

“A STUDY ON CUSTOMER SATISFACTION ON BIG BAZAR”

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ABSTRACT

In today's dynamic market environment, understanding and adapting to changing customer tastes and preferences has become crucial for business sustainability and growth. Customer satisfaction, a subjective and multifaceted concept, plays a pivotal role in shaping consumer behaviour, influencing factors such as repeat purchases and brand loyalty. It is influenced by various psychological and physical elements, making its evaluation essential for strategic decision-making. Particularly in the highly competitive landscape of Multilevel Marketing and retail sectors, identifying the key determinants of customer attitudes is vital for long-term success. Big Bazaar, a major retail chain under the Future Group, exemplifies this evolution. Since its inception in 2001, it has expanded rapidly across India, transforming from a fashion-centric outlet to a comprehensive hypermarket. Offering a diverse range of products—from groceries and apparel to electronics and furniture—Big Bazaar aims to provide a holistic shopping experience that caters to the varied needs of Indian consumers. This study explores the factors influencing customer satisfaction in such dynamic retail environments.

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INTRODUCTION:

Customer's taste and preferences are changing day by day. Identification of these changes is a major factor because the success of a firm depends on the ability of the firm to adjust with the attitudes of the customers. 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 behaviour such as return and recommend rate. Essentially customer satisfaction is the extent to which customers are happy with the service and products provided by a business. It is an important concept in business because happy customers those most likely to place repeat orders and explore the full range of products /services offered. Severe competition occurs in the field of Multilevel Marketing companies and therefore existence become very difficult. Customer Satisfaction is a major factor for existence and in order to satisfy the customer, identification of major factors influencing customer attitude is necessary.

REVIEW OF LITERATURE

1.Kumar & Singh (2021)In their study, the authors emphasized the importance of pricing strategies, promotional offers, and product variety in influencing customer satisfaction at Big Bazaar. The

research found that regular promotional schemes and combo offers were a major reason for customer retention.

2.Mishra et al. (2020)This study focused on shopping behavior in tier-2 cities and concluded that convenience, accessibility, and store layout significantly impact customer satisfaction in Big Bazaar outlets. It also highlighted how loyalty programs increased frequency of visits.

3.Roy & Ghosh (2022)This study analyzed the post-COVID customer preferences. It revealed that hygiene standards, contactless billing, and crowd management became new drivers of customer satisfaction. BigBazaar's struggle to adapt quickly to these changes was noted as a reason for decreased footfall.

4.Das (2021)Das explored the digital transformation of retail, particularly how Big Bazaar attempted to shift online via the "Future Pay" app. The paper observed mixed responses from customers due to poor app experience and limited product availability compared to competitors like Amazon and Flipkart.

5.Chattopadhyay (2023)In a more recent analysis of the downfall of Big Bazaar, the study touches upon customer satisfaction dropping due to inconsistent product availability, frequent stockouts, and poor management of loyalty points, especially after Reliance Retail's takeover of Future Group assets.

NEED AND IMPORTANCE

Tracking customer satisfaction is essential for building long-term loyalty and converting customers into brand advocates. The purpose of this study is to assess whether customers are satisfied with Big Bazaar's products and apparel. If they are satisfied, the study aims to identify the key factors contributing to their satisfaction. Conversely, if they are dissatisfied, it seeks to uncover the reasons behind their discontent.

As Michael Leboeuf aptly stated, "A satisfied customer is the best business strategy of all." This quote holds significant relevance in today's competitive retail environment. Through conducting customer satisfaction research, it becomes clear how vital it is for companies like Big Bazaar to understand customer perceptions, needs, and expectations in order to enhance service quality, drive repeat business, and ensure sustainable growth.

SCOPE OF THE STUDY

The success or failure of any company largely depends on the level of customer satisfaction it achieves. In today's era of globalization and liberalization, intense competition within the business sector has made customer satisfaction a critical factor for survival and growth. To retain existing customers and attract new ones, companies must focus extensively on the quality of service they provide

Customer perceptions are often shaped and influenced through advisors or intermediaries, making their role crucial in building trust and satisfaction. This, in turn, contributes significantly to customer retention and long-term loyalty.

OBJECTIVES OF THE STUDY

To identify the key attributes that influence customers when choosing retail outlets like Big bazaar To evaluate the level of customer satisfaction with Big Bazaar based on various parameters such as product quality, pricing, store environment, and customer service.

To understand the reasons behind customers' preference for Big Bazaar over other retail options. To examine how Big Bazaar implements its policies and strategies to enhance customer satisfaction.

To analyze how the marketing mix (Product, Price, Place, Promotion) impacts customer satisfaction.

SOURCES OF DATA

1. Company Reports and Websites

Future Group / Big Bazaar Official Reports (Archived)

2. Published Articles & Business News

Economic Times, Business Standard, Mint, Financial Express

3. Market Research & Industry Reports

Statista: Retail satisfaction trends in India.

4. Academic Journals & Research Databases

5. Government & Public Data

Ministry of Consumer Affairs: Reports on consumer rights and retail satisfaction.

RESEARCH DESIGN

descriptive research design, which is most suitable for understanding and explaining the current level of customer satisfaction. Descriptive research helps in identifying patterns and customer perceptions regarding various aspects of Big Bazaar such as product quality, pricing, service, store ambiance, billing efficiency, staff behavior, and promotional offers.

quantitative methods, using a survey as the key tool for primary data collection. A structured questionnaire was developed, comprising both closed-ended and Likert-scale-based questions. The questionnaire was designed to be clear, concise, and focused on key satisfaction variables.

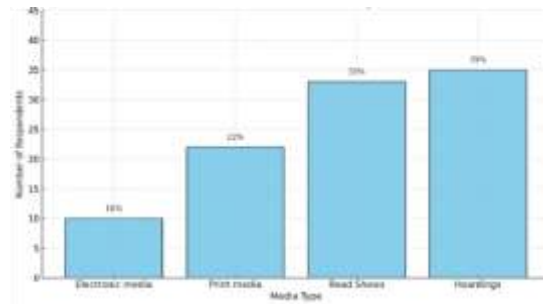
The target population includes customers who have shopped at Big Bazaar in the recent past. A **convenience sampling method** was used to select respondents, considering time and accessibility constraints. The sample size was determined based on the availability of respondents, aiming for a diverse demographic mix in terms of age, gender, and income.

LIMITATIONS OF THE STUDY

- The conclusions are based on responses from a limited number of participants, which may not accurately represent the entire customer base of Big Bazaar across various regions.
- If the survey was conducted in a specific location or city, it may not reflect the opinions of customers from other areas with different demographics and shopping behaviors.
- Most responses appear to be closed-ended (e.g., Yes/No or multiple choice), which limits the depth of insight into customer motivations, preferences, and detailed feedback.
- The demographic details (age, gender, income group, etc.) of respondents are not mentioned, which makes it difficult to analyze how different customer segments perceive Big Bazaar.
- Respondents might have given socially desirable answers or may not have been fully truthful, especially in questions related to satisfaction or service usage.
- The interpretations assume uniform customer behavior and attitudes, which might not hold true across all customers due to individual differences.
- Some important service dimensions such as product availability, staff behavior, in-store experience, return policies, and digital payment options are not covered.
- The data may reflect the customer sentiment at a specific point in time. Factors like promotions, management changes, or market competition might have changed after the survey was conducted.

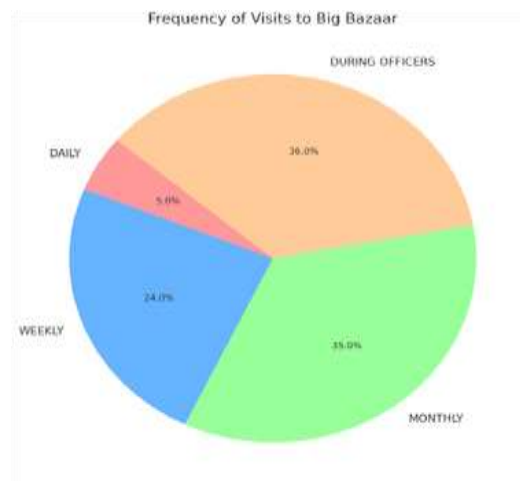
DATA ANALYSIS

- How did you come to know about BIG BAZAAR products ?



Interpretation: From the above analysis, it is concluded that the majority of respondents became aware of Big Bazaar products through hoardings, accounting for 35% of the total. This is followed closely by road shows with 33%, and print media with 22%. Electronic media was the least cited, with only 10% of respondents acknowledging it as a source of information.

- So how regular are you to BIG BAZAAR?



Interpretation: The majority of respondents, 36%, visit Big Bazaar during office hours, possibly indicating convenience-based shopping during breaks or work-related errands. 35% of respondents prefer to shop on a monthly basis, suggesting that many consider BigBazaar suitable for bulk or planned shopping. 24% shop weekly, indicating a segment of regular, perhaps routine shoppers. Only 5% of the respondents reported visiting daily, highlighting that Big Bazaar is not typically used for daily purchases but more for periodic or bulk shopping needs

- Which department gives the best offers?

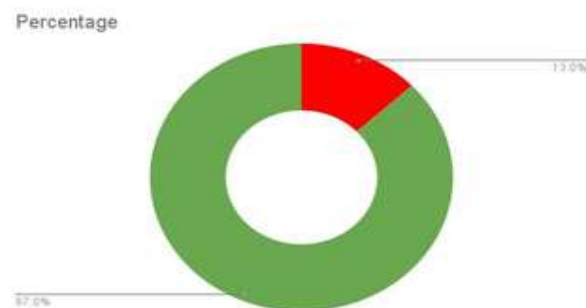


Interpretation : The pie chart shows that 4% of respondents value Security the most while shopping at Big Bazaar, followed by 13% who prefer Economical pricing. Only 30% consider Product Features, and just 53% prioritize Convenience. This indicates that safety and affordability are key drivers of customer satisfaction, while convenience and product attributes are less influential.

1. Are you satisfied with the quality of service being provided?

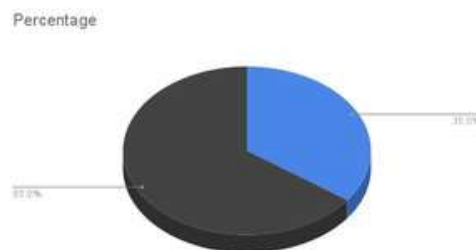
Interpretation: The data shows that 80% of respondents are satisfied with the quality of service at Big Bazaar, indicating strong customer approval. 11% of respondents expressed dissatisfaction, while 6% said they are satisfied only to some extent. A small group, 3%, were unsure or preferred not to comment.

1. Have you faced any problem at the time of purchase & usage?



Interpretation: The data reveals that 90% of respondents are satisfied (Yes) with the particular aspect surveyed, while only 10% responded No. This indicates a highly positive customer sentiment and suggests that the majority of customers are happy with the service or feature in question.

1. Do you know customer awareness program for every month?



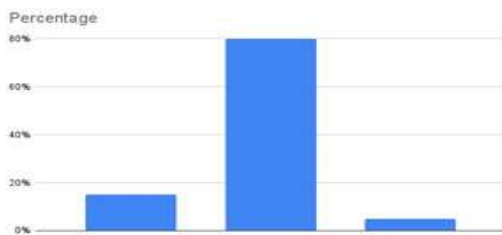
Interpretation: The above table is indicating that, from the total respondents of the survey 35% respondents are aware of the customer program, and the remaining 65% respondents are completely unaware of this statement, due to lack of communication from the company.

1. Where do you pay your bills?



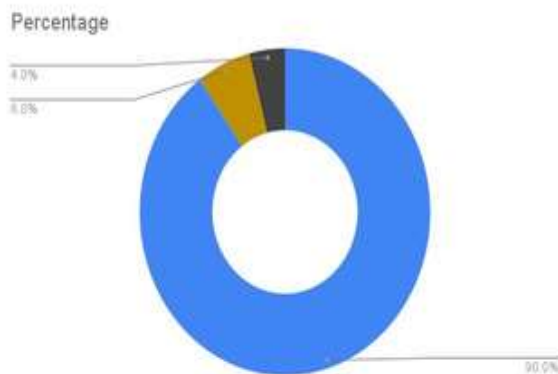
Interpretation: It is clear from the above analysis that the respondents have to pay their post paid bills at the True-Paid shops only. So 100% of the respondents pay at their dealer outlets only.

1. Are you satisfied with the payment of your bills?



Interpretation: With the above analysis, from the 100 respondents, only 15% are satisfied with the time given to them for payment of bills, 4% are not satisfied and the remaining 80% of respondents are not fully satisfied.

1. What is your Opinion on the service availability of Retail?



Interpretation: The chart shows a dominant category comprising 90% of the total, highlighted in blue. The remaining two categories make up only 10%, with 6% in mustard yellow and 4% in dark gray. This indicates a significant imbalance, where one category clearly outweighs the others.

1. Is home delivery facility providing by the services is sufficient & convenient to you?



Interpretation: The bar graph shows that a vast majority of respondents (94%) answered "No", while only 6% responded "Yes." This indicates a significant lack of agreement or satisfaction regarding the question asked. The data suggests that the service or feature in question is either not meeting expectations or is not widely accepted by customers. Immediate attention is required to understand the cause of dissatisfaction and implement necessary improvements.

FINDINGS

1.Limited Reach in Rural Areas :Currently, Big Bazaar's operations are primarily concentrated in urban locations. To attract a larger customer base, efforts should be made to extend services to semi-urban and rural regions, where there is significant growth potential.

2.Lack of Customer Awareness about Services : Many customers are not fully aware of the range of services offered by Big Bazaar. Increasing outreach through effective sales promotion strategies can help in educating and engaging the target audience more effectively.

3.Need for Youth-Centric Promotions :To capture the attention of younger consumers, Big Bazaar should introduce tailored promotional offers that resonate with the interests and shopping habits of the youth segment.

4.Strong Market Image :Big Bazaar enjoys a solid reputation in the retail sector, which contributes to its strong brand recognition and customer loyalty.

5.Discount-Oriented Market Positioning :The brand has effectively positioned itself as a discount retail outlet, attracting price-conscious consumers looking for value deals.

6.Broad Middle-Class Customer Base :A significant portion of Big Bazaar's customers belong to the middle-income segment, which forms the core of its consumer base.

SUGGESTIONS

Enhance Service Quality through Clarity and Connectivity

Big Bazaar should focus on improving the overall retail service experience by making communication more transparent and ensuring better connectivity across service touchpoints. This will help customers navigate services more efficiently and foster trust in the brand.

Expand Coverage of Key Departments

There is a need to broaden the availability and reach of essential services such as dairy, agricultural products, and retail items. Strategic expansion in underserved areas will help attract a wider customer base.

Increase Service Access Points

To improve customer convenience, Big Bazaar should consider setting up additional service counters and kiosks in key locations. This will reduce crowding and waiting time, enhancing the shopping experience.

Strengthen Retail Service Promotion

Compared to competitors, Big Bazaar should adopt a more focused approach in promoting its retail services. Special attention should be given to engaging both individual and household shoppers, rather than just business clients.

Utilize Diverse Media Channels for Promotion

The company should implement aggressive marketing strategies using multiple media platforms — such as digital, print, and outdoor advertising—to boost awareness of its offerings and differentiate itself in a competitive market.

CONCLUSION

The study reveals that overall customer satisfaction with Big Bazaar is notably high, although a considerable portion of respondents expressed dissatisfaction with certain aspects of its services. A majority of the customers surveyed have been associated with Big Bazaar for less than or around one year, indicating relatively recent engagement with the brand.

Most respondents became aware of Big Bazaar's services primarily through hoardings, newspapers, and other print media, while electronic media and promotional roadshows also played a secondary role in spreading awareness. Customers are largely drawn to Big Bazaar because of its quality of service, followed by the strong brand image the company has cultivated over the years. These two factors stand out as key motivators for choosing Big Bazaar over its competitors.

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1 2 3 4 Electronic media Print media Road Shows Hoardings 102233 35 10% 22% %33 35% 5 Serial
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