

# A Review On Customer Service Quality In Big Bazaar Tirupur

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**Abstract:** *In the modern era, customer support has a dominant role in service quality. Customer support is a customer understanding of products and services used and customers understanding how the market offering has changed over time. In this initiative, we plan to research whether the consumer service and the programs and ideas they believe will meet their needs, whether or not they are interested in investing. The undertaking "Investigation on the propensity and fulfillment of the huge bazaar about the town of Tirupur" explicitly mentions how the clients favor the huge bazaar for their purchase. The investigation's fundamental aim investigation's key aim is to research based on the results, which would be very useful in developing the overall satisfaction of long-term customer engagement and boost customer retention. A structured questionnaire is administered to collect 120 respondents. The data obtained is processed and evaluated with the aid of appropriate statistical methods. Then the conclusions and recommendations which are perceived to be an essential part of the project are constructed.*

**Keywords:** *Customers Service Quality, big Bazar, Sales.*

## 1. INTRODUCTION

Because of its direct effect on corporate efficiency, lower costs, consumer satisfaction, customer loyalty, and profitability over the last few decades, service quality has gotten a lot of attention from professionals, administrators, and researchers.

Continuous research on the concept modelling measurement data collection procedure data analysis issues of service quality has resulted in the creation of a strong framework for researchers. This recorded knowledge base derived from many studies on the subject will assist researchers and practitioners in determining how to explore or change the current service quality definition in light of the evolving world scenario, which is shifting away from traditional personalised services and toward web-enabled services.

To gain a competitive advantage, a company should use innovation to collect data on consumer demands and trade it with other companies to increase service quality. Scientists and managers are attempting to deduce insights into administration efficiency components in their relationship with obvious customer loyalty, increased profit, and so on. In this unusual situation, the model gains explicit importance by assisting in the learning of the variables associated with it and providing a basis for upgrades.

Gone are the days were the purchaser went looking for materials from one shop to another. Today, things are made accessible in one shop, one spot. Nowadays, purchaser purchasing is

anything but a simple exchange of the thing from the dealer to the purchaser. The buyer must purchase in order for the project to be successful. They may want to see, touch, and feel the products before making a purchase. Several organisations have come to purchase upbeat issues after learning about this brain science for the buyer.

Retail can be portrayed as the demonstration of selling products and product from a fixed area. At the end of the day retailing is an appropriation channel work where the retailing association will purchase items from specific fabricates or distributor and afterward sell it straightforwardly to shoppers. A retailer is an affiliate from which customers buy items.

Retailing includes breaking bigger transfers of items into more modest bundles for general utilization. The retail idea exists from the opportunity monetary standards appeared, if not from the deal framework's days. Coordinated retail alludes to the arrangement of any corporate store upheld by an all around characterized inventory network. This store network has less number of center men contrasted with the sloppy area.

Because of a few elements like chopping down middle people eliminating bottlenecks along the inventory network, proficient cycles, and so forth, eventually, the client improves item at a lower cost than the disorderly retail area. As the customer base is developing constantly, the coordinated retail industry has development potential.

Meanwhile, coordinated retail will keep on uprooting numerous sloppy retailers who are no counterpart for huge scope enterprises. Those road sellers of the base or disorderly retail will be compelled to turn around to agribusiness or other occupation structures. These retailers have consistently made due on little, various deals with little edges. In such manner, they don't contend in a similar market as coordinated retail. The Indian buyer may have changed, yet the change is just fractional. His higher pay expanded openness.

Also, more noteworthy ability to spend will prod the coordinated retail area. In the mean time, the comforts of home conveyance buys on layaway and vicinity offered the sloppy area will drive him to the closest corner-store or road seller for his little without a moment to spare buys .coordinated retailers are probably not going to stress over the danger of disorderly retail as the two types of the retail business oblige various inclinations.

Since administrations are elusive, heterogeneous, and indivisible, it is hard to quantify administration quality impartially. Throughout the long term, numerous scientists have proposed and assessed elective assistance quality models and instruments for estimating administration quality. Among these models, SERVQUAL is the most conspicuous and the most broadly utilized. This present model's creators suggested that an interior correlation of execution assumptions size up quality. Great help quality implies that the client impression of administration execution meet or surpass their exemptions of what the assistance firm ought to give through top to bottom meetings and center gathering conversations with firms in four diverse help enterprises.

### **Idea of administration quality**

Advertising research expresses that consumer loyalty with the retail location administrations is well on the way to stay faithful to the store. Administration quality is viewed as an indispensable measure to build consumer loyalty towards the retail location and helps the store position its administration in the personalities of the clients. The retailers utilize different help quality estimation procedures to decide the specific degree of fulfillment of clients towards their administration offering. Exploration shows that clients happy with administration quality are well on the way to stay faithful. Due to changes in the business climate, Indian clients anticipate greater quality assistance, and retailers can at this point don't

bear to disappoint the clients. Administration quality is viewed as an apparatus to expand the store's rand picture and go about as a situating device. Administration quality guarantees consumer loyalty.

## **OBJECTIVES OF THE STUDY**

### **Primary objectives:**

- To study the customer service quality in Big Bazaar, Tirupur.

### **Secondary objectives:**

- To understand the customer's perception about service quality in Big Bazaar.
- To analyze the factors which influence the customer at the time of shopping.
- To identify the needs and expectations of the customer in Big Bazaar.
- To know the satisfaction level of the customer.

## **2. RESEARCH METHODOLOGY**

In the same way as speech alludes to a search for knowledge, analysis alludes to a search for information. The importance of examination is described by a high level student's word reference of flow English as a "cautious examination or request especially through look for new realities in a part of knowledge." Analysis is also the methodical approach to speculation and the development of a hypothesis. The aim of the examination is to use logical methods to come up with answers to questions.

### **Examination plan:**

"An examination configuration is the game plan of conditions for the assortment and investigation of information in a way that means to join pertinence to the exploration reason with economy in strategy." In this investigation clear sort of exploration, the plan has been utilized.

### **Illustrative Research Design**

Engaging examination configuration considers are those investigations, which are worried about portraying the personality of a gathering.

### **Information assortment:**

There are two kinds of information assortment:

**Essential information:** The primer information are those gathered anew and, interestingly, end up being unique. It has been gathered through a survey and individual meeting.

**Optional information:** Secondary information are what has been gathered by another person and which has been gone through the defined interaction. It has been requested through the books and web.

### **Examination instrument**

A survey containing both shut and open-finished inquiries

## **3. REVIEW OF LITERATURE**

In assistance businesses, consumer loyalty is constantly impacted by the nature of cooperation's among clients and the contact administrations staff (1994). Somewhat recently, the development towards quality had begun to spread from the assembling area to the help

area. The move of center to quality is important for the assistance business to endure the opposition, get acknowledgment from society, and accomplish missions.

On a fundamental level, the two principle things firmly identified with administrations are normal quality and experienced or saw quality. The first is the client assumptions for administration quality, and the last is the client impression of administration quality. The clients will consistently survey the administrations they encountered by contrasting them and whatever they expected or wished to get.

Administrations are social instead of actual elements and have been depicted as deeds, exhibitions, or exertion (1996), deeds, acts or exhibitions (1980), exercises or cycles (1991). (1988) characterized benefits as "that wide class of items described by theoreticalness connection of creation and utilization, the trouble of normalization and perish ability.

As (1986) notes, there is a moderately far reaching understanding in the writing concerning the qualities that separate administrations from products. These are theoreticalness, perishability, the connection of creation and utilization, and heterogeneity.

Theoreticalness alludes to an absence of actual properties and the powerlessness to contact, feel, store, promptly show, or effectively impart administrations (1988; 1983). Heterogeneity alludes to fluctuation, conflicting conduct, and an absence of uniform quality in assistance conveyance (1981). (1988) noticed that "since most administrations are individuals based, a significant issue in the help area is variety in the quality and substance of administrations conveyed by various workers, and by similar representative at various occasions."

The indistinguishability of creation and utilization alludes to the way that the purchaser utilizes the administrations and takes part in different manners with the help's yield. There is a necessary collaboration between the client and specialist organization (1980), which on account of certain administrations might be "basic to the nature of administration execution" (1985). Perishability alludes to the powerlessness to stock administrations (1988).

(1997) states that the theoretical idea of administrations messes up the two suppliers and buyers. It is hard for administrations to mess up the two suppliers and purchasers. It is hard for specialist organizations to separate their contributions from rivals, while it is similarly hard for shoppers to assess an assistance before it is obtained and burned-through.

Likewise, in contrast to actual products, administrations are brief, to the degree that they can be devoured distinctly as long as the action or interaction proceeds. At the point when the movement or interaction ends, the assistance stops to exist. Besides, administrations are likewise devoured all the while as they are created, however there is no exchange of proprietorship.

In any case, the shopper is a basic piece of the help cycle. As a result of the human cooperation and work force engaged with conveying most administrations, they are heterogeneous, as each assistance act is special. This prompts an absence of normalization, which implies that help quality can fluctuate significantly starting with one circumstance then onto the next inside a similar association (1985). These attributes have suggestions for the conveyance of administration quality.

One unmistakable part of administrations is that buyers are frequently important for the creation and conveyance measures. In numerous advantages, the buyer should contribute data as well as exertion before the help exchange happens (1990). The purchaser's info establishes the crude material changed by the help association's workers into an assistance item. Thus, the purchaser contributes straightforwardly to the nature of administration conveyed and to his/her fulfillment or disappointment (1983). On the off chance that the sources of info given by the customer are insufficient and additionally wrong, this may well prompt assistance issues and disappointments.

How purchasers assess administration quality (1985) infers that assistance quality outcomes from contrasting assumptions prior to getting the help and their administration experience. Of course, if the purchaser's assumptions are met, administration quality is seen to be palatable; in the event that they are not met, it is seen to be not exactly sufficient; and on the off chance that they are surpassed, it is seen to be more than agreeable (charming the client).

Administration quality can be separated into subcomponents, to be specific specialized quality and utilitarian quality. Specialized quality identifies with what is given during the help interaction (information, effects, specialized arrangements, and so forth) On the other hand, utilitarian quality alludes to how the assistance is given; administration workers' relational practices during the assistance experiences (1982).

Perceiving the buyer's job in the help conveyance measure (1990) adds two extra segments to this assistance quality structure. These are client specialized quality and client utilitarian quality. The previous alludes to what the purchaser adds to the assistance experience. Conversely, the last alludes to how the buyer carries on during the help execution, for example, being cordial, aware; co-usable practices would be applicable, as would forceful, harsh, ill bred ones. As per (1982), administration quality is for the most part seen as the yield of the assistance conveyance framework, particularly in unadulterated help frameworks. Also, administration quality is connected to shopper fulfillment.

Despite the fact that there is no consensus in the research community about the role of causality in relation to quality and fulfilment, the general perception is that high service quality leads to happy clients (1994; 1000; 1989). As an example, clients leaving an eatery or lodging are inquired as to whether they were content with the assistance they got. In the event that they answer "no," we will in general expect administration was low. Likewise, (1989) and (1983) characterized administration quality and consumer loyalty as coordinating with the assistance's assumption that the client encounters.

Consequently, when clients' experience meets or surpasses their assumptions, the help is seen as a quality assistance, and the beneficiaries are regularly fulfilled clients. Then again, when purchasers' administration is not exactly their assumptions, the impression of administration quality is lessened, and clients are for the most part not fulfilled. Notwithstanding, (1996), in their book Services Marketing, expressed that the idea of administration quality is unique in relation to the possibility of consumer loyalty.

As per, administration quality is just one of the factors deciding consumer loyalty. Other than administration quality, different factors influence the degree of consumer loyalty, in particular: value, circumstance, and individual elements. Administration quality alludes to client examination of the help center, the supplier, or the whole assistance association. As indicated by and (1985), saw quality is a worldwide judgment identifying with an item's prevalence.

Be that as it may, characterizing administration quality as a proportion of greatness regarding discernment isn't adequate (1988). He expresses that "clearly understanding client assumptions and addressing client needs is the absolute most basic issue and determinant of administration quality"(1988).

## **DATA ANALYSIS & INTERPRETATIONS DEPENDABILITY ANALYSIS**

**Case Processing Summary**

|       |          | N   | %     |
|-------|----------|-----|-------|
| Cases | Valid    | 150 | 100.0 |
|       | Excluded | 0   | .0    |
|       | Total    | 150 | 100.0 |

a. List-wise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|------------------|--|------------|
| .747             | .740   | 20         |

**Interpretation:**

A reliability test was carried out using SPSS software, and the reliability of the items was measured. The result is as follows it can be seen the reliability value is more than 0.7. So the questionnaire is highly reliable. Cronbach's Alpha .740

**Chi-Square Test - 1**

**RELATIONSHIP BETWEEN MONTHLY INCOME AND FAVORABLE DEPARTMENTAL STORE**

**NULL HYPOTHESIS (H<sub>0</sub>):**

There is no significant relationship between monthly income and favorable departmental store.

**ALTERNATIVE HYPOTHESIS (H<sub>1</sub>):**

There is a significant relationship between monthly income and favorable departmental store.

**Chi-Square Tests**

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 27.542 <sup>a</sup> | 4  | .000                  |
| Likelihood Ratio             | 34.511              | 4  | .000                  |
| Linear-by-Linear Association | .832                | 1  | .362                  |
| N of Valid Cases             | 150                 |    |                       |

a. Two cells (20.0%) have an expected count of less than 5. The minimum expected count is 1.73.

**RESULT**

Henceforth the P-Value is under 0.05 since the elective speculation is acknowledged and there is a huge connection between month to month pay and great departmental store.

**Chi-Square Test – 2**

**RELATIONSHIP BETWEEN GENDER AND PRODUCTS PURCHASED MOST**

**NULL HYPOTHESIS (H<sub>0</sub>):**

There is no significant relationship between gender and products purchased most.

**ALTERNATIVE HYPOTHESIS (H1):**

There is a significant relationship between gender and products purchased most.

**Chi-Square Tests**

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 42.688 <sup>a</sup> | 12 | .000                  |
| Likelihood Ratio             | 48.839              | 12 | .000                  |
| Linear-by-Linear Association | 4.420               | 1  | .036                  |
| N of Valid Cases             | 150                 |    |                       |

a. 15 cells (75.0%) have a normal tally under 5. The base expected tally is .13.

b.

**RESULT**

Subsequently the P-Value is under 0.05 since the elective speculation is acknowledged and there is a critical connection among sexual orientation and items bought most.

**Chi-Square Test - 3**

**RELATIONSHIP BETWEEN CONVENIENT TIME AND DURATION OF PRODUCT PURCHASE**

**NULL HYPOTHESIS (H 0):**

There is no significant relationship between the convenient time and duration of the product purchase.

**ALTERNATIVE HYPOTHESIS (H1):**

There is a significant relationship between the convenient time and duration of the product purchase.

**Chi-Square Tests**

|                              | Value               | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square           | 59.338 <sup>a</sup> | 12 | .000                  |
| Likelihood Ratio             | 69.316              | 12 | .000                  |
| Linear-by-Linear Association | 8.007               | 1  | .005                  |
| N of Valid Cases             | 150                 |    |                       |

a. Nine cells (45.0%) have a normal check of under 5. The base expected tally is 1.01.

**RESULT**

Consequently the P-Value is under 0.05 since the elective theory is acknowledged and there is a huge connection between helpful time and term of item buy.

**4. FINDINGS & SUGGESTIONS**

- ❖ The majority percentage of the respondents belongs to the age group 25-30years.
- ❖ The majority percentage of the respondents is male.
- ❖ The majority percentage of the respondents is married.

- ❖ The majority percentage of the respondents are only school-level educated, i.e., below SSLC.
- ❖ The majority percentage of the respondents are self employed.
- ❖ The majority percentage of the respondents earns a monthly income. 5000-1000.
- ❖ The majority percentage of the respondents regularly buys the product through unorganized shops.
- ❖ The majority percentage of the respondents purchase in Big bazaar under the influence of advertisement in newspapers.
- ❖ The majority percentage of the respondents purchase in Big bazaar when compared to others.
- ❖ The majority percentage of the respondents are insisted by advertising in newspapers to purchase in Big Bazaar.
- ❖ The majority percentage of the respondents favor “Big bazaar” to purchase.
- ❖ The majority percentage of the respondents purchase through Big bazaar as it is convenient for them.
- ❖ The majority percentage of the respondents have been purchasing products from Big Bazaar for less than one year.
- ❖ The majority percentage of the respondents mostly purchase fruits and vegetables.
- ❖ The majority of the respondents said that the employees made an exchange delay in case of any damages to the products.
- ❖ The majority percentage of the respondents are highly satisfied with the free door delivery services provided by them.
- ❖ The majority percentage of the respondents remained neutral about the parking facility.
- ❖ The majority percentage of the respondents said that discounts and offers are always provided for their purchases.
- ❖ The majority percentage of the respondents stayed neutral regarding product visualization that would help them for shopping.
- ❖ The majority percentage of the respondents strongly agrees with the drinking water facility.
- ❖ The majority percentage of the respondents disagrees with the neat maintenance of the restroom and waiting hall.
- ❖ The majority percentage of the respondents strongly agrees with the emergency exit layout.
- ❖ The majority percentages of the respondents strongly agree with the store's layout.
- ❖ The majority percentage of the respondents strongly agrees with their services provided at the right time.
- ❖ The majority percentage of the respondents remained neutral about the location of the store.
- ❖ The majority percentage of the respondents strongly agrees with the employees' interest in solving the problems.
- ❖ The majority of the respondents strongly agree that the store employees have sufficient knowledge about the products.
- ❖ The majority percentage of the respondents strongly agrees with the capability of employees in solving the problems.

### ***SUGGESTIONS***

- ❖ The store should motivate the retailers to develop long-term relationships with the consumers.
- ❖ The store should give proper instructions to their employees to focus on the exchange of damaged products.
- ❖ The store should improve the free door delivery services as per the needs of the customers.
- ❖ The store should take the necessary steps to improve parking facility arrangements for the hassle-free flow of vehicles.
- ❖ The store should display their discounts and offers to the consumers and the offers provided by the manufacturers.
- ❖ The store should focus on operating timing as per the convenience of the consumer.
- ❖ The store management should take necessary steps regarding the customer complaint in a short period.
- ❖ The store should provide additional special counters for billing and delivery services during peak hours and in the first fifteen days of every month.

## 5. CONCLUSION

This is to reason that the investigation quantifies the clients' general fulfillment level and disappointment level about the assistance quality in Big Bazaar. The examination additionally helps the stores and retailers improve the fulfillment level as per client needs, inclinations, and assumptions. The reasonable ideas were given in this investigation as indicated by the discoveries, which will help build up the general fulfillment level with long haul client maintenance and improve the business turnover appropriately.

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