

A COMPREHENSIVE STUDY OF BIG-BAZAAR ATMOSPHERICS AND SERVICE INFLUENCE ON CUSTOMER VALUE IN AN EMERGING MARKET LIKE INDIAN MARKET

Mr. Kapil Tyagi1

Research Scholar

Monad University, Hapur (U.P)

Dr. Amit Kansal

Professor and Dean

IIMT Management College, Meerut

ABSTRACT

Present paper basically focuses on examining the cognitive influences of Big-Bazaar atmosphere on customer value, store image, and patronage intentions in an emerging market condition. Retail store visuals have the capacity to transcend the boundary between external worlds and what is happening inside us more over it has the capacity to convert the potential customer into real buyer of displayed items in the stores. Many study have shown that the aura which is being presented in the retail store influence the unwilling buyer to buy something even if it is not required by him/her. The exploratory framework of the study makes it easier to understand the emerging retailing conditions in terms of larger stores, design changes, architectural makeover and its value perception among customers. The customers in an emerging market such as India reported discrepancies between value experienced and expected value (hedonic and utilitarian) due to ambiguity in the role of factors in creating appropriate state of arousal (emotional appeal). The study throws a light in correlating customer value with retail environment. It is firm belief of the researcher that the study may be helpful for managers to create and implement customer value strategies in retail setup and modify their infra according to the need and expectation of their prospective customer.

INTRODUCTION

Retail store atmospheric influence is of great importance in converting the potential customer into real buyers. Now this is the time when people have very less time to spend for shopping so they want each and everything under one roof. This is the reason that trends of shopping through retail stores in getting increased. Now the question arises why customer come again and again to same store, when there is good number of retail stores available in the town. Big Bazaar is working a lot for maintaining its value image and retaining its existing customer intact and adding new customer. Just for getting a proper insight about the marketing strategies being followed by Big Bazaar we made a questionnaire to be filled by the various customer visit the big bazaar frequently/ occasionally.

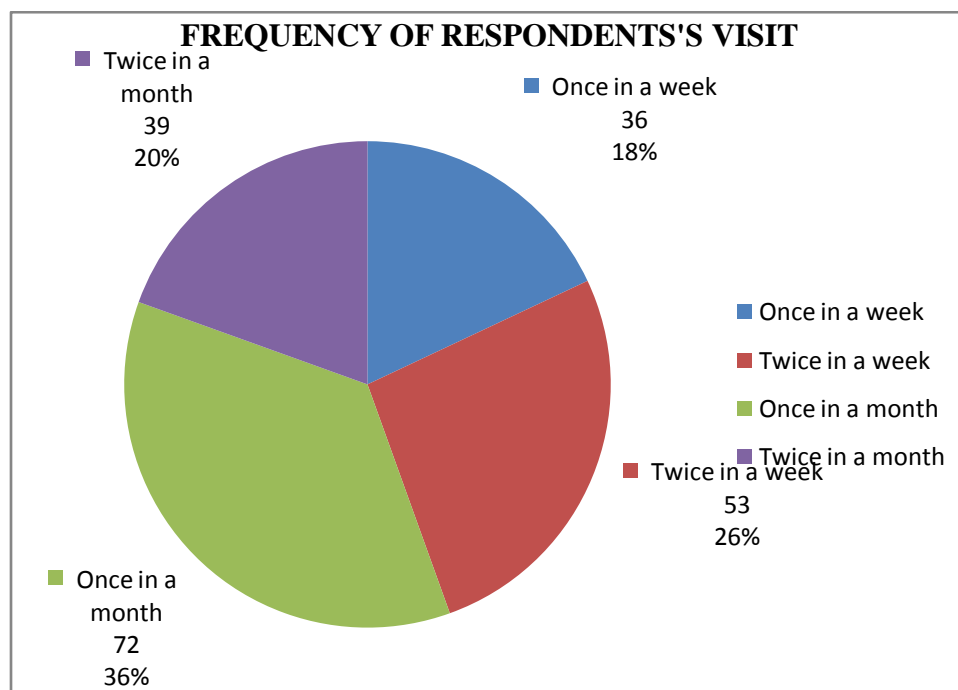
When question regarding their frequency to visit big bazaar was asked to the respondents their reply is tabulated and interpreted below:

**TABLE NO.-1
TABLE SHOWING RESPONSE OF RESPONDENTS REGARDING
THEIR VISIT TO BIG- BAZAAR**

S.No.	Response	No. of Respondents	% of Respondents
1.	Once in a week	36	18%
2.	Twice in a week	53	26.5%
3.	Once in a month	72	36%
4.	Twice in a month	39	19.5%
	Total	200	100%

FIGURE NO.-1

**FIGURE SHOWING RESPONSE OF RESPONDENTS REGARDING
THEIR VISIT TO BIG- BAZAAR**



From the table No. 1.1 it's clear that the maximum number of respondents visit Big- Bazaar one in a month. The percentage of such is about 36% which means 72 out of 200 randomly selected respondents visit big-Bazaar once in a month, where as a good percentage of respondents i.e. 26.5% visit big-Bazaar twice a week here it is worth mentioning that the respondents who visit big-bazaar twice in a week belongs to vendor category means they purchased goods from big bazaar for sale. And few of them come for window shopping to pass their time and purchase tinny items. 19.5% of respondents visit big bazaar twice in a month.

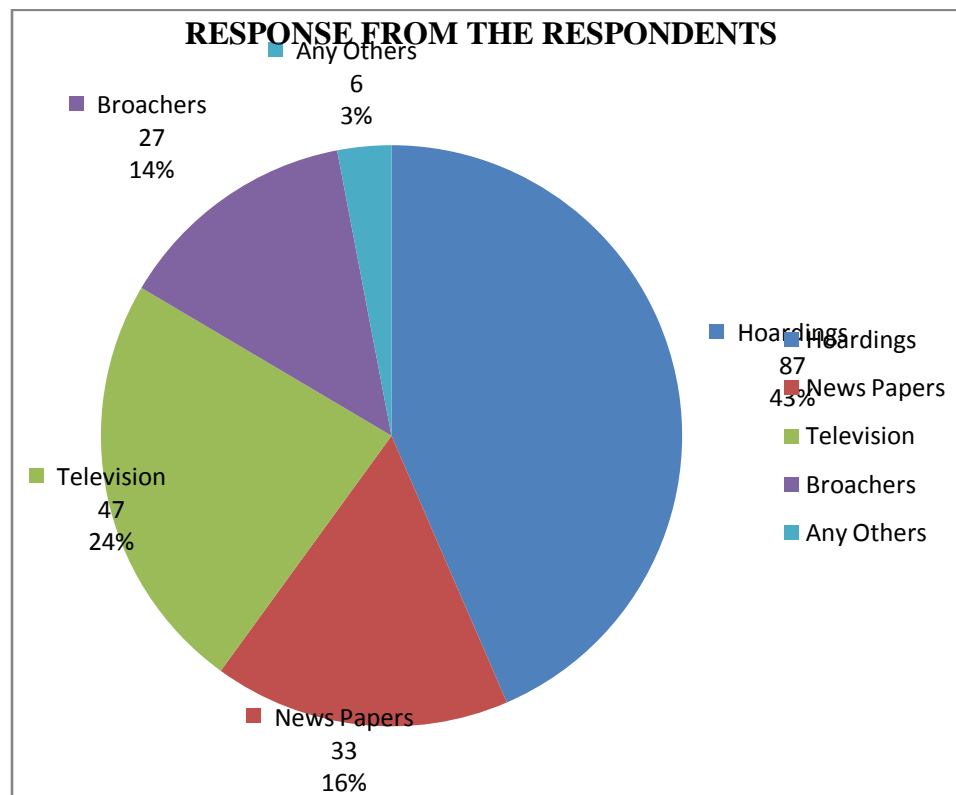
TABLE NO.-2

**TABLE SHOWING RESPONSE OF RESPONDENTS REGARDING THE MEDIA THAT
INFLUENCE THEM TO VISIT BIG- BAZAAR**

S.No.	Response	No. of Respondents	% of Respondents
1.	Hoardings	87	43.5%
2.	News Papers	33	16.5%
3.	Television	47	23.5%
4.	Broachers	27	13.5%
5.	Any Others	06	3%
	Total	200	100%

FIGURE NO.-2

FIGURE SHOWING RESPONSE OF RESPONDENTS REGARDING THE MEDIA THAT INFLUENCE THEM TO VISIT BIG- BAZAAR

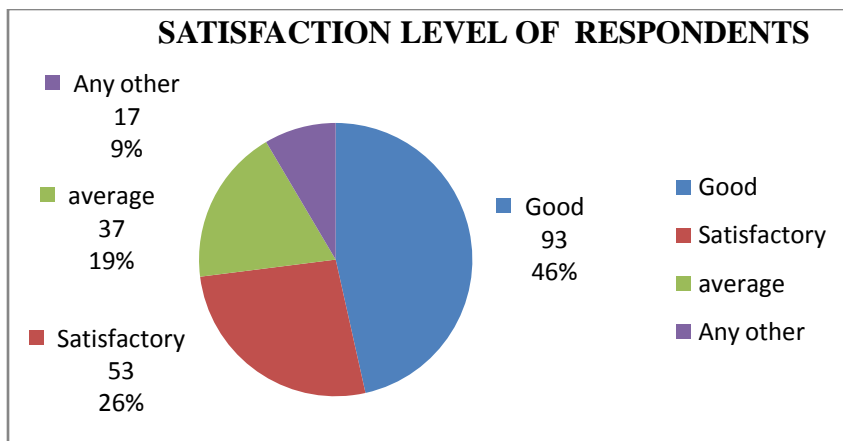


From the above table No. 1.2 it is clear that the maximum number of respondents get influenced and informed about the Big- Bazar through hoardings out of 200 respondents 87 comes in this category, next number come for television almost 47 out of 200 respondents get influenced from television and visit big-bazar, after that 33 out of 200 respondents get informed through newspapers their percentage is about 16% of the total respondents brochures also play a significant role in the publicity of big-bazaar and about 14% respondents get informed about big-bazaar through brochures and 3% respondents i.e. 6 out of 200 get informed through some other sources.

**TABLE NO 3
TABLE SHOWING RESPONSE OF RESPONDENTS REGARDING CUSTOMER ASSISTANCE PROCESS IN BIG- BAZAAR**

S.No.	Response	No. of Respondents	% of Respondents
1.	Good	93	46.5%
2.	Satisfactory	53	26.5%
3.	average	37	18.5%
4.	Any other	17	8.5%
	Total	200	100%

FIGURE NO.-3
FIGURE SHOWING RESPONSE OF RESPONDENTS REGARDING CUSTOMER ASSISTANCE PROCESS IN BIG- BAZAAR



When the question regarding customer assistance was asked to the respondents the response have been shown in table No. 1.3 which indicates that 93 out of 200 respondents are satisfied and with the customer assistance which is being provided in big-bazaar and gave good rating , about 53 respondents out of total 200 respondents find customer assistance services satisfactory and 19 i.e. 37 out of 200 find the customer assistance services average and 9% could not rate the customer service provided by big bazaar in any rating category. In this way this customer assistance service adds value to the image of big-bazaar.

TABLE NO.-4
TABLE SHOWING RESPONSE OF RESPONDENTS REGARDING AVAILABILITY OF INFORMATION ABOUT THE PRODUCTS AT BIG-BAZAAR

S.No.	Response	No. of Respondents	% of Respondents
1.	Yes	112	56%
2.	No	88	44%
	Total	200	100%

FIGURE NO.-4
FIGURE SHOWING RESPONSE OF RESPONDENTS REGARDING AVAILABILITY OF INFORMATION ABOUT THE PRODUCTS AT BIG-BAZAAR

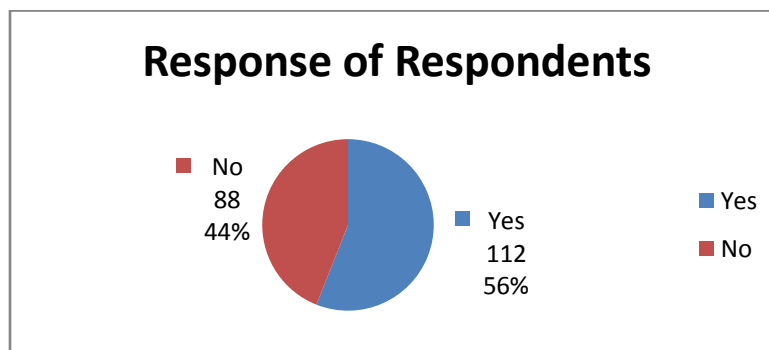


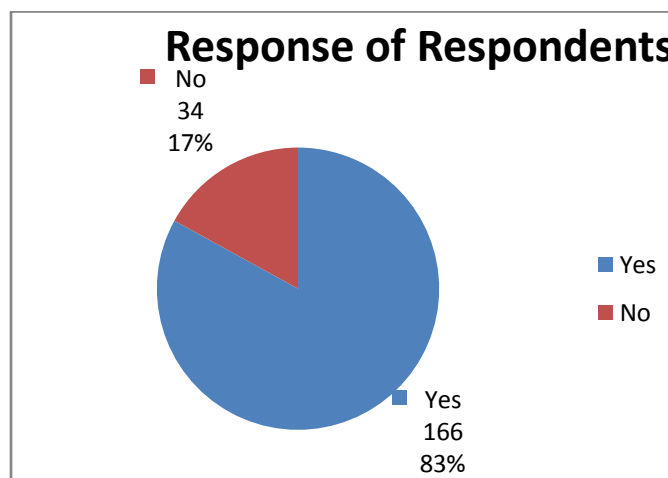
Table no 1.4 is making the picture clear about the information provided by the big-bazaar employees regarding the new product. 112 out of total 200 respondents are satisfied and convinced with the information provided by the big-Bazaar employee. They also added that such new product and discount related information are also conveyed to them well in advance through sms alert also.

In this way it can be said that the respondents have good words for the issue related with new product information. On the other hand 88 out of total 200 respondents were not satisfied with the information provided by the employee at big bazaar even they also complained that after asking so many times they even don't reply properly. This particular practiced is performed in interior big bazaar out lets only. Otherwise as a whole the image in this regard is quite satisfactory.

TABLE NO.-5
TABLE SHOWING RESPONSE OF RESPONDENTS REGARDING THEIR
SATISFACTION ABOUT THE QUALITY OF PRODUCTS DELIVERED BY BIG-BAZAAR

S.No.	Response	No. of Respondents	% of Respondents
1.	Yes	166	83%
2.	No	34	17%
	Total	200	100%

FIGURE NO.-5
FIGURE SHOWING RESPONSE OF RESPONDENTS REGARDING THEIR
SATISFACTION ABOUT THE QUALITY OF PRODUCTS DELIVERED BY BIG-BAZAAR

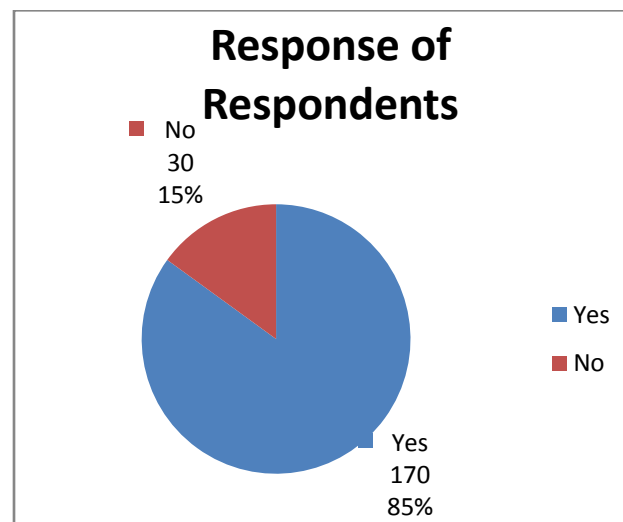


As far as the quality of good is concerned the quality of goods is considerably good as per the majority of respondents. From the above table no 1.5 it is clear that the quality of goods which is being delivered by big-bazaar is up to the mark almost 83% of respondents i.e. 166 out of total 200 respondents are satisfied keeping in view the quality of goods delivered at big-bazaar. Out of total 200 respondents 34 i.e. 17% of the total respondents are not satisfied with the quality delivered by big-bazaar.

TABLE NO.-6
TABLE SHOWING RESPONSE OF RESPONDENTS REGARDING THEIR SATISFACTION ABOUT THE PRICE CHARGED IN BIG-BAZAAR

S.No.	Response	No. of Respondents	% of Respondents
1.	Yes	170	85%
2.	No	30	15%
	Total	200	100%

FIGURE NO.-6
FIGURE SHOWING RESPONSE OF RESPONDENTS REGARDING THEIR SATISFACTION ABOUT THE PRICE CHARGED IN BIG-BAZAAR



From the table no 1.6 it is clear that the majority of respondents are satisfied with the price charged in big-bazaar for the product delivered to them. 170 out the total 200 respondents are satisfied and said that the price charged for commodity delivered at big bazaar are quite reasonable and as compare to market cheap. On the other hand 30 out the total 200 respondents feels that the price charged by big-bazaar are not up to the mark and in some case it is high specially in case of rice as rice have many variety in various packaging it become difficult to exactly analyses and measure the prize of the rice and when the packet is open they came to know that they have paid high price for the same. There are certain other items which they find costlier it is in case of electronics items too.

TABLE NO.-7
TABLE SHOWING RESPONSE OF RESPONDENTS REGARDING THEIR VIEWS ABOUT THE PROMOTIONAL TOOLS USED BY BIG-BAZAAR

S.No.	Response	No. of Respondents	% of Respondents
1.	Yes	65	32.5%
2.	No	135	67.5%
	Total	200	100%

FIGURE NO.-7
FIGURE SHOWING RESPONSE OF RESPONDENTS REGARDING THEIR VIEWS ABOUT THE PROMOTIONAL TOOLS USED BY BIG-BAZAAR

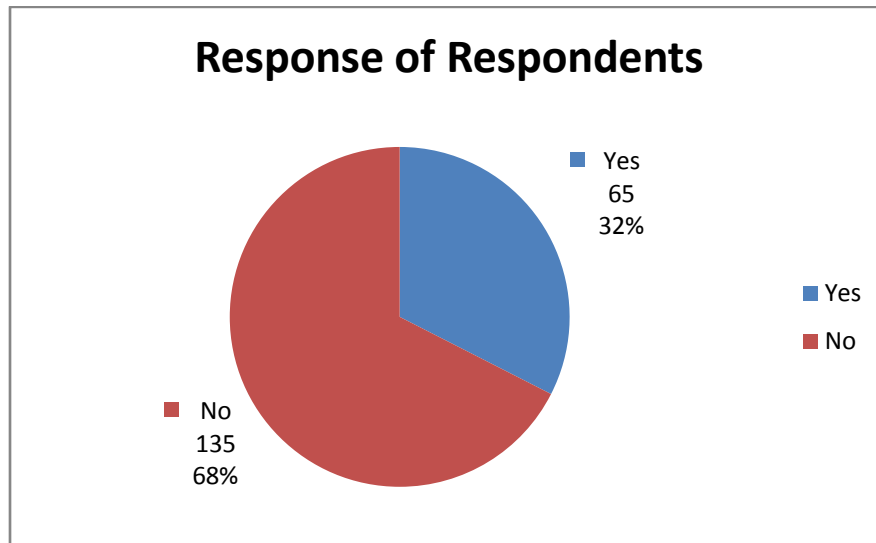
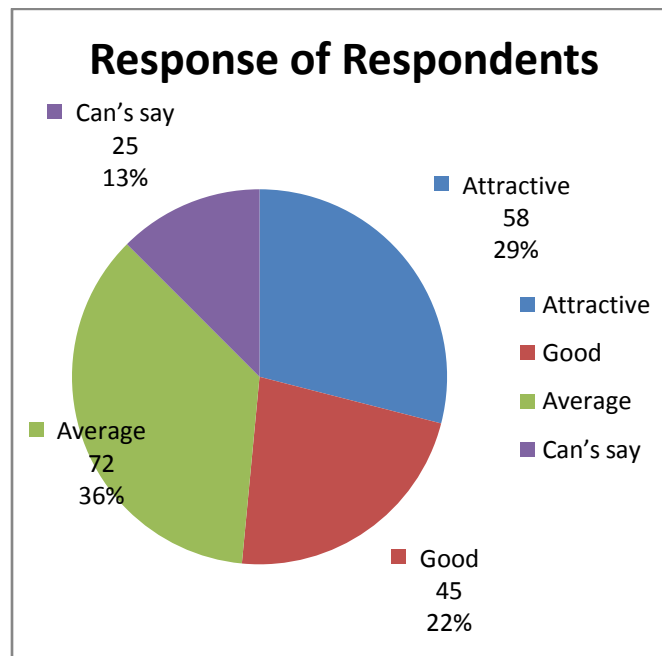


Table no. 1.7 makes clear view about the respondent's perception about the promotion tools used by Big-Bazaar. Promotional tools actually serve the organization in increasing its sale by adding value to its image. As far as the promotional tools used by big-bazaar is concerned 65 out the total 200 respondents think that the promotional tools used by big-bazaar are advanced and attractive and appeal the prospective customer and helpful in increasing the sales. On the other hand 135 out of total 200 respondents think that the promotional tools used by big-bazaar are not advanced and attractive and due to that the sales is getting decreased day by day. When they were asked what big-bazaar should do to promote its sales they even could not say any word it means the respondents couldn't understand what exactly the role of promotional tools is.

TABLE NO.-8
TABLE SHOWING RESPONSE OF RESPONDENTS REGARDING THE LOCATION OF BIG-BAZAAR AT THEIR NEARBY AREA

S.No.	Response	No. of Respondents	% of Respondents
1.	Attractive	58	29%
2.	Good	45	22.5%
3.	Average	72	36%
4.	Can's say	25	12.5%
	Total	200	100%

FIGURE NO.-8
FIGURE SHOWING RESPONSE OF RESPONDENTS REGARDING THE LOCATION OF
BIG-BAZAAR AT THEIR NEARBY AREA

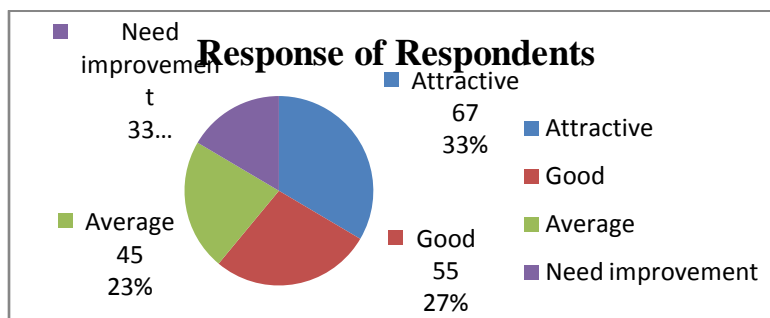


The table No.1.8 gives an insight about the perception of respondents regarding the location of Big- Bazaar. From the above table and figure it is clear that the majority of respondents consider the location of Big-Bazaar Average as per them the location is not too good not too bad. Almost 36% respondents i.e. 72 out of 200 respondents have such views that the location of big-bazaar is average. The reason of such feedback is that in most of the location it is observed that it is situated in outskirts of the urban area only at the few places it is found in the heart of the city. Due to the above mentioned reason where it is situated at good location 58 out of total 200 respondents consider the location of big-bazaar attractive on the other hand 45 out of total 200 selected respondents consider the location of big bazaar good and 25 respondents out of total 200 couldn't make their opinion clear about the location of Big-Bazaar. But as a whole it can be said that somewhere the location adds value in the image of Big-Bazaar.

TABLE NO.-9
TABLE SHOWING RESPONSE OF RESPONDENTS REGARDING AVAILABILITY OF
INFORMATION ABOUT
THE PRODUCTS AT BIG-BAZAAR

S.No.	Response	No. of Respondents	% of Respondents
1.	Attractive	67	33.5%
2.	Good	55	27.5%
3.	Average	45	22.5%
4.	Need improvement	33	16.5%
	Total	200	100%

FIGURE NO.-9
FIGURE SHOWING RESPONSE OF RESPONDENTS REGARDING AVAILABILITY OF INFORMATION ABOUT THE PRODUCTS AT BIG-BAZAAR

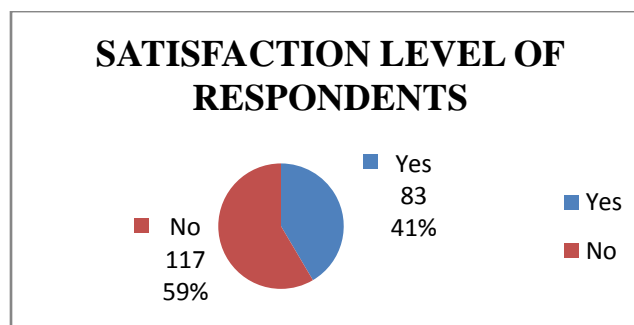


Ambience of any place played an important role in the promotion of that place and adds value to that place in case of big-bazaar what is the perception of respondent it is being cleared in table no 1.9 the response is quite in favor of big-bazaar as the majority of respondents considered the ambience of big-bazaar quite attractive almost 33% respondents i.e. 67 out of total 200 respondents considered the ambience of big bazaar impressive and the display is very transparent a large percentage of respondents i.e. 27% of the total respondents considered the ambience good 23% of the total respondents i.e. 45 out of the total 200 respondents considered the ambience of big-bazaar average as per them usually all the big shopping mall just maintain the same look where as 33 out the total 200 respondents i.e. 17% of the total think that big-bazaar needs improvement in upgrading its ambience. As per them it is quite common and as per brand it is required to be improved.

TABLE NO.-10
TABLE SHOWING SATISFACTION LEVEL OF RESPONDENTS REGARDING BRAND OFFERED BY BIG-BAZAAR

S.No.	Response	No. of Respondents	% of Respondents
1.	Yes	83	41.5%
2.	No	117	58.5%
	Total	200	100%

FIGURE NO.-10
FIGURE SHOWING SATISFACTION LEVEL OF RESPONDENTS REGARDING BRAND OFFERED BY BIG-BAZAAR

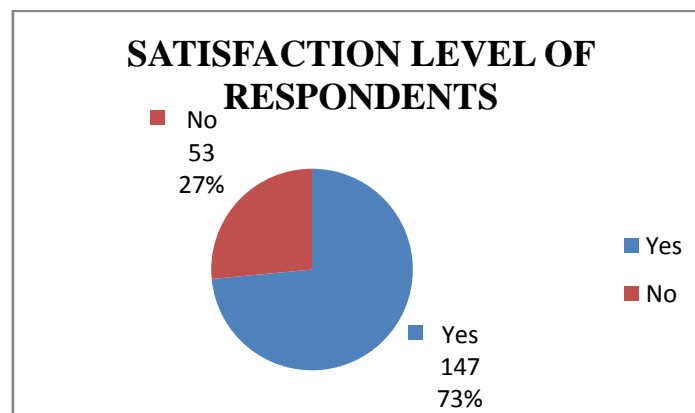


As far as the brand provided or offered by big-bazaar is concerned the table no 6.14 makes the picture clear about the perception of respondents about that. 83 out the total respondents consider that the brand provided by big bazaar is quite reasonable as per their need. According to them almost all the common brands are being offered by big-bazaar. On the other hand 117 respondents out of total 200 respondents consider that the brand offered by big-bazaar are not upto the mark and in this regard big-bazaar needs to thing seriously. In this way respondents think that local brands are entertained more at big-bazaar.

TABLE NO.-11
TABLE SHOWING OVERALL SATISFACTION LEVEL OF RESPONDENTS
REGARDING VARIOUS SERVICES AT BIG-BAZAAR

S.No.	Response	No. of Respondents	% of Respondents
1.	Yes	147	73.5%
2.	No	53	26.5%
	Total	200	100%

FIGURE NO.-11
FIGURE SHOWING OVERALL SATISFACTION LEVEL OF RESPONDENTS
REGARDING VARIOUS SERVICES AT BIG-BAZAAR



As far as the overall satisfaction level of respondents is concerned Table no 1.11 give a perfect reply of the same. From the above table it is clear that 147 out of total 200 respondents are satisfied with overall services and product delivery of big-bazaar. Only 53 out of total 200 respondents are not satisfied for one or the other reason. Well it is said that one can not satisfied to all the same thing also happened with big-bazaar. The causes of dissatisfaction are basically the result of bitter experiences. But here in this case the dissatisfaction is the combined result of the factor collectively.

CONCLUSION

On the basis of the above analysis it can be concluded that the biz-bazaar is trying a lot in attracting it's customer by providing good ambience and managing its counter. There are certain issues which will be deal in near future. Big Bazaar is undoubtedly the number one retailer in India. It has built a very emotional and cordial relationship with its customers. It is also very intending to build long-term relationship with all its stakeholders, which is very essential for a successful business venture. Hence it can be said that the customer friendly ambience and the organized retailing of products also make Big Bazaar one of the successful retail industries in India.

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