Impact on Customer Satisfaction through CRM at Bigbazaar (MPM Mall) (An empirical study)

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Abstract

In today's competitive warfare modern corporate are exploring into innovative approaches to identify, understand, define and delight the needs and desires of the target customers. India is a developing economy where middle class segments serve as the strongest magnetic material for International giants also to be interested in our Indian market. A growth of 25% is expected to occur annually in retail sector due to lifestyle changes and other demographic patterns too. This paper attempts to understand the basis for the companies for knowing the impact on customer satisfaction through CRM at Bigbazaar (Mpm Mall). Research mainly subjected to customers visiting Big Bazaar, which were including all middle and lower middle class people.

Keywords: CRM, Customer satisfaction, Retail sector, Target customers

Introduction

CRM Guru, explains the definition of CRM that in big business, even if it consists of only several persons, there is no collective mind till all information is not saved by different media; and having saved it, it should be presented to 'appropriate people', 'at appropriate time'.

Customer relationship management (CRM) can help to select the most useful clients for an enterprise. Enterprises most frequently feel who their main customers are, but only some use systematized media of customers' stimulation, loyalty development. Collected data about consumers later become knowledge, and the latter determines profit for an enterprise. However the enterprise's activity can be based on such knowledge only when the data are processed and on their basis motivated decisions to attract or sustain customers are taken. Of course, it is necessary to possess special media, by means of which it is possible to perform the mentioned actions and which simplify the very decision-making. At present most organizations recognize evident benefit of CRM and almost every enterprise either use certain CRM technologies supporting their business, or evaluate specific benefit of CRM technology and plan its future realization.
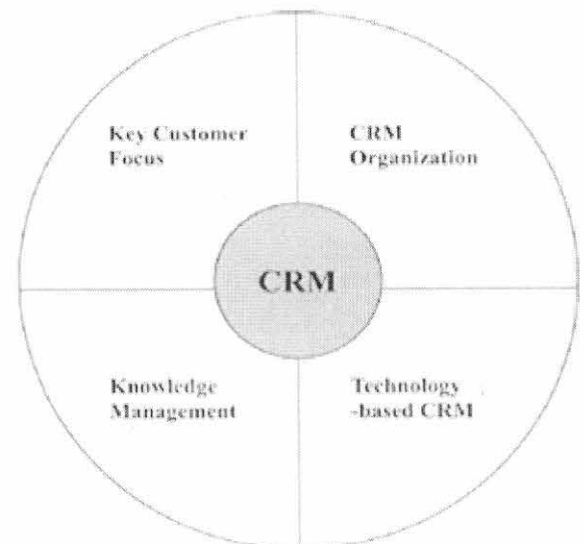
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Review of Literature

ng and Ehrenberg, 1984 specified that Since the origin of rganized retail itself is very ne win India, there is not enough erature, which studies the factors that govern consumer oice of retail outlets and their relative positions. However, udies in the west have found out that though consumers buy oducts from the same supermarket in multiple occasions, ey are not 100% loyal i.e., they buy similar products form her outlets in different occasions Although most literature s found out that consumer choice of retail outlets follow a n-hierarchical process.

theringham, 1988 studied that consumer choice may follow ierarchical model at times. Most studies have focused on the lation between store choice and price formats.

ng, Bell and Ho, 2001 specified in their study that Price rmats have an impact on store choice. There have been udies which found out that store choice is also related to rceive ed shopping utility which may depend on Service ality (Parking space, friendliness of employees, billing time), sortment of products (popular brands), Purchase Flexibility c. (Tang, Bell and Ho, 2001) Lastly, unplanned time spend in re and unplanned purchases have been found to be linked th factors like perceived quality, variety, specials and value for oney.

enfeldt (1974) and Martineau (1958). Mentioned that rious definitions about a retail store image have been given scholars form time to time. The oldest and most basic one n be credited to who defined a store's personality as:.... the y in which the store is defined in the shopper's mind; partly its functional qualities and partly by an aura of psychological ributes." Later on, defined it as:" an image is more than the m of its parts…..it represents interaction among aracteristics and excludes extraneous elements… It has some otional contents… a combination of factual and emotional aterial."

tcher 1985 emphasized on the image being something mplete."It describes not individual traits or qualities, but the tal impression an entity makes on the minds of others… an age is not anchored in just objective e data and details. It is e configuration of the whole field of the object."

over the world there has been a considerable amount of search to find out retail store image. However, most of the dies can be divided into three different categories based on e methodology used which are semantic differential scales, ltidimensional scaling and qualitative techniques.

Dodd's et al., 1991 & Rao and Monroe, 1989 specified that most of the research on controllable cues has focused on price, brand name, store name and level of advertising). However, the focus has been almost exclusively on the perceived price-quality relationship, even though it has been demonstrated that the availability of other cues typically reduces the importance of price as a cue (Bonner and Nelson, 1985; Dodd's et al., 1991). Based on Monroe and Krishnan (1985), a positive relation between the perceived price and perceived quality can be price-sensitive, it is expected that price play a very important role in determining the quality of the merchandise. In order to avoid confounding the price and value constructs, price perceptions were operational zed as perception of price within the range of known prices of equivalent products in the product category. Hence it can be posited that: "There exist a positive relationship between relative price and goods quality."

Smith and Barclay, 1997 mentioned that Satisfaction with the relationship is regarded as an important outcome of buyer0seller relationships). We define relationship satisfaction as "a consumer's affective state resulting from an overall appraisal of his relationship with a retailer".

Anderson and Narks, 1984 in business as well as consumer markets customers tend to be more satisfied with sellers who make deliberate efforts towards them. Consequently, we posit the following hypothesis:"A higher level of customer retention orientation of the retailer leads to a higher level of relationship satisfaction.

Yim (2005); it presents four elements groups consumers (customers) characteristics, management of knowledge/data (information about customers), CRM structure (organisation structure, organisation obligations, sources, human resources, etc.) and CRM substantiation by IT technologies.

Jason (2004), According to each customer is a unique personality, thus it is necessary to analyze his or her needs and features. It means that it is necessary to accumulate at least little information about a customer, to possess his or her contact information, work profile and main wishes he also assumes that certain reorganization of an enterprise is necessary. If the level of customer service is not developed sufficiently, customer relationship cannot be managed effectively.

Research Methodology

Research design:
The type of research is a descriptive research where we are trying to describe the levels of satisfaction of customers of Big Bazaar, and also to identify various factors which play important role in deciding the level of satisfaction of customers of Big Bazaar.

Sampling Area:
Big Bazaar MPM store, Abids, Greater Hyderabad city is the sampling area.

Sample population:
Research mainly subjected to customers visiting Big Bazaar, which were including all middle and lower middle class people.

Sample size:
100 respondents

Sampling technique:
sampling technique is convenience sampling, which was taken with the willingness of the customers to respond easily. Sampling technique is used for this project is non probability sampling.

Data collection instrument:
research instrument is questionnaires with structured set of questions which were to measure satisfaction levels of customers on various terms as interest on brands purchased, quality, price etc.

Data sources
The sources of data e used is mainly primary, with help of questionnaires.

The scale consists of eighteen items
The eight item scale when tested for reliability returned with a Cronbach Co-efficient Alpha of 0.903 indicating a high level. (A score of 0.70 is considered appropriate in descriptive tests - Nunnally, 1976)

Scope of the study
This study includes studying the aspects of customer satisfaction through CRM at Big Bazaar (Mpm Mall) and is confined to Greater Hyderabad city only.

Data analysis

Demographic analysis
The technique has been used for summarization of some usefu data to meet the objectives.

Factor analysis
This technique is usually used for the data summarization. Wit the help of this technique we can arrange some correlated set of variables under one factor. This helps in saving time and cost here factor analysis technique has been used to identify th prominent factors responsible for the satisfaction level toward the customer relationship management of insurance industry.

Chi-square analysis
Chi square technique is usually used to find the dependency o different variables or in other words we can say that it is used t find out the whether there exists a relationship between tw variables or not.

Practical implications - The Future Group i.e, retailer of Bran Big Bazaar frame their strategy based on the custome satisfaction level through CRM for higher market share an brand loyalty.

Data analysis and Interpretation

Factor Analysis:

Table 1.1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.728
Bartlett's Test of Sphericity	Approx. Chi-Square	1073.494
	df	153
	Sig.	.000

Interpretation: Since Kaiser meyer olkin measure of samplir adequacy is more than 0.5 hence sample is adequate for fact analysis

Table 1.2: Communalities

	Initial	Extraction
Physical facilities	1.000	.845
presentation	1.000	.824
Store layout	1.000	.863
Employee behaviour	1.000	.605
billing	1.000	.868
Store reputation	1.000	.581
cards	1.000	.893
quality	1.000	.755
Brands available	1.000	.705
Home brands	1.000	.340
price	1.000	.570
range	1.000	.750
Product available	1.000	.714
service	1.000	.666
Offer scheme s	1.000	.185
overall	1.000	.802
Cleanliness hygine	1.000	.727
packaging	1.000	.812

Extraction Method: Principal Component Analysis.

Table 1.3: Total Variance Explained

Component		Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
	1	5.678	31.543	31.543	5.678	31.543	31.543	3.759	20.885	20.885
	2	2.215	12.306	43.849	2.215	12.306	43.849	3.188	17.713	38.598
	3	1.758	9.769	53.618	1.758	9.769	53.618	2.088	11.602	50.201
	4	1.627	9.041	62.658	1.627	9.041	62.658	1.815	10.084	60.285
	5	1.310	7.279	69.938	1.310	7.279	69.938	1.737	9.653	69.938
	6	.989	5.493	75.430						
	7	.910	5.054	80.485						
	8	.831	4.615	85.100						

dimension0	9	.657	3.652	88.751						
	10	.482	2.677	91.428						
	11	.404	2.247	93.676						
	12	.349	1.940	95.616						
	13	.279	1.549	97.164						
	14	.177	.982	98.146						
	15	.162	.900	99.047						
	16	.134	.746	99.793						
	17	.037	.207	100.000						
	18	-1.821E-16	-1.012E-15	100.000						

Interpretation: According to above table we can see that, out of the total variance, 695 of the variance is explained by 5 factors, 20.885%, 17.713%, 11.602%, 10.084%, 9.653.

Table 1.4: Rotated Component Matrixa

	Component				
	1	2	3	4	5
Physical facilities	.861				
presentation	.863				
storelayout	.861				
Employee behaviour				.747	
billing			.899		
Store reputation					.714
cards			.905		
quality					.763
Brands available		-.548			.469
Home brands				.511	
price				.582	
range	-.686		.442		.546
Product available	-.683				.455
service		-.714		.426	
Offer schems				.118	
overall		.800			
Clean lines shygine		.746			
packaging		-.746			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 11 iterations.

Interpretation:
Out of the total factors above the factors can be divided into 5 factors namely,

actor 1 (physical characteristics of the store)
Physical facilities
Presentation
Store layout

actor 2 (hygiene)
Cleanliness
Hygiene

actor 3 (monetary requirements)
Billing procedures
Cards acceptance
Offer schemes/discounts)

actor analysis 4 (Store's support)
Service
Employee behaviors
Some brands quality
Price/quality justification in case of home brands

actor 5 (store reputation (quality)
Brands available sufficient or not
Product availability
Quality of product

Table 1.5: Component Matrixa

	Component				
	1	2	3	4	5
Physical facilities	.891				
presentation	.871				
Store layout	.891				
Employee behaviour		.451		-.536	
billing	.453	.523			.436
Store reputation			.639		
cards	.472	.531			.465
quality			.792		
Brands available	-.651		.402		
Home brands				-.465	
price		.592			
range		.522		.522	
Product available	-.504			.451	
service	-.475	-.518			.404
Offer schems					
overall	.808				
Clean lines shygine	.696				
packaging	-.729	-.403			

Extraction Method: Principal Component Analysis.
a. 5 components extracted.

Cross tabulation (shopping and quality)

Table 2.1: Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
shopping * quality	100	100.0%	0	0.0%	100	100.0%

Table 2.2: Shopping* quality Cross tabulation

			quality					
			highly dissatisfied	dissatisfied	neutral	satisfied	Highly satisfied	Total
shopping	food bazaar	Count	2	2	8	2	37	51
		Expected Count	11.8	.5	1.0	2.1	35.5	51.0
	Non food section	Count	4	0	0	0	22	26
		Expected Count	6.0	.3	.5	1.1	18.1	26.0
	clothes section	Count	0	1	2	2	3	8
		Expected Count	1.9	.1	.2	.3	5.6	8.0
	electronic section	Count	5	0	0	0	5	10
		Expected Count	2.1	.1	.2	.4	6.3	9.0
	furniture section	Count	4	0	0	0	1	5
		Expected Count	1.2	.1	.1	.2	3.5	5.0
Total		Count	15	3	10	4	68	100
		Expected Count	15.0	3.0	10.0	4.0	68.0	100.0

Interpretation: From cross tabulation we can see that in food bazaar quality stated by maximum of our respondents is stated as highly statisfied, and in non food section it is also highly statisfied,as per our table we can see there were only 9 & 5 respondents in big bazaar who sopped electronic or furniture respectively from big bazaar and most of them stated quality as highly dissatisfactory, So, it is adviced to the management to increase the quality of products in electronic and furniture section to increase sales there.

Cross tabulation (shops and brands)

Table 3.1: Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
shopping * brands available	100	100.0%	0	0.0%	100	100.0%

Table 3.2: Shopping* brands available Cross tabulation

		Brands available					
		highly dissatisfied	dissatisfied	Neutral	satisfied	highly satisfied	Total
food bazaar	Count	4	4	12	6	23	51
	Expected Count	12.4	14.4	10.8	4.1	9.3	51.0
Non food section	Count	4	9	9	0	4	26
	Expected Count	6.3	7.4	5.5	2.1	4.7	26.0
clothes section	Count	7	1	0	0	0	8
	Expected Count	1.9	2.3	1.7	.6	1.5	8.0
electronic section	Count	6	0	0	2	2	10
	Expected Count	2.2	2.5	1.9	.7	1.6	9.0
furniture section	Count	1	3	0	0	1	5
	Expected Count	1.2	1.4	1.1	.4	.9	5.0
Total	Count	22	17	21	8	30	100
	Expected Count	22.0	17.0	21.0	8.0	30.0	100.0

Interpretation: It can be seen from the table that in food bazaar there is high satisfaction level in customers as per as brands availability is concerned, but in, electronic and furniture section the more frequency is in highly dissatisfied (6) and dissatisfied (3) respectively, and for clothes (7) highly dissatisfied.

So, according to the research if Big Bazaar wants to increase its sales and level of satisfaction in customers in electronic clothes and furniture section go on increasing brands or no. of brand Cross tabulation(income group and overall satisfaction)

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Income group * overall satisfaction	100	100.0%	0	0.0%	100	100.0%

Table 4.2: Income group* overall satisfaction Cross tabulation

		Overall satisfaction					
		highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied	Total
<10,000	Count	2	6	2	0	0	10
	Expected Count	.3	1.4	.8	.6	7.9	10.0
10,000-20,000	Count	0	0	2	6	17	25
	Expected Count	.8	3.3	1.8	1.3	17.9	25.0
20,000-30,000	Count	1	2	2	3	47	55
	Expected Count	1.7	7.2	3.9	2.8	39.4	55.0
30,000-40,000	Count	0	3	0	0	0	3
	Expected Count	.1	.4	.2	.2	2.2	3.0
>40,000	Count	0	5	1	0	1	7
	Expected Count	.2	.7	.4	.3	3.6	7.0
Total	Count	3	18	7	6	66	100
	Expected Count	3.0	18.0	7.0	6.0	66.0	100.0

Interpretations: We can infer from above data that in low income groups such as>10,000 or say 10,000-20,000 satisfaction level is highest 5 in highly and 19 in highly satisfied again respectively, while in high such as 30,0000-40,000 and >40,000 the satisfaction level is 3 in dissatisfied and 4 in dissatisfied respectively so we can infer there is relationship o association between income group and satisfaction level.

Table 5: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	59.646[a]	16	.010
Likelihood Ratio	47.077	16	.000
Linear-by-Linear Association	2.978	1	.084
N of Valid Cases	99		

*a. 21 cells (84.0%) have expected count less than 5.
The minimum expected count is .09.*

Interpretation: We can infer since the value of chi square is less than 0.05 therefore the H0 hypothesis is rejected hence we can say that there is association in income and overall satisfaction, and how we have seen in above cross tabulation.

Hence it is suggested the management that yes, though the lower income groups are more satisfied from big bazaar, but to increase the overall profitability we have to target high income groups because they are dissatisfied, hence we cans say that from the one before the previous cross tabulation, that to make high income group satisfied increase brands in furniture, electronic section. And target high income groups.

Cross tabulation (distance from the store and frequency of visits)

Table 6.1: Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Distance from the store * frequency of visits	100	100.0%	0	0.0%	100	100.0%

Table 6.2: Distance from the store* frequency of visits Cross tabulation

			Frequency of visits				Total
			once	twice	thrice	>4times	
Distance from the store	0-5	Count	2	0	0	59	61
		Expected Count	8.6	.6	11.1	40.7	61.0
	5-10	Count	5	1	18	4	28
		Expected Count	4.0	.3	5.1	18.7	28.0
	10-15	Count	2	0	0	3	5
		Expected Count	.7	.1	.9	3.3	5.0
	>20	Count	5	1	0	0	5
		Expected Count	.7	.1	.9	3.3	5.0
Total		Count	14	2	18	66	100
		Expected Count	14.0	2.0	18.0	66.0	100.0

Table 7: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.126[a]	9	.023
Likelihood Ratio	99.152	9	.000
Linear-by-Linear Association	48.106	1	.020
N of Valid Cases	99		

a. 11 cells (68.8%) have expected count less than 5.
The minimum expected count is .05.

Interpretation: We can directly see that if distance is less 0-5 example say kms then frequency of visit is highest in >4times(59) and if distance more >20 it is most in once a month (5)

And as, the chi square coefficient is less than our level of significance so,H0 rejected hence, there is association between frequency of visit and distance from the store i.e inversely proportional.

Employee behaviour

Table 9: Employee Behaviour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly satisifed	6	6.0	6.0	6.0
	satisfied	13	13.0	13.0	19.0
	neutral	19	19.0	19.0	38.0
	dissatisfied	20	20.0	20.0	58.0
	Highly Dissatisfied	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Interpretation: The pie chart shows that out of our 100 samples 6%, 13%, 19%, 20%, 42% are highly satisfied, satisfied neutral, dissatisfied, highly dissatisfied Hence management should increase the employee support and knowledge to increase customers satisfaction, and thereby sales.

Brands available

Table 8: Brands Available

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly satisfied	15	15.0	15.0	15.0
	satisfied	25	25.0	25.0	40.0
	neutral	26	26.0	26.0	66.0
	dissatisfied	9	9.0	9.0	75.0
	highly dissatisfied	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Interpretation: The chart shows that out of 100 samples, 15%, 25%, 26%, 9, 25% say brands available as highly satisfied, satisfied, neutral, dissatisfied ,highly dissatisfied respectively so to increase customer satisfaction and we know that is from higher income groups management should increase brands in all sections.

Overall satisfaction

Table 10: Overall Satisfaction

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	highly dissatisfied	66	66.0	66.0	66.0
	dissatisfied	18	18.0	18.0	84.0
	neutral	7	7.0	7.0	91.0
	satisfied	6	6.0	6.0	97.0
	highly satisfied	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Interpretation: Out of total 66%, 18%, 7%, 6% and 3% are highly dissatisfied, dissatisfied, neutral, satisfied, highly satisfied.

Conclusion

Customer relationship management (CRM) is first of all it is business strategy meant for development of customer relationship; and its results optimize profitability, income and meeting the needs of customers.

Summarizing the functionalism and validity of researched elements of different models, it would be possible to highlight that in order to successfully implement CRM, it is necessary for Big Bazaar store that they must balance and integrate technologies, processes and people. These elements are closely related to enterprise's strategy, processes of technologies, and processes of integration of overlapping functions as well as orientation to basic customers.

Model's formation has to appeal to certain continuity of actions a situation is evaluated, CRM strategy is formulated, investments are determined, anticipated profit is calculated), and creation of the system can be successful when the following elements of the system are analyzed and related: customers, relationship interaction, information sources and data bases, processes and employees.

Customer relationship management cannot be only the lustration of the relationship, it is much more important to understand the management and development of relationship. CRM integrates new strategic initiatives of communication with customers or their groups, it creates common platform of communication with customers. Thus the Big Bazaar store managers must consider the above mentioned factors in order to effectively implement the CRM.

In the end we conclude from our analysis that though the overall satisfaction level as mentioned by the customers was low in Big Bazaar but there are several ways also to increase their satisfaction level and hence sales of select 5 Big bazaar stores. The customers had less confidence on quality of products, authenticity of billing procedures i.e all went wrong every time, their schemes were not updated at cash counters or even at the different sections too. So, the managers should take some strict and constructive measures to ensure all such modifications to be done correctly by time.

Customers also wanted more brands in different section specially in electronic section for they relied less on products or brands sold by Big Bazaar stores currently at that time. They should also improve quality of their brands as stated by the customers as almost dissafactory.

These could also some methods to increase customers foot fall and sales in different or specially electronic or clothes section of Big Bazaar as per our research and findings.

Employees behaviors and support was also not satisfactory as per the customers so managers should take some serious training methods for the store sales force. Lastly, higher income groups were less satisfied from the store which signaled the store management to target higher groups with some appropriate kind of strategy. Promotional activities as carried during the study has provided a good way success which increased the overall foot fall in the store day by day. Hence in the end we can state though overall customer stated their satisfaction level as dissatisfactory but yet there are ways to make them satisfied as well as loyal customers of Big Bazaar.

Recommendations

- Diversity of CRM model and its structure shows that CRM as system is forming and thus preparation of typical model, which would enable its successful implementation, is possible.
- Though gifts like bags, magazines were good to attract customers but more good offers should be inculcated to increase customer buying activities.
- The store should increase its product line and for this it should contact to many distributors so they can provide a huge amount of products so that they can find every product according to their need.
- The space should be increased in the store for the customers to move to find every products of their choice. The employees should be trained in this way so that they can answer the questions of the customers regarding their problems in services efficiently.
- Number of brands in various sections specially clothes and clothes to be increased especially the quality of Home brands to be improved.
- Employees should be given proper training about knowledge and support to customers and billing softwares to be updated and improved.

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