Impact of Store Environment and Merchandising Mix on Customer Satisfaction (BIG BAZAAR)

Dr RANJAN UPADHYAYA[1], Dr NEERJA UPADHYAYA[2]

[1] Taxila Business School, Mansarovar, Jaipur, Rajasthan, India
[2] S.S. Jain Subodha Girls College, Sanganer, Jaipur, Rajasthan, India
Email: [1] ranjanupadhyaya60@gmail.com, [2] upadhyayaneerja@gmail.com

Abstract. The 'Retail' industry in Rajasthan in India is an infancy stage. More and more stores are stepping in the state of Rajasthan. Mom & Cry is the newest in all in Jaipur. The concept of the brand Big Bazar is now old in the metro of Jaipur in Rajasthan. Big Bazar in Jaipur has three stores all across the city. It caters to various needs of all segments of the customers from senior citizens to kid's zone, lady wears and apparels and lot more from home appliance to groceries and vegetable sections too. The Brand Big Bazar has developed all the reliability and trust not only for India but all for the customer from Indian residing in abroad and making a visit to Jaipur. The shopping is comfortable and lousy. The store needs more attention with rest to all-round customer merchandising and satisfaction. The Reliance Mart, Metro, De-mart, V-mart are much more close to the customers. The space, shelf life, product line, branding and many more accessories are easily available at convenient rate and reach to the customers. The same trend is visible in Rajasthan and Jaipur with growing purchasing power, the State is throwing open a tremendous opportunity. The emerging cities and overall economic boom have attracted top retail brands and chain stores to Rajasthan and Jaipur also. Understanding the need of the present age and the demand of the growing tourists; comprehending the changing lifestyle and the increasing affluence of the society; retailing the potential of Jaipur, Rajasthan and the need of planned retailing, a new era reflects itself with upcoming Major Retail projects in Rajasthan like big bazaar etc.

Keywords: retail, traditional, demand, major, lifestyle, society, big bazaar

1 Introduction

Indian retail industry has become the fastest growing sector in India and so, it has also been marbles growth in the organized retail sector. There are 13 million retail outlets in the unorganized sector that account for around 93-94 % of total Indian retail industry. After the economic reforms, the organized sectors enhancement is expected to increase about 31% youth customer group, high economic growth, high changes in social structure and living lifestyle and standard, and LPG. Retailing is the biggest business accounting for increase about 10% of the national GDP & near about approximately 8% of the employment of India. Consumer bonding management is a rising means that enables the market to keep their existence in the marketing environment at dynamic level (Chahar S S, - Consumer Protection Movement in India – Problems and Prospects, Kanishka Publishers, New Delhi, 2007). In the state such as Rajasthan these structured vending store & firms are engaged and aiming the consumer from the different sections for example urban, low, high, rural, & middle-income sections etc.

Take a closer look at this vibrant, fast-growing Jaipur and you will find all the ingredients of a perfect location for a stable and profitable investment.

- ✓ Easy Market Access
- ✓ Infrastructure
- ✓ Vast Talent Pool
- ✓ Basket of Unexploited Resources
- ✓ Unique Tourist Attractions
- ✓ Pro-business Governance
- ✓ Great Place to Live.Consumer's behavior has been always a popular marketing topic, extensively studied and debated over the last decades while no contemporary marketing textbook is complete

without a chapter dedicated to this subject (Philp Kotler -Marketing management, Practice Hall, New Delhi, 2003). The predominant approach, explaining the fundamentals of consumer behavior, describes the consumer buying process as learning, information-processing and decision-making activity divided in several consequent steps:

(1) Problem identification.
(2) Information search.
(3) Alternatives evaluation.
(4) Purchasing decision

Consumer Satisfaction: Most consumers form expectations of the product, vendor, service, and quality of the website that they patronize before engaging in online shopping activities. These expectations influence their attitudes and intentions to shop at a retail store, and consequently their decision-making processes and purchasing behavior. If expectations are met, customers achieve a high degree Impact of store environment and merchandising mix on customer satisfaction, which influences their online shopping attitudes, intentions, decisions, and purchasing activity positively. In Electronic segment, Annual Maintenance Contract pay dividend role in increasing the sales.

2   Objectives

The objective of the present research is to keep an eye regarding the customer relationship in organized retailing through big bazaar:

For Customers

1) To study about big bazaar retail outlets in specific location, layout of these units.
2) To study about major customer relationship management followed in retail outlets in Jaipur (Rajasthan)
3) Analysis of various CRM techniques adopted by big bazaar retail marketing.
4) To study how to overcome the customer's problems handlings in big bazaar.
5) To Study the Customer satisfaction in Jaipur (Rajasthan) big bazaar.

For Employers

1) To study about big bazaar retail outlets in specific location, layout of these units to make the employees reach the workplace.
2) To study about major human rules and regulations followed by big bazaar retail owners in favour of employees in Jaipur.
3) To study employees problems and job satisfaction in big bazaar retail sectors in Jaipur.

3   Hypothesis

Hypothesis in the words of Van Dalen (1956); "a hypothesis serves as a powerful beacon that through light the way for the research worker." So we can analyze the meaning of Hypothesis as a tool of research which tells the researcher what he has to do, how he has to do and what kind of result be expected thereon, in context of the problem (Agarwal, N.P. Quantitative Techniques for management, RBD Professional Publications New Delhi). Thus we may conclude that a hypothesis states what we are looking for and it is a preposition which can be put to a test to determine its validity.

For Customers

H1: There is a significant facility that the Big Bazaar stores have the maximum facilities (Life Basic Management, light water, lift, cafeteria, kid zone, senior citizen, Driver Rest Area etc.)
H0: There is no significant facility that the Big Bazaar stores have the maximum facilities (Life Basic Management, light water, lift, cafeteria, kid zone, senior citizen, Driver Rest Area etc.)

For Employers

H1: There is significant big bazaar retail location and reachability impact on the employer's retainability in big bazaar stores.
H0: There is no significant big bazaar retail location and reachability impact on the employer's retainability in big bazaar stores.

4 Research Methodology

Research Methodology used for this research would be Questionnaires, interviews with customers, which was held and various books and websites was checked for any type of information related to this research.

Sampling Method

Random Sampling method was used for the collection of data.

Sample Size

The primary data were collected from the researcher from the following branches of the Big Bazaars of the Jaipur (Ajay N Soni (2013), Retail Management, Oxford Book Company, New Delhi). Overview of Retail Industry Here are the four big bazaar stores located at different area of Jaipur City include with details like full address and location with pin code and contact number. In this research study, the researcher includes all four Big Bazaar stores.
  1) Big Bazaar Area: Govind Marg at Jaipur
  2) Big Bazaar Area: Tonk Road at Jaipur
  3) Big Bazaar Area: Vaishalinagar at Jaipur
  4) Big Bazaar Area: Shyam Nagar at Jaipur

Merchandise Mix of Big Bazaar

Product

1. Staples: Pulse, Oil, Rice, Ghee, Wheat, Vanaspati ghee, Flour, Spices, Dry Food. Major Brands in this Section- India gate, Dawad, Kohinoor and for oil ghee -Saffola, Jimini, Neturula, Fortune.
2. Hungary kya: Noodles, Biscuit, Chips, Pickle, Ready to cook, Souse – Britannia, Amul, Chitale, Haldiram
3. Safe Zone: -Tea & Coffee
4. Chill Station-Soft drink, International drink, Mineral water, Milk Products, Juice, Health drink
5. Confectionaries: -All kinds of Chocolates & Confectionaries

For Beverages - Fruits & Vegetables

1. For Beverages: - Maaza, Slice Bisleri, Cocacola, Pepsi, Thumps up, Parle
2. For confectionaries: - Dairy Milk, Nestle, Parle

NON-FOOD DEPARTMENT

6. Home care: - Phenyl, Detergents Dish wash, Tissue papers, Scratch, Shoe cases, Fresh wrap,
7. Personal care: - Soaps, toothpaste, Shampoo, Deodorants, Body spry, Baby food, Talcum powder, Men's apparel
8. For Home care: -Lysole, HLL, Nirma

For Personal care, Colgate, President, Parachute, Lux International

9. Plastics, Utensils, Crockery (PUC)
   a) Plastics: - Buckets, Casseroles, Containers, Boxes, Flasks, Bowls Jugs & sippers, Bottles & Mugs
Major brands in this department: - Milton, Dream Line, Cello, Poly set, Chetan.
   b) Utensils: - Plates, Bowls, Glasses, Non-stick Cookware's, Kitchen tools, Tiffin boxes
   c) Crockery- Crockery Cutlery Table Materials / Napkins, Casseroles, Dinner sets, Wine, Juice Glasse
10. HOME LINEN: - Bed sheet, Bed cover, Pillow cover, Razai, Carpet
11. Star Sitara: - Cosmetics, Fragrances, Herbals, Pharmaceuticals
12. Shringar: - Bangles, Jewelry sets, Bracelets, Hair Accessories, Bindies, Chains
13. Live Kitchen- Snack, Lunch, Fast food, Chinese, South Indian
14. Mobile Bazaar
15. Ladies Department: - Sarees, Dress materials, Under garments, Nightwears, Western wears
16. Men's Department: - Formals (Shirts & Pants), Casuals (Shirts & pants), Party wears Jeans T-Shirts, Others, Accessories (Lungi Dhoti etc), Fabrics (Cut pieces), Suits & Blazers Levi's Signature Garment.
17. Footwear Bazaar: - Sports Shoes, Formal Shoes, Casual Shoes, Men's Sandals, Ladies Sandals,

Ladies Casuals - Ladies Chapple, Ladies Fancy Sleepers

Major brands in this department-Reebok, Nike, Puma, Loto, Lee cooper, Hallon Sony, Adidas.
18. Toys, Sports and Gym Prod. Dept.
19. Kids department- Boy's section-T-Shirts, Trousers, jeans, Cotton shirts, Cargo, Cod raw, Ethic wears, Coordinates, Rain coats and Girls Section- Ethic wears, Co- ordinates, Cotton frocks, Western wears
20. Luggage: - Travel bags, Trolleys, Bags: Schools, Collage Ladies purse, Suitcase
21. Furniture Department: - Sofa set, Dining set, children living room. Dining set Living room, sofa cum bed, center table office furniture.
22. Electronic Bazaar: - laptop, Televisions, Sound System, Refrigerators, Washing machine, Micro waves, Juicers, Irons, Mixers & Grinders.

Sources of Information

➢ **Primary Data** – The primary data are those, which are collected for the first time hence they are fresh and thus happens to be original in character. Sources of Primary data collection were:
  ▪ Observation
  ▪ Questionnaire
  ▪ Interviews
  ▪ Opinions
➢ **Secondary Data** - It includes those data which were collected for some earlier research work and are applicable in the study the researcher has presently undertaken. The data collected from the websites and books are good enough to be included. Sources of Secondary data collection were:
  ▪ Internet.
  ▪ Company Website.
  ▪ Other Websites
  ▪ Books
  ▪ Journals
  ▪ Newspapers

Questionnaire

The method of conducting the survey was through:
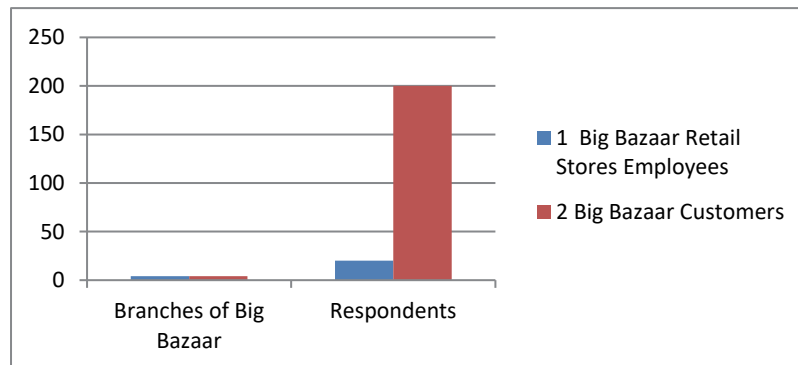   a) Structured questionnaire, and
   b) Informal interviews.
   Following number of respondents from each outlet was taken as sample size.

Table 1. Sample collections

S. No	Sample	Method	Branches of Big Bazaar	Respondents
1	Big Bazaar Retail Stores Employees	Random sampling	04	20
2	Big Bazaar Customers	Random sampling	04	200
	Total			220

(Sources: Data Collected by the researcher)

So from the above table, the total respondents were 220 and were collected from four different Big Bazaar across Jaipur

(Sources: Data Collected by the researcher)

Figure 1. Sample collections

This graphical representation is the total number of respondents across four Big Bazaars of Jaipur collected by the researcher.

Below table represent the customer's responses from eight districts of Rajasthan according to the occupation wise. The total number of the customers taken is 120 only

Table 2. Occupation wise distribution of customers

S. No.	Sample Type	Nos.	Percentage	Total
1.	Total Male Customers	89	68.25	120
2.	Total Female Customers	31	31.75	
3.	Total Number of Male Employees	14	82.40	20
4.	Total Number of Female Employees	06	17.60	

(Source: Primary Data collected by researcher)

Below table represent the customer's responses from eight districts of Rajasthan according to the gender wise. The total number of the customers taken is 120 only.

Table 3. Gender distribution of customers

S. No.	Genders	Respondent	Percentage of the Respondent
1	Male	156	68.25
2	Female	44	21.75
	Total	200	100.00

(Source: Primary Data collected by researcher)

This table represents the customer's data from eight districts of Rajasthan according to age wise. The total number of the customers taken is 200 only. Maximum responses are received from the age group of 41-60.

Table 4. Age–wise distribution of customers

S. No.	Age Group	Respondent	Percentage of the Respondent
1	⩽ 25 Year	11	2.75
2	26 - 40 Year	47	21.75
3	41 – 60 Year	126	69.00
4	⩾ 60 Year	16	6.50
	Total	200	100.00

(Source: Primary Data collected by researcher)

Below table represent the customer's data from eight districts of Rajasthan according to the real sector wise. The total number of the customers taken is 200 only. Maximum customers are post graduates

Table 5. Real sector profile of customers

S. No.	Real sector Level	Respondent	Percentage of the Respondent
1	Secondary	46	19.00
2	Graduation	54	43.50
3	Post Graduate & Above	100	37.50
	Total	200	100.00

(Source: Primary Data collected by researcher)

This table represent the customer's data from eight districts of Rajasthan are according to the occupation wise. The total number of the customers taken is 200 only. Maximum customers are businessman.

Table 6. Occupation of customers

S. No.	Occupation	Respondent	Percentage of the Respondent
1	Service	63	40.75
2	Business	120	55.00
3	Unemployed	17	4.25
	Total	200	100.00

(Source: Primary Data collected by researcher)

Below table represent the customer's data from eight districts of Rajasthan according to the income generation. The total number of the customers taken is 200 only. Maximum customers come under the categories of 20,000- 50,000

Table 7. Income of customers

S. No.	Income Per Month (Rupees)	Respondent	Percentage of the Respondent
1	⩽ 20, 000/-	28	12.00
2	20, 001 – 50, 000/-	93	48.25
3	50, 001 -1, 00, 000/-	37	31.75
4	⩾ 1, 00, 000/-	12	8.00
	Total	200	100.00

(Source: Primary Data collected by researcher)

5   Data Analysis and Interpretation

Different statistical tools will be used like mean, mode, median and standard deviation, ANOVA etc. Tables and Histogram were used for representing the data wherever it was required.

Customer

H1: There is a significant facility that the Big Bazaar stores have the maximum facilities (Life Basic Management, light water, lift, cafeteria, kid zone, senior citizen, Driver Rest Area etc.)

Table 8. The Big Bazaar stores have the maximum facilities (Life Basic Management, light water, lift, cafeteria, kid zone, senior citizen, Driver Rest Area etc.)

Parameters	Agree		Strongly Agree		Disagree		Neutral		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
The Big Bazaar stores have the maximum facilities (Life Basic Management, light water, lift, cafeteria, kid zone, senior citizen, Driver Rest Area etc.)	61	50.83	29	24..17	20	16.67	10	8.33	200	100

(Source: Primary Data collected by researcher)

Observations

(a)   The research shows that the customers, who give response in favour of agree is (50.83 %) and strongly agree is (24.17%)
(b)   The response shows that the disagree customer is (16.67%).
(c)   The response shows that the neutral customer is (8.33%).

Inference

From the above observation, we conclude that the majority of the customers are agree and strongly agree customer are (75.00%) and prefer that the shopping malls should have maximum basic facilities like light, water, lift ramp, cafeteria, kid zone, senior citizen area etc. within their shopping (Thomson and Strickland, Strategic management: Concepts and cases, Tata McGraw, New Delhi, 20032). These maximum basic facilities maintain good environment and also Buying behavior of retail consumer is influenced by various parameters like customers relation management, customer's relationship techniques, customers problems and handlings etc.

Employees

Table 9. The Big Bazaar malls in clear proximity of the reach of the employees

Parameters	Agree		Strongly Agree		Disagree		Neutral		Total	
	No.	%	No.	%	No.	%	No.	%	No.	%
The Big Bazaar malls are situated in clear proximity of the reach of the employees.	50	41.67	40	33.33	12	18.33	08	6.67	20	100

(Source: Primary Data collected and tabulated by researcher)

Observations

(a)   Research shows that the employees give response in favour of agree (41.67 %) and strongly agree is (33.33%).

(b) The responses of disagree employees is (18.33%).
(c) The responses of the neutral employees are (6. 67%).

Inference

From the above observation, we conclude that the majority of the employees of agree and strongly agree is (75.00%) and they prefer that the Big Bazaar stores should be within their proximity of the reach of the customer for the convenience of their shopping.

Table 10. Chi-Square values of responses

Parameters for Customers & Employees	Agree (No.)	Disagree (No.)	Neutral (No.)	Chi square value for Agree	Chi square value for disagree	Chi square value for Neutral
The Big Bazaar stores have the maximum facilities (Life Basic Management, light water, lift, cafeteria, kid zone, senior citizen, Driver Rest Area etc.)	126	26	48	33.768	45.536	30.749
The Big Bazaar malls are situated in clear proximity of the reach of the employees.	16	2	2	11.292	51.813	48.374
Total	**142**	**28**	**50**	**44..578**	**96.771**	**199.311**

The table value of chi-square ($\chi2$) for degree of freedom (d.f.) at 5 percent and 1 percent level of significance is 42.557 & 49.588 respectively. "Impact of Store Environment and Merchandising Mix on Customer Satisfaction (BIG BAZAAR)". Apart from the findings, the researcher also calculated the Chi-Square ($\chi2$) value of the data obtained from respondents. The $\chi2$ value of the following observations is very less than table value as stated in the Table No.10

6   Hypothesis Results

Customer

There is no significant impact of customer's significant facility that the Big Bazaar stores have the maximum facilities (Life Basic Management, light water, lift, cafeteria, kid zone, senior citizen, Driver Rest Area etc.) problems handling, so H0 is rejected and Alternate Hypothesis H1is accepted.

Employees

There is no significant impact of employee's significant facility that the big bazaar retail location and reachability impact on the employer's retainability in big bazaar stores. So H0 is Rejected and Alternate Hypothesis H1is acceptedH1.
    Hence the Impact of Store Environment and Merchandising Mix on Customer Satisfaction in Big Bazaar is high is being proved.

7   Recommendations & Suggestions

The research work entitled "Impact of store environment and merchandising mix on customer satisfaction (BIG BAZAAR, JAIPUR)" in this research work, after the interpretation and analysis of data, received result accuracy have been checked with hypothesis to satisfy the given objectives of the research. The Jaipur, fact emerging on the national retail scenario and continually catching up with the metropolitan and smart city in term of infrastructure facilities well equipped with latest modern

technology and market, has a great potential for organized retail, though a lot of customers, still in favour of purchasing from traditional stores (Varley Rosemary, Retail Product Management: Buying and Merchandising, Routledge, 2006). According to the analysis and the data collected and tabulated, the conclusion and recommendations & suggestions on the basis of research work are as under:

➢ Shopping malls must be lunched nearby big township or smart city colonies, approximately 3-8 km. range from the employee's residence.

➢ The layout deign of shopping malls are improving in terms of interiors and exteriors architectures which is being providing comforts in purchasing and working environment for the customers as well as employees in the big bazaar retail stores.

➢ Factor such as all facilities emerged as significant role in big bazaar shopping mall in Jaipur city. Customers preferred the maximum facilities and healthy purchasing environment.

➢ Improvements merchandise system like display of products in different racks and shelf's, will save the customer's precious time instead of loitering in the stores for their needs so these stores should be multiple retailing where the customers should purchase all their needs

➢ Big bazaar stores should be multiple retailing where the customers should purchase all their needs.

➢ Big bazaar shopping malls billing process is being delayed when more customers are queue and or in peak hours or in festival season. So, the retails stores should increase the billing counters in such above cases to reduce the billing time of their potential customers.

➢ The retails stores should follow the transparent and clear-cut policy of the pricing so that all the customers should have full knowledge before purchasing of any products in the retails stores.

➢ The redeem point benefit generated from the previous purchases should be transferred or credited automatically.

➢ The customers complain should be treated seriously and disposal of such complains should be sorted out in time phase manner by the retails managements. Zero tolerance policy should be adopted by the top management of the retails stores.

➢ More innovative and creativeness practices from the retails stores in satisfying the overall service quality offered to the customers by the retails stores in Rajasthan should be adopted.

Reference

Books & Journals

1. Agarwal, N.P. Quantitative Techniques for management, RBD Professional Publications New Delhi,
2. Ajay N Soni (2013), Retail Management, Oxford Book Company, New Delhi.
3. Bajaj C, (2004) "Retail Management, Oxford University Press, New
4. Chahar S S, - Consumer Protection Movement in India – Problems and Prospects, Kanishka Publishers, New Delhi, 2007.
5. Chaturvedi Mukesh - Customer Relationship Management, Excel Books, New Delhi, 2005
6. Jain Susmit - Research methods in management, Shivam Book, House, 2008
7. Johnson, Kirtz and Schying- Sales Management, McGrow Hill, New York, 2002
8. Kirkpatrick C.A. - Salesmanship, South Western Publishing, Bombay, 1998
9. Lewy and Witz - Retail marketing, McGraw Hill, New York, 2008
10. Meenal Dhotre - Channel Management and Retail Marketing, Himalaya Publishing House, Bombay, 2005
11. Negeswara S B - Customer Service Excellence- Trends and Strategies, Kanishka Publishers, New Delhi 2007.
12. Philp Kotler - Marketing management, Practice Hall, New Delhi, 2003
13. Pradhan Swapna - Retail management, South Western Publishing Bombay, 2002.
14. Pangrahi R - Consumer and Brand Loyalty, Discovery Publishing, House, New Delhi, 2006
15. Patel J.S.K.-Salesmanship and Publicity, S. Chand & Sons, New Delhi, 2005
16. Philp Kotler, Armnstron - Principles of Marketing, Prentice Hall, Europe, 2002
17. Peter Fleming-A Guide to Retail Management, Jaico Publishing, House, 2007
18. Paul Henri Nystrom- Retail Store Management, Prentice Hall, Delhi, 200817-24
19. Rosemary - Retail Product Management, Routledge, 2006
20. Raman Venkata - Customer Relationship Management Key Too Corporate Success, Prentice Hall, New Delhi, 2005

21. Reberts G - Customer Relationship Management, McGraw Hill, New York, 2004
22. Singh Y.P. Effective Retail Management, Anmol Publications Pvt. Ltd., New Dehli, 2001
23. Sivakumar A., Retail Marketing, Excel Books, New Delhi, 2008
24. Seth, Consumer Relationship Management, Kissinger Publishing, 2001
25. Thomson and Strickland, Strategic management: Concepts and cases, Tata McGraw, New Delhi, 20032
26. Valeric Ziethaml and Many Jo Bitner, Service Marketing, McGraw Hill, New York, 1996
27. Varley Rosemary, Retail Product Management: Buying and Merchandising, Routledge, 2006
28. Warren J Keegan, Global marketing management, Practice Hall, New Delhi, 2002

Internet

29. www.indiainfoline.com
30. www.google.com
31. www.censusindia.com
32. www.hll.com
33. www.ijrcm.org.in
34. http://www.shodhganga.com
35. http://www.ghallabhansali.com/admin/file/FMCG.pdf