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Customer service with reference to Big Bazaar

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Hypermarket,
Customer buying
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A B S T R A C T

Pantaloone Retail (India) Limited, is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. The company's leading formats include Pantaloon, a chain of fashion outlets, Big Bazaar, a uniquely Indian hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and feel of Indian bazaars with aspects of modern retail like choice, convenience and quality and Central, a chain of seamless destination malls. Some of its other formats include Depot, Shoe Factory, Brand Factory, Blue Sky, and Fashion Station. The company also operates an online portal, futurebazaar.com. As customer's tastes and preferences are changing, the market scenario is also changing from time to time. It is the changing tastes and preference of customer which has brought 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.. My study is on determining the customers buying behavior of customers in big bazaar and the satisfaction level of customers in big bazaar. My study will find out the current status of big bazaar and determine where it

Introduction

Big Bazaar is a chain of Hypermarkets in India, with more than 110 stores in operation. It is a subsidiary of future group of venturer Ltd's, and follows the business model of US-based Wal-Mart. Facilities offered by Big Bazaar Online shopping: Big Bazaar has an official

website, FutureBazaar.com, which is one of the most favorite sites among people of India for online shopping. Future Bazaar is an online business venture of Future Group, which sells an assortment of products such as fashion, which includes merchandise for men and women, mobile accessories, mobile



handsets and electronics like home theatres, video cameras, digital camera, LCD TVs, kitchen appliances and many more.

Discounts

“Hfte ka sabse sasta din was introduced by the Big Bazaar, wherein extra and special discounts were offered on Wednesday every week, to attract the potential buyers into their store.

Security check

At each exit of Big Bazaar, they use alarm systems or Electronic Article Surveillance system, which detects the products that has attached tags or not.

1. Big Bazaar is a chain of hypermarket in

India, which caters to every family’s needs and requirements.

2. Big Bazaar has released the doors for the fashion world, general merchandise like sports goods, cutlery, crockery, utensils, and home furnishings etc. at best economical prices.

3. Big Bazaar group offers more than 100 stores all over the country with an amalgamation of Indian bazaars’ feel and touch with a convenience and choice of the modern retail facilities

4. The worldwide country chain, Big Bazaar, is formed by CEO of Future Group, Mr. Kishore Biyani. Their basic attraction associated with reasonable prices is their Unique Selling Price.

Objectives

- 1.To determine the current status of big bazaar.
- 2.To study the satisfaction level of customers with regard of big bazaar.
3. Identify the main competitors of Big Bazaar in respect of its services

Importance of the study

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.

Methodology and area of study

Visiting and surfing the website of the company.
This study is done in the area of marketing.

Sources of Data

Secondary

Data is also collected from the official websites of the Big Bazaar and the articles from various search engines like Google, yahoo search and answers.com.

Research design

A SWOT analysis is done.

SWOT Analysis

Strengths

1. Every day pricing
- 2.Point of purchase
3. Experience marketing team executive staff
4. Emphasis on customer satisfaction.
5. Maintain good employee-employer relationship

Weaknesses

1. Failing revenue/sq.ft
2. Unable to meet store targets
3. Unavailability of popular brands

Opportunity

Population of country is growing where the scope of market is kept on increasing for retail sector.
Evolving consumer preference.
Organized retail presently nearly 5% in India. So it acts as a great opportunities to the organization for its growth

Threats

Competition from organized retail players which are in market and are emerging.
Competition from Local retailers.

Research Limitations

My study is restricted to only secondary data.
Because of the time limit primary study was not undertaken
Questionnaire was not prepared.

Findings

Big Bazaar is undoubtedly number one retailer in India. It has build very cordial relationships with the customers.

Cleanliness and hygienic environment is also the major concern for big bazaar and Management need to focus on it.

This can also say that location, variety conveniences and economical products are not the only thing which attracts the customer but good customer service is one of the crucial factors that attract customers.

Conclusion

As most of the retail industries did market research before entering into market. Same thing was done by Big Bazaar. In one year, much more diversification was done in it. And to retain customers they use many loyalty programs & IT techniques.

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