



## Customer Expectation and Perception about Big Bazaar: An Empirical Study (of Big Bazaar, Indirapuram, Ghaziabad)

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### Abstract

*With more than a decade since the onset of globalization initiated in the country India has witnessed tremendous transformation in the psyche of Indian consumers. They are now well versed with the concepts about quality of products and services and have become more aware of the value of money. This has brought in the emergence of shopping malls in the country in not only metro cities but also in the tier II and tier III cities now. With the increase in per capita income, demographical changes accompanied with improvements in the standards of living and change in patterns of consumption a large number of multinational retail chains find India as their place for business expansion.*

*Big Bazaar retail is one such retail businesses in India. It has earned the reputation of being 'super saver location' in the country for the Indian middle class. One important thing that would bring in product differentiation among the multi-brand retail is the consumers' shopping experience and about how well the gap between consumers' expectations and their experience are narrowed down. The paper is an attempt to study the gap between expectation and perception of the consumers of big bazaar retail. SERVQUAL model for service quality has been used for the purpose. The study has been conducted on the customers of Big Bazaar outlet of Indirapuram region of New Delhi.*

*Primary data has been collected from the customers of Big Bazaar, Indirapuram, New Delhi for the purpose through a structured questionnaire. Appropriate statistical tools are been used to analyze the data using SPSS software package.*

**Key Words:** *SERVQUAL model, consumer expectation and consumer experience.*



## I. Conceptual Framework

The total concept and idea of shopping has been overhauled and has undergone an attention drawing change in terms of format and consumer buying behavior

Big Bazaar started its operations in India in 2001 with its head office at Mumbai and went on to become the most successful ventures of the Future Group. It has expanded its branches all over India and now heading towards the foreign land as well. With its Wednesday bazaars and mahabachat schemes it has become one of the favorite destinations of the shoppers.

With the advent of new middle class that is a large young working population with a median age of 24-26 years with nuclear families residing in the urban setups and rising working women, shopping or buying has not remained any task. It has become more of a fun activity and organized retail has prospered on this idea.

There has been tremendous competition to give customers the best shopping experience. Customers can be satisfied only when their expectations are fulfilled and there remains no gap in what they experience and expect from a service. With this idea Parasuraman et al in the year 1988 developed a model to measure the expectation and perception towards any service named as SERVQUAL model. In this context the following are the five dimensions based on which the retail services are been measured.

1. The dimension of **Responsiveness**. This is related to the willingness of the staff members to help customers and provide prompt service
2. The dimension of **Reliability**. This is associated with the ability of the service to perform accurately so that they can perform unfailingly.
3. The dimension of **Empathy**. This relates to individualized attention, approachability, ease of access and caring approach to understand customer requirements.
4. The dimension of **Assurance**. This is linked to knowledge and courtesy of the staff members and their ability to instill trust and confidence among their customers.
5. The dimension of **Tangibility**. This is about the physical appearance of the facilities and material used to present them-selves.
6. The dimension of **Competence**. This is about the competence of the employees to deal with the problems faced by the customers in general and also the competence of the service in terms of technology available. This is quite closely related to responsiveness.
7. The dimension of **Access**. This parameter is about easy access and availability of services and convenient working hours.



The gap between the customers' perception & expectation on the above dimensions would bring about that there are lacunas in services offered by the retail store and would help them improve them so as to improve the customers' satisfaction.

The present study has been initiated with the following objectives:

1. To study the level of customer satisfaction of the customers of big bazaar located at Indirapuram, New Delhi.
2. To see whether there are any gaps in the customer's expectations and perceptions regarding big bazaar located at Indirapuram, New Delhi.

## II. Review of Literature

1. **According to** Md. Abdul Mueed (Associate Professor), is to evaluate the service quality in retail banking in the developing countries in general. It is based on Analytical study and questionnaire was designed. The result indicates that customer's perception has reached on highest in the Prompt and accuracy in transactions of the bank and lowest in the service of modern equipment and décor. Due to the increasing competition in retail banking, customer service is an important part and bank must give their due attention to the customers' perception about service quality.
2. Another study conducted by Morganosky (1997), on the structural changes in the retail markets and their implications on consumers revealed that due to the emergence of new retail formats, competition between retailers of organized and unorganized is tightening with pervasiveness and complexity of consumer cross shopping patterns across various retail channels.
3. According to Dr.MeeraMathur and Mr.ShubhamGoswami research paper, it say that Retail Sector of Indian Economy is going through difference phase of transformation. With growth of Internet Access, this Industry may grow drastically. The impact of this is that it has change the lifestyle of consumers. It also discusses the challenges and opportunities available to the retailers to succeed. They concluded the big brand retailers would dominate the small ones due to their wider investment capacities. It would be next to impossible for the small retailers and the kiranas to prove their existence in the battlefield of online retailing. . But the real growth that online retailers are betting on in India is an increase in buying in smaller towns and cities that have no access to modern retail. With broadband internet access still accessible to entire population, this industry may see an explosive growth



4. According to Dr.Suman Kumar Dawn &UttiyaKar, that the Indian Online Retail is a rich sector to be develop. Internet is a potent medium that can be unique platform for the growth of retail bands in India. The Indian retail market is witnessing a revolution. The growth of internet has enabled the new retail format of the virtual retailer to emerge and forced the existing retailers to consider e-tailing model of retailing as well. Its explain the various issues , opportunities related to E-tailing or online retailing. They conclude that retail sector is changing very fast. Retaining the e-customer is a hard challenge. The internet customer is very hard to predict and is different from the normal customer. While a normal customer expects strong loyalty, such a loyalty on the Internet is difficult to maintain. In addition to this, the e-tailers in India must attract a growing segment of customers who are technologically competent, place a high emphasis on convenience, and are willing to pay a premium price if they find the product they are looking for. Therefore, the e-tailers of India need to improve convenience and value for consumers and assist them in overcoming their fears around security.E-tailers, on the other hand, need to revisit some basic retail functions, and develop further competencies in the areas of merchandising and demand forecasting. It is based on Primary and Secondary research.
5. The Indian Retail Market is witnessing a revolution.The growth of internet has enabled the new retail format of thevirtual retailer to emerge and forced the existing retailers toconsider e-tailing model of retailing as well. A large number of consumers frequently use the Internet for shopping purposes but its' not clear what drives them to shop online. This study captures the important factors affecting the success and effectiveness of e-tailing sites to propose a unifying framework that could eventually guide research in this area and prove beneficial for e-tailers and e-marketers as well. In our present study, questionnaires were used to survey the opinions of e-tailing website users who had recently visited commercial websites. The purpose of the study was to sample their opinions in order to determine the critical success factors of e-tailing website effectiveness. The e-tailing customers were asked on a Likert scale toexpress their opinions and perceptions
6. According to Gurvinder S Shergill and Zhaobin Chen, The growing use of Internet in New Zealand provides a developing prospect for E-marketers. If E-marketers know the factors affecting online New Zealand buyers' behaviour, and the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existent online customers. It also investigates how different types of online buyers perceive websites differently. This research found that website design, website reliability/fulfilment,website customer service and website security/privacy are the four dominant factors which influence consumer perceptions of online purchasing. The four types of online buyers; i.e., trial,



occasional, frequent and regular online buyers; perceived the four website behaviour differently. This study concludes that the least satisfying aspect to buying online is still website security/privacy. In order to consolidate this strength, E-retailers should choose more well-known products or brands to market online. Branded products and services are usually perceived by consumers as possessing better qualities. At present, advanced technologies such as 3-D technology can provide some functions (such as online interactive fitting rooms), to help consumers make better-informed choices. In the web market, efficient customer services should include a well-staffed, responsive service organization, a simple return process and ease of order tracking. Moreover, offering guarantees and warranties is an effective way of improving online customer service.

7. According to Jarvenpaa and Todd, (1997) Information technology provides online consumers with tremendous access to information about products and services from anywhere in the world and from different sources other than solely from the product seller. The combination of less time available for shopping, limited information-processing capability and the explosive amount of information on the web has, however, led customers to demand more control, less effort and greater efficiency during shopping.

### III. Sampling Plan

A structured questionnaire was administered on 75 respondents in the month of June 2014 who visit big bazaar located at Indrapuram, New Delhi, regularly. The respondents were asked to rate their expectations and their experiences separately on a 5-point scale about the big bazaar outlet. The sample was taken on convenience basis. The tables present the summary of the responses obtained and the gap thereof.

Responsiveness	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
When a customer has a problem, grocery stores should show a sincere interest	4.6857	Very high	3.2927	Medium	1.435
Employees should give prompt service to customers.	4.6857	Very high	3.3171	Medium	
Employees are always willing to help customers.	4.7143	Very high	3.1707	Medium	
<b>Overall Mean Score</b>	4.695	Very high	3.260	Medium	



Reliability	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
When grocery stores promise to do something by a certain time, they should do so.	4.5143	High	3.1951	Medium	1.044
Grocery stores should perform the service right the first time.	3.9429		3.2683		
They should provide their services at the time they promise to do so.	4.0000	High	3.3659	Medium	
They should keep their records accurately.	4.5429	High	3.2195	Medium	
Customers should be able to feel safe in their transactions with employees in the grocery	4.6571	Very high	3.3902	Medium	
<b>Overall Mean Score</b>	4.331	High	3.287	Medium	

Courtesy	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
Their employees should be well	4.7429	Very high	3.6829	High	1.357
The physical environment of the grocery store should be clean.	4.8000	Very high	3.1463	Medium	
Their employees should be polite	4.7714	Very high	3.4146	Medium	
<b>Overall Mean Score</b>	4.771	Very high	3.414	Medium	



Access	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
Employees should make information easily obtainable by the customers.	4.5714	High	3.3171	Medium	1.292
Employees in a grocery store should never be too busy to respond to	4.6286	Very high	3.0732	Medium	
Their operating hours should be convenient to all their customers.	4.6286	Very high	3.5610	Medium	
<b>Overall Mean Score</b>	4.609	Very high	3.317	Medium	

Tangibility	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
Their physical facilities (shelves, counters, fridges, computers, lights)	4.5429	High	3.6098	High	0.906
Grocery stores should have enough	4.6857	Very high	3.8293	High	
The products in grocery stores should be of good quality	4.8286	Very high	3.9024	High	
<b>Overall Mean Score</b>	4.686		3.780		

Knowing the Customer	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
Grocery stores should give customers individual attention	4.5143	High	3.2439	Medium	1.372
Employees of grocery stores should have the knowledge to	4.4286		3.0488		
The employees should understand the specific needs of their customers.	4.5143		3.0488		
<b>Overall Mean Score</b>	4.486		3.114		



Security	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
The behaviour of employees in grocery stores should instill confidence in customers.	4.4857	High	3.3415	Medium	1.288
They should have their customers' best interest at heart.	4.4571	High	3.0244	Medium	
<b>Overall Mean Score</b>	4.471		3.183		

Competence	Level of Expectation		Level of Perception		Mean Quality Gap Score
	Mean	Level	Mean	Level	
Ideal grocery stores should have modern equipment.	4.7143	Very high	3.2195	Medium	1.464
Employees of grocery stores should have the knowledge to answer customers' questions	4.6286	Very high	3.1951	Medium	
<b>Overall Mean Score</b>	4.671		3.207		

#### IV. Conclusion and interpretations

On analyzing the responses it was found that the respondents have a very high level of expectations in most of the service areas from the Big Bazar retail chain. The present level of perception of the respondents of the study area on most of the parameters is however found to be below the perceived level and there is a lot of scope for the retail chain in the area under study to improve itself, particularly in areas of “Responsiveness” and “Competence”.

These two parameters are as such quite closely related to each other and this is rightly reflected in the results. It was also found that there was quite a low gap in the perceived and expected service quality on the parameter of “Tangibility”. This shows that the respondents are quite satisfied with the infrastructure and outer look of the premises. Another parameter with lower gap in expected and perceived level of service is “Access” to the store and the





respondents were found to be quite satisfied with the level of availability of the service and the working hours of the retail chain and also the employees' that are available for them.

The study has been restricted to Indirapuram area of the Delhi-NCR region and the researchers plan to extend their study to include various big bazar stores in the region.

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