

**Project Report (17MBAPR407)**

on

“A STUDY ON CUSTOMER SATISFACTION AT BAAZAR KOLKATA”

BY

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY,  
BELAGAVI



In partial fulfilment of the requirements for the award of the degree of  
**MASTER OF BUSINESS ADMINISTRATION**  
under the Guidance of

**INTERNAL GUIDE**

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**EXTERNAL GUIDE**

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**MARCH - 2019**



## Internship Certificate

This is to certify that **Mr. Abhinash Nayak**, a student of the **Masters of Business Administration** from **Acharya Institute of Technology, Bangalore**, has worked under our guidance and supervision for 6 weeks, **3<sup>rd</sup> January 2019 to 16<sup>th</sup> February 2019**.

The Summer Project titled "**A Study on Customer Satisfaction**" has been carried out by the student and is hereby approved as a certified study in management. The Summer Project Report has the requisite standard and to the best of our knowledge no part of it has been reproduced from any other summer project, monograph, report or book.

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**20<sup>th</sup> March'2019**



# ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

**Date: 27/03/2019**

## CERTIFICATE

This is to certify that **Mr. Abinash Nayak** bearing USN **1AZ17MBA03** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Customer Satisfaction at Baazar Kolkata**” is prepared by him under the guidance of **Prof. Suhaz Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Signature of Principal/Dean Academics

**Dr. Devarajaiah R.M.**  
Dean-Academics  
ACHARYA INSTITUTE OF TECHNOLOGY  
Bengaluru-107.

## DECLARATION

I, **Abinash Nayak** . Hereby declare that the project report entitled “**A STUDY ON CUSTOMER SATISFACTION AT BAAZAR KOLKATA**” with reference to “**BAAZAR KOLKATA, HATIBAGAN**” Prepared by me under the guidance of **Mr. Suhas Patel**, faculty of MBA department, Acharya Institute of Technology and external assistance by **Mr. Sougata Das, Retail Head, Bazaar Retail Limited**. I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgavi. I have undergone a summer project for a period of Six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institutions.

**Place: Bangalore**

**Date:** 08/04/19

**signature of the student**

*Abinash Nayak*

## **ACKNOWLEDGEMENT**

I wish to express my sincere thanks to our respected principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the internship report,

I would like to thank **Prof. Suhas Patel**, Assistance professor, department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Sougata Das**, Retail Head, Baazar Retail Limited, who gave me golden opportunity to do this wonderful project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my parents, friends and all the staff of MBA department of AIT for their valuable suggestions in completing this project report.

**Place: Bangalore**

Abinash Nayak

**Date: 08/04/2019**

**USN: (1AZ17MBA03)**

## TABLE OF CONTENT

Serial No.	Content	Page no.
	Executive summary	1
<b>1</b>	<b>Chapter-1</b> <b>Industry and Company profile</b>	<b>2</b>
1.1	Introduction about the internship	3
1.2	Industry profile	4
1.3	Company profile	9
1.4	Nature of business	9
1.5	Vision/Mission	10
1.6	Their specialization	10
1.7	Product profile	10
1.8	Quality	10
1.9	Product port folio	10
1.10	Quality promise	11
1.11	Ownership pattern	11
1.12	Hierarchy in the store	12
1.13	Areas of operation	12
1.14	Competitors	13
1.15	SWOT analysis	15
<b>2</b>	<b>Chapter-2</b> <b>Conceptual background and literature review</b>	<b>17</b>
2.1	Theoretical background of the study	18
2.1(A)	Need of customer satisfaction	18
2.1(B)	Business techniques of customer satisfaction	18
2.2	Literature review	19
<b>3</b>	<b>Chapter-3</b> <b>Research design</b>	<b>23</b>
3.1	Topic chosen for the study	24
3.2	Period of research	24
3.3	Problem statement	24

3.4	Objective	24
3.5	Scope of the study	24
3.6	Need for the study	25
3.7	Methodology of data collection	25
3.8	Research methodology	26
3.9	Research Instrument	27
3.10	Limitation of study	27
3.11	Hypothesis Testing	28
<b>4</b>	<b>Chapter-4</b> <b>Data Analysis and Interpretation</b>	<b>29-58</b>
<b>5</b>	<b>Chapter-5</b> <b>Findings, suggestions and conclusion</b>	<b>59-61</b>
	<b>Annexure</b>	<b>62-65</b>
	<b>Bibliography</b>	<b>66-67</b>

## LIST OF TABLES

<b>CHAPTER NO.</b>	<b>TABLE NO.</b>	<b>CONTENT</b>	<b>PAGE NO.</b>
4	1	Table for age gender	30
	2	Table for age	31
	3	Table for occupation	32
	4	Table for knowing baazar kolkata	33
	5	Table for shopping occation	34
	6	Table showing on experience	35
	7	Table showing the recommendation level	36
	8	Table showing for the expectation	37
	9	Table showing for buying again from baazar kolkata	38
	10	Table showing the recommend scale	39
	11	Table for the experience scale	40
	12	Table showing for product finding	41
	13	Table for showing the knowing about the product	42
	14	Table showing for the purchased product	44
	15	Table showing for interest in product	46
	16	Table showing for the attractive in baazar kolkata	48
	17	Table showing for the compliment	50
	18	Table showing for the satisfaction level	51
	19	Table showing for billing experience	53
	20	Table showing for visiting the baazar kolkata	54
	21	Table showing for how long been customer	55
	22	Table shoing for merchandise quality	56
	23	Table showing for best about the shopping at store	57



## LIST OF GRAPHS

<b>CHAPTER NO.</b>	<b>GRAPH NO.</b>	<b>CONTENT</b>	<b>PAGE NO.</b>
4	1	Graph for age gender	30
	2	Graph for age	31
	3	Graph for occupation	32
	4	Graph for knowing baazar kolkata	33
	5	Graph for shopping occation	34
	6	Graph showing on experience	35
	7	Graph showing the reccomendation level	36
	8	Graph showing for the expectation	37
	9	Graph showing for buying again from baazar kolkata	38
	10	Graph showing the recommend scale	39
	11	Graph for the experience scale	40
	12	Graph showing for product finding	41
	13	Graph for showing the knowing about the product	42
	14	Graph showing for the purchased product	44
	15	Graph showing for interest in product	46
	16	Graph showing for the attractive in baazar kolkata	48
	17	Graph showing for the compliment	50
	18	Graph showing for the satisfaction level	51
	19	Graph showing for billing experience	53
	20	Graph showing for visiting the baazar kolkata	54
	21	Graph showing for how long been customer	55
	22	Graph showing for merchandise quality	56
	23	Graph showing for best about the shopping at store	57

## **LIST OF CHARTS**

<b>CHAPTER NO.</b>	<b>CHART NO.</b>	<b>CONTENT</b>	<b>PAGE NO.</b>
1.11	1	Ownership pattern	11
1.12	2	Hierarchy level in the store	12

## **EXECUTIVE SUMMARY**

Title of the study “A STUDY ON CUSTOMER SATISFACTION AT BAAZAR KOLKATA”. The purpose of the research is to calculate the satisfaction within customers, for understanding the expectation of the customer from Baazar Kolkata store is to find the problems which include service and expectation of the customers.

This study helps to understand the customer on the basis of the customer's satisfaction. This study is focusing only on the factor which helps to determine the expectations of the customers. This study provides the company information in many ways so that the company can solve the problems and can provide a better satisfaction level to the customers so, they can become loyal customers and get attracted by the store Baazar Kolkata.

Random sampling method was used by the examiner. The examiner has taken responses from 100 respondents at random to know their opinions, satisfaction level, expectation, problem they are facing in the store. Structured questionnaires were used and secondary data was collected from the different websites.

Baazar Kolkata in Kolkata, Hati Bagan store is a retail store. The store has always tried to maintain its high standard when it comes to giving service to the customers.

The main aim of this study is to attract customers towards the store by satisfying them with the service to understand the customers with the customer's expectations.

**CHAPTER 1**  
**INTRODUCTION**

## **1.1 INTRODUCTIOM ABOUT THE INTERNSHIP**

This internship program is to providing the organizational experiences and real world experiences to participants. It is the best platform to explore our knowledge; it helps the students in the real life and also in academic preparations. The participants can make develop themselves, with the research projects and can have best internship experiences. The participants should conduct researches as the individual and it is useful to providing the good responses of the needs and with the interests of every student should like to play with the positive roles.

Internship programs help students to handle every problem in a professional way and it can give experiences about the particular job in the organizations. Thereafter it gives many opportunities to the students as they can change their career paths with the suitable sectors.

Internship programs is very much effective to the participants as shown under-

- Developing of professional and personal career and they can easily understand the actual world.
- Participants can develop a good communication in specific area.
- Participant can do mentoring and can take performance feedbacks from company advisor.

## **TOPIC CHOSEN FOR THE STUDY**

“STUDY ON THE CUSTOMER SATISFACTION AT BAZAAR KOLKATA, HATIBAGAN, KOLKATA”.

## **PERIOD OF RESEARCH**

Period of 6 weeks .

## **REASONS FOR CHOOSING THE TOPIC.**

- To understand the effectiveness of Bazaar Kolkata.
- To understand the customer satisfaction level towards Bazaar Kolkata.
- To understand the Bazaar Kolkata's service towards customer.
- To understand the customer's perceptions towards satisfaction at Bazaar Kolkata.

## **1.2 INDUSTRY PROFILE**

### **INTRODUCTION**

Retailing includes sell of the goods in a particular location to consumers. Retail industries make available of varieties of the products within the indoor and in the Indian retail sectors are divided into 2 parts such as organized sector and unorganized sector retail stores. Now days customers are like to unlimited. This recognize as departmental stores.

The retailer is middle of the manufacturers and the end consumer/customers. Retailing includes the handover of the goods and the services to the end consumers/customers for the individual or non-individual purposes. Customer needs to purchase products from retailers to fulfill their daily requirements or basic needs, means customer wants to buy the varieties of products like groceries, foods, electronics, clothes, stationeries etc..

The Indian retail industries are the largest amongst the industries. Retail industries are awning above the 10% of Indian employments chances.

## **RETAILING IN INDIA**

Indian retail sectors are divided into 2 parts, such as organized sector and unorganized sector retail stores. Recently, the organized sectors are moving forward speedily. The retail sectors are trying to make different in the lifestyle of the Indian consumers. At present time Indian consumers are completely informed about the quality of products and services.

Till 2012, the Indian Govt. did not accept FDI on retail multi brands, any ownership in supermarket and also 51% limited ownership on single brand retail outlets. But in January 2012, Indian Govt. decided to give opportunity to a single brand retailer, they owned at 100% ownership, but they should 30% source from India and providing employment opportunities in India. In November 2012, the Indian Govt. decided retail reform to liberalizing the condition for multi brands and single brand store. This way MNC entered towards Indian retail market. Like Wall-mart, Carrefour and Tesco. Same way the single brand also investing more in Indian retail store which are IKEA, Nike, and Apples etc.

Currently the Indian retail sector is growing positively. According to retail sector, 12 core and also annual growing rate of retail sector is 5.7%. Majorly food and grocery retail stores contributing 7.439 core per annum of world highest retail in India only.

Indian retail contributing more for GDP compared to other countries and that is India 10%, USA 10%, China 8% and Brazil 6%. Indian retail sector working favorably to the customers, we can see some favoring works.

Indian retail sectors boosted the purchasing capability of consumers along with the per capital income.

Retail sectors are encouraging the credit facilities.

## **RETAIL FORMATS IN INDIA**

### **Specialty stores**

It is a single brand stores which providing the best services to the customers. Reebok and Manchester United stores are the example.

### **Convenience stores**

It is located in the residential areas, customers can buy immediately and that is why that quite of high price and quality of products. Like Reliance Fresh.

### **Departmental stores**

It is carrying varieties of product and wide range of assortments at lower prices than other stores to customers. Example is Food World.

### **Discount stores**

They sell huge amount of products but less than actual rate. In this stores gives the preferences to the manufacture brands. Example is the Loot.

### **Hypermarket**

It is located at fixed area and providing variety of products at affordable prices to consumers and providing best services to the consumers and carrying of consumers.

### **Supermarket**

It is selling mainly grocery and non-food products. Example is Spar.

### **Malls**

It is located mainly in big cities and consisting high quality products. It is providing products, food and entertainment in single outlet. Example is Mantri Mall.

### **Vending machines**

This system is not popular in India. Actually it came recently. This is automatic machine, in which customer can put money and take the products immediately.



## **GLOBAL TOP 10 RETAILERS**

### **Wal-Mart**

It is an American retail corporation, established at 7-2-1962. The founder is Sam Watson, having 11,598 stores across the 28 countries, headquarter located at Bentonville in United States, 22 million employees in worldwide and 1,4 million employees in US, US \$485.651 billion revenue per year approximately.

### **Tesco**

It is an England retail company founder at 1919, Tesco founder is Jock Cohen and 6,814 store around the world. It is handling supermarket, super stores and hyper market. Headquarter is located at Cheshunt and over 5, 00,000 employees working in Tesco.

### **Costco**

It is public company established at 7-12-1976, established James Senegal, headquarter at Issaquah, 691 stores in various countries and it has given 1,89,000 employment opportunities.

### **Carrefour**

It was founded at 1-1-1958 and it is a society anonym company. Headquarter at Boulogne billon court in France.

### **Kroger**

It's headquarter is located at Cincinnati in US. Established at 1883 and founder Bernard Kroger. 2620 stores across the world and 343000 employees working in Kroger.

### **Amazon.com**

It is founded at 7-5-1994, establisher Jeff Bozos, main headquarter is settle in US. It is based on internet, 222400 employees working in Amazon.

### **Lidl**

It is a privately owned company, incorporated at 1930, establisher Dieter Schwarz and headquarter in Germany and overall 10000 stores across the 28 countries.

## **Metro**

It is an aktiengesellschaft based company, headquarter at Dusseldorf in Germany. Started at 1964, company runners are olaficich and fronz haniel, handling cash and carry, departmental store, 244601 employees working in metro.

## **Home depot**

It is based on public type of retail industry, it started at 1978, establisher Bernard Marcus and Pat Farah. 2248 employees totally across the world and headquarter at cob country Georgia in US.

## **Aldi**

It is a German company and based on private industry. Started at 1946 and establisher Kar Albrecht, today 9600 stores in worldwide. Headquarter at Essen in Germany.

## **CHALLENGES FACED BY INDIAN RETAIL INDUSTRY**

- Huge competitions between the organized and unorganized sectors of retailer.
- Not availability of the supply chain managements in retail sectors.
- Indian retail sectors are growing rapidly.
- Indian basic infrastructures are very low level in the Indian retailings.
- Indian tax systems and the stamp duty have negative responses to the retail sectors.
- Not getting the skilled labors.
- Indian Govt. restricting the foreign direct investments.
- In India retail sectors are still not identifying as industry.

## **1.3 COMPANY PROFILE**

### **BAAZAR RETAIL LIMITED**

Baazar Retail Limited as a Public incorporated on 28 August 1998. It is classified as Non-Govt. company and is registered at Registrar of Companies, Kolkata. It has a authorized share capital of Rs. 200,000,000 and it is paid up capital upto Rs. 103,396,496. It has involved in the Wholesale of household goods.

Baazar Retail Limited's Annual General Meeting (AGM) was last held on 30 September 2017 and as per records from Ministry of Corporate Affairs (MCA), Its balance sheet was last filed on 31 March 2017.

Directors of Baazar Retail Limited are Rishab Goenka, Pradip Kumar Sharma, Arun Chaurasia, Gauraw Patesaria, Sanjay Saraf, Arvind Khemka, Anupam Khemka, Ruchi Hallen, Abhishek Khemka, Manoj Khemka, Pavan Guru Ranga, Shiraz Bugwadia Homi, Kumar Aviral Jain, .

Baazar Retail Limited's Corporate Identification Number is (CIN) U51311WB1998PLC087828 and its registration number is 87828. Its Email address is legal@baazarkolkata.com and its registered address is 493 B, G.T. Road, Warehouse BJM Industries Compound Howrah , WEST BENGAL .

## **1.4 NATURE OF BUSINESS**

### **Baazar Kolkata Background**

Since 2002 “Baazar Kolkata” is part of value retail format. They are the oldest growing value retail sector in the Eastern Region. ‘Baazar Kolkata’ is one of the pioneers in value-for-money retail in Eastern India. They have been awarded the Most Successful value Retailer in East India thrice by Images Retail Awards.

Currently, they operate through 72 stores, with retail space of 4 Lacs sqft located in the states of West Bengal, Uttar Pradesh, Bihar, Jharkhand, Tripura, Assam and Odisha.

Many more stores are in pipeline for the year 2020.

## **1.5 VISION AND MISSION**

### **1.5(A) VISION**

To provide quality products at the most affordable price to the highest number of customers and at points closest to them.

### **1.5(B) MISSION**

To be a quality-conscious corporate providing the best value-for-money proposition to the end users.

## **1.6 THEIR SPECIALIZATION**

With a keen understanding of the budgetary constraints faced by the average shoppers in getting fashionable and trendy apparels at an affordable price.

Price, they cater to everyone with the best buying options under one roof. They work very carefully on the following aspects:

### **1.7 PRODUCT PROFILE**

To offer the widest assortment of products for lifestyle, fashion, home and entertainment at reasonable price.

### **1.8 QUALITY**

To provide good quality products at a reasonable price.

### **1.9 PRODUCT PORTFOLIO**

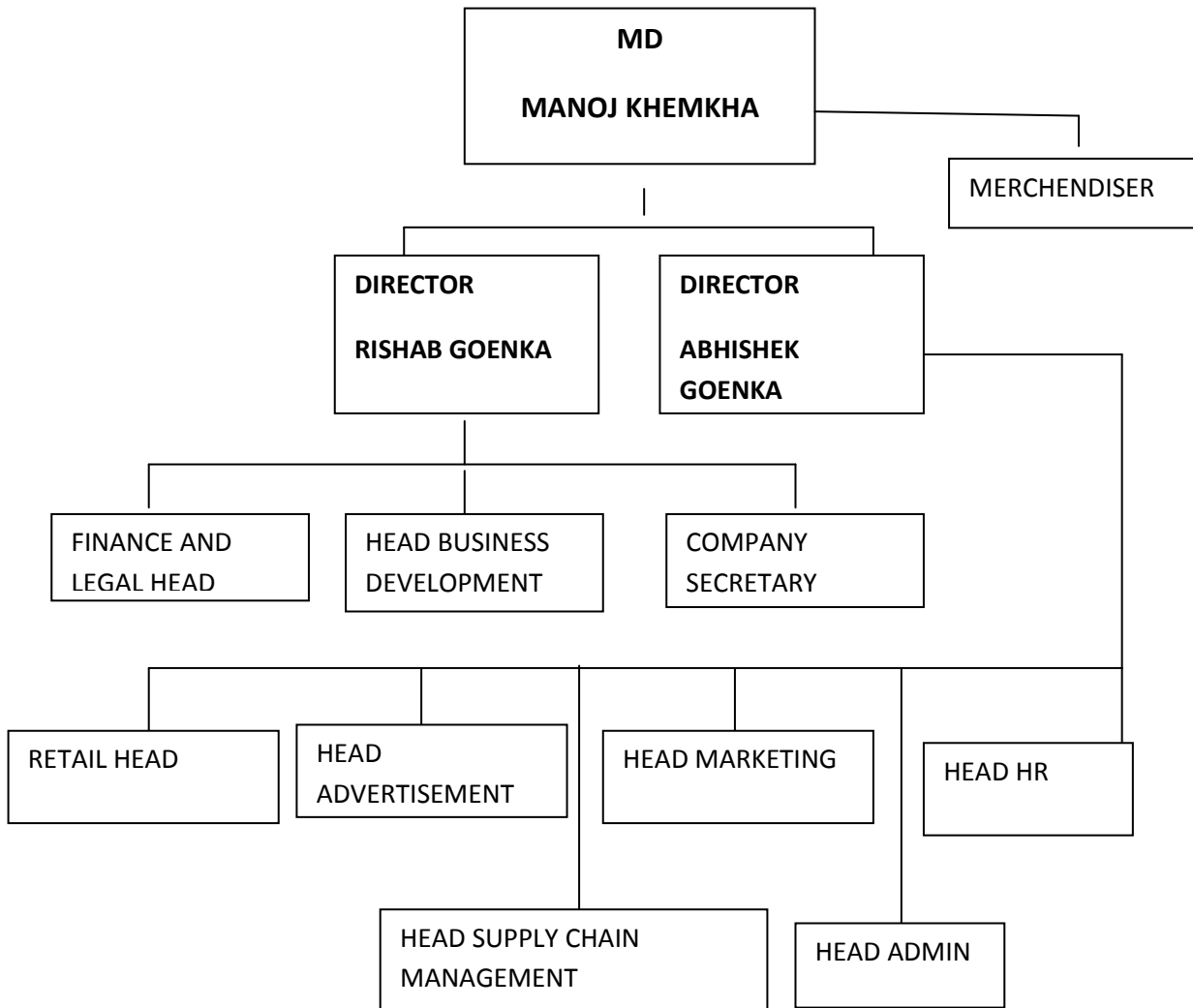
They cater all the needs of the modern and contemporary lifestyle, Store offers a wide products portfolio, which includes apparel for men/women/kids, cosmetics, stationary, toys, household items, accessories and so on. Customers can shop within a pocket-friendly environment making Baazar Kolkata's outlets a favored haunt. The stores have the products suiting all the ranges without disparaging with the design and customer's satisfaction.

### **1.10 QUALITY PROMISE**

Value, Quality, Innovation, Service and Stewardship- These are the five tenets of Baazar Kolkata's promise to our customers.

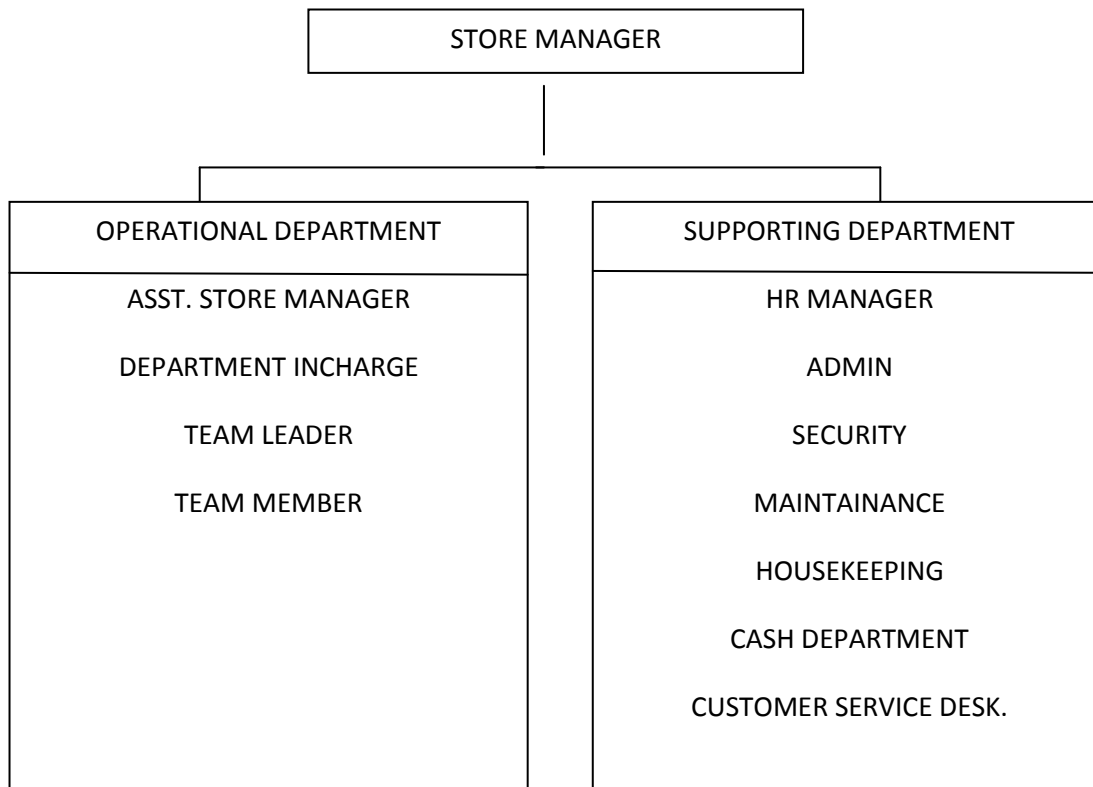
High reliability, low prices and high customer satisfaction are cornerstones.

### 1.11 OWNERSHIP PATTERN



**CHARTS NO. 1: OWNERSHIP PATTERN**

## 1.12 HIERARCHY IN THE STORE



**CHART NO. 2: HIERARCHY IN THE STORE**

## 1.13 AREAS OF OPERATION

- Merchandise management.
- Layout management.
- Offerings.
- Visual displays.
- Customer service.
- Employee management.

## **1.14 COMPETITORS**

### **(A) Shoppers stop:**

Shoppers stop, it is basically Indian retail company. And its headquarter located in Mumbai. Shoppers stop handling discount department store, hypermarket and supercenter. Over 14000 plus employees working in shoppers stop.

### **(B) D-mart:**

It is a private owned company and it is incorporated at 2005. The establisher RK Damani, it is handling department store and headquarter located at Mumbai. Minimum 1 year income is a one billion of US dollar.

### **(C) Vishal Mega Mart**

It is one of the pioneers of retailing in India, is represented through its 287 bricks and mortars stores across the length and breadth of the country. We strive to make the aspirations of our customers affordable. Having told that they can do everything that can take them nearer to their goal. Their proposition -best price, best assortment and best quality makes them unique among the millions of their customers who give them achances to service daily. While their stores house groceries, FMCG, fashion, household, electronics among other categories, they are currently online with fashion apparel only catering to men, women & kids Fashion. Their assortments online include Jeans, t-shirts, tops, casual shirts, formal shirts, trousers, ethnics wears, active wears and many more.

**(D) M baazar**

Being one of the fastest growing value-added retail chains in the country, Mbaazar prides itself in its product quality, reasonable pricing and store accessibility. We specialize in retail of clothing items as well as house hold accessories. Our state of the art warehousing infrastructure and our vast network of retail stores enables us to supply the latest fashion products efficiently and in a robust manner to our customers. Founded by stalwarts of the industry, the company has grown in leaps and bounds since its inception primarily due to the patronage of its valued customers and the persistent and committed effort of its management team. With a wide network of stores and a well oiled procurement policy, we are able to reach out to even the most distant of our customers with the high quality products. We endeavour to keep sustaining the standards set by us in providing maximum customer satisfaction.

**(E) Citimart,**

It is one of the leading Hyper Retail chain in West Bengal.

Presently it has six hyper outlets at New Market, Gariahat (Opp to Gariahat Market), Hatibagan (Uttara Market), Chowringhee, Lake Mall and in Siliguri. Citimart caters to the discerning customers with affordable and current trendy clothing that are in vogue from season to season and in the present styling and colours.



## **1.15 SWOT ANALYSIS**

### **(A) Strength**

- To understand the customer requirements, needs, wants.
- Providing the wide range of products within the one roof.
- Operating at the Indian major cities.
- Providing the best infrastructure facilities in every shop.
- Having home-delivery facilities.
- Providing the best quality brand products and also advertising by celebrities.
- People are attracting towards the Baazar Kolkata offers and products.

### **(B) Weakness**

- low human resources in the store.
- Stores are growing but revenue is not increasing
- On the offering days stores are filled with over crowd.
- Long line in the billing counters, make people distract.
- Trained employees are not there.

### **(C) Opportunities**

- Involving in the market with own production as the customer preferences.
- One of the growing organized retail sectors in India.
- People happy to visit store for the shopping.
- Have opportunities to develop in the other segments.
- To tie up with the global brands.

**(D) Threats**

- World top most retailers are coming to India like, Wal-Mart.
- Government policies are more instructed on retail sectors.
- Unorganized retailers are the main threats to Baazar Kolkata, because of its convenient.
- Baazar Kolkata is facing risks in the operation sections.

## **CHAPTER-2**

### **CONCEPTUAL BACKGROUND AND LITRETURE REVIEW**

## **2.1 THEORITICAL BACKGROUND OF STUDY**

The customer satisfaction, only a term which was used in the marketing. It is just a measurements of how the products and the services which was provided by the company to complete the customer's expectations. Customer satisfaction, it defined as the number of customers or percentage of the total customers who reported experience with firm, the product or the service is exceeds specified satisfactions needs.

Marketing accountability standard boards given the definitions, purpose and construct of the classes of measures that can come in the marketing as a part of its ongoing common languages in marketing projects. To find the customer satisfaction for the services provided by the Baazar Kolkata, I choose descriptive methods for research and collected the details provided by the examinees in the survey. I have taken sample size of 100 examinees by the techniques of random sampling. Survey was conducted through preparing questionnaire in which multiple choice questions was asked by the examinees. With this research I came to know the customer's majority were satisfied with the standard in the services provided by the Baazar Kolkata. There are problems of human power in the store. So the Baazar Kolkata should focus on that issue to maintain the customer satisfaction level. Baazar Kolkata should improve the strategies to improve the customer satisfaction and should have to increase its market value and should have growth in the grocery items also to get the maximum amount of customers from the market.

### **2.1(A) NEED OF CUSTOMER SATISFACTION**

- Customer is the most important assets for every organization.
- Customers have a role directly and indirectly in the cashflow for the organization. The satisfied customers will make their outstanding quickly which will increase the cash flow.

### **2.1(B) BUSINESS TECHNIQUES OF CUSTOMER SATISFACTION**

- By giving front line employees, who can respond quickly is one of the main customer satisfaction techniques.
- The organization should retain their customers and also should be increase the customers by giving after sales, like SMS, EMAILS etc.
- Try to maintain good attitude always while dealing with the customers.

## 2.2 LITERATURE REVIEW

According to Richard Oliver (1995) “customer satisfaction is nothing but customer’s response of fulfillment. Satisfaction is a judgment about any service feature or about the service itself which provides a level of pleasure for consumption- related fulfillment”.

Customer satisfaction is evaluation of any service by the customer in terms of need, demand and its fulfillment by the service provider. It is also useful for understanding the customer, knowing their expectations, awareness about the service and organization and also idea about how to satisfy the customer and what are the strategies used for this.

**Das Prasun** (2009) examined in this study that any effort which has been taken for finding a pleasure of customers while buying of services related to any sector is based on the customers. An article on satisfaction of customer’s looks twisty as well as it covers various segments which are accounting, management and marketing, etc. he said that customers satisfaction is related to all the functions and it also depends upon the employee’s performance. Customer satisfactions one of the best methods of attracting customer by providing better service to the customers so that they become loyal towards the service provider.

**Iacobucci** (1994) examined and explained the precise and easy definition of services standards and customer pleasure and happiness. He said that all the service standards will never be misled by the satisfaction of customer, while the pleasure is profitable result of giving better advantage. Here, there’s a huge difference between service standards and customer happiness. But many customers think that it is same. Actually, service quality is a factor which will influence a customer for their satisfaction like that there are many factors which employee performance are, behave of the employee , price, etc. These all the factor will lead to the customer satisfaction. So that customer will be happy and be brand loyal.

**Sulek** (1995) examined that the customer satisfaction positively profitably affects the services. It means the demand of the service will be increase day by day. It also said that customers are brand loyal and if they satisfy then they avail the services whether the service charges are high. Customer satisfaction is very profitable for any organization to increase their sales, income, revenue and customer base. So Sulek call it as positively affects the sales of services.

**Labagh and Barsky** (1992) studied that employee' attitude, store location and facilities are the factors which influence the customer satisfaction in service center of automobile industry.

**Choi and Chu** (2001) studied that staff efficiency, machines and the brand value are the top three factors that determine customer satisfaction in retail services.

**Anderson** (2004) examined that there is a positive integration between satisfaction of the customer at store level. Customer satisfaction is the best way which will enhance the financial performances, profitability of the company and number of customers who will directly or indirectly increases the revenue of the company. Customer satisfaction also says that if any company has large number of satisfied customers based then the company is the market leader because their quality services, standard services at low price.

**Babakus** (2008), examined that if service quality is linked to the customer satisfaction within service providing firm and found that service quality has a significant impact on the profit of the firm. It means quality of service directly impact on the profit of the firm or services quality leads to the customer satisfaction and it increases the profit of the organization or firm.

**Cardozo's** (1965) examined that the customer satisfaction has been very popular topic in marketing study and academic research and initial study is all about customer effort, expectations and satisfactions. A customer is satisfied when several factors are included in the service like service quality, awareness of customer, employee performance and also some efforts will be to put by customer, expectation by the customer is not very high so that it will be fulfilled easily by maintaining some quality and standard.

**Oliver** (1980) examined that pleasure of customer is only an outcome of the evaluation course which contrast pre-purchased expectation with the perception of an act at the time and later consuming experience. Customer satisfaction is all about result which a customer feels and he/she replies to someone after availing any service facilities.

**Atkinson** (1988) examined that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. These all are main factors which will help a customer to become satisfied and then analyze the service in later point of time.

**Akan** (1995) examined the main determinants of customer satisfaction are the behavior of employees, cleanliness and timeliness. It means manner, behavior of employee's leads to the

customer satisfaction as well as cleanliness and the services at time also leads to satisfaction of customer.

**Knutson** (1988) examined that room cleanliness and comfort, convenience of location, prompt service, safety and security and friendliness of employees are important to satisfy the customer. These are the determinants of customer satisfaction, if these all will be included in any service then there is no dissatisfaction.

**Hunt** (1977) examined that customer satisfaction has also been defined as “an evaluation rendered that the (consumption) experience was at least as good as it was supposed to be.” Past experience is also a factor which helps any marketer to satisfy the customer easily.

**Larcker and Ittner** (1998) studied that empiric proof by many customers, business and helps to measure various financial performances (which includes revenues, revenue changes, margin sales return, equities market value and the current earning) all are directly related with the satisfaction of customers. It means if a customer is satisfied then it directly impacts on the revenue, profit, sales return, etc.

**Dinesh kumar, P.Vikkraman** (2012) studied that satisfaction of customers are largely remembered as the main component for attracting the customers for the post purchase behavior. The customers who are satisfied are use to say to other people about their positive experience and then engaged in word of mouth advertising for positive sense. Word of mouth is the best way of marketing because an experienced customer is attached in such activity.

**DR.T N R. Kavitha, Mr. R Mohana, Sundaram(2010)**, studied that customer satisfaction towards any service is carried out with some objectives like determining the customer expectation and to know the satisfaction level. It means if any company is focusing on the customer satisfaction of customer than there is motive behind, it which is to retain large number of customers and to know the expectations of the customers.

**Ms. Jayshree Chavan, Mr. Faizan Ahmed (2013)**, studied that today all the retail industries are customer oriented and they are focusing on the customer needs and then start to realize that the company is more over depending on the standards of the services offered to all of the customers.

**S M Sohail Rana, Abdullah Osman, MD. Aminul Islam (2014)**, analyze that the industry and its services are becoming popular day by day companies day by day. Companies in this sectors are paying more focus for the development of the industry. This fresh research focuses on all the determinants which constitute customer pleasure in the retail services. Satisfaction of customers in this industry is important indicator and shown how well dealers meet the customer's expectations.

**Miguel I. Gomez, Edward W. McLaughlin, Dick R. Wittink (2004)**, analyzed to evaluated a connection between the perception as well as the satisfaction of customer, also between customer pleasure and the sales performances.



**CHAPTER 3**  
**RESEARCH DESIGN**

### **3.1 TOPIC CHOSEN FOR THE STUDY**

“A STUDY ON CUSTOMER SATISFACTION AT BAAZAR KOLKATA”

### **3.2 PERIOD OF RESEARCH**

6 weeks.

### **3.3 PROBLEM STATEMENT**

In this current competitive situation, customer satisfaction level has become major problems to all the companies. It has become very difficult to recognize the customer's needs and wants and very hard to serve the customers. It is very tough for the marketers to retain the present customers and to obtain the future customers. In the retail stores, satisfaction, advertisement and promotional offers are required to charm the current customers.

### **3.4 OBJECTIVES**

- To study the effectiveness of service on sales.
- To know which methods are used for Baazar Kolkata services.
- To know the consumer's satisfaction towards Baazar Kolkata.

### **3.5 SCOPE OF THE STUDY**

- This assist to the retailers to conceive market and to make strategies for the targeted market.
- It assists to collect the information about the customers' needs and wants, requirements, lifestyle and attitude towards the shopping and their satisfaction levels.
- It assists to know how the consumers are attracted towards the Baazar Kolkata and services.
- It assists to resolve which method is suitable for the customer satisfaction.

### **3.6 NEED FOR THE STUDY**

- The companies every time, trying to win the customers attentions, as the customer are the king and kings are not bargained.
- The Baazar Kolkata comes out with different promotional offers to fulfill the customer requirements, needs and wants and for satisfaction level.
- Customer services plays important role to create awareness about the markets, to sell the products and to attract the customers and to increase the profit margin.

### **3.7 METHODOLOGY OF DATA COLLECTION**

Data collection, there are 2 types-

#### **▪ Primary Data**

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

#### **▪ Secondary Data**

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

### **3.8 RESEARCH METHODOLOGY**

Research is based on logical and systematic way. The study of overall question explains with the help of scientific technique and specific procedure and getting data from customer and analysing these on logical and scientific tools. The appropriate information is important to conduct this research so that information collected from customers and some information collected from online relevant websites.

- **RESEARCH DESIGN**

**Type of Methodology: Descriptive research.**

The Analytical Research methodology adopted for carrying out the study was at the first stage theoretical study is attempted and the second stage observed customer satisfaction in Baazar Kolkata, inside the retail store.

- **Sample Design**

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only non-probability sampling is used.

- **Sampling**

Sampling design: Non-probability sampling.

Sampling technique: Random sampling.

Sample unit: Store visitor.

Sample size: 100 examinees.

Area of study: Baazar Kolkata, Hatibagan, West Bengal.

Data analysis method: Graphs and Tables method.

### **3.9 RESEARCH INSTRUMENT**

In this project, Primary method of questionnaire was used to collecting the data.

#### **▪ Open Ended Questions**

In this Project, respondents have the chances to share their own opinions or suggestions to the company.

In this type of questions, respondents are given freedom to give their suggestions to the company.

#### **▪ Close Ended Questions**

Sometimes the respondents are very lesser to respond because of busy with other activity, so multiple choice questions are given which are easy to answer. That is why in this research, close ended questions are adopted.

### **3.10 LIMITATION OF STUDY**

- At Baazar Kolkata every day is visit more customers, so everyone have their different opinions we cannot respond to everyone's opinion.
- A period of six weeks was not so convenience to cover all the internship and it is not possible to collect all the numbers of respondents and not able to study in the depth of subject.
- Customers were involved in the store with shopping, so it was very hard to collect the answers of questionnaires.
- Customers shows their negative attitude, when they were about to fill personal details in the questionnaires.

### 3.11 HYPOTHESIS TESTING

#### 1. NULL HYPOTHESIS- H0.

Ho: Service given by Bazaar Kolkata in Hatibagan and the sales of Bazaar Kolkata during Jan/2019 is independent.

#### 2. ALTERNATIVE HYPOTHESIS- H1.

H1: Service given by Bazaar Kolkata in Hatibagan and the sales of Baazar Kolkata during Jan/2019 is dependent.

#### Correlations

		Recommendation	Buying again
<b>Recommendation</b>	Pearson Correlation	1	.317**
	Sig. (2-tailed)		.001
	N	100	100
<b>Buying again</b>	Pearson Correlation	.317**	1
	Sig. (2-tailed)	.001	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

#### INTERPRETATION

Correlation across the Recommendation and Buying again is significant with sig value 0.01 which is less than 0.05. That means recommendation and Buying again is very important to attract the customer and there is relation between recommendation and buying again as per service, which is highly effective.

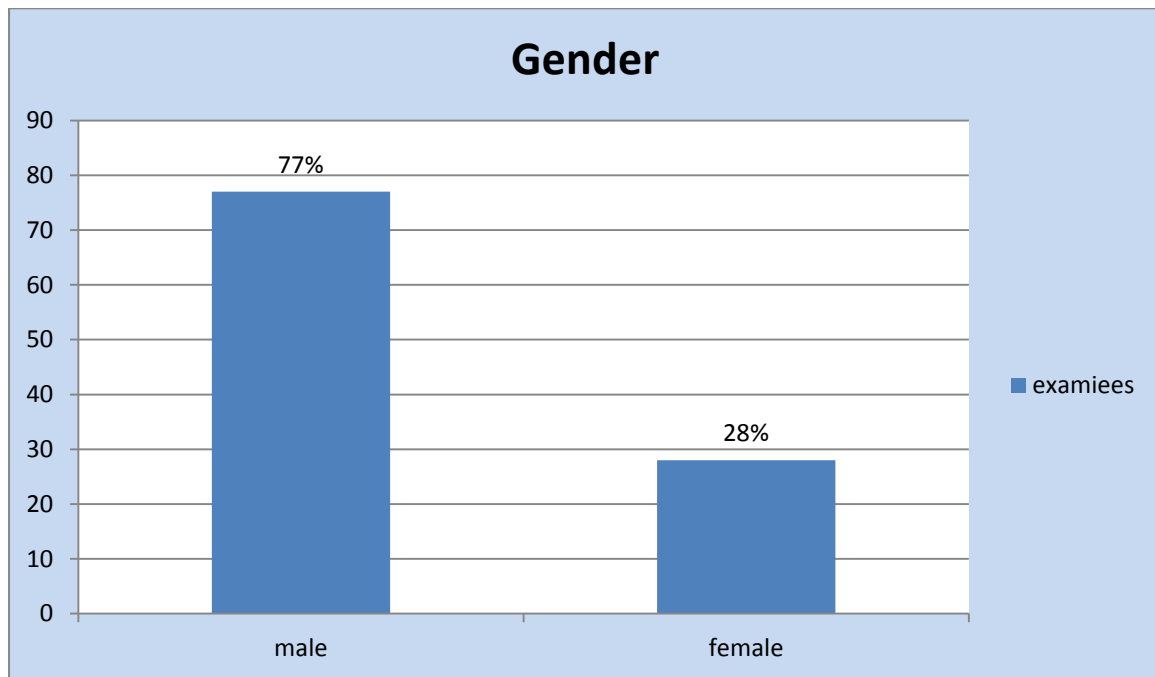
**CHAPTER 4**  
**DATA ANALYSIS AND INTERPRETATION**

### Examine table for Gender

SERIAL	RESPONSE	EXAMINEES
A	MALE	77
B	FEMALE	23
TOTAL		100

TABLE NO. : 1

Showing the examinees chart for Gender.



GRAPH NO: 1

### ANALYSIS

- ❖ 77 customers are male.
- ❖ 23 customers are female.

### INTERPRETATION

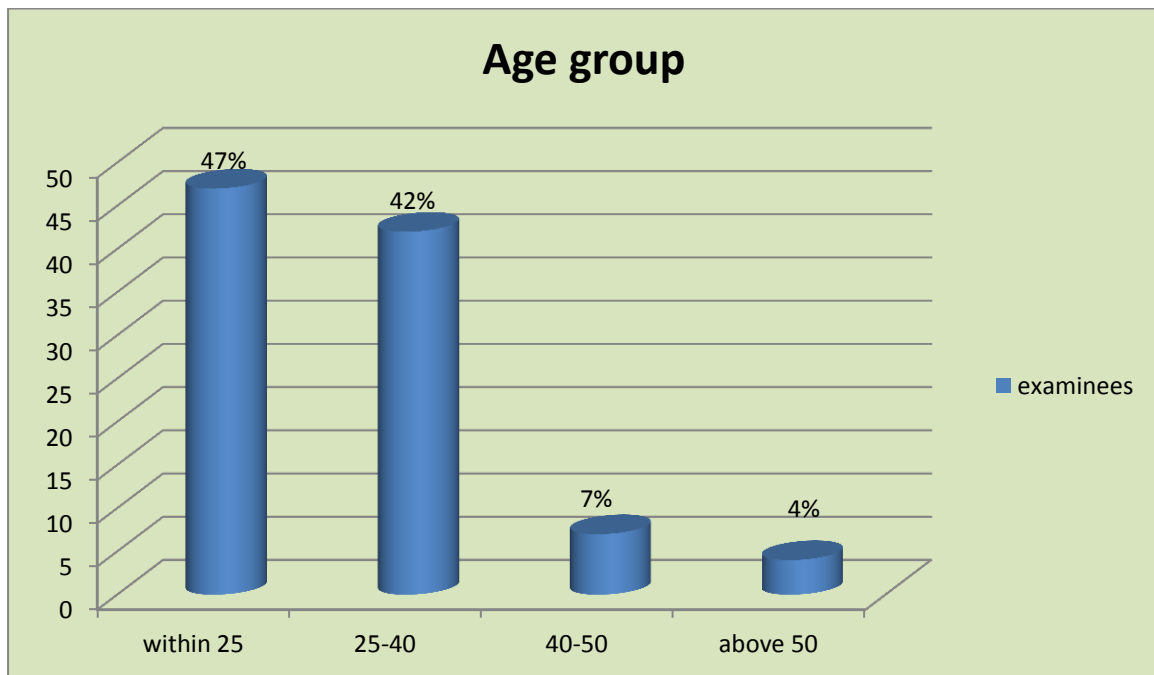
Most of the examinees are male, Female examinees are less.



### Table for Age Group

SERIAL	RESPONSE	EXAMINEES
A	WITHIN 25	47
B	25-40	42
C	40-50	7
D	ABOVE 50	4
TOTAL		100

TABLE NO: 2



GRAPH NO: 2

### ANALYSIS

- ❖ There are more customers within the 25 age group 47 examinees.
- ❖ Between 25-40 groups there are 42 examinees.
- ❖ In 40-50 groups there are 7 examinees only.
- ❖ For above 50 groups there are only 4 examinees.

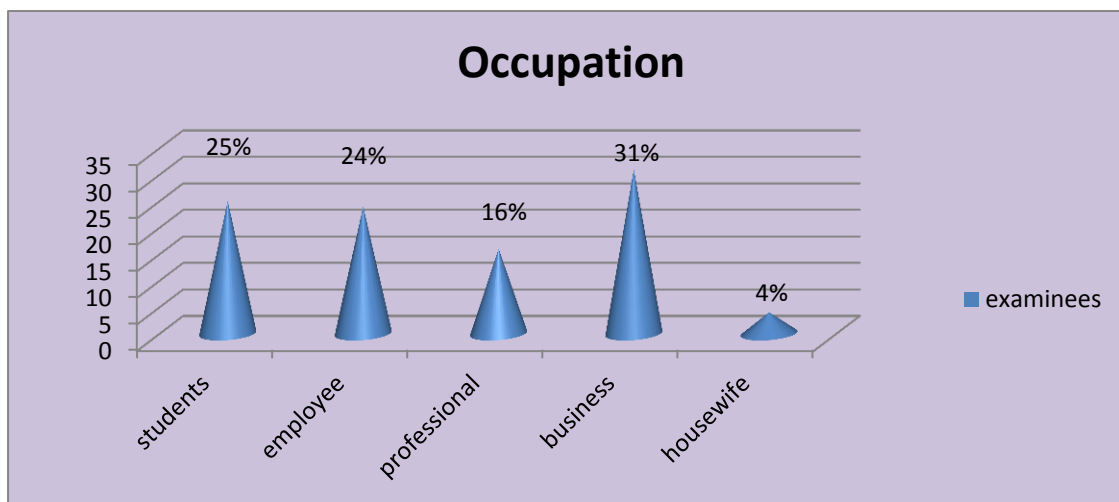
### INTERPRETATION

There are more examinees in the group of within 25 and 25-40.

### Table for occupation

SERIAL	RESPONSE	EXAMINEES
A	STUDENT	25
B	EMPLOYEE	24
C	PROFESSIONAL	16
D	BUSINESS	31
E	HOUSEWIFE	4
TOTAL		100

TABLE NO: 3



GRAPH NO: 3

### ANALYSIS

- ❖ 25 customers are students.
- ❖ There are 24 customers who are employee.
- ❖ 16 customers are the professional.
- ❖ 31 customers are the Business person.
- ❖ Only 4 customers are the Housewife.

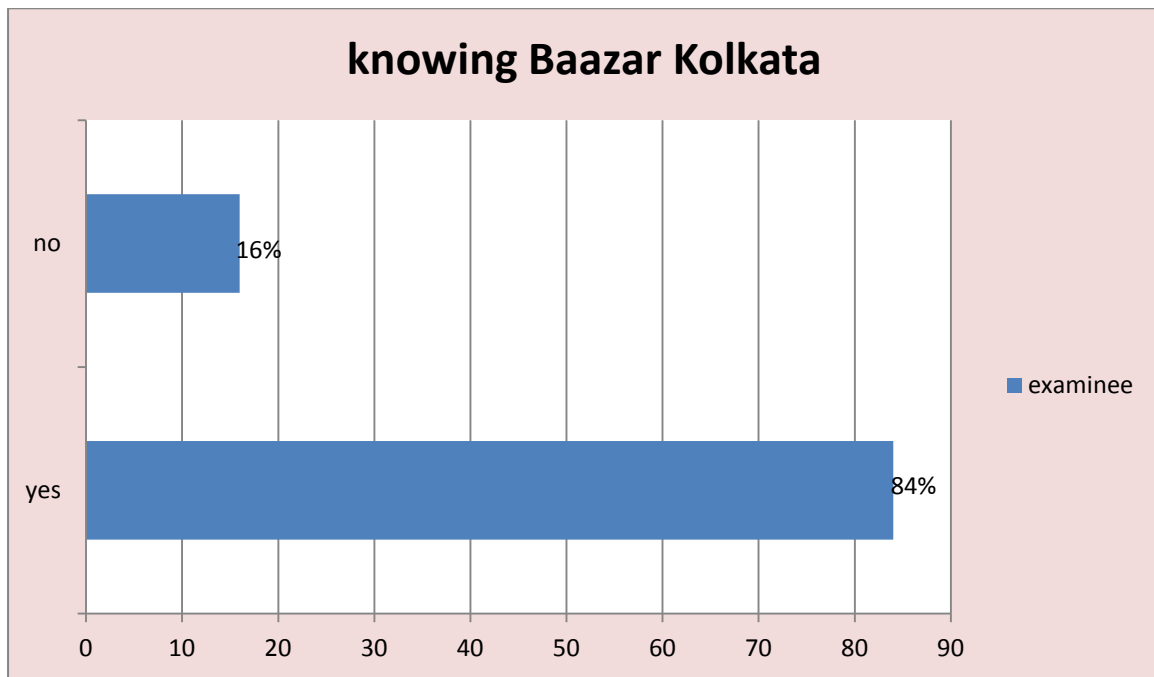
### INTERPRETATION

Most of the customers are the students and employee.

### Showing the table for knowing Baazar Kolkata

SERIAL	RESPONSE	EXAMINEE
A	YES	84
B	NO	16
TOTAL		100

TABLE NO: 4



GRAPH NO: 4

### ANALYSIS

- ❖ There are 84 customers who know about the Baazar Kolkata.
- ❖ Only 16 customers do not know about the Baazar Kolkata.

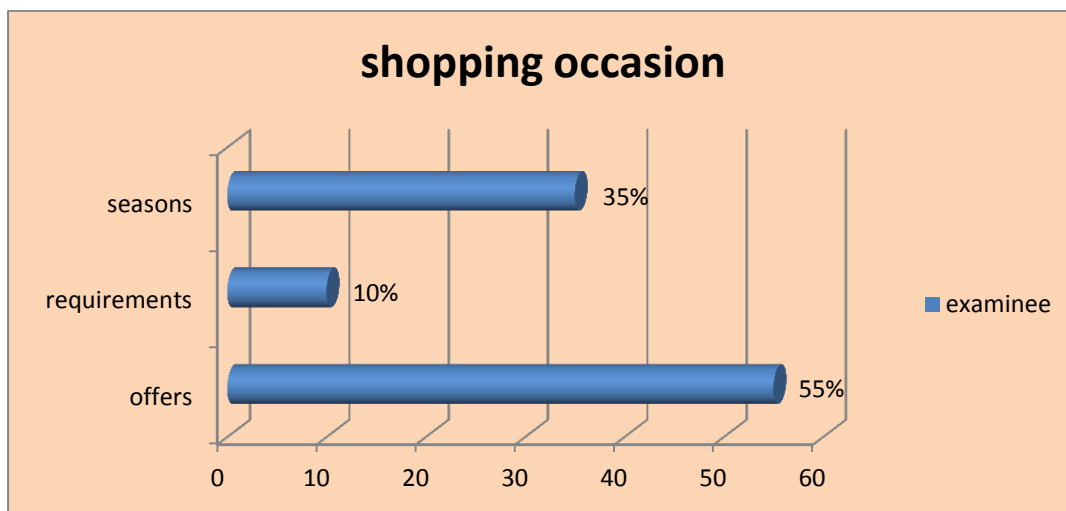
### INTERPRETATION

Most of the customers knows about the Baazar Kolkata. Only few of them do not know about the Baazar Kolkata.

### Table for shopping occasion

SERIAL	RESPONSE	EXAMINEE
A	OFFERS	55
B	REQUIREMENTS	10
C	SEASONS	35
TOTAL		100

TABLE NO: 5



GRAPH NO: 5

### ANALYSIS

- ❖ There are 55 customers who like to shop during offers.
- ❖ Only 10 customers are willing to shop on the requirements.
- ❖ 35 customers want to shop according to the seasons.

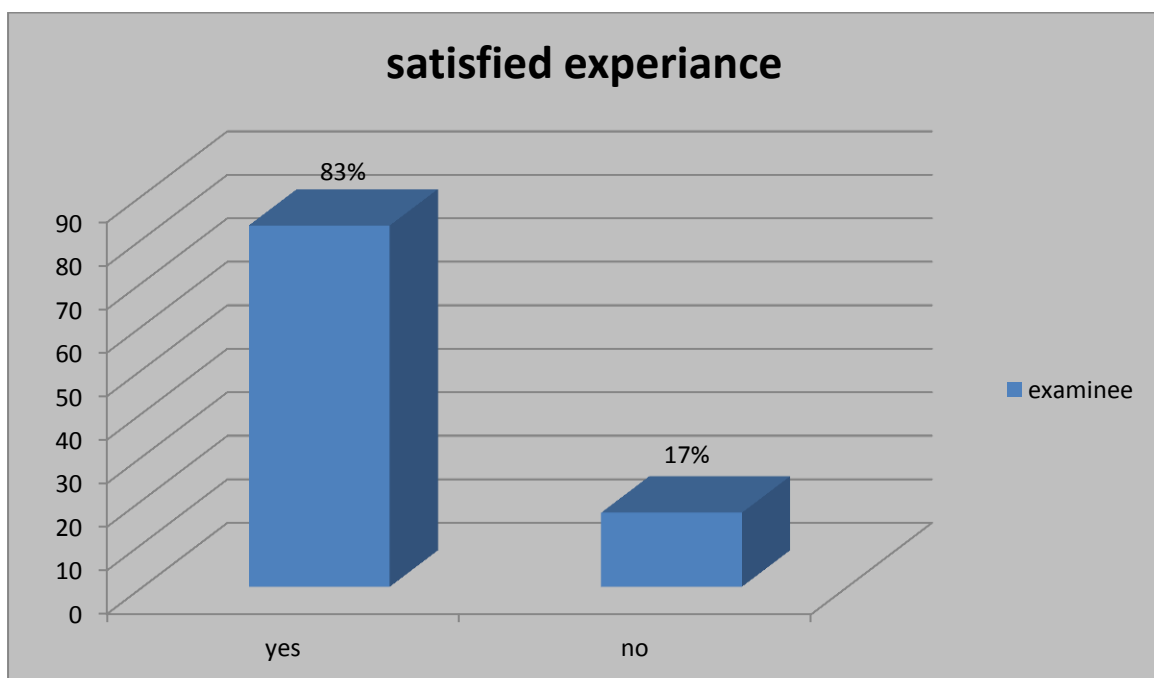
### INTERPRETATION

Most of the customers are willing to shop during the offer period at Baazar Kolkata. Few of them wanted to go for the requirements only and rest of them want to shop according to the seasons.

**Table showing the satisfaction on experience**

SERIAL	RESPONSE	EXAMINEE
A	YES	83
B	NO	17
TOTAL		100

**TABLE NO: 6**



**GRAPH NO: 6**

### **ANALYSIS**

- ❖ 83 customers were satisfied with the experience.
- ❖ Only 17 customers were not satisfied with the experience.

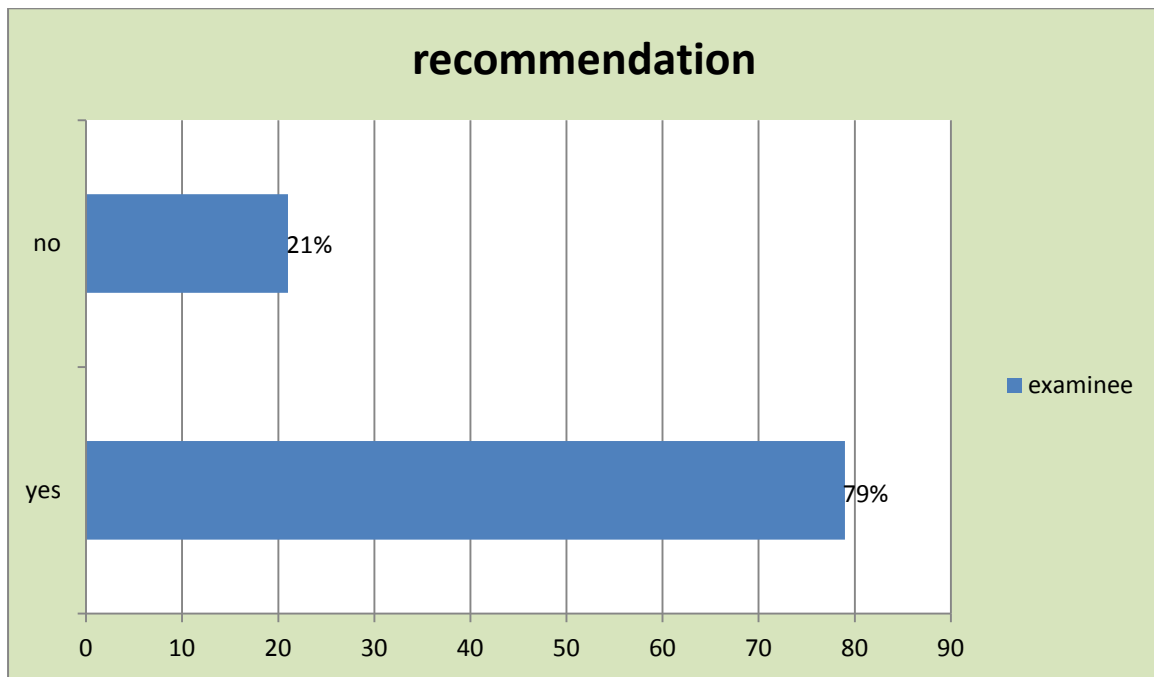
### **INTERPRETATION**

Most of the customers are fully satisfied with the experience.

**Table showing the recommendation**

SERIAL	RESPONSE	EXAMINEE
A	YES	79
B	NO	21
TOTAL		100

**TABLE NO: 7**



**GRAPH NO: 7**

### **ANALYSIS**

- ❖ 79 customers are ready to recommend their family about the Baazar Kolkata.
- ❖ Only 21 customers are not ready to share the recommended about the Baazar Kolkata.

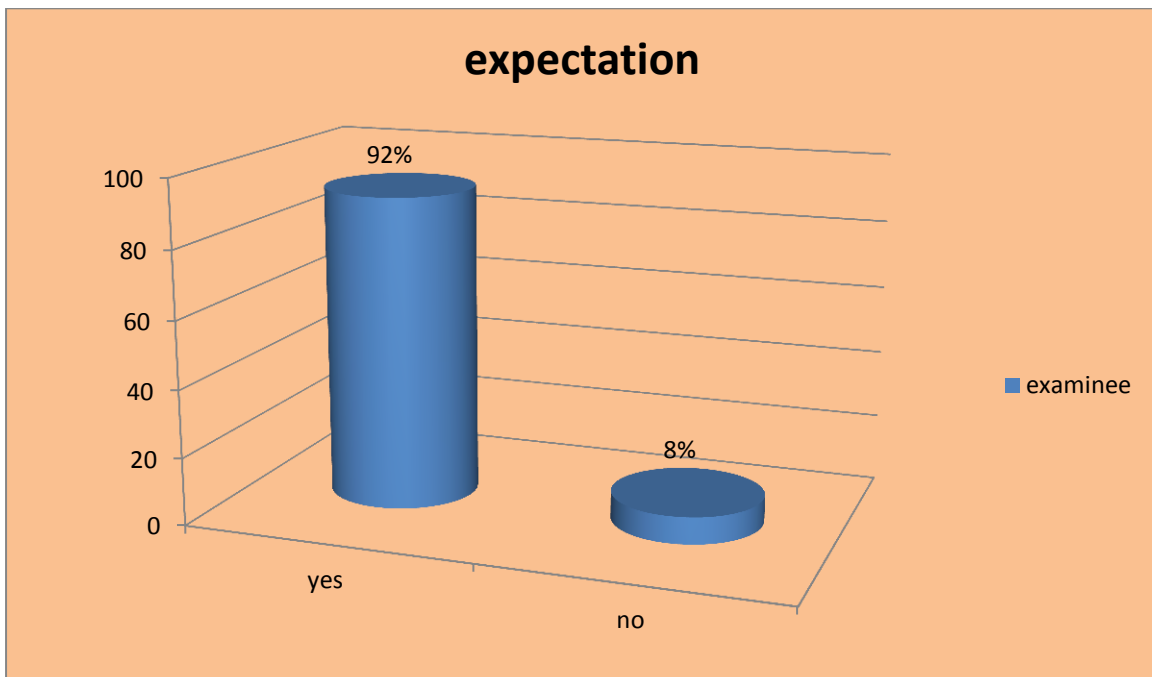
### **INTERPRETATION**

Not all the customers were satisfied, that is why not all not everyone is willing to recommend their family.

**Table showing the expectations**

SERIAL	RESPONSE	EXAMINEE
A	YES	92
B	NO	8
TOTAL		100

**TABLE NO: 8**



**GRAPH NO: 8**

### **ANALYSIS**

- ❖ Only 92 customers are meeting with the expectation of the products.
- ❖ Few of them are not meet with the product expectation.

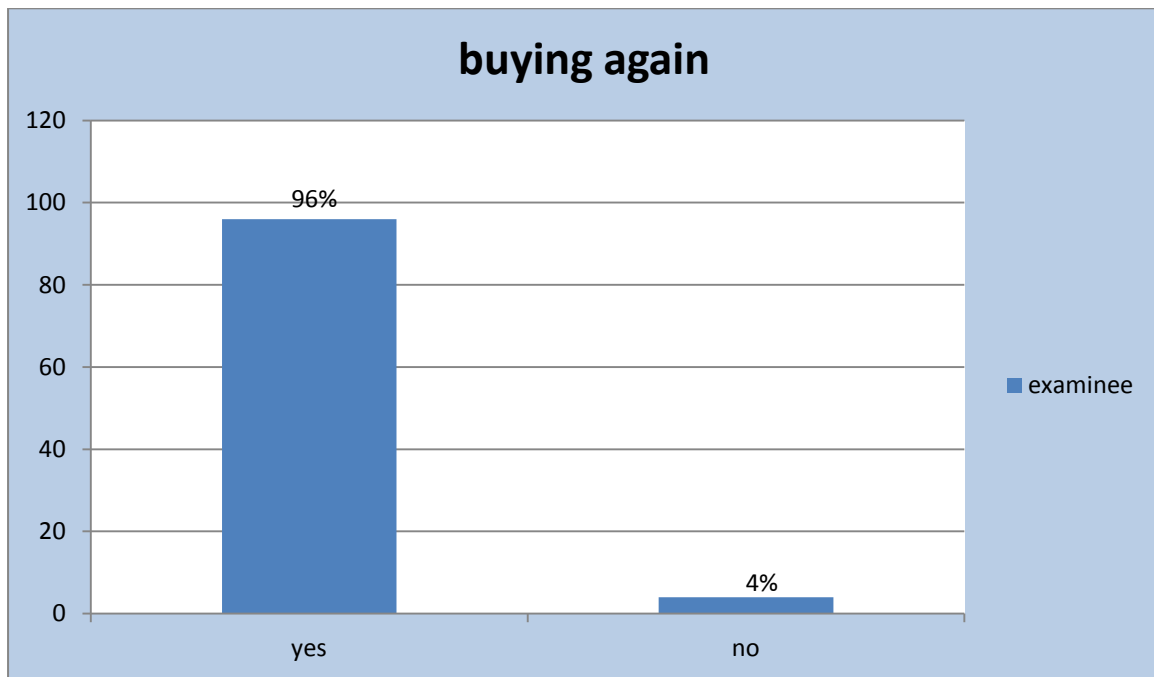
### **INTERPRETATION**

Most of the customers are meeting with the product expectation; few of them are not because they were looking for low price products.

**Table showing for buying again from Baazar Kolkata**

SERIAL	RESPONSE	EXAMINEE
A	YES	96
B	NO	4
TOTAL		100

**TABLE NO: 9**



**GRAPH NO: 9**

**ANALYSIS**

- ❖ Most of the customers are ready to buy again from Baazar Kolkata. 96 customers.
- ❖ Few of them like 4 customers are willing to buy again from Baazar Kolkata.

**INTERPRETATION**

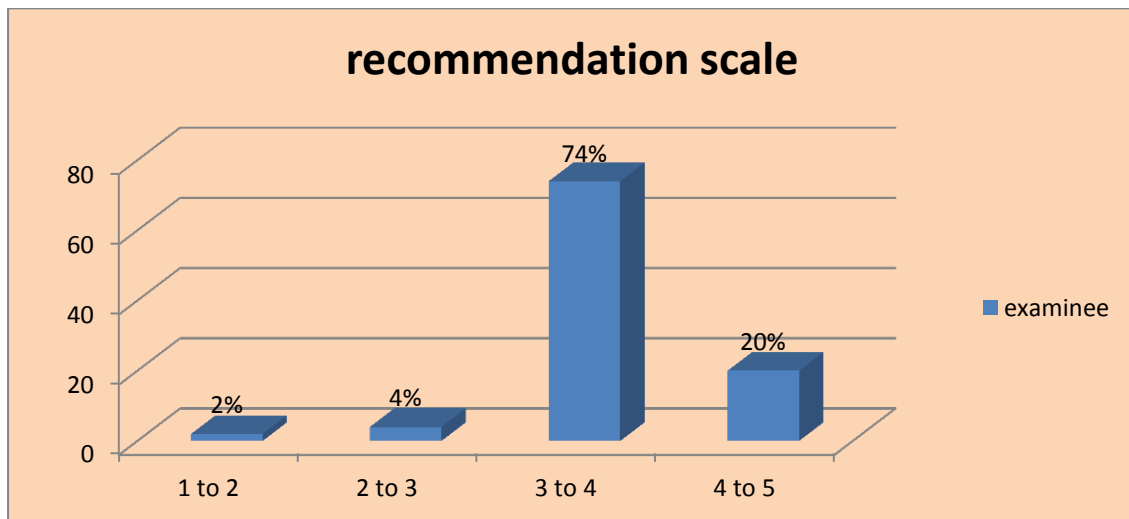
96 customers would like to buy again but there are only 4 customers who are looking for the low price product, this is why they are willing to buy again from Baazar Kolkata.



**Table showing the recommend scale of 1 to 5**

Serial	Response	Examinee
A	1-2	2
B	2-3	4
C	3-4	74
D	4-5	20
<b>Total</b>		<b>100</b>

**TABLE NO: 10**



**GRAPH NO: 10**

### **ANALYSIS**

- ❖ Only 2 customers have given 1 to 2 scale.
- ❖ 4 customers have given 2 to 3 scale.
- ❖ 74 customers have given 3 to 4 scale.
- ❖ There are 20 customers who have given 4 to 5 scale.

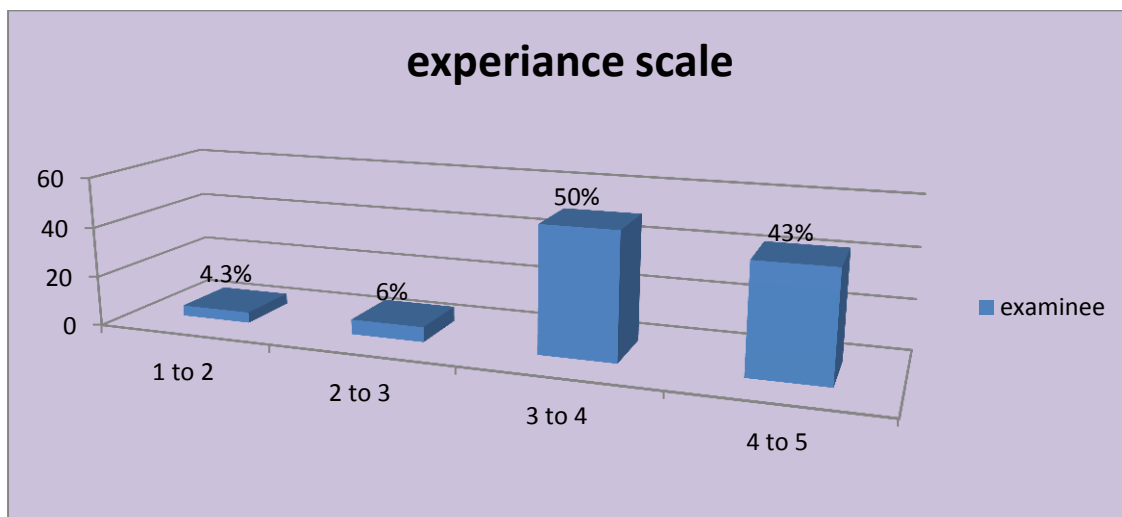
### **INTERPRETATION**

It is a good thing that most of the customers have given 3 to 4 scale and few of them given 4 to 5 scale but also some customers have given 1 to 2 and 2 to 3 scale.

### Table for experience scale

SERIAL	RESPONSE	EXAMINEE
A	1-2	1
B	2-3	6
C	3-4	50
D	4-5	43
TOTAL		100

TABLE NO: 11



GRAPH NO: 11

### ANALYSIS

- ❖ 1 to 2 scale was rated by only 1 customer.
- ❖ 2 to 3 scale was rated by 6 customers.
- ❖ 3 to 4 scale was rated by 50 customers.
- ❖ 4 to 5 scale was rated by 43 customers.

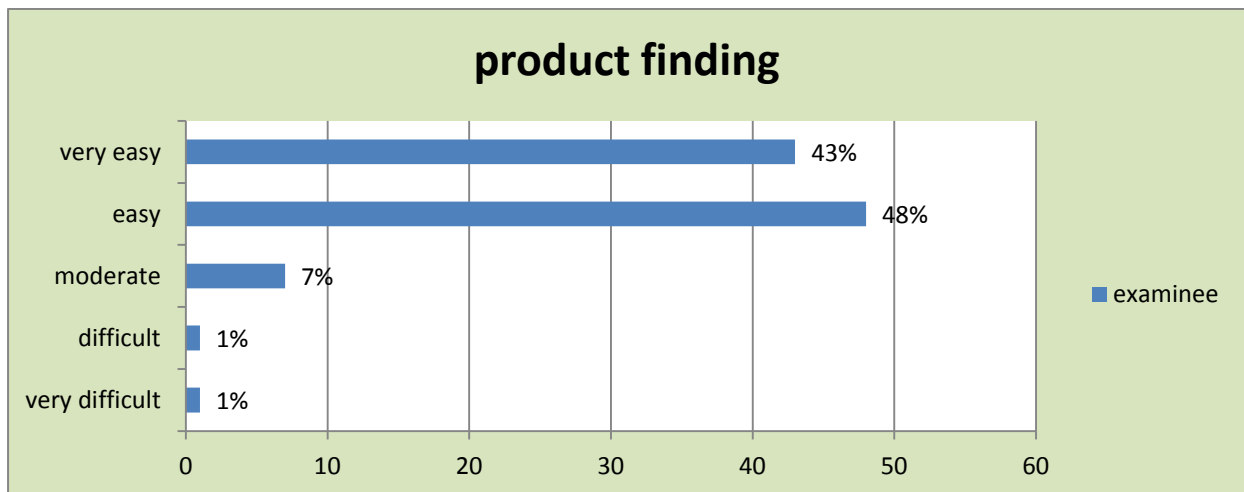
### INTERPRETATION

Most of the customers have given 3 to 4 and 4 to 5 scale in total of 93 customers. But there were only 7 customers who have given 1 to 2 and 2 to 3 rating scale.

**Table showing for product finding**

Serial	response	Examinee
A	Very difficult	1
B	Difficult	1
C	Moderate	7
D	Easy	48
E	Very easy	43
<b>Total</b>		<b>Total</b>

**TABLE NO: 12**



**GRAPH NO: 12**

**ANALYSIS**

- ❖ 1 customer find that it is very difficult for finding the product.
- ❖ 1 customer find that it is difficult for finding the product.
- ❖ There are 7 customers who find it moderate to find the product.
- ❖ 48 customers said it is easy to find the product.
- ❖ 43 customers said it is very easy to find the product.

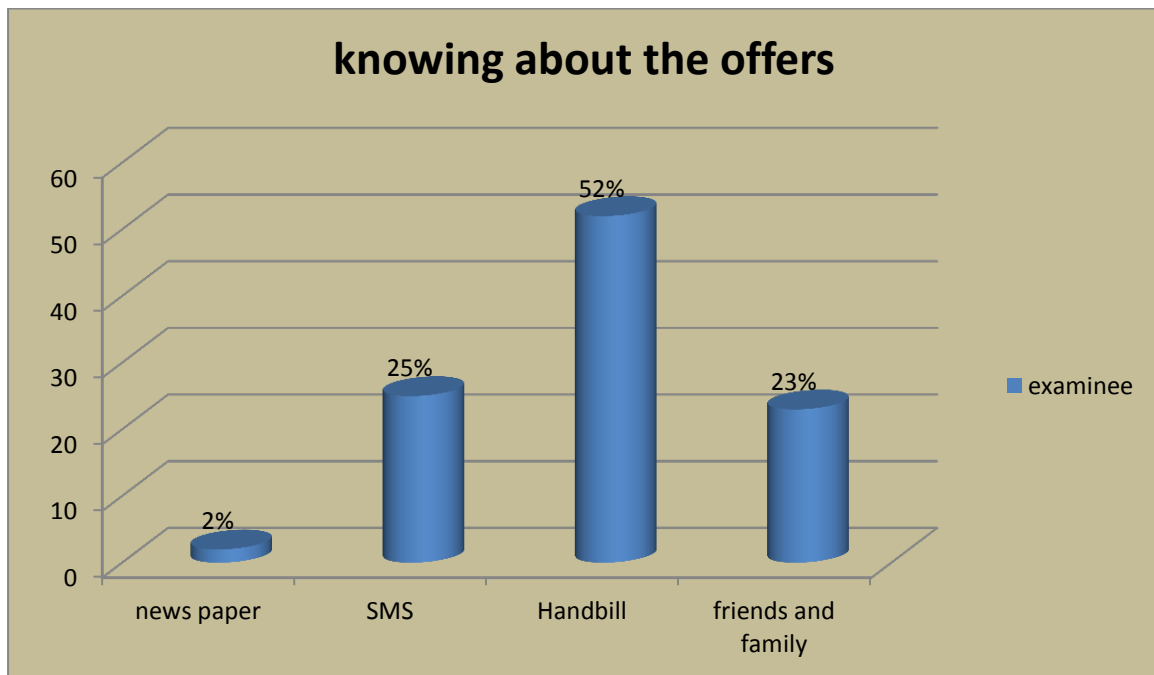
**INTERPRETATION**

91 customers said they find the product easily and very easily. Only 7 customers are there who find it moderate and 2 of customers are in very difficult and difficult.

**Table showing the knowing about the product**

Serial	Response	examinee
A	News paper	2
B	SMS	25
C	Handbill	50
V	Friends and family	23
<b>Total</b>		<b>100</b>

**TABLE NO: 13**



**GRAPH NO: 13**

### **ANALYSIS**

- ❖ 2 customers came to know about the offer through news paper.
- ❖ By SMS 25 customer came to know about the offers.
- ❖ By the handbill 52 customers were came to know about the offer at Baazar Kolkata.
- ❖ Only 23 customers came to know about the offers at Baazar Kolkata.

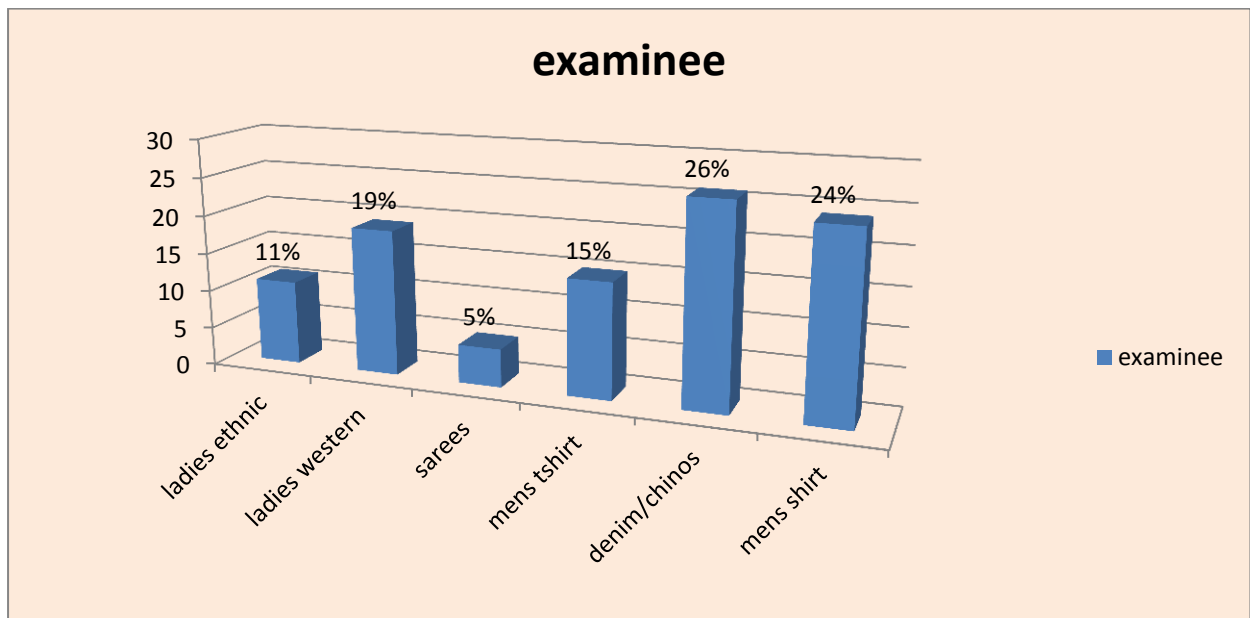
## **INTERPRETATION**

Bazaar Kolkata should advertise more about the offers in news paper. Only 2 customers know about the offers through news papers. And most of the customer came to know about the offers form others mediums.

**Table showing for the purchased product**

Serial	Response	Examinee
A	Ladies ethnic	11
B	Ladies western	19
C	Sarees	5
D	Mens-t shirt	15
E	Demin/chinos	26
F	Mens shirt	24
<b>Total</b>		<b>100</b>

**TABLE NO: 14**



**GRAPH NO: 14**

### **ANALYSIS**

- ❖ There are only 11 customers only who look for the ladies ethnic.
- ❖ 19 customers are looked for ladies western.
- ❖ Only 5 customers were looking for the sarees.
- ❖ 15 customers for men's t shirt.
- ❖ 26 customers for denim/chinos.
- ❖ 24 customers for men's shirt.

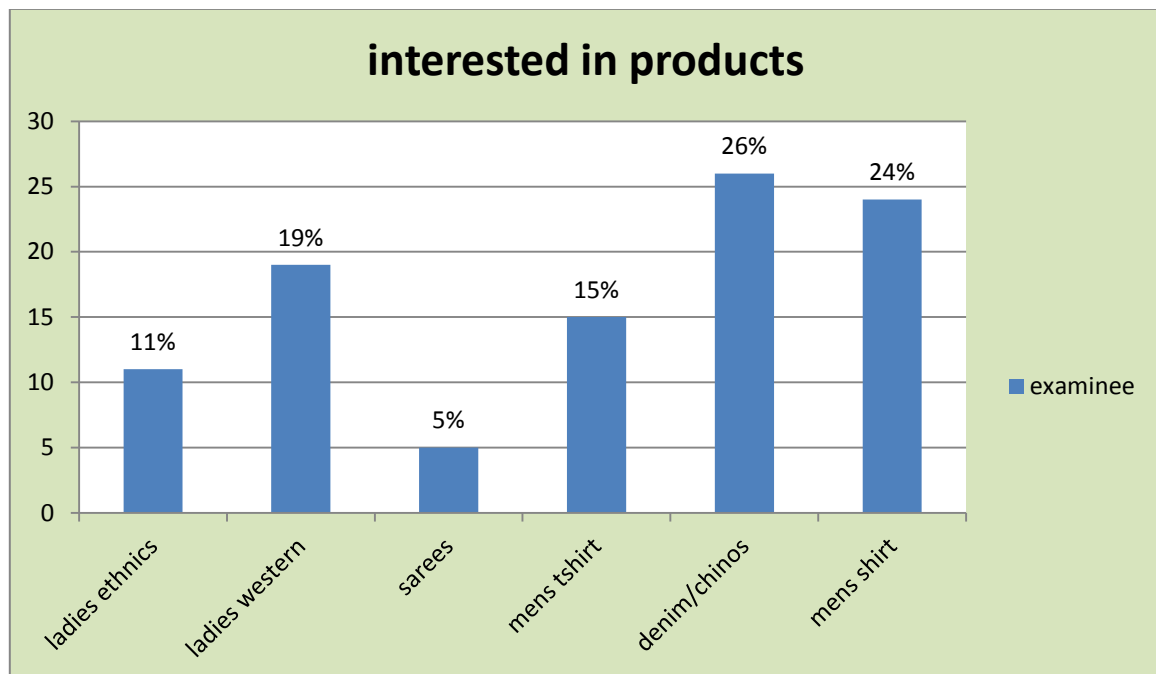
## **INTERPRETATION**

Most of the examinees are the men and boys and they are looking for the denim/chinos and men's shirts and also some are there for men's t shirts, total there are 65 customer. 35 customers are the women and girls and looking for the ladies ethnics and ladies western.

**Table showing for interesting in products.**

Serial	Response	Examinee
A	Ladies ethnics	11
B	Ladies western	19
C	Sarees	5
D	Mens tshirt	15
E	Denim/chinos	26
F	Mens shirt	24
<b>Total</b>		<b>100</b>

**TABLE NO: 15**



**GRAPH NO: 15**

### **ANALYSIS**

- ❖ There are only 11 customers only who look for the ladies ethnic.
- ❖ 19 customers are looked for ladies western.
- ❖ Only 5 customers were looking for the sarees.
- ❖ 15 customers for men's t-shirt.
- ❖ 26 customers for denim/chinos.
- ❖ 24 customers for men's shirt.



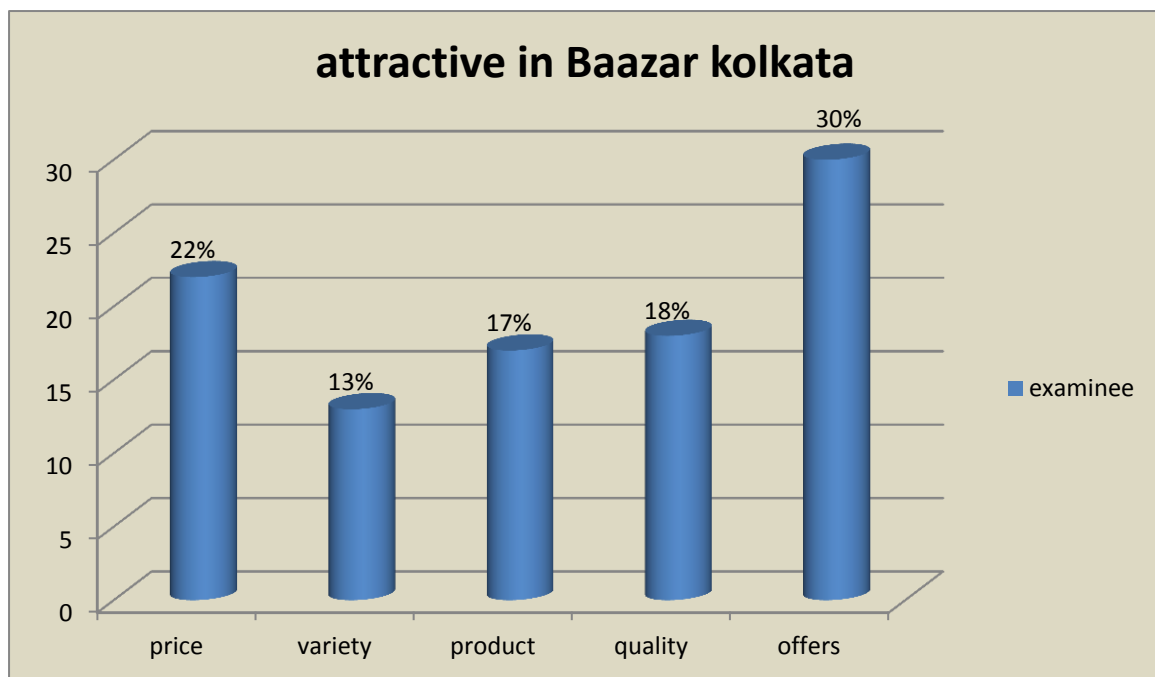
## **INTERPRETATION**

Most of the examinees are the men and boys and they are interested in the denim/chinos and men's shirts and also some are there for men's t-shirts, total there are 65 customers. 35 customers are the women and girls and looking for the ladies ethnics and ladies western.

**Table showing for the attractive in Baazar Kolkata**

Serial	Response	Examinee
A	Price	22
B	Variety	13
C	Product	17
D	Quality	18
E	Offers	30
<b>Total</b>		<b>100</b>

**TABLE NO: 16**



**GRAPH NO: 16**

### **ANALYSIS**

- ❖ 22 customers think that in Baazar Kolkata price is attractive.
- ❖ 18 customers think that in Baazar Kolkata variety is attractive.
- ❖ 17 customers think that in Baazar Kolkata products are attractive.
- ❖ 18 customers think that in Baazar Kolkata quality is attractive.
- ❖ 30 customers think that offers are attractive in Baazar Kolkata.

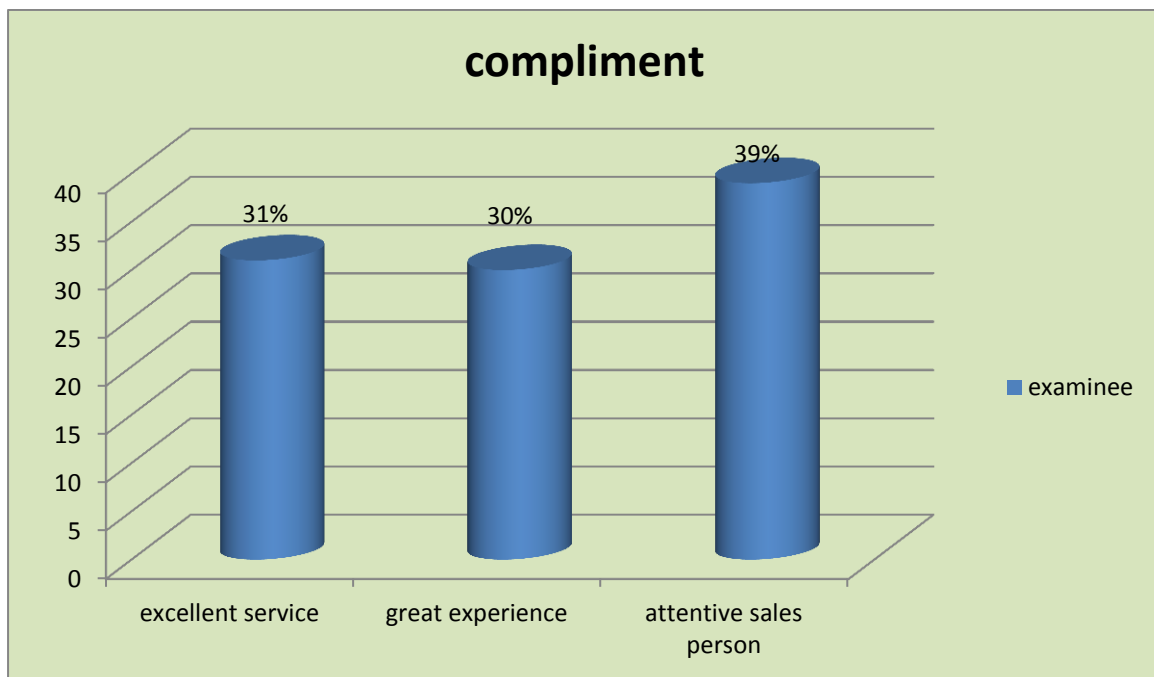
## **INTERPRETATION**

Most of the customers think that offers at Baazar Kolkata are attractive. Then 22 customers think price is attractive. 13 customers think variety is attractive and 17 customer for products and 18 customers for quality.

**Table showing for the compliment**

Serial	Response	Examinee
A	Excellent service	31
B	Great experience	30
C	Attentive sales person	39
Total		100

**TABLE NO: 17**



**GRAPH NO: 17**

**ANALYSIS**

- ❖ 31 customers give compliment for excellent service.
- ❖ 30 customers give compliment for great experience.
- ❖ 39 customers give compliment for attentive sales person.

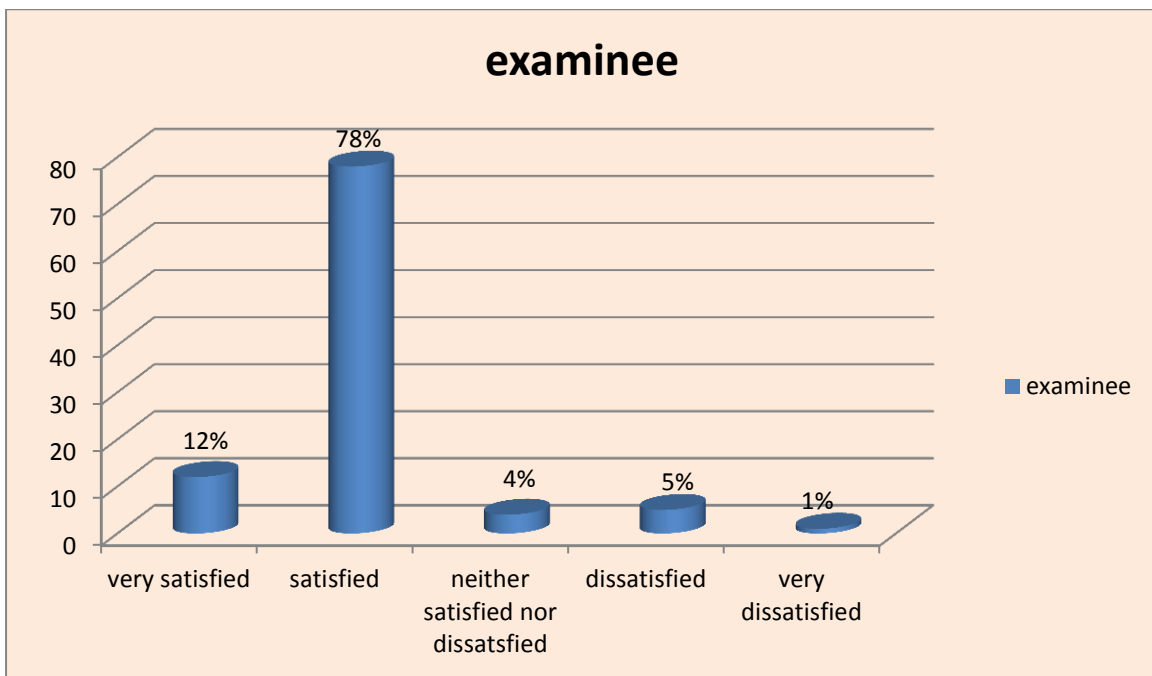
**INTERPRETATION**

31 Customers give complement for excellent service and 30 for great experience and 39 for attentive sales person.

**Showing table for satisfaction level**

Serial	Response	Examinee
A	Very satisfied	12
B	Satisfied	78
C	Neither satisfied nor dissatisfied	4
D	Dissatisfied	5
E	Very dissatisfied	1
<b>Total</b>		<b>100</b>

**TABLE NO: 18**



**GRAPH NO: 18**

**ANALYSIS**

- ❖ 12 customers are very satisfied.
- ❖ 78 customers are satisfied.
- ❖ 4 customers are neither satisfied nor dissatisfied.
- ❖ 5 customers are dissatisfied.
- ❖ Only 1 customer is very dissatisfied.
- ❖

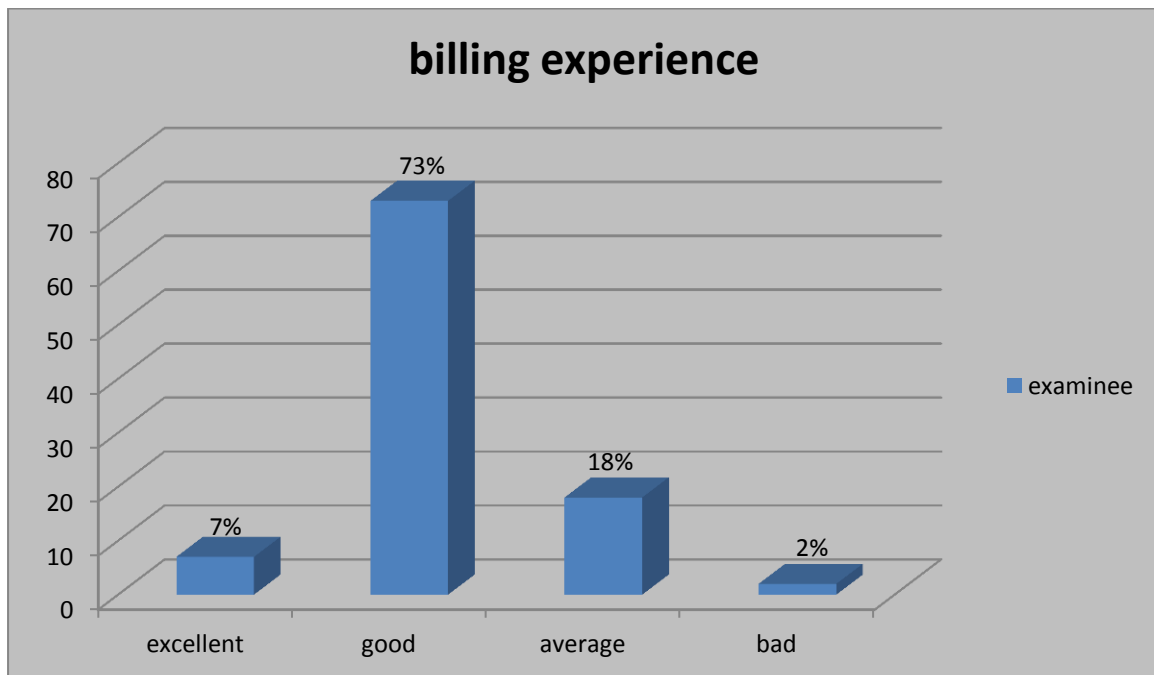
### ❖ INTERPRETATION

Most of the customer is satisfied 78 customers, 12 for very satisfied, 4 customers are neither satisfied nor dissatisfied, 5 are dissatisfied, only 1 customer is very dissatisfied. So Bazaar Kolkata should do something for those few customers who are dissatisfied, very dissatisfied and also neither satisfied and nor dissatisfied.

**Table showing for the billing experience**

Serial	Response	Examinee
A	Excellent	7
B	Good	73
C	Average	18
D	bad	2
<b>Total</b>		<b>100</b>

**TABLE NO: 19**



**GRAPH NO: 19**

**ANALYSIS**

- ❖ Only 7 customers have excellent billing experience.
- ❖ 73 customers have good billing experience.
- ❖ 18 customers have average billing experience.
- ❖ Only 2 customers have bad experience.

**INTERPRETATION**

All the customers have excellent, good and average experience except only 2 customers.

**Table showing for the visiting Baazar Kolkata**

Serial	Response	Examinee
A	Regularly	47
B	Once in a week	38
C	Sometime	15
Total		100

**TABLE NO: 20**



**GRAPH NO: 20**

### **ANALYSIS**

- ❖ 47 customers regularly visit Baazar Kolkata.
- ❖ 38 customers visit Baazar Kolkata once in a week.
- ❖ Only 15 customers who visit Baazar Kolkata sometime.

### **INTERPRETATION**

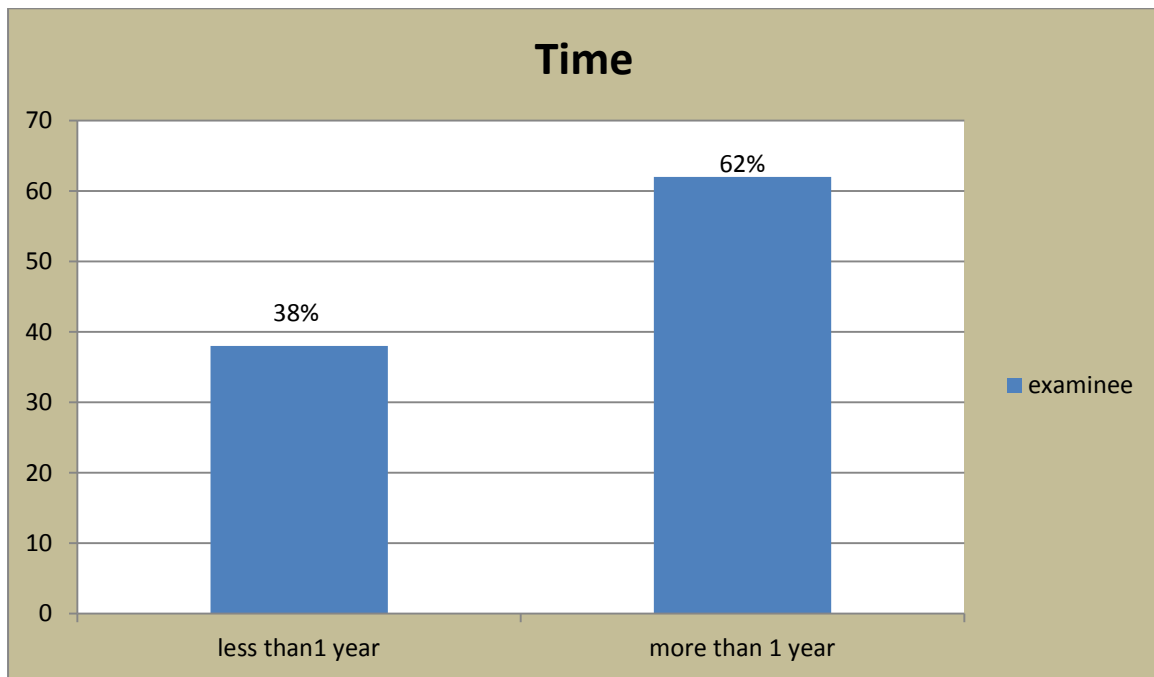
It is good that 85 customers visit Baazar Kolkata regularly and once in a week. But only 15 customers visit sometimes, this may happen because of some medium of advertisements or maybe the requirements or for the variety of the products.



**Table showing of how long been customer**

Serial	Response	Examinee
A	Less than 1 year	38
B	More than 1 year	62
Total		100

**TABLE NO: 21**



**GRAPH NO: 21**

**ANALYSIS**

- ❖ 38 customers are less than 1 year old customers.
- ❖ 62 customers are more than 1 year old customers.

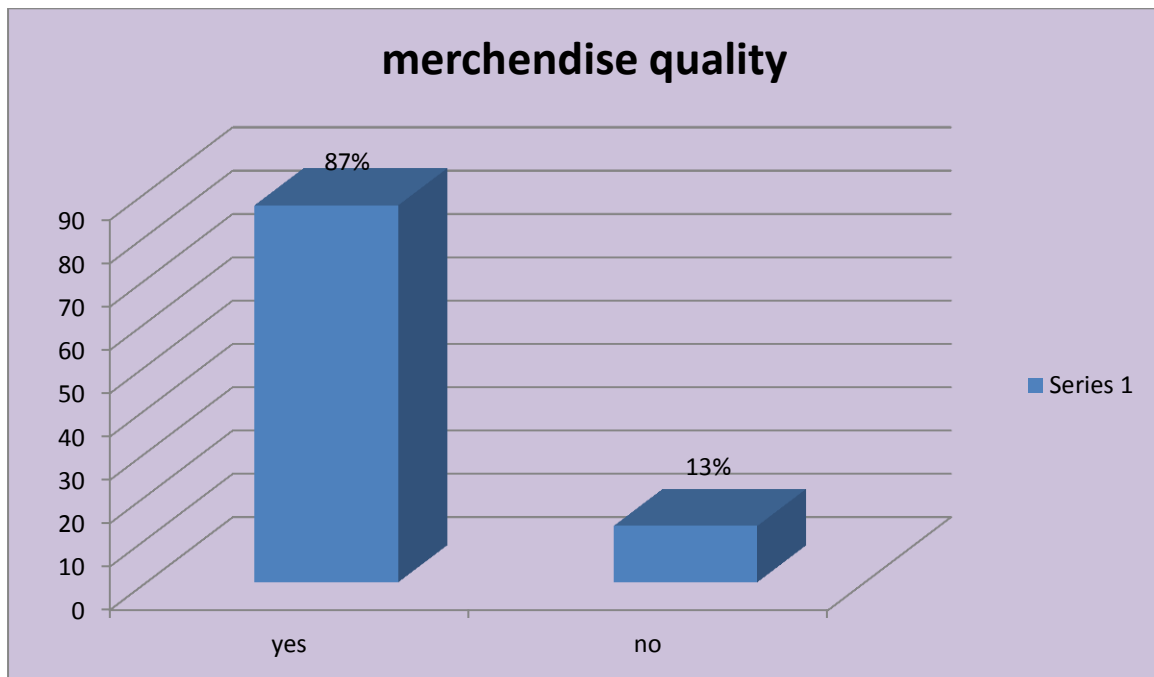
**INTERPRETATION**

38 customers are less than 1 year old customers and 62 customers are more than 1 year old customers. Because of growth in Baazar Kolkata year customers are getting more.

**Table showing for merchandise quality**

Serial	Response	Examinee
A	Yes	87
B	no	13
Total		100

**TABLE NO: 22**



**GRAPH NO: 22**

### **ANALYSIS**

- ❖ 87 customers have told that merchandises are high quality.
- ❖ Only 13 customers have told that merchandise is low quality.

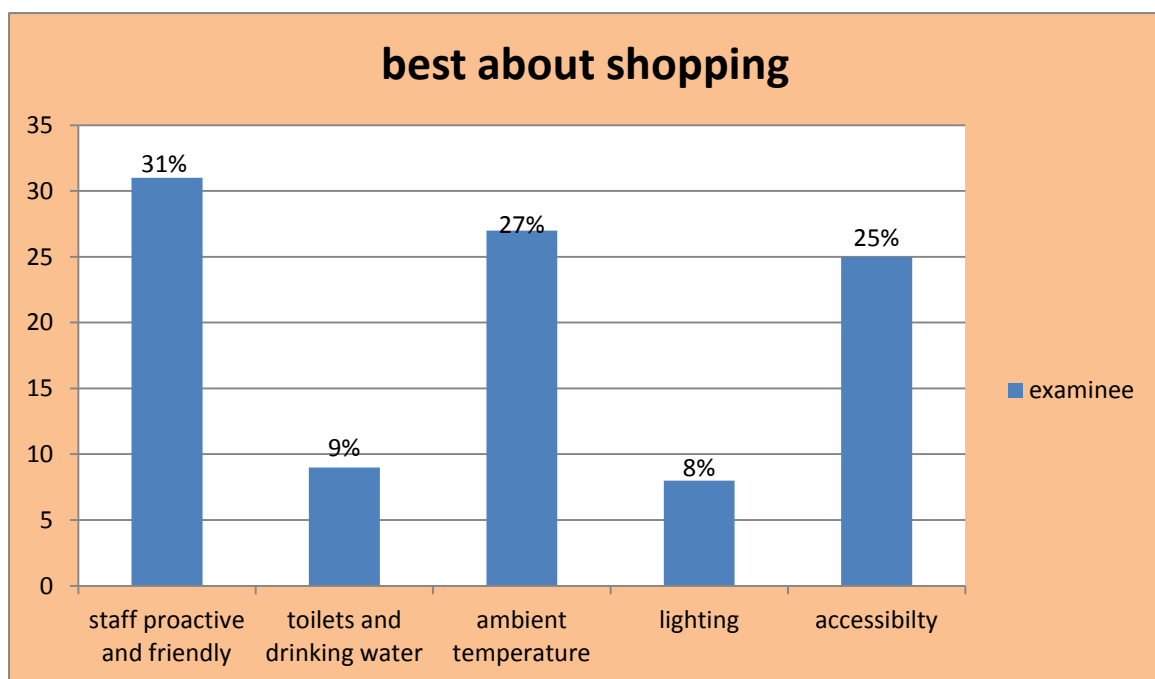
### **INTERPRETATION**

87 customers said merchandises are high quality. 13 customers said merchandises are not good quality. There are 13 customers who said the no merchandise quality because they were looking their product in the sale section.

**Table showing for the best about the shopping at the store**

Serial	Response	Examinee
A	Staff proactive and friendly	31
B	Toilets and drinking water	9
C	Ambient temperature	27
D	Lighting	8
E	accessibility	25
Total		100

**TABLE NO: 23**



**GRAPH NO: 23**

### **ANALYSIS**

- ❖ 31 customers have told best about the staff proactive and friendly.
- ❖ Only 9 customers have told best about the toilets and drinking water.
- ❖ 27 customers have told best about ambient temperature.
- ❖ Only 8 customers have told best about the lighting.
- ❖ 25 customers have told best about the accessibility.

## **INTERPRETATION**

31 customers have told best about the staff and proactive. 9 customers for toilers and drinking water, 27 customers for ambient temperature, only 8 customers have told best about the lighting and 25 customers for accessibility. There are less response in lighting so Baazar Kolkata should increase the lighting effect so that it can create more attraction for the products.

**CHAPTER 5**  
**FINDINGS, CONCLUSIONS, SUGGESTIONS**

## 5.1 FINDINGS

- As on survey male responded are more than female.
- Most of the customers come for shop 25-40 age group.
- As on survey most of the customers come to Baazar Kolkata on getting influenced by the offers.
- Based on the survey most of the customers are satisfied with the sales person of the Baazar Kolkata.
- Customers are satisfied with the quality of the merchandise.
- At Baazar Kolkata offers are more attractive.
- Most of the customers are willing to recommend their friends and family.
- Because of sale few of the sales persons were busy for the handling the goods

## 5.2 SUGGESTIONS

- Baazar Kolkata should improve the service.
- Baazar Kolkata should increase their human strength at store. Most of the time sales person was busy with the stock or material handling procedures, so for them it is getting tougher to attend all the customers.
- Few of the customers cannot find what they want. So Baazar Kolkata should focus on these problems for better satisfaction of customer and to expand the variety.
- They should maintain the stock/products of new trends.
- Customers are not satisfied at all with the trial rooms because of few trial rooms are there.
- Baazar Kolkata should maintain the variety of the products.
- The music system should be mild.
- For some products price should be low.
- Baazar Kolkata should go for the grocery items.
- Sales person need training, like grooming, talking.

### **5.3 CONCLUSION**

- Quality of the products are good.
- Baazar Kolkata facilities are very satisfactory for the customers.
- Complaints are handled properly.
- Customers feel that they are getting good service.
- Some of the facilities in the store is not good.

**ANNEXURE**  
**QUESTIONNAIRE**

Name:

Qualification:

Phone/Contact:

Mail ID:

1. Gender:

(a) Male ( ) (b) Female ( )

2. Mention your age group.

(i) Within 25 ( ) (ii) 25 to 40 ( ) (iii) 40 to 50 ( ) (iv) above 50 ( )

3. Your occupation:

(a) Student ( ) (b) Employee ( ) (c) Professional ( )

(d) Business ( ) (e) Housewife ( )

4. Do you know about Bazaar Kolkata?

(a) Yes ( ) (b) no ( )

5. What occasion would you prefer shopping?

(a) Offers ( ) (b) requirements ( ) (c) seasons.



6. Are you satisfied with the overall your experience today?  
(a) Yes ( ). (b) No ( ).
7. Would you like to recommend to your family and friend to shop in Baazar Kolkata?  
(a) Yes. (b) No.
8. Did our product meet your expectations?  
(a) Yes (b) No
9. Would you like to buy from us again?  
(a) Yes ( ) (b) No ( )
10. How would you like to recommend us on a scale of 1 to 5?  
(a) 1-2 ( ) (b) 2-3 ( ) (c) 3-4 ( ) (d) 4-5 ( )
11. Today how was your experience on a scale of 1-5?  
(a) 1-2 ( ) (b) 2-3 ( ) (c) 3-4 ( ) (d) 4-5 ( )
12. Did you find what you were looking for?  
(a) Very difficult ( ) (b) difficult ( ) (c) moderate ( ) (d) easy ( ) (e) very easy ( )
13. How do you come to know about offer?  
(a) News paper ( ) (b) SMS (c) handbill ( ) (d) friend and family ( )

14. What products have you purchased from us before?

(a) Ladies ethnic ( ) (b) ladies western ( ) (c) Sarees ( ) (d) Men's t-shirt ( ) (e)  
Denim/Chinos

(f) Men's Shirt.

15. What product are you most interested in?

(a) Ladies ethnic ( ) (b) ladies western ( ) (c) Sarees ( ) (d) men's t-shirt ( )

(e) Denim/Chinos ( ) (f) Men's Shirt ( ).

16. What is attractive in Bazaar Kolkata?

(a) Price ( ) (b) variety ( ) (c) product ( ) (d) quality ( ) (e) offers.

18. Any compliment?

(a) Excellent service ( ) (b) Great experience ( ) (c) Attentive sales person.

19. Overall, how satisfied are you with Bazaar Kolkata?

(a) Very satisfied ( ) (b) Satisfied ( ) (c) neither satisfied nor dissatisfied ( ) (d)  
Dissatisfied ( )

(e) Very dissatisfied ( )

20. How was your billing experience?

(a) Excellent ( ) (b) good ( ) (c) average ( ) (d) bad ( ).

21. How often do you visit the Bazaar Kolkata store?

(a) Regularly ( ) (b) once in a week ( ) (c) sometime ( )

22. How long have you been our customer?

(a) Less than 1 year ( ) (b) more than 1 year ( )

23. Was the merchandise high quality?

(a) Yes. ( ) (b) No. ( )

24. What did you like best about shopping of our store?

(a) Staff proactive and friendly ( ) (b) toilets and drinking water ( ) (c) ambient temperature ( ) (d) Lighting ( ) (e) accessibility ( )

25. In your view what we can improve for better experiences?

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# ACHARYA INSTITUTE OF TECHNOLOGY

## DEPARTMENT OF MBA

### PROJECT (17MBAPR407) -WEEKLY REPORT

**NAME OF THE STUDENT: ABINASH NAYAK**

**INTERNAL GUIDE: Mr. SOUGAT DAS**

**USN: 1AZ17MBA03**

**COMPANY NAME: BAAZAR RETAIL LIMITED**

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 <sup>rd</sup> Jan 2019 – 9 <sup>th</sup> Jan 2019	Industry Profile and Company Profile		
10 <sup>th</sup> Jan 2019 – 17 <sup>th</sup> Jan 2019	Preparation of Research instrument for data collection		
18 <sup>th</sup> Jan 2019 – 25 <sup>th</sup> Jan 2019	Data collection		
26 <sup>th</sup> Jan 2019 – 2 <sup>nd</sup> Feb 2019	Analysis and finalization of report		
3 <sup>rd</sup> Feb 2019 – 9 <sup>th</sup> Feb 2019	Findings and Suggestions		
10 <sup>th</sup> Feb 2019 – 16 <sup>th</sup> Feb 2019	Conclusion and Final Report		



Company Seal



College Seal

HOD Signature

4/4.

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