

## A Study on Customer Relationship Management at Big Bazaar

Dr. M. Siva Koti Reddy

Associate Professor, Department of Management studies, Vignan's Foundation for Science, Technology and Research, Guntur

Ms. Sai Lalitha

Student, Department of Management Studies Vignan's Foundation for Science, Technology and Research, Guntur

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**Abstract:** In this present age, customers are regarded as an article of trade. With the growth of Marketing era the Customer Relationship Management (CRM) is very much advanced and became popular in India. CRM became very important to cope up with exceeding competitive global market. Customer Relationship Management is a strategy for managing and fostering a company's interactions with customers and sales prospects. When an application is efficient, processes, people, technology work in synergy to develop and strengthen relationships, increase profitability, and reduce operational costs. Customer Relationship Management plays an effective role in attracting the new customers to the company. Customer relationship management is focusing on creating and maintaining relationships with customers.

This study evaluates the customer relationship management its approach and Consumer feelings while shopping in big bazaar. Through this study we can know that most of the customers know about the Big bazaar from advertisement. Most of the customers select Big bazaar for shopping because of stunning offers.

**Keywords:** Customer relationship management, Frequency of buying, customer, sales promotion, strategy, buying factors, service encounter, advertisements, household products, etc.

### 1. INTRODUCTION

The term market derived from the Latin word "macaques" to trade. There are different views on which a market is explained. It may be a place, an area an organization, an act or a combination of commercial activities. All these converge on accept that markets prolong process exchange leading to satisfaction of needs. Markets may be viewed from economic, managerial of societal belief. The growth from self-sufficient stage through barter to exchange-oriented stage spotted creating of market at central prices. This offered a number of benefits to sellers and buyers.

Human wants are unlimited and monotonous in nature. Business activities aim at attaining of wealth, transforming it into desired form and making the final product available for exchange for the satisfaction of human wants. According to Harward Business Review –an extremely satisfied customer is 6 times feasible to buy again as one who is solely satisfied & only 5% increase in customer loyalty can raise profit from 25% to 85%.

Thus all these quotes & specialists opinion highlights the importance of Customer Relationship Management. Customers are treated as the king of every business organisation and loyal customers are the backbone of their business. So customer satisfaction is the primary motive of every business which can be gained through effective CRM policy.

The overall goals are to find, attract, and attain new clients, foster and retain those the company already has, entire prior clients back into the fold, and reduce the costs of marketing and client service. When an application is productive, people, processes, and technology work in synergy to increase profitability, and reduce operational costs.

### 2. GOAL OF CRM

The main aim of CRM is to provide enhanced services to the customers, and to utilise customer contact information for targeted marketing.

### **3. REVIEW OF LITERATURE**

As per economic historian Angus Madison in his book *The World Economy: A Millennial Perspective*, India had the world's largest economy in the 1st century and 11th century, with a 33% part of world GDP in the 1st century and 29% in 1000 CE. At the time of 1700 AD, Mughal era, India's share was 24%, more than the whole of Western Europe. It came down to 3.8% in 1950s. Paul Kennedy, in his highly regarded book, *The Rise and Fall of the Great Powers: Economic Change and Military Conflict from 1500 to 2001* estimates that in 1750 nearly 25 percent of the world trade was India's. It came down to 0.5% in the 1960s and now stands at around 1.5%. The Indian economy gained the global attention. As domestic consumption drives economic growth in India, Future Group hopes to play a pivotal role in bringing back the SoneKi Chidiya. Future Group was founded by Mr. Kishore Biyani and he is its group CEO. It is one of India's leading business houses with multiple businesses spanning across the consumption space. Main business activity of Future Group are retail forms, and group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics. The retail store Pantaloon which is guided by its flagship enterprise, the group employs over 11 million square feet of retail space in over 63 cities and towns and 65 rural locations across India. Pantaloon was awarded the International Retailer of the Year - 2013, by the US-based National Retail Federation, the largest retail trade association and the Emerging Market Retailer of 2013 at the World Retail Congress in Barcelona.

Future Group trusts in developing good insights on Indian consumers and developing businesses based on Indian ideas, as adopted in the group's core value of 'Indian ness'. The group's corporate philosophy is, 'Rewrite rules, Retain values'.

Pantaloon Retail Limited in India, is India's major retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Its head office is in Mumbai (Bombay) and the company operates over 12 million square feet of retail, has over 1000 stores across 71 cities in India and employs over 30,000 people. The trending designs of company comprise pantaloons, a chain of fashion outlets, Big Bazaar, a uniquely Indian hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and sense of Indian bazaars with features of modern retail choice, convenience and quality and central, a chain of seamless destination malls. Some of its formats include brand factory, blue sky, all top 10 stars and sitara. The company also operates an online portal, [futurebazaar.com](http://futurebazaar.com)

The retailer Pantaloon was lately awarded the international retailer of the year 2008 by the US – based National Retail Federation (NRF) and the Emerging market retailer of the year 2008 at the world retail congress held in Barcelona. It is the front runner company of Future Group, a business group Catering to the entire Indian consumption space

One of India's leading business houses is Future Group with multiple businesses spanning across the consumption space. The core business activity of Future Group is retail and group subsidiaries are present in consumer finance, capital, insurance, leisure and entertainment, brand development, retail real estate development, retail media and logistics, the group operates over 11 million square feet of retail space in over 63 cities and towns and 65 rural locations across India. The International Retailer of the Year - 2013 was awarded to the Pantaloon Retail, by the US-based National Retail Federation, is the largest retail trade association and the rising Market Retailer of 2013 at the World Retail Congress in Barcelona.

Only original products are sold by Future Bazaar from authorized dealers; so all applicable products carry the original manufacturer's warranty. If required, customers are also allowed to visit any of the authorized service centers of the manufacturer. Future Bazaar assures each and every customer to deliver the exact product you selected, without defects. In case you have received a different product, or if the product was damaged in transit, please let us know and we will ensure that we replace the product or ensure that your money is refunded. If you have bought some product at [FutureBazaar.com](http://FutureBazaar.com) and it did not meet your hopes or does not match your needs, then you can return the product but only condition is it should be in its original packaging and accompanied by its invoice.

#### **4. OBJECTIVE OF THE STUDY**

The present study is to understand the impact of Customer Relationship Management on Big Bazaar and to find the gap in CRM.

##### **Research Methodology:**

To find the impact of customer relationship management on Big Bazaar, primary data is used.

Primary data are those which are collected fresh and for the first time, and thus happened to be in its original character. The data is gathered through administering the questionnaire.

The research study employed random sampling technique which randomly selects the respondents.

#### **5. TARGET POPULATION**

Sample unit: customers of Big Bazaar shopping mall, Guntur.

Sample size: 125

Sampling method: Simple Random sampling

Research tool: Structured Disguised Questionnaire.

Contact method: Personal Interview

##### **Analysis:**

1. Frequency of visiting Big Bazaar.

- 34.40% are visiting once in a month, 12% twice in a month, 9.60% visit more than twice and 44% of respondents are visiting rarely.

2. Offers and discounts.

- 3.20% of respondents are highly dissatisfied, 4% dissatisfied, 42.40% rated neutral, 47.2% are satisfied and 3.20% are highly satisfied.

3. Services of Big Bazaar associates.

- 2.40% of respondents rated poor, 11.20% rated average, 37.60% rated satisfactory, 47.20% rated good and 1.60% rated excellent.

4. Quick response by customer service department in meeting customer needs.

- 2.40% of respondents are highly dissatisfied, 1.60% dissatisfied, 43.20% rated neutral, 51.20% are satisfied and 1.60% are highly satisfied.

5. Home delivery service.

- 4% of respondents are highly dissatisfied, 2.40% dissatisfied, 44% rated neutral, 47.20% are satisfied and 2.40% are highly satisfied.

6. Replacement of defective products.

- 3.20% of respondents are highly dissatisfied, 5.60% dissatisfied, 39.20% rated neutral, 48% are satisfied and 4% are highly satisfied.

7. Special offers and gifts to frequent customers.

- 2.40% of respondents are highly dissatisfied, 4% dissatisfied, 29.60% rated neutral, 57.60% are satisfied and 6.40% are highly satisfied.

8. Customised products.

- 1.60% of respondents are highly dissatisfied, 2.40% dissatisfied, 33.60% rated neutral, 57.60% are satisfied and 4.80% are highly satisfied.

9. Phone calls or messages on special occasions and to inform availability of products.

- 50.40% of the respondents received and 49.60% have not received any phone calls or messages.

10. The feeling of comfortability while shopping at Big Bazaar.

- 0.80% of respondents are highly dissatisfied, 1.60% dissatisfied, 24.80% rated neutral, 66.40% are satisfied and 6.40% are highly satisfied.

11. Will you suggest this mall to your friends or relatives

- 90.40% of the respondents have responded yes and 9.60% responded no.

12. Overall experience with Big Bazaar.

- 0.80% of respondents are highly dissatisfied, 1.60% dissatisfied, 28% rated neutral, 62.40% are satisfied and 7.20% are highly satisfied.

## **6. FINDINGS**

1. Most of the customers are visiting only once in a month and some are rare.
2. Most of the customers are satisfied with the offers and discounts at Big Bazaar.
3. Big Bazaar associates have give good services to the customers.
4. The customer service department have given a quick response to customer needs but still some are not satisfied
5. The home delivery service is also satisfactory at BigBazaar.
6. There are also dissatisfied customers in replacement of defective items.
7. Most of the customers are neutral in rating the special offers for frequent customers.
8. Big Bazaar is good in offering customised products but still some are not satisfied.
9. Only half of the sample customers are getting messages or phone calls from Big Bazaar about offer and on special occasions.
10. Almost 85% of the customers are feeling comfortable in shopping at Big Bazaar.
11. 90% of the respondents are willing to suggest this mall to their friends and relatives.
12. While rating the overall experience with Big Bazaar, most of the customers are satisfied but still there is a gap in satisfaction.

## **7. SUGGESTIONS**

1. Big Bazaar management should take some more measures to attract customers to visit frequently.
2. Continue offers and discounts as customers are more attracted to them.
3. Big Bazaar associates must be trained more to provide services more efficiently.
4. Must focus on replacement policies and satisfy the customers.
5. Special offers for most frequent customers must be taken care of.
6. Must focus on more customised products as customer satisfaction is more important for the growth of the organisation.
7. Making phone calls and messages to frequent customers about the availability of products will maintain good relations with customers. So Big Bazaar management must keep an eye on it.
8. Even though most of the customers are satisfied, some are still unsatisfied. So Big Bazaar management should focus on attaining 100% satisfaction rate.

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