follow everyday low pricing strategy (EDLP).
  - They can opt for weekly coupon system as it holds more of the loyal customers.

## **CONCLUSION:**

Big bazaar, a part of future group is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big bazaar with over 140 outlets in different part of India is present in both the metro cities as well as in small towns. From the research ,we can conclude that Big Bazaar has one of the major retail industries in India which has good Working environment and also the various facilities have been provided to increase the customer services. The employees accept their responsibility wholeheartedly and perform the services in well manner that satisfied the customers and accept that it is their responsibilities to carry out a part of the activities of the company which has created a healthy & strong relationship between employees and managers. The study has helped me to understand the various Customer service in Big Bazaar and an opportunity to redefine them to meet organisational objectives. So far the overall customer service of the Big Bazaar is good. In order to maximise Big Bazaar reach ability amongst different customers and beat the competition customers have given positive opinion for providing cool drinks, Home delivery concept, Online shopping as an innovative customer service to improve the need of customers which may boost its reputation among rivals

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