A DESCRIPTIVE STUDY ON CATCHMENT AREA ANALYSIS AND CUSTOMER SATISFACTION TOWARDS BIG BAZAAR WITH SPECIAL REFERENCE TO VADAPALANI BRANCH, CHENNAI

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ABSTRACT

Customers' experiences ultimately determine whether or not a company stays in business. The importance of customer satisfaction was a hot business topic in the 1980s, as customer satisfaction was considered the best window into loyalty. In the late '80s, however, researchers questioned whether customer satisfaction actually impacts overall performance. They found that the link between customer satisfaction and higher profits, ROI, or share of market is dubious. The research paper is about the identification of the customer satisfaction and catchment area of BIG BAZAAR's Business in vadapalani branch and its service. The researcher used descriptive research, and simple random sampling to identify the sample. The sample size of 111 was included in the study. Researcher sued Chi square test to test the hypothesis.

KEYWORDS
Customer satisfaction, Catchment area, ROI.

1. INTRODUCTION

The importance of customers has been highlighted by many researchers and academicians. Zairi (2000) said "Customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security will be put in jeopardy". That is the main reason why organizations today are focusing on customer satisfaction, loyalty and retention.

According to Hansemark and Albinsson (2004), "satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire". Customer loyalty, on the other hand, according to Anderson and Jacobsen (2000) "is actually the result of an organization creating a benefit for a customer so that they will maintain or increase their purchases from the organization. Oliver (1997) said that customer loyalty refers to "a deeply held commitment to re-buy or re-patronise a preferred product or service consistently in the future despite situational influences and marketing efforts having the potential to cause switching behavior". True customer loyalty is created when the customer becomes an advocate for the organization, without incentive". According to Hoyer and MacInnis (2001), customer retention is "the practice of working to satisfy customers with the intention of developing long-term relationships with them". Zineldin (2000) said that retention can be defined as "a commitment to continue to do business or exchange with a particular company on an ongoing basis".

Catchment area is very important for each and every retail shop. It means to find the correct location of a store. In human geography, a catchment area is the area and population from which a city or individual service attracts visitors or customers. Catchment areas are generally founded either on formal local government boundaries or else on some other geographic basis. For example, a neighborhood or district of a city often has several small convenience shops, each with a catchment area of several streets. Supermarkets, on the other hand, have a much lower density, with catchment areas of several neighborhoods (or several villages in rural areas). This principle, similar to thecentral place theory, makes catchment areas an important area of study for geographers, economists, and urban planners.

Retail Analysis is an inherently complex and dynamic issue because of interactions that occur between different retail centers. If all retail centers were alike, offering exactly the same shops and services with regards to price and quality then we could assume that the population within the catchment would spend all of its money in the nearest centre. However, different centers are not the same and people's mobility means that they will often travel to their preferred destination instead of their closest one. Changes in population, access and retailing also alter relative attractiveness. An important element of the study is therefore to provide a robust assessment of the current catchment area of the city, taking into account different types of retailing such as food and non-food, with the latter disaggregated into bulky and non-bulky goods.

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2. CUSTOMER SATISFACTION

Customer satisfaction is a term generally used to to measure a customer's perception of a company's products and services. Customer satisfaction is that customers are most likely to appreciate the goods and services that they buy if they are made to feel special. This occurs when they feel that the goods and services that they buy have been specially produced for them or for people like them. This relates to a wide range of products such as razors that are designed for ease of use and good quality finish, petrol products that are environmentally friendly and customized to meet the needs of particular types of engines, etc. To understand customers—what customers are doing and what they're saying—companies need to examine the customers' interactions with their products and services through a different lens and discover where these are falling short. Fortunately, the "know your customer" adage has been taken to an entirely new level by experience analytics platform providers. In fact, Forrester has said that an experience platform ClickFox offers provides the unique capability to "identify discrepancies between system design and actual interactions across multiple channels to provide meaningful insight." Tracking actual customer behaviors and experiences across retail, online and contact centers provides powerful insights into the root cause of issues like poor satisfaction. Fast growing, successful companies retain and gain customer loyalty by doing more than simply resolving an existing problem.

2.1 CUSTOMER SATISFACTION DEFINITION

Despite extensive research in the years since Cardozo's (1965) classic article, researchers have yet to develop a consensual definition of consumer satisfaction. Oliver (1997) addresses this definitional issue by paraphrasing the emotion literature, noting that "everyone knows what [satisfaction] is until asked to give a definition. Then it seems, nobody knows" (p. 13). Based on the perception that satisfaction has been defined, most research focuses on testing models of consumer satisfaction (e.g., Mano and Oliver 1993; Oliver 1993; Oliver and DeSarbo 1988; Spreng, MacKenzie, and Olshavsky 1996; Tse and Wilton 1988) while definitional considerations have received little attention. As a result, the literature is replete with different conceptual and operational definitions of consumer satisfaction (see Table 1). As Peterson and Wilson (1992) suggest, "Studies of customer satisfaction are perhaps best characterized by their lack of definitional and methodological standardization" (p. 62).

Most definitions have favored the notion of consumer satisfaction as a response to an evaluation process. Specifically, there is an overriding theme of consumer satisfaction as a summary concept (i.e., a fulfillment response (Oliver 1997); affective response (Halstead, Hartman, and Schmidt 1994); overall evaluation (Fornell 1992); psychological state (Howard and Sheth 1969); global evaluative judgment (Westbrook 1987); summary attribute phenomenon (Oliver 1992); or evaluative response (Day 1984)). However, there is disagreement concerning the nature of this summary concept. Researchers portray consumer satisfaction as either a cognitive response (e.g., Bolton and Drew 1991; Howard and Sheth 1969; Tse and Wilton 1988) or an affective response (e.g., Cadotte, Woodruff, and Jenkins 1987; Halstead, Hartman, and Schmidt 1994; Westbrook and Reilly 1983). Furthermore, operational definitions may include a behavioral dimension of satisfaction (e.g., "I would recommend the school to students interested in a business career." (Halstead, Hartman, and Schmidt 1994)), although conceptual definitions are void of a behavioral orientation.
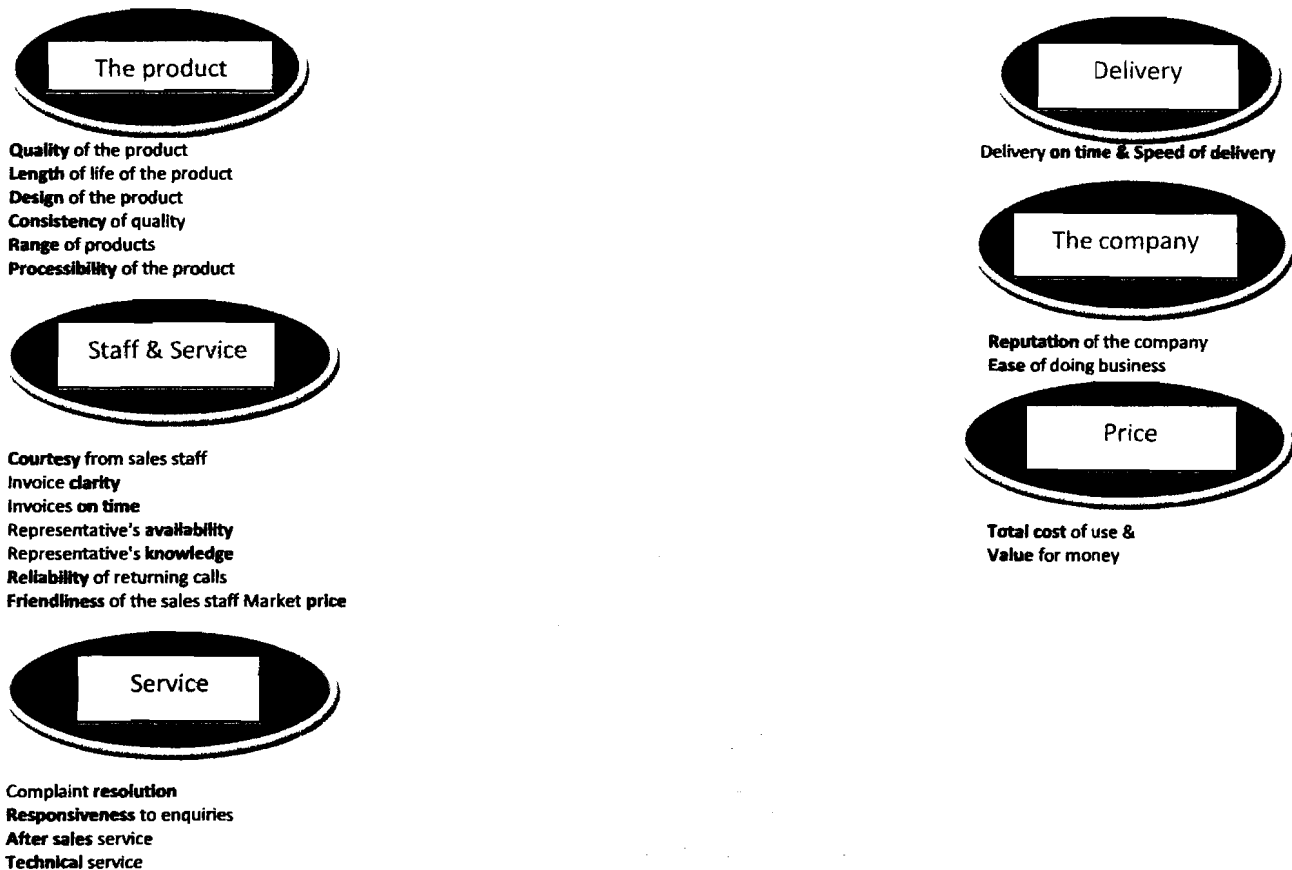
This study will focus on the concept of consumer satisfaction. As noted previously, the literature has been lax in distinguishing between consumer satisfaction, customer satisfaction, and satisfaction (see Cadotte, Woodruff, and Jenkins (1987) versus Churchill and Surprenant (1982) or Spreng, MacKenzie, and Olshavsky (1996) versus Smith, Bolton, and Wagner (1999) for examples). In other cases, neither consumer nor customer is used to qualify the term, satisfaction (e.g., Gardial et al. 1994; Mittal, Kumar, and Tsiros 1999). All of these studies, however, tend to be focused on the final user. Consistent with the literature, we will define the consumer as the ultimate user of the product. Although our focus is on the end user of the product, we recognize that, in some situations, the end user is also the purchaser. It is evident that the concept of consumer satisfaction applies in many marketing contexts: purchase (e.g., Swan and Oliver 1985), consumption (e.g., Cadotte, Woodruff, and Jenkins 1987), information considered (e.g., Spreng, MacKenzie, and Olshavsky 1996); and, even business consumption (Mowen and Minor 1998; Schiffman and Kanuk 2000; Solomon 1999). Thus, consumer satisfaction must be explicitly defined to delineate the context. In this study, consumer satisfaction pertains to the response of the end user who may or may not be the purchaser.

2.2 IMPORTANCE OF CUSTOMER SATISFACTION

When we buy a product or service, we expect it to be right. We don't jump up and down with glee saying "isn't it wonderful, it actually worked". That is what we paid our money for. Add to this our world of ever exacting standards. We now have products available to us that would astound our great grandparents and yet we quickly become used to them. The bar is getting higher and higher. At the same time our lives are ever more complicated with higher stress levels. Delighting customers and achieving high customer satisfaction scores in this environment is ever more difficult. And even if your customers are completely satisfied with your product or service, significant chunks of them could leave you and start doing business with your competition. A market trader has a continuous finger on the pulse of customer satisfaction. Direct contact with customers indicates what he is doing right or where he is going wrong. Such informal feedback is valuable in any company but hard to formalise and control in anything much larger than a corner shop. For this reason surveys are necessary to measure and track customer satisfaction.

Developing a customer satisfaction programme is not just about carrying out a survey. Surveys provide the reading that shows where attention is required but in many respects, this is the easy part. Very often, major long lasting improvements need a fundamental transformation in the company, probably involving training of the staff, possibly involving cultural change. The result should be financially beneficial with less customer churn, higher market shares, premium prices, stronger brands and reputation, and happier staff. However, there is a price to pay for these improvements.

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FACTORS INFLUENCING CUSTOMER SATISFACTION

The product

Quality of the product
Length of life of the product
Design of the product
Consistency of quality
Range of products
Processibility of the product

Staff & Service

Courtesy from sales staff
Invoice clarity
Invoices on time
Representative's availability
Representative's knowledge
Reliability of returning calls
Friendliness of the sales staff Market price

Service

Complaint resolution
Responsiveness to enquiries
After sales service
Technical service

Delivery

Delivery on time & Speed of delivery

The company

Reputation of the company
Ease of doing business

Price

Total cost of use &
Value for money

3. REVIEW OF LITERATURE

While the literature contains significant differences in the definition of satisfaction, all the definitions share some common elements. When examined as a whole, three general components can be identified: 1) consumer satisfaction is a response (emotional or cognitive); 2) the response pertains to a particular focus (expectations, product, consumption experience, etc.); and 3) the response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc). Consumer responses followed a general pattern similar to the literature. Satisfaction was comprised of three basic components, a response pertaining to a particular focus determined at a particular time.

Focus of the Response - The focus identifies the object of a consumer's satisfaction and usually entails comparing performance to some standard. This standard can vary from very specific to more general standards. There are often multiple foci to which these various standards are directed including the product, consumption, purchase decision, salesperson, or service. The determination of an appropriate focus for satisfaction varies from context to context. However, without a clear focus, any definition of satisfaction would have little meaning since interpretation of the construct would vary from person to person (chameleon effects).

Timing of the Response - It is generally accepted that consumer satisfaction is a postpurchase phenomenon, yet a number of subtle differences exist in this perspective. The purchase decision may be evaluated after choice, but prior to the actual purchase of the product. Consumer satisfaction may occur prior to choice or even in the absence of purchase or choice (e.g., dissatisfied with out-of-town supermarkets, which were never patronized, because they caused a local store to close). It has even been argued that none of the above time frames is appropriate since satisfaction can vary dramatically over time and satisfaction is only determined at the time the evaluation occurs. The consumer responses reinforced this varied timing aspect of satisfaction. In addition, the consumers discussed the duration of satisfaction, which refers to how long a particular satisfaction response lasts.

Dissatisfaction - The literature has taken two approaches to conceptualizing and operationalizing the dissatisfaction construct. Consumer dissatisfaction is portrayed as the bipolar opposite of satisfaction; or consumer satisfaction and dissatisfaction are viewed as two different dimensions. Since the literature does not provide a clear conceptualization of dissatisfaction, we turned to consumer perceptions. Consumers suggest that dissatisfaction is still comprised of the three components of the definitional framework: affective response; focus; and timing. However, the consumer data did not help resolve the dimensionality issue. We speculate that the apparent dimensionality of satisfaction might be understood by examining the focus of satisfaction and dissatisfaction. Consumers were sometimes satisfied with one aspect of the choice/consumption experience, but dissatisfied with another aspect. In this case, satisfaction and dissatisfaction can be viewed as different dimensions.

4. INTRODUCTION OF THE COMPANY

Big Bazaar is a chain of hypermarket in India, which caters to every family's needs and requirements. This retail store is a subsidiary of Future group, Pantaloons Retail India Ltd. and is an answer to the United States Wal-Mart. Big Bazaar has released the doors for the fashion world, general merchandise like sports goods, cutlery, crockery, utensils, and home furnishings etc. at best economical prices.

Big Bazaar group offers more than 100 stores all over the country with an amalgamation of Indian bazaars" feel and touch with a convenience and choice of the modern retail facilities. The retail format of the Big Bazaar group includes Aadhar, Rural & Home-Town retail chain, Ezone home-improvement chain, sportswear retailer, depot and music chain is few among others.worldwide country chain, Big Bazaar, is formed by CEO of Future Group, Mr. Kishore Biyani. The group do not promises more than what it delivers. Their basic attraction associated with reasonable prices is their Unique Selling Price.

Big Bazaar's journey began in October 2001 when the young, opened the first generation entrepreneur Kishore Biyani its first hypermarket retail outlet in Kolkata (formerly Calcutta). In the same month had two more stores are added - one each in Hyderabad and Mumbai, and thus begin a successful stay that began the chapter of organized retailing in India.Big Bazaar is present today in 59 cities and holding more than 5 million sq.ft. Open house and driving over 110

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million footfalls in its stores. The format is expected that the number of footfall in the stores to increase by 140 million during this financial year. Over the years, Mr. Biyani for his vision and leadership, and Big Bazaar for its unique proposition to its customers "have received every prestigious consumer prices, both nationally and internationally.

5. OBJECTIVE OF THE STUDY
- To investigate the catchments area and customer loyalty of Vadapalani branch.
- To identify the satisfaction level of customer in big bazaar with respect to Location, merchandising, offer and discounts, varieties, Corporate social responsibility, home delivery and product range.
- To identify the customer satisfaction in other service and go green.

6. RESEARCH METHODOLOGY
6.1 Descriptive Research
Descriptive research is also known as statistical research. The main goal of this type of research is to describe the data and characteristics about what is being studied.
6.2 Sampling
Sampling is to select of individuals from the whole population, it need to general to present the characteristic of the population. In this study, the population is infinite in nature, so researcher adopted the convenience sampling technique. Convenience sampling. It is a type of non-probability sampling which involves the sample being drawn from that part of the population which is close to hand. That is, a population is selected because it is readily available and convenient. The most popular data collection techniques include: surveys, secondary data sources or archival data, objective measures or tests, and interviews. In this study questionnaires are used. Company background information is obtained from the online web, annual report. Questionnaire method is to collect data through the questionnaires. Researchers list the relevant questions and ask respondents to answer them according to their personal situation. Questionnaires have the comparing advantage such as: it is easy to analyze, familiar to most people, it can reduce bias and less intrusive than face-to-face surveys.
6.3 Data Collection and Sampling
Primary Data
Primary data source is the first hand information obtained by the researcher. In this study the primary data was gathered through the questionnaires to study the relationship between the dependent variable and independent variables
Population and Sampling
The sampling frame for this study includes the customers of BIG BAZAAR, Chennai. The sample size for population 111 and the questionnaire were distributed to the customers who visited BIG BAZAAR. The sample size chosen for this study is 111 customers
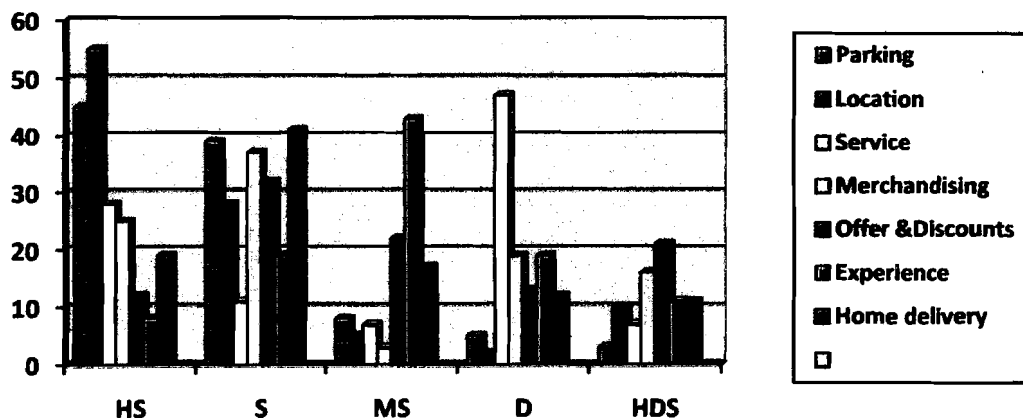**Hypothesis**
- There is no significant relationship between gender and satisfaction in service provided by customer executive.
- There is no significant relationship between location and occupation
- The respondents are satisfied with the clothing department in big bazaar
6.4 Technique of Analysis
Various statistical methods will be used to analyze the data collected from respondents. In this study, the Statistical Package for the Social Sciences (SP 16.0) will be used for the data analysis and chi square was used to test the hypothesis. Percentage analysis is used in making comparison between two or more series of data. Percentage is used to describe relationship. Percentage is also to compare the relative terms, the distribution of two or more series of data. The number of result can be converted into much out of hundred and to know as percentage analysis.

7. DATA ANALYSIS AND INTERPRETATION

S.No	Factors	Highly satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied
1	Parking	45	39	8	5	3
2	Location	55	28	5	2	10
3	Service provided by executives	28	11	7	47	7
4	Merchandising	35	37	3	19	16
5	Offer and discount	12	32	22	13	21
6	Experience with Big Bazaar	08	19	43	19	11
7	Home delivery	19	41	17	12	11

CHI- SQUARE TEST
Hypothesis: 1
Comparison between gender and satisfaction in service provided by customer executive.
H0= There is no significant relationship between gender and satisfaction in service provided by customer executive.
H1=There is significant relationship between gender and satisfaction in service provided by customer executive.

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Calculation

OI	EI	(OI-EI)	(OI-EI)2	(OI-EI)2/EI
14	13	2	2	0.18
4	5	1	0.6	0.133
3	3	0.2	0.04	0.0125
20	21	1	1	0.055
4	3	0.8	0.6	0.178
17	18	1	2	0.110
8	7	1	0.8	0.114
5	5	0.3	0.06	0.013
32	31	1	1	0.039
4	5	0.3	0.06	0.013
Calculated Value				0.9475

Degree of Freedom
The degree of freedom = (r-1) x (c-1)
= (2-1) x (5-1)
= 1 x 4 = 4
Calculated Value = 0.9475
Table Value
For 4 degree of freedom @ 5% significant level = 2.776
Calculated Value (0.9475) < Table value (2.776)
INFERENCE
Here the calculated Value is less than table value. So our null hypothesis (H0) is accepted.
Therefore, there is no significant relationship between gender and satisfaction in service provided by customer executive.

Hypothesis: 2
Comparison between occupation and Location
H0= There is no significant relationship between occupation and Location.
H1=There is significant relationship between occupation and location.
Degree of Freedom
The degree of freedom = (r-1) x (c-1)
= (4-1) x (5-1)
= 3 x 4 = 12
Calculated Value = 13.752
Table Value
For 12 degree of freedom @ 5% significant level = 21.026
Calculated Value (13.752) < Table value (21.026) INFERENCE
Here the calculated Value is less than table value. So our null hypothesis (H0) is accepted. Therefore, there is no significant relationship between occupation and location of the store.
Run Test
Satisfaction in clothing department at Big Bazaar

S.No	Particulars	No. of Respondents
1	Yes	46
2	No	65

Hypothesis: 3
H0= The respondents are satisfied with the clothing department in big bazaar.
H1= The respondents are not satisfied with the clothing department in big bazaar.
n 1 = 83; n2 = 37; V = 23
FORMULA:

$$\mu v = \frac{2\,n1 * n2}{n1 + n2} + 1$$

$$\mu v = \frac{2 * 46 * 65}{111} + 1$$

$$\mu v = 54.87$$

$$\sigma^2 v = \frac{2\,n1 * n2\,(2\,n1 * n2 - n1 - n2)}{(n1 + n2)\,2\,(n1 + n2 - 1)}$$

$$\sigma^2 v = \frac{2 * 46 * 65\,(2 * 46 * 65 - 46 - 65)}{(46 + 65)\,2\,(46 + 65 - 1)}$$

$$= \frac{5980\,(5869)}{24420}$$

$$= \frac{35096620}{24420}$$

$$\sigma^2 v = 1437.20$$
$$\sigma v = 37.9$$

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$$Z = \frac{V - \mu}{\frac{\sigma}{v}}$$

$$\frac{23 - 54.87}{37.9} = -0.840$$

$||z = 0.840$

The table value is being found as 1.96
The calculated value is 0.840

INFERENCE

Since the calculated value is lesser than the table value, we accept the null hypothesis and reject the alternate hypothesis. Therefore the respondents are satisfied with clothing department in Big Bazaar.

DISCUSSION AND FINDINGS

Sivadas and Baker-Prewitt (2000) said "there is an increasing recognition that the ultimate objective of customer satisfaction measurement should be customer loyalty". Fornell (1992) said "high customer satisfaction will result in increased loyalty for the firm and that customers will be less prone to overtures from competition". This view was also shared by Anton (1996) who said that "satisfaction is positively associated with repurchase intentions, likelihood of recommending a product or service, loyalty and profitability". Loyal customers would purchase from the firm over an extended time (Evans and Berman,1997). Guiltinan, Paul and Madden (1997) said that satisfied customers are more likely to be repeat (and even become loyal) customers. The research paper reveals that they are not highly satisfied with the services provided by Big bazaar, so there si a question of loyalty with the customers. The chi square reveals that there is no significant realtion with the occupation and the location of Big Bazaar.

Sivadas and Baker-Prewitt (2000): "Satisfaction also influences the likelihood of recommending a departmental store as well as repurchase but has no direct impact on loyalty. Thus satisfaction in itself will not translate into loyalty. However, satisfaction will foster loyalty to the extent that it is a prerequisite for maintaining a favorable relative attitude and for recommending and repurchasing from the store. Once customers recommend a department store it fosters both repatronage and loyalty towards that store. Thus the key to generating loyalty is to get customers to recommend a store to others. Also, customers are likely to recommend a department store when they are satisfied with that store and when they have a favorable relative attitude towards that store". The satisfactions of customers are revealed in the parking, location and merchandising of Big Bazaar.

Evans and Berman (1997): "Companies with satisfied customers have a good opportunity to convert them into loyal customers – who purchases from those firms over an extended period". The experience with Big Bazaar seems to be moderately satisfied, so Big bazaar need to take measures to retain the existing customers. Clarke (2001) said, "a business that focuses exclusively on customer satisfaction runs the risk of becoming an undifferentiated brand whose customers believe only that it meets the minimum performance criteria for the category. Long-term customer retention in competitive markets requires the supplier to go beyond mere basic satisfaction and to look for ways of establishing ties of loyalty that will help ward off competitor attack". Most of the customers are much satisfied with the clothing brand with Big Bazaar. The percentage analysis and Chi square prove the same.

Sivadas and Baker-Prewitt (2000) also said that it is not merely enough to satisfy a customer. According to Reichheld (1996), 65 to 85 percent of customers who defect to competitors' brands say they were either satisfied or very satisfied with the product or service they left. Therefore, in order to ensure that customers do not defect, Bowen and Chen are correct to say that customers must to be extremely satisfied. As far as organizations are concerned, they want their customers to be loyal to them and customer satisfaction does not guarantee this. According to Storbacka and Lentinen (2001), customer satisfaction is not necessarily a guarantee of loyalty. They said that in certain industries up to 75% of customers who switch providers say that they were 'satisfied' or even 'very satisfied' with the previous provider.

Customers may change providers because of price, or because the competitor is offering new opportunities, or simply because they want some variation (Storbacka and Lentinen, 2001). Clarke (2001) said that customer satisfaction is really no more than the price of entry to a category. For satisfaction to be effective, it must be able to create loyalty amongst customers. Regarding the offers and discounts provided, the customers of Big Bazaar are somewhat satisfied.The above research study reveals that the catchment area possibility is not possible at this moment unless Big Bazaar improve the customer satisfaction with respect to various factors such as Customer service, ,pricing,favourable and good experience which enhance customer loyalty etc.

CONCLUSION

The researches study a clear idea to understand the catchment area of Vadapalani branch. Customer satisfaction is secret code for the success in business, Therefore in this study the researcher analyzes satisfaction level of each department. Customer executives should be given the product knowledge to give the better service to customers. Mobiles department in Big Bazaar should be improved to get the satisfaction of customers. Live demonstration and better service can be given to customers. Green Bags can be introduced in Big Bazaar as their corporate social responsibility towards the society. Based on the views and research done by numerous researchers and academicians, it can be concluded that customer satisfaction is very important. Thus, though customer satisfaction does not guarantee repurchase on the part of the customers but still it plays a very important part in ensuring customer loyalty and retention. This point has been echoed by Gerpott et al. (2001) when they said "customer satisfaction is a direct determining factor in customer loyalty, which, in turn, is a central determinant of customer retention". Therefore, organizations should always strive to ensure that their customers are very satisfied.

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