

# **CUSTOMER SATISFACTION EFFECT ON CONSUMER SPENDING GROWTH**

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## **ABSTRACT**

*This paper presents the effect of customer satisfaction on consumer Spending growth in Big Bazar. Predicting total purchaser spending is imperatively essential to marketing planning, yet customary economic hypothesis holds that foreseeing changes in aggregate buyer spending is not realistic. Past attempts to anticipate customer spending development utilizing standard macroeconomic predictor variables have met with little achievement. The authors demonstrate that the slacked change in consumer satisfaction, which adds to future request, significantly affects spending growth. Notwithstanding, this effect is directed by increments in shoppers' debt service proportion, a key budget imperative that influences purchasers' capacity to spend. Using a lopsided development model, over 23% of the variation in the one-quarter-ahead spending growth is clarified, which speaks to a striking change over earlier specification.*

**Keywords:** *customer satisfaction, consumer spending, consumer confidence, forecasting*

## **I. INTRODUCTION**

Many organizations are going for high fulfillment since clients who are quite recently fulfilled still think that its simple to switch when a superior offer goes along. Those who are highly satisfied are much ready to switch. High satisfaction or delight creates an emotional affinity with the brand, not just a rational preference. The result is high customer loyalty. How do buyers form their expectations? Their expectations are influenced by their past buying experience, friends and associates advice, and marketers and competitors' information and promises. If marketers raise expectations too high the customer is likely to be disappointed.

## **II. OBJECTIVES OF THE STUDY**

To study the "Customer Satisfaction" amongst the users of "BIG BAZAAR" products.

To study the 'satisfaction' levels of "BIG BAZAAR" Daily customers & BIG BAZAAR retail customers.

To study the 'Satisfaction' level of "BIG BAZAAR" customers with regard to other products and services offered by BIG BAZAAR.

To make suggestions for improvement of their products & their services from the customer's point of view based on this research to fulfill customer's needs.

To know the customers feed back towards the redressed of grievances by BIG BAZAAR.

### **III. RESEARCH AND METHODOLOGY**

Primary Data:

The data will be collected through holding discussions with the employees of the company and discussing the questionnaires with existing customers of the company.

b) Secondary Data:

Secondary data will be collected from various sources like text books, journals, published documents, annual reports, magazines and websites.

### **IV. RESEARCH DESIGN**

The research is primarily both explanatory as well as descriptive in nature. A well-structured questionnaire was prepared and personal interviews were conducted to collect the customer's requirements, through this questionnaire.

Sampling METHODOLOGY:

Sampling Technique:

Random sample method.

c) Sampling size:

Sample size refers to number of elements to be included in the study.

Sample size is 100 customers of "BIG BAZAR"

### **V. HYPOTHESIS FORMULATION**

Ho: There is no relation between services and features to customer satisfaction.

H1: There is an relation between services and features to customer satisfaction.

### **VI. REVIEW OF LITERATURE**

Ms. Oksana Mont 2014: Consumer is a moody creature – swinging between rationality and emotions. All disciplines we looked at address consumption from some perspective. This may be unique to this discipline, or may share common premises with one another. Cross-fertilization and learning is the key to success. level change will require system level effort. Analysts with different foundations should be included in creating thoughts and strategies for measuring consumer loyalty with PSS. "Non-social" PSS specialists ought to learn techniques for sociologies.

Berry and Parasuraman (1991) define as, "the consumer's response to the evaluation of the perceived discrepancy between prior expectations (or some other norm of performance and the real execution of the item/benefit as saw after its utilization" (p.204). I argue that since customers' satisfaction is influenced by the availability of customer services, the provision of quality customer service has become a major concern of all businesses Consumer loyalty is normally characterized as a post utilization evaluative judgment concerning a particular item or administration. It is the result of an evaluative process that contrasts pre purchase expectations with perceptions of performance during and after the consumption experience.

Oliver (1981) defines customer satisfaction as a customer’s emotional response to the use of a product or service.

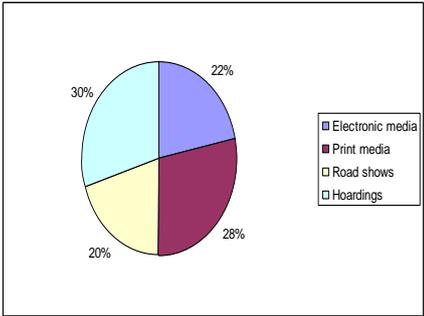
Schiff man and Kanuk (2004) Woodruff and Gradian (1996): defines customer satisfaction as “The individual’s perception of the performance of the product or service in relation to his or her expectations”.

**VII. DATA ANALYSIS**

How did you come to know about BIG BAZAAR products?

		ondents	
	media		
	s		

Knowing about the product:



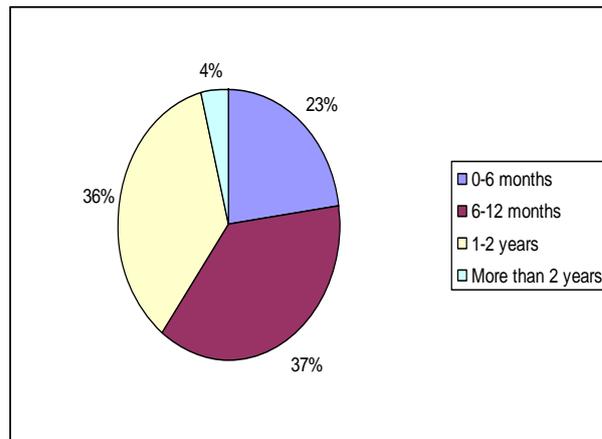
Interpretation:

30% of the respondents came to know about BIG BAZAAR products from hoardings while 28% of the respondents came to know from print media and electronic media was assumed by 22% of the respondents. A small significant 20% of the respondents replied that road shows have helped them in understanding BIG BAZAAR products.

Since how many months have you been using this service?

		ndents	
	years		

Using of the service (in months):

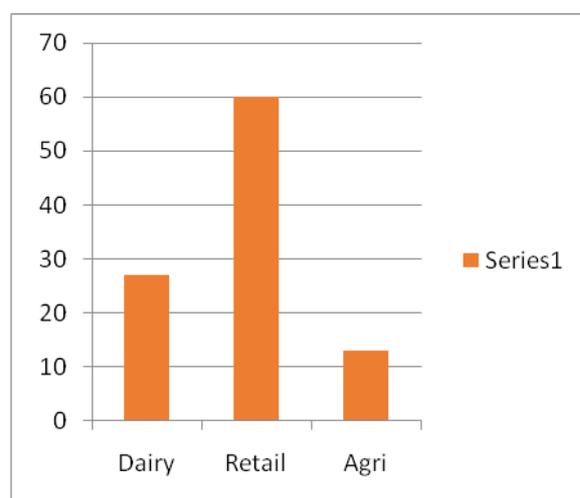


**Interpretation:**

From the above table it is seen that 37% of the respondents have been using BIG BAZAAR products for past one year. While 36% have been using it for more than 1 year, and a significant 23% of respondents have been using the service for less than six months. Only 4% of the respondents have been using BIG BAZAAR products for more than 2 –years.

3)Which Kind of service are you using? Please mention?

	vice	ondents	



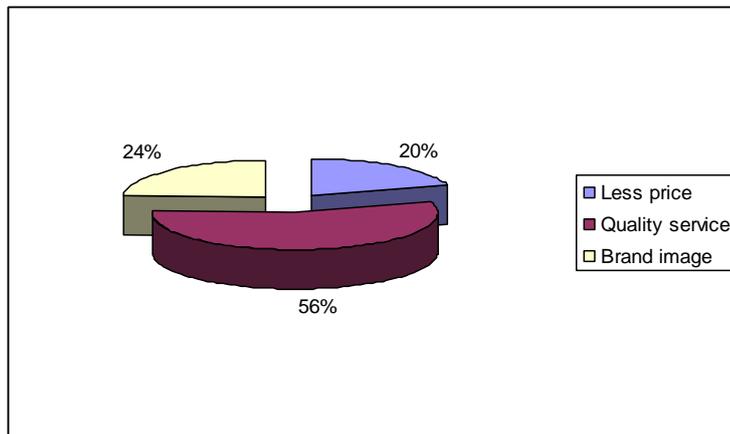
**Interpretation**

From the above table it can be seen that 60% of them are using retail services, while 27% are using Dairy services, and the remaining 13% are using Agri services.

4) What is the reason for choosing this service?

		ondents	
	vice		
	ge		

Reason for choosing the service:



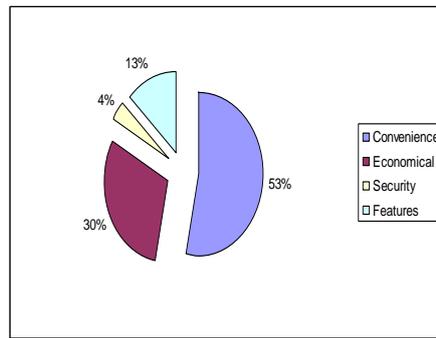
Interpretation

From the above table it is demonstrated that 56% of the respondents are referring to nature of administration as the factor. While 24% cited brand image as the reason for choosing the service. To the extent cost is concerned just 20% of the respondents have cited it as the explanation behind picking this administration.

5) Why do you prefer for this service?

		ondents	
	ce		
	l		

Preferring for this service:



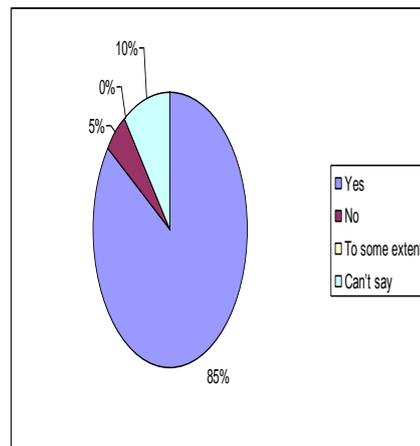
**Interpretation**

In today’s busy world convenience seems to be the most overriding factor while preferring a cellular service. Plainly 53% of the respondents have favored this administration because of simple & hands free availability, making it convenient to use it. On the other hand 30% have said economy of the service, while 13% of the respondents have given features as their choice. While a meager 4% of the said security as the reason for preferring the service.

6) Are you satisfied with the quality of service being provided?

		Respondents	
	Content		

**Satisfaction 1 with the quality of service:**



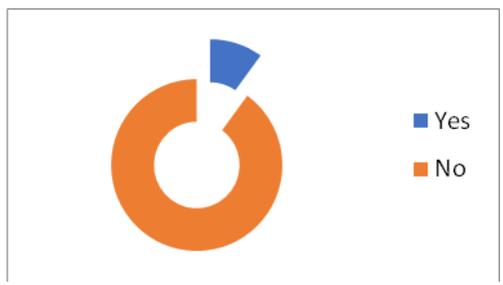
**Interpretation:**

From the above table, it is clear that 85% of the respondents are satisfied with the quality of service while a significant number i.e., 10% of the respondents couldn't say anything and 5% of the respondents replied they are not satisfied with the quality of service.

7) Have you faced any problem at the time of Purchase & usage?

		ondents	
	mbers		

Facing of problems:

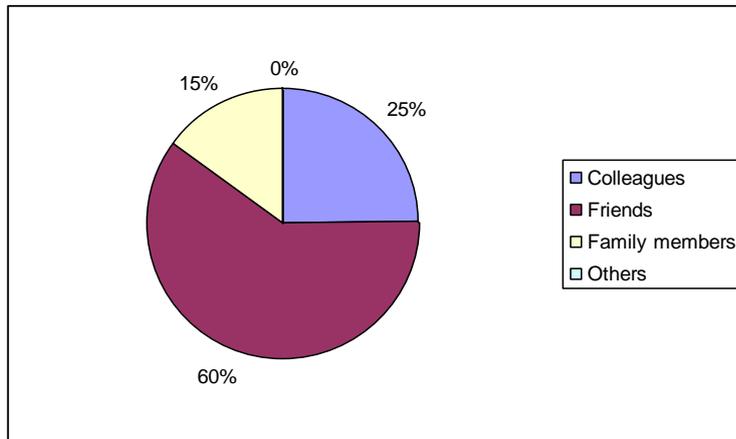


Interpretation:

The above table indicates that at the time of activation only 10% of the respondents have faced problem with company, and 90% of the respondents have not face any problem.

8). While buying BIG BAZAAR product that has influenced your purchase decision?

Influence on purchase decision:



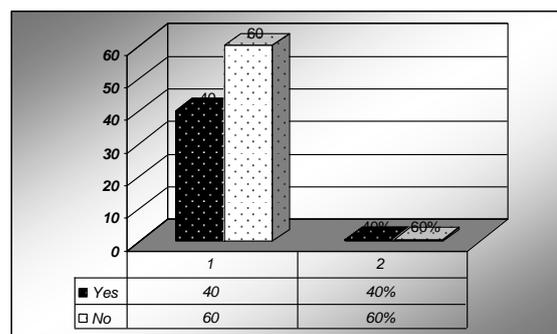
Interpretation:

From the above table it is shown that 60% of the respondents were influenced by their friends, 25% by their colleagues and 15% by others.

9) Did you know the customer awareness program for every month ?

		Respondents	

Including of activation charges:

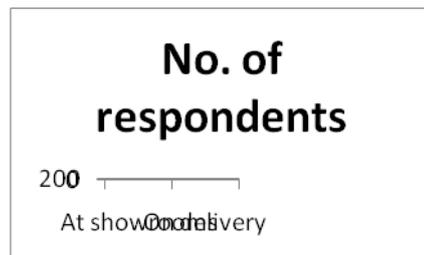


Interpretation:

The above table is indicating that, from the total respondents of the survey 40% respondents are aware of the customer program, and the remaining 60% respondents are completely unaware of this statement, due to lack of communication from the company.

10). Where do you pay your bills?

		respondents	
	shops		
	only		



Place of paying Bills:

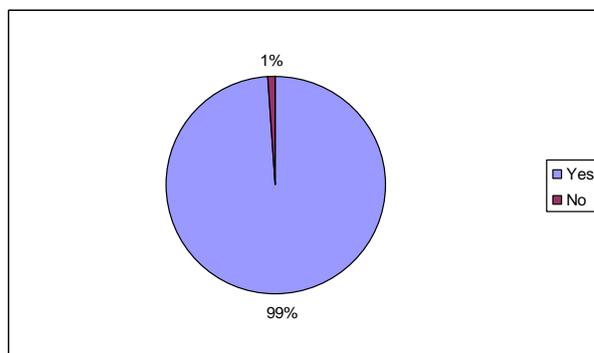
Interpretation:

It is clear from the above analysis that the respondents have to pay their postpaid bills at the True-Paid shops only. So 100% of the respondents pay at their dealer outlets only.

11) Do you prefer online-billing counters for your bill payment like counters of ATM's?

	vice	respondents	

Preferring of online bills:



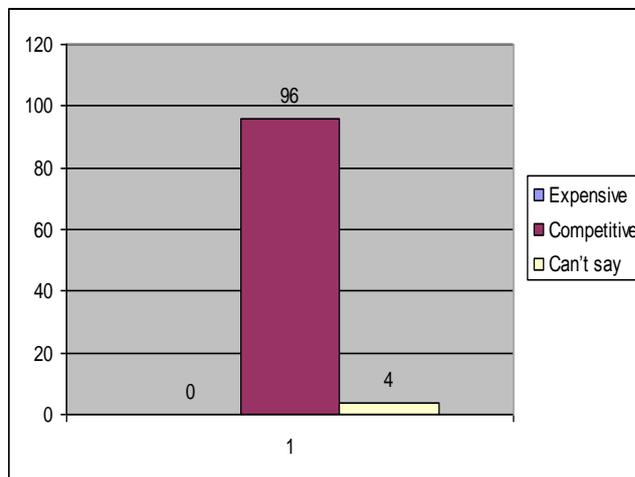
Interpretation:

Of the 100 respondents surveyed 99% of them prefer online counters for their bills payments as it saves their time & effort, and only 1% of the respondents are not willing to have the online payment facility.

12) How do you feel about the pricing of BIG BAZAAR services as compared with other?

		pondents	
e			

Pricing of HERITAG services:



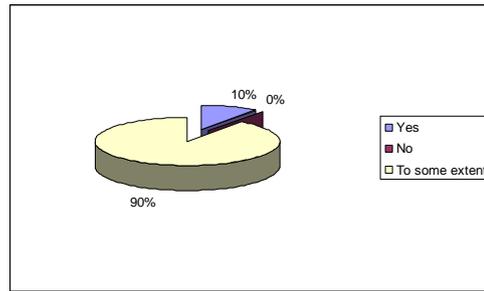
Interpretation:

The feelings of customers of BIG BAZAAR about the pricing of the services is, 96% of them are satisfied and feel the prices are comparable with others and 4% of them are not satisfied with the pricing of the company as they feel the prices are not competitive enough.

13) Are you satisfied with the payment of your bills?

		pondents	
Content			

Satisfaction with payment:



Interpretation:

With the above analysis, from the 100 respondents, only 10% are satisfied with the time given to them for payment of bills, and the remaining 90% of respondents are not fully satisfied.

14) What is your Opinion on the service availability of Retail?

		respondents	
able			
le			
xtent			

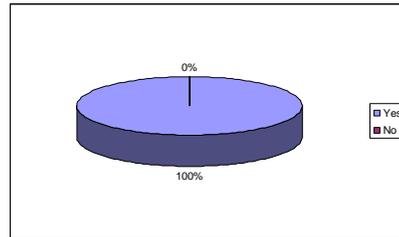


Interpretation: The above table demonstrates that the BIG BAZAAR administrations of retail benefits are effortlessly accessible in urban zones; this is illuminated from 100 respondents reviewed.

15) Is home delivery facility providing by the services is sufficient & convenient to you?

		respondents	

Opinion about home delivery facility:



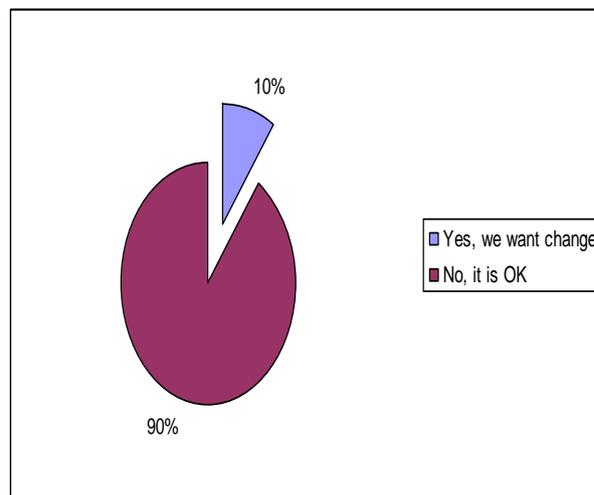
Interpretation:

From the above analysis it is clear that 100% of the respondents are feeling happy and feel the home delivery facility is sufficient and convenient to them.

16) Do you feel that the instruments being provided along with the services is ok or you want a change (as per choice)?

		Respondents	
	want change		
	OK		

Instruments provided with service are ok or not:



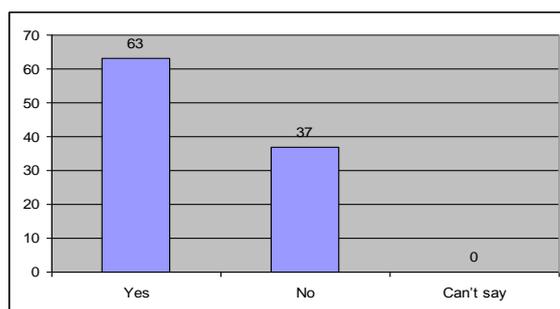
Interpretation:

From the above table, it is clear that 90% of the total 100 respondents don't want any change in the instruments being provided by the company, they want as it is. But the remaining 10% of the respondents are willing to have change in that at some choice, in terms of certain features as compared with the competitors.

Do you recommend these services to your friends, Colleagues & Family?

		ondents	

Recommendation of the service:



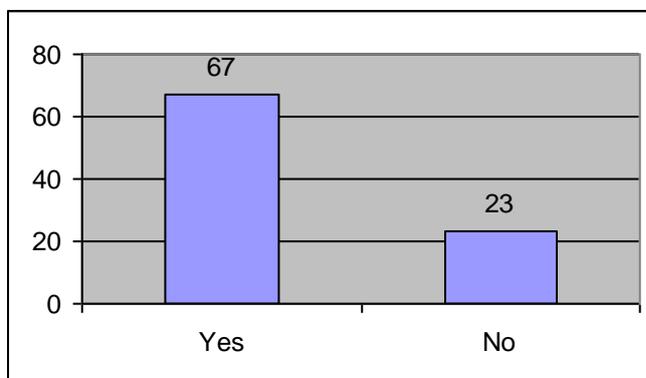
Interpretation:

It is clear that 63% of the respondents would recommend the service, while a significant 37% of the respondents do not want to recommend the service to their friends, colleagues & family.

18) Do you want any additional features to be included to you service in future?

		ondents	

Any additional features:



**Interpretation:**

From the above table, it is clear that 67% of the total respondents are desirous of having some new features like call waiting, GPRS, MMS etc., to be included in this service in future, and the remaining 23% respondents do not want any changes as far as the additional features are concerned.

**VIII. FINDINGS**

The coverage is limited to only urban areas hence effort should be made to increase the coverage in semi urban and rural areas as it increases the number of subscribers

2. BIG BAZAAR should create awareness amongst its customers regarding various services that are being offered by it by increasing its sales promotion reach.
3. Special promotional schemes to be launched specially to target youth segment who take up the new product by having special packages
4. BIG BAZAAR try to focus on the after-sales customer support as this is perceived to be a weak spot, by the consumes and should have responsive call centers to address the needs of its customers.

**IX. CONCLUSION**

The overall performance of the services in the workshop is satisfactory to many of the customers. Nothing in the world can be perfect. Some faults are seen in the services though not major ones but some of the problems may give side effect and make cause more trouble in the future. So, the problems need to be identified and solved immediately

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