



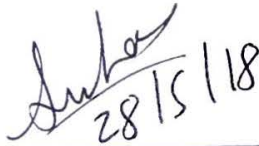
ACHARYA INSTITUTE OF TECHNOLOGY

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


Date: 24/05/2018

CERTIFICATE

This is to certify that **Mr. Sundaresha S K** bearing USN **1AY16MBA78** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Internship report on **“A Study on Customer Attitude Towards Product and Service Offered at Big Bazaar,” Bangalore** is prepared by him under the guidance of **Prof. Suhas Patel**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.


28/5/18

Signature of Internal Guide



Signature of HOD
Head of the Department

Department of MBA

Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107


28/5/18

Signature of Principal
PRINCIPAL

ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

FUTURE RETAIL

Date: - 26/03/2018

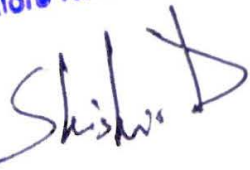
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Sundaresha S K** student of **Acharya Institute of Technology** has carried out his project work entitled “**A study on customer Attitude towards product and services offered by Big Bazaar**” from 15th January 2018 to 24th march 2018 Under our guidance. The result of this work seems to be useful to our company.

We wish him for his future endeavours.

FUTURE RETAIL INDIA LTD.
BIG BAZAAR
166, 5th Cross, Coconut
Avenue Road, Malleshwaram,
Bangalore Karnataka-560 003.

SHISHIR D.



HR- executive

BB-malleshwarm

DECLARATION

I, Sundaresha s k bearing USN 1AY16MBA78 here by declared that the project report entitled "A study on Consumer Attitude towards Product and services offered by Big Bazaar" with reference to " Big Bazaar Malleshwarm" prepared by me under the guidance of Prof. Suhas patel, faculty of MBA Department, AIT and external assistance by Mr. Shishir D branch Manager-Big Bazaar malleshwarm. I also declare that this project work is toward the partial fulfillment of the university Regulations for the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for the period of ten 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 / Institution.

Place: Bengaluru


Signature of the Student

Date: 28/05/2018

ACKNOWLEDGEMENT

I would like to thank my people who have helped and supported me while doing my Project report and work.

There is not enough word to offer vote of thanks to Dr. **Nijaguna G**, Head of the Department of MBA, AIT Bengaluru for his help in initiating the project report in advance for the regular motivation, my guides Prof. Suhas patel faculty of MBA Department, AIT Bengaluru and Mr. Shishir D branch Manager- Big Bazaar Malleshwarm Bangalore. for their admirable help, suggestions and opinions on the contribution during and after the project report period. for giving me the permission to carry my project work.

Place: Bengaluru

Sundaresha s k

Date:

USN: 1AY16MBA78

TABLE OF CONTENTS

CHAPTER NO.	CHAPTERS	PAGE NO.
	EXECUTIVE SUMMARY	1
1	INTRODUCTION	
	1.1 Introduction	2
	1.2 Industry profile	2-3
	1.3 Company profile	4-5
	Vision, Mission, Goals and Quality policy	5-6
	Product, Service Profile and areas of operation	6-7
	Infrastructure facilities	7
	Competitors	8
	Swot Analysis	9
	Future growth and prospectus	10
	Financial statements	10
2	CONCEPTUAL BACKGROUND AND LITERATURE REVIEW	
	2.1 Theoretical background	11
	2.2 Review of Literature	11-17
3	RESEARCH DESIGN	
	3.1 Statement of Problem	18
	3.2 Need for the study	18
	3.3 Objective of the study	18
	3.4 Scope of the study	18
	3.5 Research Methodology	19-20
	3.6 Limitations of the study	22
4	DATA ANALYSIS AND INTERPRETATION	21-49

5	SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings	50
	5.2 Suggestions	51
	5.3 Conclusion	52
	BIBLIOGRAPHY	53-56
	ANNEXURE	57-62

LIST OF TABLES

TABLE NO.	TITLES	PAGE NO.
4.1	Table Showing age wise arrangement of respondents.	21
4.2	Table Showing age wise arrangement of respondents.	23
4.3	Table showing classification of respondents based on how often they visit Big Bazaar	25
4.4	Table showing factors which attract consumers to shop at Big Bazaar.	27
4.5	Table Showing classification of respondents wish to visit Big Bazaar to shop.	29
4.6	Table Showing whether the respondents visit big bazaar only on the days of offers.	30
4.7	Table Showing whether the respondents are aware of different offers at Big Bazaar.	32

4.8	Table Showing the sources of awareness regarding the offers at Big Bazaar.	33
4.9	Table Showing classification of respondents regarding the satisfaction with the offers at Big Bazaar.	34
4.10	Table Showing classification of respondents regarding satisfaction with the Ambience at Big Bazaar.	36
4.11	Table Showing whether the respondents believe that Big bazaar is a one stop shopping destination.	38
4.12	Table Showing whether the pricing at Big bazaar is reasonable.	40
4.13	Table Showing whether the respondents are satisfied with the products and services offered by Big bazaar.	42
4.14	Table Showing whether the employees of Big Bazaar are helpful in case the customers have a problem.	44
4.15	Table Showing whether the problems have been solved satisfactorily when the customers approach the help desk.	45
4.16	Table Showing whether based on respondents recent experience at Big bazaar they will revisit again.	46
4.17	Table Showing whether based on respondents experience they will recommend Big bazaar to friends & relatives.	48

LIST OF GRAPHS AND FIGURES

TABLE NO.	TITLES	PAGE NO.
4.1	Graph Showing age wise arrangement of respondents.	22
4.2	Graph Showing age wise arrangement of respondents.	24
4.3	Graph showing classification of respondents based on how often they visit Big Bazaar	26
4.4	Graph showing factors which attract consumers to shop at Big Bazaar.	28
4.5	Graph Showing classification of respondents wish to visit Big Bazaar to shop.	29
4.6	Graph Showing whether the respondents visit big bazaar only on the days of offers.	31
4.7	Graph Showing whether the respondents are aware of different offers at Big Bazaar.	32
4.8	Graph Showing the sources of awareness regarding the offers at Big Bazaar.	34
4.9	Graph Showing classification of respondents regarding the satisfaction with the offers at Big Bazaar.	35
4.10	Graph Showing classification of respondents regarding satisfaction with the Ambience at Big Bazaar.	37

4.11	Graph Showing whether the respondents believe that Big bazaar is a one stop shopping destination.	39
4.12	Graph Showing whether the pricing at Big bazaar is reasonable.	41
4.13	Graph Showing whether the respondents are satisfied with the products and services offered by Big bazaar.	43
4.14	Graph Showing whether the employees of Big Bazaar are helpful in case the customers have a problem.	44
4.15	Graph Showing whether the problems have been solved satisfactorily when the customers approach the help desk.	46
4.16	Graph Showing whether based on respondent's recent experience at Big bazaar they will revisit again.	47
4.17	Graph Showing whether based on respondents experience they will recommend Big bazaar to friends & relatives.	49

EXECUTIVE SUMMARY

A study has been conducted for ten weeks with the theme "A STUDY ON CUSTOMER ATTITUDE TOWARDS PRODUCT AND SERVICES OFFERED BY BIG BAZAAR BENGALURU" In the case of different Indian active and diversified markets, It is difficult to Analyze attitudes, preferences, dislikes and changes in customer satisfaction. This one The field is like this, only the best and the best can survive. Try to go at the big Bazaar Analyze customer attitudes.

Samples were selected using a convenient sampling method, and respondents who came to shop to shop were contacted. The sample size of the study was 100 customers at a Big bazaar, Bangalore.

The purpose of this study is to study various aspects related to customer attitudes in order to understand the attitude of customers to mallechwerm, to determine various aspects that lead to customer attitudes, and to suggest that various interventions be enhanced through customer attitudes.

The main findings were taken out to arrive at logical conclusions. Respondents raised a high profile Structured questionnaires are easy to fill. The percentage of respondents' opinions was rated as satisfaction. The main data is collected through questionnaires, and used data is collected through other related magazines, books and websites.

CHAPTER:1

INTRODUCTION

1.1 INTRODUCTION

Internships are an integral part of the MBA academic community and part of the syllabus at VTU University. It helps us understand application knowledge, how they are applied, and their application in the market and its applications.

The company helps me by improving my skills and knowledge. In my internship, my skills and knowledge have given me a lot of room for development in the corporate world. Get some information about the business community, how companies do calculations, calculations between companies, how to make decisions at the top management level.

An internship is a project exchange between an employer and an aspiring intern. The internship has been going on for 10 weeks. It has led to the company's research and the study of specific issues in the organization.

Customer satisfaction will be studied by each company. This is the main factor that causes many reasons. It will affect sales and future growth. If the customer is satisfied with the product or service, he will provoke the purchase next time and he will not return. So the customer's attitude is an important research topic

1.2 INDUSTRY PROFILE

Retail industry in the world

Retail business is the main private sector. Even financial and engineering support 8% of GDP. Five hundred of the 50 wealthy and nearly twenty-five Asian key 200 retailers. Thailand and Indonesia performed best in the currency turmoil and are actually concerned that the regulatory process will attract more foreign direct investment to the retail business. Japan's domestic manufacturing industry's overall speculation has weakened its long-term weakness and collapse.

Retail industry in the india

Retail is the second main employer after India's farming. A separate retail department, usually a shop managed by small independent stores and owners. Assessing India's current retail market is subordinated to Rs.12.5 million rupee, an annual growth rate of 5.7%. Regulation and nutrition retail promote value Rs. Currently in India, Rs 700 crore is the largest retail category. About 150,000 retail stores that bring profits to India have won top brands in the world's top retail industry. Due to the prosperity of India's retail market, shopping malls, supermarkets, discount stores and other innovative and eye-catching retail formats have introduced businesses and steadily increased the richness of retail sales in India and department stores.

Indian retailer

Cooper's price water period report points out that the latest retail in India is about \$2.7 billion, sales are \$1 billion, market share is 5%, and the annual growth rate is 15% to 20%. India has recently updated retail and shopping malls and centers.

In India, retail is one of the pillars of the Indian economy, accounting for about 22% of GDP.

The fastest growing retailer in the world is India. It is expected that the retail industry in India will increase to US\$1.3 trillion by 2020; the compound annual growth rate for 2015-20 will reach 16.7%. The fifth largest retailer in the world is India. The national per capita retail convenience is driving the world. India's retail industry has experienced an exponential growth; as the retail business develops in real urban communities, subways and major towns. Tight fiscal expansion, changing demographics, strengthening unrestricted cash flow, urbanization, changing buyer tastes and tendencies are other factors that are driving India's growing retail trend.

The population of online retailing in India is huge. Online Retail Market at 2015FY-

In fiscal year 20, it increased from 6 billion U.S. dollars to 70 billion U.S. dollars. Foreign and private companies are gradually becoming more complex, providing the Indian retail industry with impetus.

1.3 COMPANY PROFILE

Future group

There are many businesses in Indian driving retail institutions. The organization retains and contracts with a range of retail businesses to take into account the widespread cross-sectoral culture of Indian culture, and can detain almost all consumer baskets in India.

In 1997, the fashion retail chain in Calcutta transported pants from Pantaloons. The Indian market introduced a large bazaar, starting at advanced modern retail elements such as variety, proximity and supermarket chains. Followed by the food market, food and grocery chain stores and launch centers, it also includes some other formats, gathering 1 , e-zone , fixed, all (fashion, footwear footwear) and blue sky .

The Big Bazaar will help families make the most effective use of their monthly budgets and consolidate all family needs under one roof. It showcases the entire family's clothing and accessories, including women's wear, kids wear, unintended wear, men's wear, style actors and gemstones; personal considerations. Household items, gifts, flowers, electronics market, mobile phone furniture market, sports accessories, luggage and kitchen equipment.

The Big Bazaar also has a food market. Housewife food preparation and the needs of the kitchenette can be purchased in a single store. It offers food, cereals, feed, spices, dairy products, garden fresh fruits, vegetables, sweets, pine nuts, pumpkins, sweets and preservatives, will provide ready-to-market ready-to-cook chefs, cold storage stations, health foods, beverages , baby food, farm fresh.

This is the main motto of the Grand Bazaar, which ensures that all products are offered at a cheap price. Gain more information about the Grand Bazaar, and provide a series of the most comprehensive Indian consumer mass market products through special franchising and advertising campaigns. These advertisements are very unique and unique formats.

Customers take price standards, convenience, excellence, high capacity and storage services to the next level. The Grand Bazaar is not only a discount store but it cares about every requirement of the family. If the Grand Bazaar always lists and ranks first in the store's rating column, then it is demanding their currency to create value for Indian consumers

In the large fair, customers visit with the highest quality products at the best price, creating a higher level of style and common retail, including household items, silverware, sporting goods and extra surprises for consumers. Anyway, this is the only extra tool to start mass market preparations to increase shopper shopping knowledge.

Type: Indian supermarket

Industry: Retail

Parent Group: Future Group

Export: 250 exits.

Owner: Kishore biyani.

Headquarters: Jogeshwari, Mumbai.

Background: A clothing manufacturing company established in 1987 launched its first department store in Calcutta in August 1997 and launched a modern retail store.

Listing: Future Retail (India)-B-DVR is listed on the Bombay Stock Exchange (BSE, Scrip Code: 570002) and the National Stock Exchange (NSE, Code: FRLDVR).

Slogan: "The Nai Indian Chiayi Bazaar" ~ Let India Become Beautiful

VISION AND MISSION AND QUALITY POLICY

VISION

consumer in the Future group's main motto is to deliver everything, everywhere, and every time for Indian most profitable manner.

MISSION

- We will be the trendsetter in evolving delivery formats, creating retail, reality, and making consumption affordable for all customer segments for classes and for masses.

- We shall infuse India brands with confidence and renewed ambition.
- We shall be efficient, cost-conscious and committed to quality in whatever we do.
- We shall be creat positive attitude, sincerity, humility and united determination shall be the driving force to make us successful

QUALITY POLICY;

From the moment you enter our store, our goal is to create a perfect shopping experience that combines first-rate quality products, customer service and store experience. Please read on to find out how we do it.

- Well-trained, friendly staff are always ready to assist you
- A wider store access makes the entire store easier to move
- Freezer and fresh fruits and vegetables near the entrance to the store for easy access
- 85% of hypermarkets have switched from energy-saving lamps to LED lighting
- Registration is now fast, simple, free, open to everyone
- Your mobile number is everything you need to claim your reward.
- Receive offers tailored to your shopping history directly on your phone.

PRODUCT AND SERVICE PROFILE

FOOD BAZAAR	HOME AND PERSONAL MAINTENANCE
--------------------	--------------------------------------

<ul style="list-style-type: none"> • foreign foods • Ready to eat • Spices • Staples • Ready to cook • Tea and coffee 	<ul style="list-style-type: none"> • Shampoo, Cleaner • Liquid Wash • Cream • Home cleaners • Utensils • Crockery
WEARS	FASHION AND JEWELLARY
<ul style="list-style-type: none"> • Formal dress • Casual dress • Night dress • T-shirt • Sarees and traditional dress 	<ul style="list-style-type: none"> • Footwear bazaar • Beauty care.

AREAS OF OPERATION

The Grand Bazaar is a large organization with branches throughout the country. Future Value Retail Limited is a wholly-owned subsidiary of Pantaloon Retail (India) Limited. This matter has been formed, focusing on the development and value of the company's current retail business scale, format department, big bazaar and food market leadership. The company has a corporate headquarters and many local officials in Mumbai.

The company operates 401 large department stores in more than 70 cities across the country. These shops are located in Agra City, Ahmedabad, Mysore, Hubli, Coimbatore, Palakkad, Calcutta, New Delhi, Durgadur, Allahabad, Ambala, Athansol, Bangalore, Bhubaneswar, Chennai, Ghaziabad, Gurgaon, Hyderabad, Indore, Lucknow, Kanpur, Mumbai, Nagpur, Nashik, Panipath, Pune, Rajkot, Surat, Thane, Trivandrum and Visakhapatnam.

Current research has been conducted at the Big Bazaar store in Hebbal, Bangalore, Karnataka.

INFRASTRUCTURE FACILITIES

The big market has an atmosphere to improve customers' shopping experience and enrich their work experience. It has advanced infrastructure. Grand Bazaar has spacious parking facilities, luggage lockers, ramps, spas, lounges, cafeterias, entertainment areas and a variety of games and activities. The store is divided into 3 parts of floor according to the nature of the product. As this shop is large enough, there are three levels and 21 departments. It has a long product range and product depth. Customers entering the store will find a variety of products that may be food, cosmetics, electronic products, clothing, furniture, etc. Due to these characteristics, it has a very good reputation, and customers who are far away from this area and other areas also go to the store.

COMPETITORS INFORMATION

More

Aditya Birla Retail Co., Ltd. is the retail arm of the Aditya Birla Group, which has 41 billion US dollars in the world's top 500 companies. In 2007, companies involved in the food and grocery retail industry.

Star bazaar

The Tata Group and its Trent subsidiary are another major player in India's retail business, Westside and Star India Bazaar. The company was founded in 1998 and has also won the "milestone" of India's largest book and music retailer.

Spar

Max Hypermarkets, the Indian SPAR franchise partner, opened its first supermarket SPAR in Bangalore in 2007.

Reliance fresh

Reliance is the largest performer in India's retail market, with 300 fresh stores, Reliance store trends and Wal-Mart stores in India's Reliance retail market are popular.

Mega Market

Located in 60 cities in India, and has a retail value of approximately 160 stores. This is one of the country's largest clothing stores and has received media attention due to its increasing popularity. It was formed by Arvind Ltd. based on the foundation established in 1996; it has grown to a large extent.

SWOT ANALYSIS

STRENGTH;

- Brand name
- Good infrastructure facility
- Good promotion strategy
- Trained employees
- Good coordination between management and employees

WEAKNESS;

- Fails to meet the target
- Lack of skilled employees

OPPORTUNITIES;

- Emerging organized retail concept

- Changing customer preferences
- Less competition

THREATS ;

- Govt rules
- MNC companies
- Domestic unorganised retailers

FUTURE GROWTH AND PROSPECTS

Future Group offers new ways to think about retail and consumer thinking in India. The future team believes that they strive to transfer research-based innovations, create value, and provide customers with a better experience. They continue to learn and adapt to customers, communities and partners to achieve sustainable business performance.

In the current fiscal year, Future Group plans to open 20 stores and 10 brand factories. The group also plans to bring its convenient chain stores, such as Big Apple and 350-750 stores recently acquired from Nilgiris.

FINANCIAL STATEMENT

YEARS	CURRENT RATIO	QUICK RATIO	TOTAL ASSETS TURN OVER RATIO
2010(12 months)	1.17	0.17	67.15

2011(15 months)	1.59	0.28	80.54
2012(18 months)	1.35	0.30	38.62
2014(12 months)	1.14	0.18	106.64
2015(12 months)	1.28	0.21	127.82

CHAPTER:2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

Customer satisfaction is a performance and expectation that has been achieved. If performance declines, the customer will be dissatisfied if the expected value and performance are satisfied by the customer and the customer is satisfied and the customer is very satisfied when the expectation is exceeded.

Small companies are struggling to meet customers who are easy to switch when better offers emerge. Those who are very satisfied are even more reluctant to switch. High satisfaction is the joy of creating a brand. Reasonable performance is the result of high customer loyalty. The small encounter is the loyalty of the customer; the company needs to establish a "brand customer experience" in addition to meeting the company's expectations and experience and customer value needs, and can also monitor the performance of competitors in the field.

For customer-centric companies, customer satisfaction is the goal of all marketing tools. That is to achieve a high degree of satisfaction with the company to ensure that their goals are achieved in the over the counter market.

Although consumer-centric companies seek to increase consumer loyalty, this principle

Objective is not to increase consumer loyalty. If organizations increase consumer loyalty by reducing costs or enhancing management, results may reduce revenue.

2.2 LITERATURE REVIEW

Gawali Ajay R (2012): The store picture is the significance of the awaited wonders, for example, contentment, trustworthiness, and customers care and different states of mind and practices are valuable. Past studies revealed that the effect of the store property, and taking them to evaluate saw benefits and states of mind. The best difficulties provoking organizations is to make a positive picture. Knowing it can be utilized to frame a positive picture of options is an imperative issue. This is to make a positive picture in the consumers psyche about the capacity is seen as a capable fulfillment and positive effect.

Bird, Michael Stephen (2010): In today's retail industry, two variables are the most Naming parts, naming storefront images and consumer loyalty the destructive lion's share of change in the use case, lifestyle, and economy overall enables retailers to consider both machines and their relationships to gain more benefits and overall diligence. The study sought to discover the relationship between store image characteristics and promoters' loyalty to retail locations. In this regard, Malaysia's 7-Eleven store has been selected for the relationship, and to find out which image potential has a huge impact on consumer loyalty.

Fowler and Smith (2001): This seems to achieve two purposes: to strengthen the test of the usefulness of the relationship between the picture store characteristics and consumer loyalty in the Greek business sector environment, and to investigate the store picture characteristics and consumer loyalty. Across a variety of customer groups. The text about important store picture attributes was systematically checked. After examining the construction legitimacy of the characteristics of the shop pictures in consideration of checking for the confirmation variables, a way display indicating the relationship between the shop picture characteristics and the consumer loyalty is evaluated.

Dyba and Dingsoyr (2008): The research validation model suggests that the plainness of store planning and shopping is related to the maintenance of customers. Through an interval

approach, the store's profile and simplicity of shopping impact can be implemented in the store, thus affecting the customer's preservation. Using basic mathematics to demonstrate the program, the information is analyzed to clarify the interrelationships among the variables in the model. The result of an accurate analysis of the store customer's instance reveals the outline of the store and the simplicity of the shopping, affecting the customer's maintenance in the circuitous path through the customer's view of the store's satisfaction.

Maruping (2009): Consumer management considerations because it is a way to increase consumer reliability and care. Managing the links between suppliers' behaviors, the customer cooperation practices that result from these disposals, and the mentality that these practices generate among customers have become a ruthless critical inspection area for the purpose of expanding customer care.

Port, Stephen (2009): With increasing opposition and deregulation, retail banks are looking for technology to differentiate their customer-perceived services and achieve a high level of customer satisfaction and reliability. Due to the greater impact of economic services on customer welfare and the important role of bank sales personnel in this regard, ethical sales Behavior plays a dynamic role as a source of customer satisfaction with bank services and fidelity. This study examines the range of ethical activities of bank employees and how they influence customer satisfaction and reliability levels.

Chan, Frank KY; Thong, James Y L (2009): The inspiration behind this exploration is to change the satisfaction of the customer and the staff to unbalanced satisfaction by respecting transactions, thus changing the reputation of the United States for commodity retailers. The patented information of 125 stores in the United States claimed to promote the retailers. The customer and worker information is an assessment of the company in 2000 and 2001. More than 34,000 customer surveys and more than 3,900 worker opinion surveys were collected for research.

Karin; Khalil, Sabine (2016): This study shows the different attributes of the tax-refunded retail environment and the overall state of mind for discounted retail locations, considered to be theoretical and global image market segments, affecting purchaser fulfillment and shopping Performers, thus affecting store loyalty

Bird, Michael Stephen (2010); The purpose of this article is to examine the comparative role. Through reflection and feelings to play a role in the growth of consumer satisfaction in the retail environment. Adopted experimental design. The research members were then submitted to one of the two implementation cases, describing another situation involving anonymous retail locations, one of which described a pleasant test and one of which depicted executive disappointment.

Larson, Lahn; Chang, Victor (2016): This study examined the relationship between Store and brand equity. The main issue is the type of connection between Store's brand equity and customer satisfaction.

Kidmore (2014): The motivation behind this wide-format advertisement is to assemble and examine the ideals of the store brand label's influence on management characteristics and consumer loyalty. Finally, the invader of sawing features may be the x factor. It also believes that each of the three constraints is seen as a constraint in the unwavering customer-to-store brand. Turkey demonstrates decomposition through basic comparisons to test and measure the interrelationships in the pre-defined models.

Muntean, Miheale (2013): This study investigates consumer loyalty by studying the performance of retail focus levels rather than the more customary project/administrative level or store level. The basic mathematical representation method was used to experimentally test the structure of consumer loyalty in terms of retail focus. The results support the retail loyalty level of consumer loyalty judgments. Make recommendations and approve ongoing exploration.

Violino, bob. (2011): The results of the survey study found consumers' perceptions of different retail products. As a creative country, consumers and retailers are inferring how to change according to another business sector structure, which provides a special environment for such research. Consumers' impression of promotion and customer management is of dignity to the quality and general satisfaction of private shops, booths, and open business sector businessmen in the same area.

Grigera, Julián; Rossi, Gustavo (Jun 2014): The purpose of this paper is to differentiate the quality of the site that influences the customer's assessment and satisfaction of the virtual store in two related focuses - the request is still satisfied when the request is made next. The information collected by bizrate.com was used to collect information from a large number of online shop consumers. The survey focused on the adjustment of the relationship between website attributes and customer evaluation.

Pedersen, Mitra (2013) ; After criticizing consumer loyalty assessments, a paper provides specific content about the survey project to assess the enterprise's similar attitude towards consumer loyalty. These findings are based on an overview with advocacy managers in 86 expansionary (more than 25 outlets) UK retail and trade interest associations. Most of the superiors are aware of the deficiencies of using consumer loyalty alone, and in this way, puzzle shopping and employee profiles are often used to amplify the consequences of consumer loyalty analysis.

Leite, Marco (2016): The retail department store framework examines the links between service quality, customer satisfaction and store loyalty. Two complementary models verifying this internal relationship have been validated.

Bose, Indranil (2008): The study used Dickson's system as a starting point and realized that a man's harbinger was a precursor to the performance of the store and a man. More importantly, people are concerned about trust and obligations, because these developments are to a large extent considered to be the necessary relationship between basic performance relationships and reliability.

Xiaodan, Patter (Aug 2014): This article provides exclusion of class administrative rehearsals and their relative influence on consumer loyalty, excluding Kuwaiti basic demand retail sales. A category management key variable model that incorporates six variables was tested in a Kuwait-supervised superstore. Graphical exploration methods based on a quantitative inspection program (including poll-based instructions) were used to collect information from 309 Kuwaiti customers. Findings show that consumer loyalty is driven to a large extent by the types of projects, project availability, and customer management.

Bishop, David Decker, (2016): This article assumes the establishment of a model to be incorporated. Mental self-concept compatibility, thinking conditions, performance and simplification of their part of the behavioral perspective. This is followed by a numerical study that falls into two phases to clarify the scale of self-consistency. Using achievements to lead an exploratory examination of the design model of behavioral goals. Perfect psychological self-consistency has a stronger direct impact on temperament than true rational self-image. Of course, there are authorizations in this study that are correct or implicit in affecting the customer's self-consistency, attitude, and satisfaction.

McCovey, John (2009): The inspiration behind the research was to examine the impact of organizational quality, satisfaction, trust, and store certainty in the context of the transaction. Each of these variables has important implications for store execution, measured with money-related indicators or business units. The content included in the overview measures the variables of the study and the demographic characteristics of the illustration. Use collaborative component surveys and basic comparative demos to evaluate the guesswork of the relationship between classic developments.

Zetlin, Minda (Mar 12, 2012); With the country's currency heightening and healthy living development, the role of dairy industrial companies is crucial in this expansion. In Pakistan's over-concentrated markets, the well-planned dairy business faces the difficulties of continuous mobility and attracting new customers. The purpose of this study is to listen to the characteristics of retail store sales staff in the distinctive population in Lahore, Pakistan.

Senapa, Srinivasan (Jun 2012): This study did not carefully study the performance and loyalty of other sources, such as the apparent value and the quality of provision. Design / Methodology / Methodology - Project Exploratory Factor Analysis of Customer Service Classification. Because there is no important theoretical verification factor analysis according to the mall customer service classification does not apply. The development of the research model shows the relationship and customer service test results through multiple regression analysis. Survey Results - As a result of this survey, customer service variables are divided into eight areas. Only four of them affect satisfaction and reliability.

Netmeyer, Richard G; Hilman, Carrie M; Maxxham, Jame G(Dec 2012); We study a brand new concept of in-store boutiques to understand how they affect store performance and customer spending. At the store + level, increase the store performance of the in-store boutique 3. At the consumer level, consumer perceptions of consumer brands for brand consumption are negative. The perceived fit between the two brands is positively correlated with consumer spending on the two brands. At the highest level of appropriateness, consumption is affected by the parent brand; new concepts have a negative impact on consumption.

Wright, Gerald P (2013): The study helps to know the link between image attributes and hypermarket customer satisfaction. It decided to make up for supermarkets and their attributes. The picture group is a variable factor and evaluates the image of consumer satisfaction affecting attributes. We conducted quantitative studies through quotas and low-income groups in urban areas. These groups were from Campo Grande, in the southwest of Brazil, responsible for the procurement of supermarket products, and 400 people from their families.

Cao, Dac-Buu (2006): Compared with traditional professional grocery store Customer fulfill the point of view. Research survey to determine the quality of each store Format Store satisfaction with the largest product categories, price, quality, service and other store Attributes. Mail surveys were sent to professional and traditional grocery store sample customers. High-performance retailers are increasingly focused on increasing the value of consumer efficiency.

McQuitty, Shaun ; Shanahan, Kevin; Pratt, Eric. (Mar 2000); About changing retail The environment affects the customer's satisfaction with the following situations. Incredibly, after the implementation of the change, it was found to be successfully completed, although the change was to respond to the customer's dissatisfaction. In this case, identify the analysis to reduce congestion because the decline in customer satisfaction is the most likely reason. In some cases, congestion is seen as an advantage and can interact with customers and customers to promote positive employee customers.

Congestion management and congestion issues discuss the effect that the environment has been used because useful excellence is relevant to retailers

CHAPTER:3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

"A STUDY ON CUSTOMER ATTITUDE TOWARDS PRODUCT AND SERVICES OFFERED BY BIG BAZAAR"

The topic is taken for understanding the customer attitude towards product and service offered by big Bazaar . The research is also focused towards finding several reasons affecting attitude and dissatisfaction towards the various services given by big Bazaar.

3.2 NEED FOR THE STUDY;

Under today's conditions, customers are facing a comprehensive selection of different brands of products and services. They carry out variety improvement based on the satisfaction of brand, quality, service and value.

In order to retain existing customers, it is very important for the organization to find the level of consumer preference for the organization's products and services. Therefore, a study was conducted to understand the attitude of customers in the large market .

3.3 OBJECTIVES;

- To study features related to customer attitude
- To know the attitude of customers towards big bazaar
- To Classify all aspects that lead to customer attitudes.
- To Various interventions can be improved through customer attitudes

3.4 SCOPE OF THE STUDY;

This research helps to know the level of customer attitude. The study is moved out at mallechwaram store of Big Bazaar, Bengaluru. . The study covers 100 customers of big bazaar.

3.5 RESEARCH METHODOLOGY;

Exploratory: This study was conducted for undefined topics or topics that have not yet been clearly defined. This study helps to understand the best topics for research design.

Data collection

Primary data:

This data is the cradle for gathering information through queries. The technology that collects raw data for research is to collect information from respondents by the following methods

Primary data required for the study was collected by using survey method

Detailed Primary Field Survey:

The primary data was collected through the response for questionnaires distributed by the researcher.

In **Secondary data** : Secondary data means collecting information from existing data, this data already company collected for own use. The following are the way of collecting secondary data are;

- Company manuals

- Company website

Sampling Technique: convenience method used for the sampling

Convenience sampling method helps to collect the sample. when customers are visiting the store were approached for the information .The data collected from the customer is important for primary data study.

Sample size: 100 response are taken as sample size for this study.

Analysis: The raw data was gathered by respondents who provided the tables and charts. Taking into account the ideas presented, innovative surveys, some of these charts, bar charts, etc. are under development in the research section.

Research Tool: Designed questionnaire with closed ended questions was gather to the information from the respondents

Data collection tool: A questionnaire containing a set of questions was given to respondents for their responses. Questionnaires were circulated personally to the single consumers. Precaution was taken to make them ease so that, they answer to all without any mix-up.

3.6 LIMITATIONS;

- Respondents showed hesitancy towards giving data and this might be upshot in subjective bias.
- The outcome of the study is anticipated only to the information delivered by the respondents.
- Time was a key factor.
- This study sample is inadequate only to the big bazaar, malleshwaram store.

CHAPTER;4
ANALYSIS AND INTERPRETATION

ANALYSIS AND INTERPRETATION OF THE DATA:

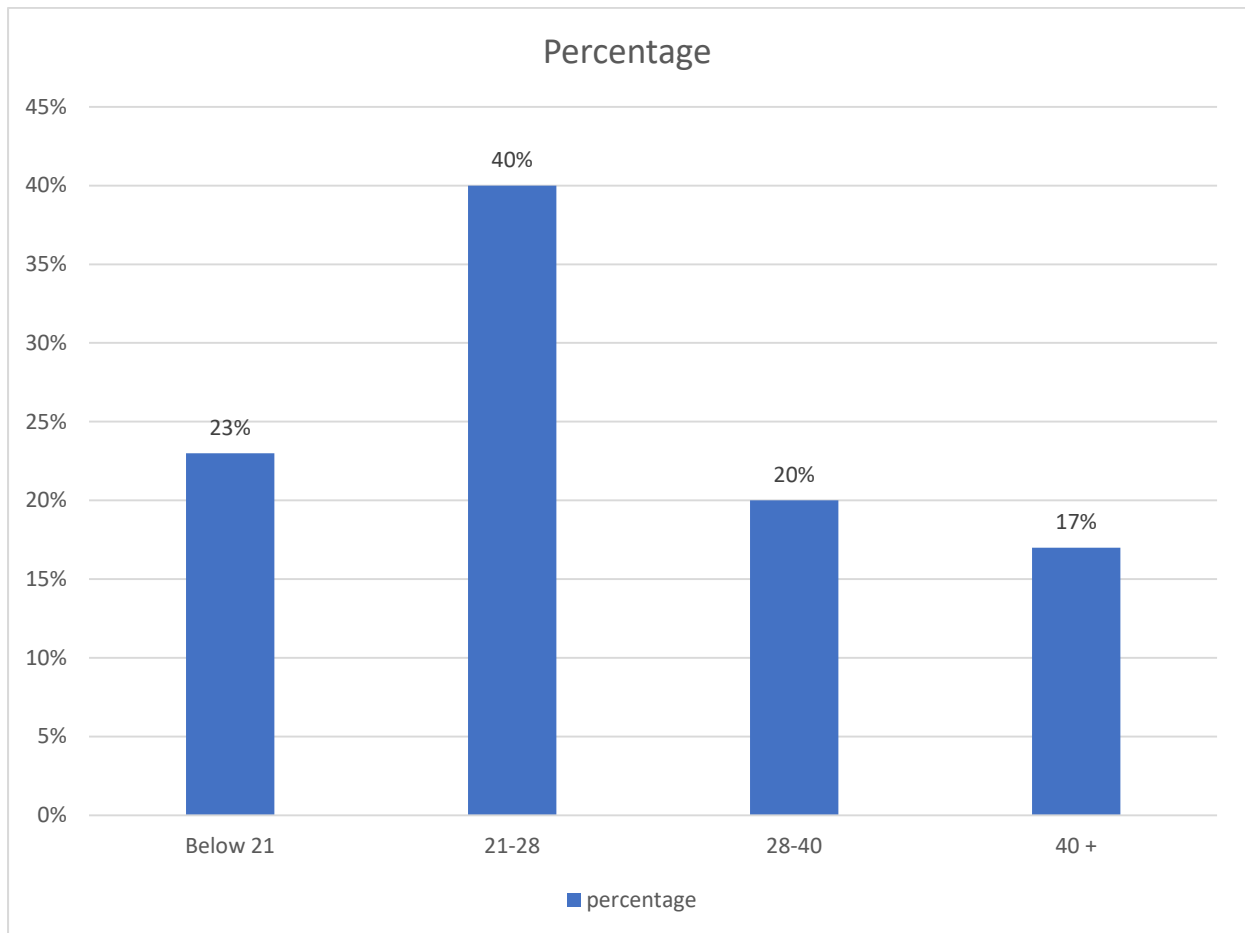
Table 4.1; Showing age wise arrangement of respondents.

Particular		No' of Respondents	Percentage
A	Below 21	23	23%
B	21-28	40	40%
C	28-40	20	20%
D	40 +	17	17%
	Total	100	100

Analysis:

From the above study we can find that 23% of respondents are below the age of 21 years, 40% of respondents are 21 to 28 years of age, 20% of respondents were between the ages of 28 to 40 years, 17% of the respondents were above 40 years

4.1; Showing the age wise arrangement of respondents.



Interpretation:

Major percent of the respondents are between age group of 21-28, followed by those below 21 years of age. By this we can find that Big Bazaar attracts more on more young age people.

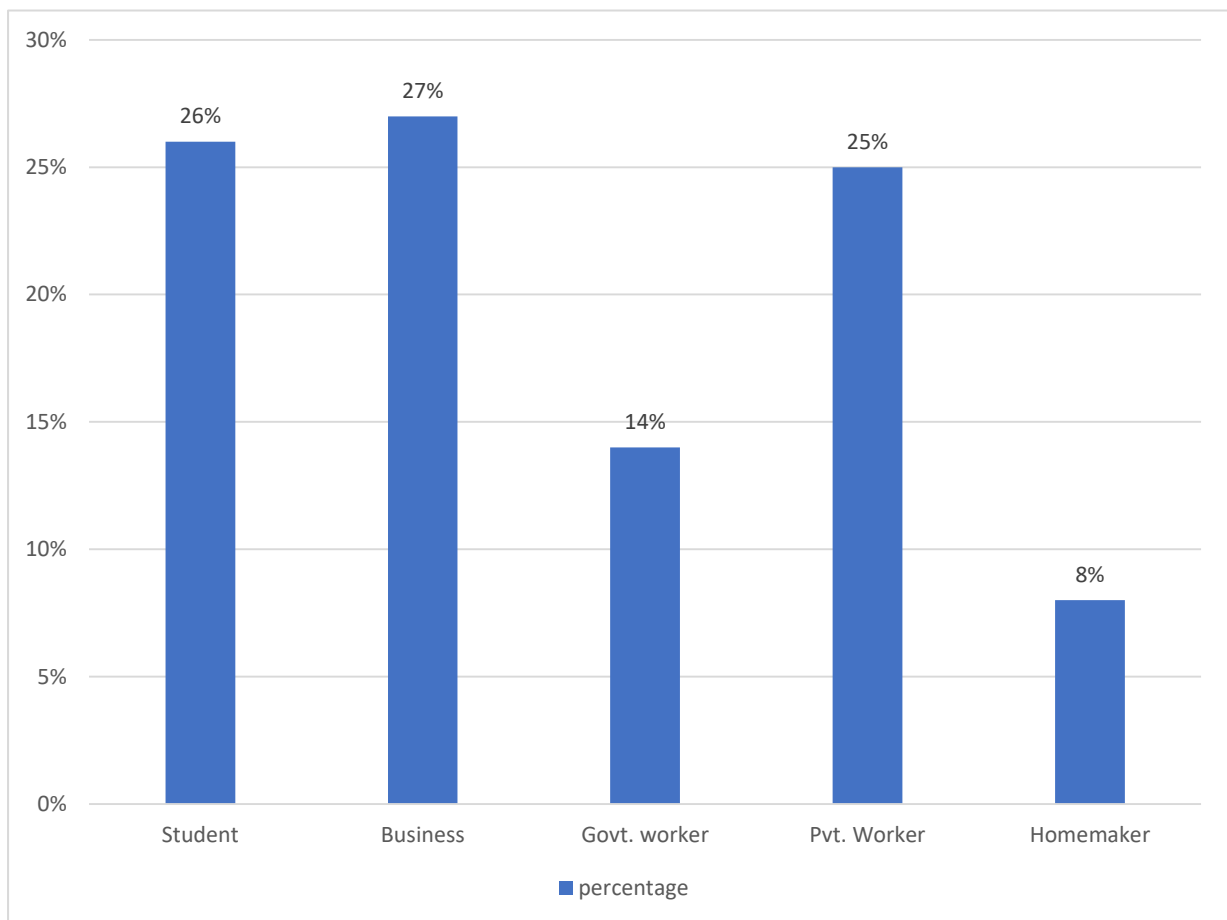
Table 4.2: showing classification of respondents based on work.

Particulars		No of respondents	percentage
a	Student	26	26%
b	Business	27	27%
c	Govt. worker	14	14%
d	Pvt. Worker	25	25%
e	Homemaker	8	8%

Analysis:

Here out of total respondents collected 27% of respondents are having own business, 14% of respondents are from govt. employees, 26% respondents are students, 25% of respondents are from private Employees and 8% are home maker

4.2; showing the distribution respondents on the basis of work



Interpretation:

By this we can conclude major portion of the respondents are students, followed by own business.

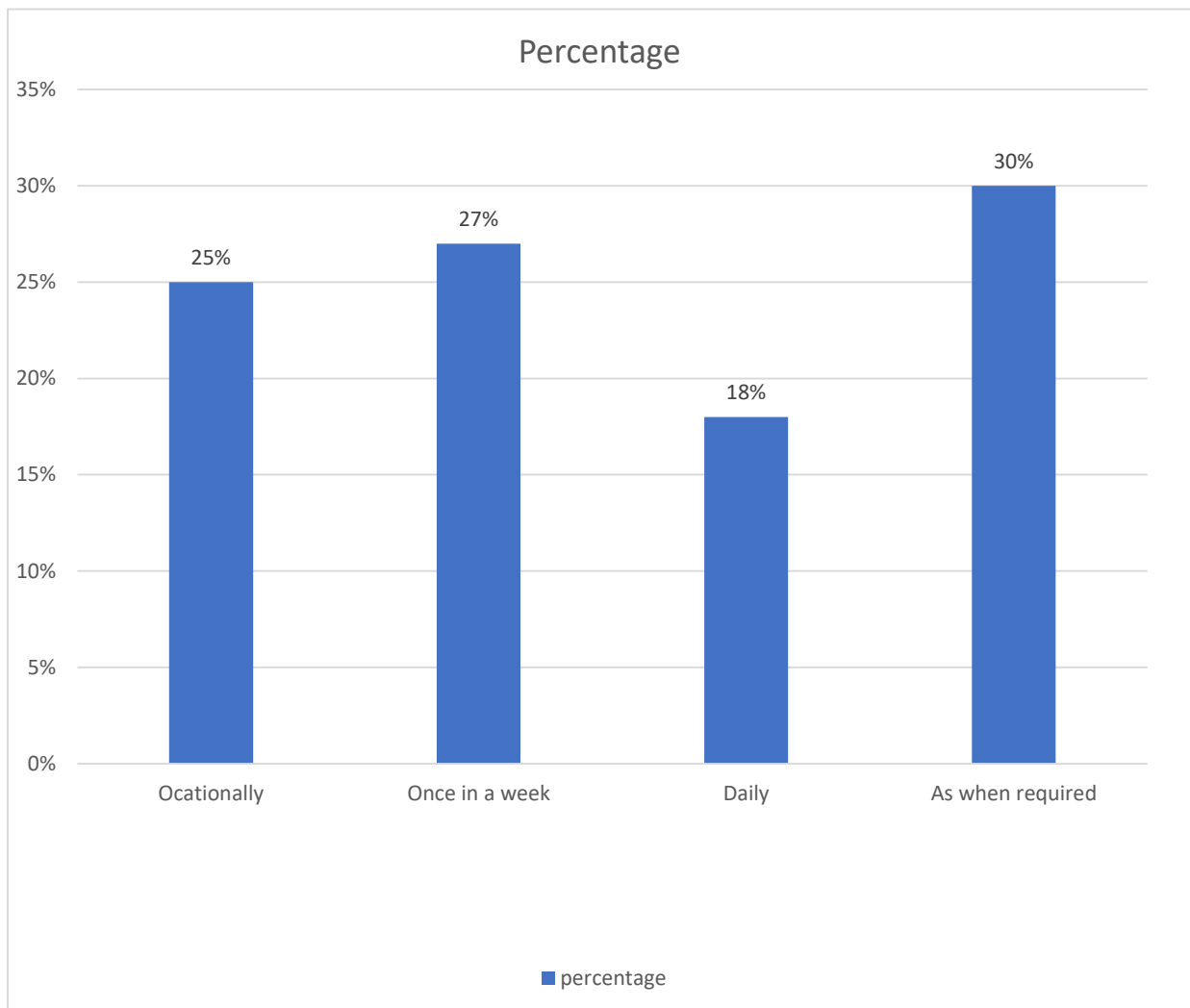
Table 4.3: showing classification of respondents based on how often they visit Big Bazaar

	No's of respondents	percentage
Occasionally	25	25%
Once in a week	27	27%
Daily	18	18%
As when required	30	30%

Analysis:

We can see that 25% of respondents visit big bazaar occasionally, 27% of customers visit big bazaar once in a week, 18% of respondents visit big bazaar daily & 30% of respondents visit big bazaar during as when required only.

4.3; Showing the distribution of respondent on the basis how often they visit big Bazaar.



Interpretation:

Hence we can conclude that major portion of the respondents visit Big Bazaar during when required only, followed by those who visit daily.

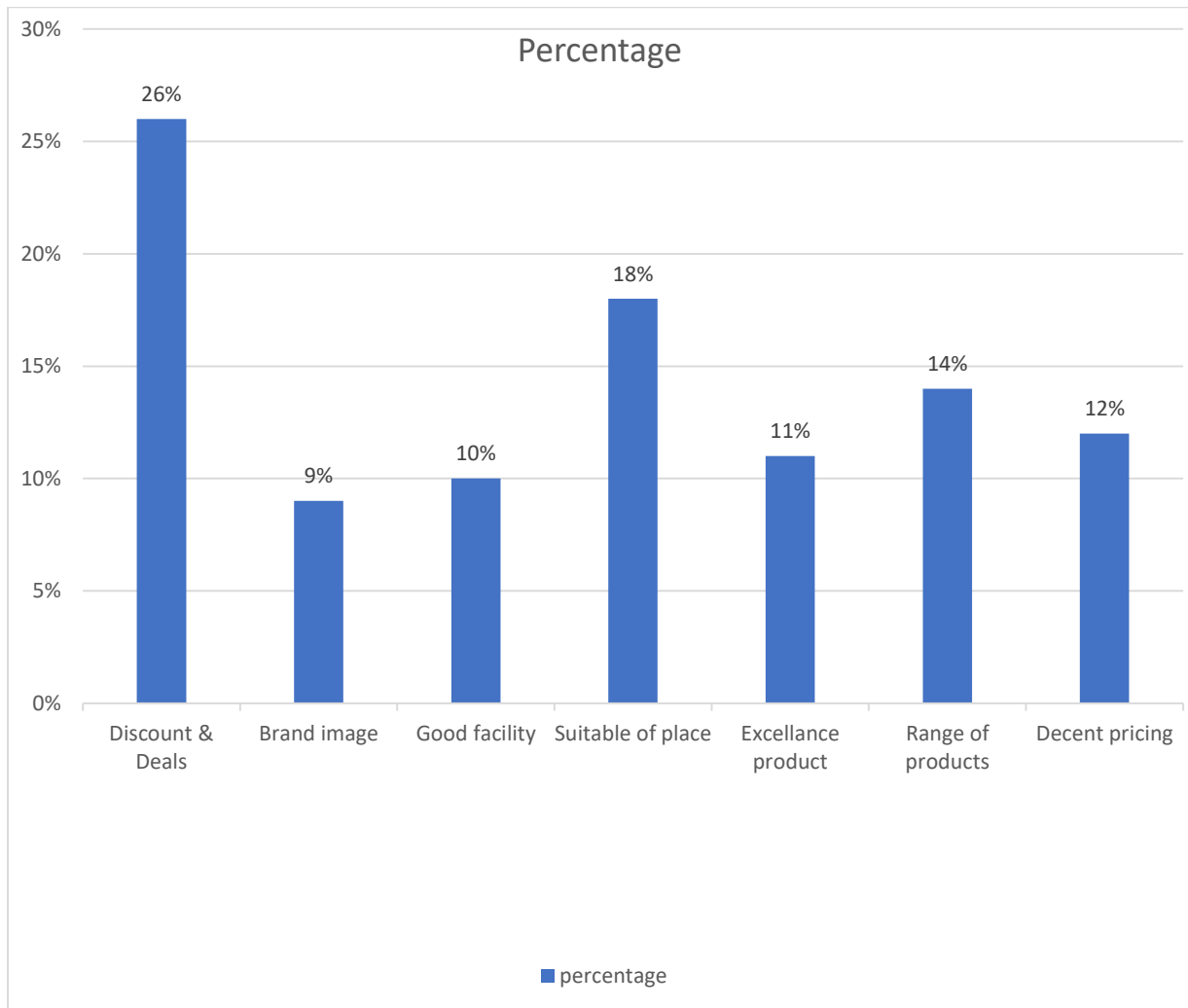
Table 4.4: showing factors which attract consumers to shop at Big Bazaar.

	Particulars	No 'of new consumers	percentage
a	Discount & Deals	26	26%
b	Brand image	9	9%
c	Good facility	10	10%
d	Suitable of place	18	18%
e	Excellance product	11	11%
F	Range of products	14	14%
g	Decent pricing	12	12%

Analysis:

The study shows 26% of respondents attracted by discounts and deals, 18% of new consumers attracted by suitable of place, 9% of respondents attracted by the brand image, 11% of respondents attracted by excellence products, 14% of respondents are attracted by range of products, 10% of respondents are attracted by good facility & 12% of respondents are attracted for decent pricing.

4.4; Showing distribution of respondent on basis of attraction,



Interpretation:

By this we can tell that major portion of the respondents are attracted by discount & deals, followed by suitable of place.

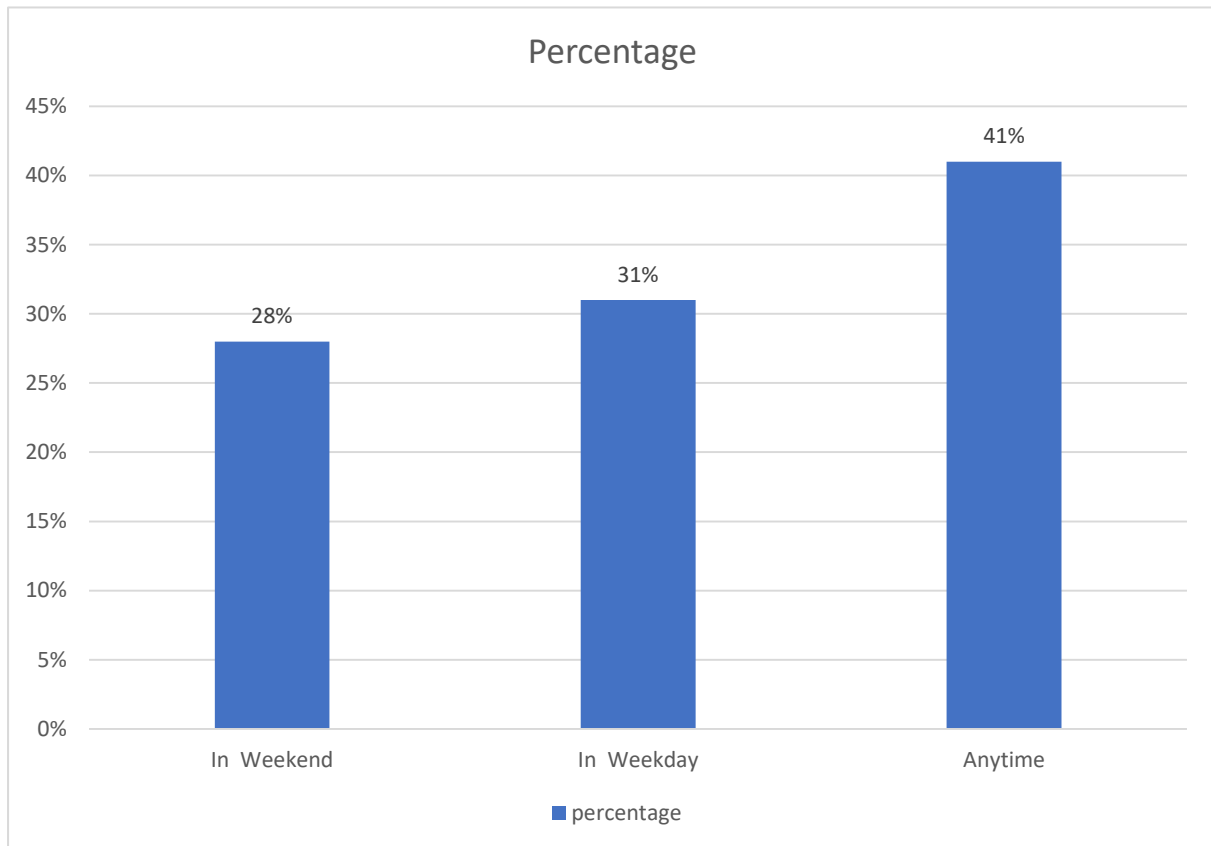
Table 4.5: Showing classification of respondents wish to visit Big Bazaar to shop.

Particulars		No' of Respondents	percentage
a	In Weekend	28	28%
b	In Weekday	31	31%
c	Anytime	41	41%

Analysis:

We can see 28% of respondents shop at big bazaar during in weekend, 31% of respondents shop at big bazaar during in weekday & 41% of respondents shop at bag bazaar during anytime

4.5; Showing distribution of respondent on the basis of wish to visit big Bazaar.



Interpretation:

Major portion of the respondents shop at Big Bazaar during anytime of the week, followed by during weekdays.

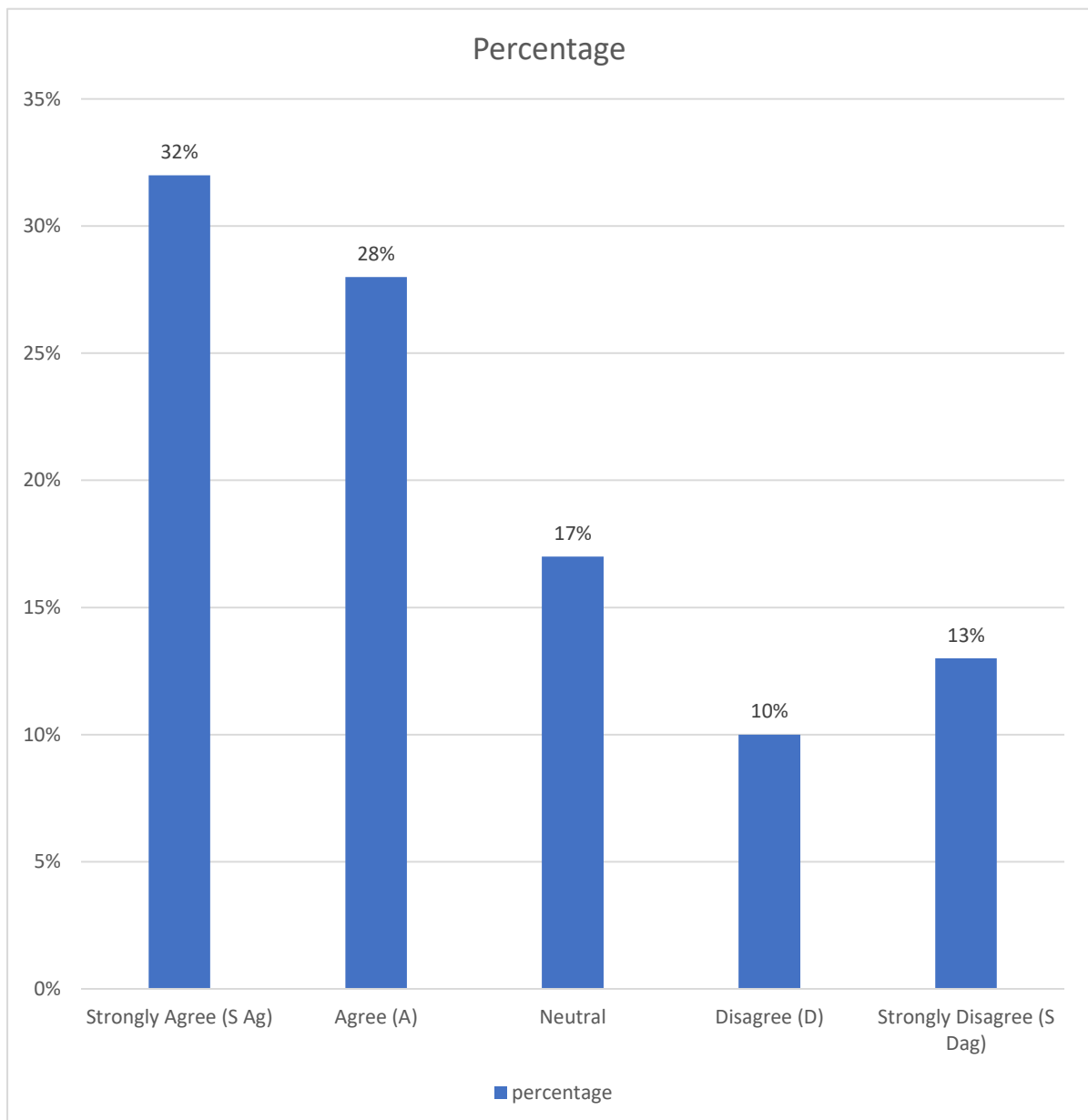
Table 4.6: Showing whether the respondents visit big bazaar only on the days of offers.

Particulars		No' of respondents	percentage
a	Strongly Agree (S Ag)	32	32%
b	Agree (A)	28	28%
c	Neutral	17	17%
d	Disagree (D)	10	10%
e	Strongly Disagree (S Dag)	13	13%

Analysis:

From the study 32% of respondents strongly agree visiting big bazaar on days of offers only, 28% of respondents agree visiting big bazaar on days of offers only, 10% of respondents strongly disagree visiting big bazaar on days of offers, 10% of respondents disagree visiting big bazaar on days of offers only & 13% neither agree or disagree visiting big bazaar on days of offers.

4.6; Distribution of respondent on the basis of shops offers.



Interpretation:

Major portion of the respondents strongly agree regarding visiting big bazaar on days of offers only, followed by those who visit on days of offers only.

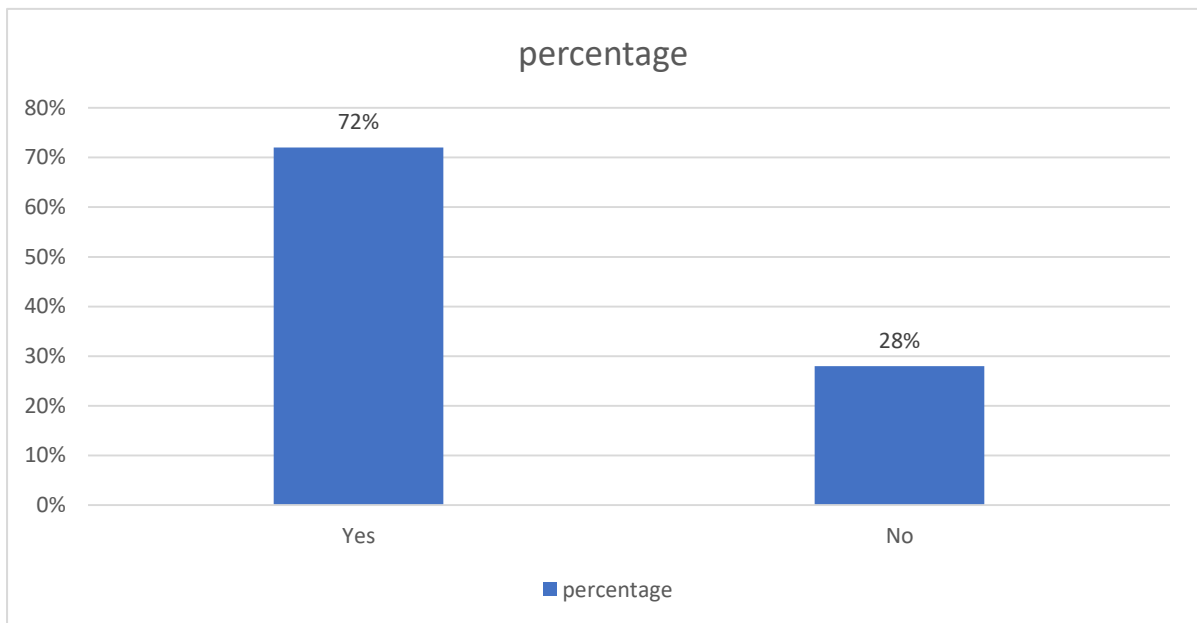
Table 4.7: Showing whether the respondents are aware of different offers at Big Bazaar.

Particulars		No' of respondents	percentage
a	Yes	72	72%
b	No	28	28%

Analysis:

Study show how much percent of people aware about the different offers at Big Bazaar, 72% of respondents are aware about the different offers at Big Bazaar & 28% of respondents are not aware about the different offers at Big Bazaar.

4.7; Distribution of respondent on the basis of aware of the shops offer.



Interpretation:

Hence major portion of the respondents are aware of offers at Big Bazaar, followed by those who are not know of offers at Big Bazaar.

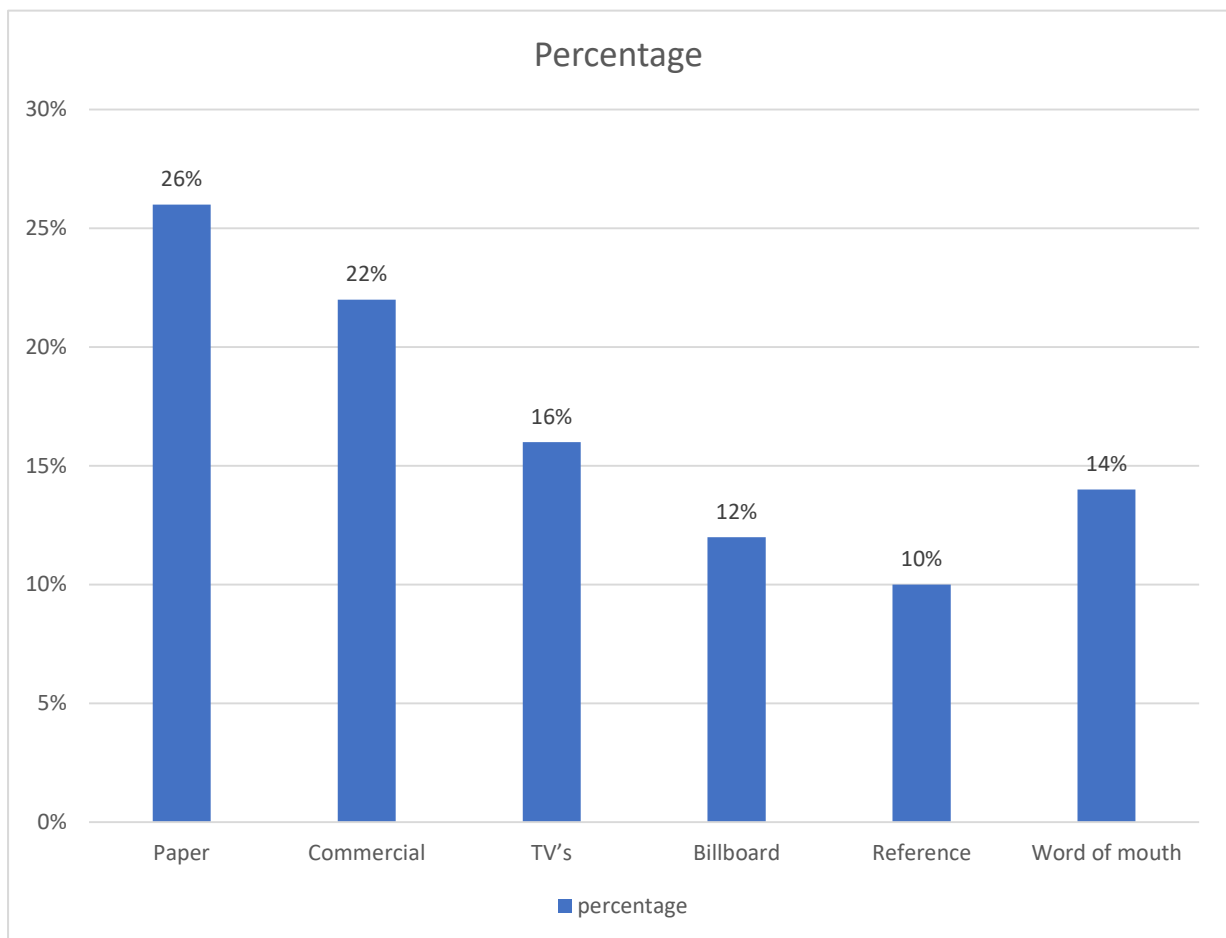
Table 4.8: Showing the sources of awareness regarding the offers at Big Bazaar.

Particulars		No' of respondents	percentage
a	Paper	26	26%
b	Commercial	22	22%
c	TV's	16	16%
d	Billboard	12	12%
e	Reference	10	10%
f	Word of mouth	14	14%

Analysis:

Here 26% of respondents are aware of offers at big bazaar through paper, 22% of respondents are aware of offers at big bazaar through commercial, 16% of respondents are aware of offers at big bazaar through TV's, 12% of respondents are aware of offers at big bazaar through billboards, 10% of respondents are aware of offers at big bazaar through reference & 14% of respondents are aware of offers at big bazaar through word of mouth.

4.8;Distribution on the base of source of awareness of the offers.



Interpretation:

Hence major portion of the respondents are aware of offers at Big Bazaar through Newspaper, followed by Advertisements.

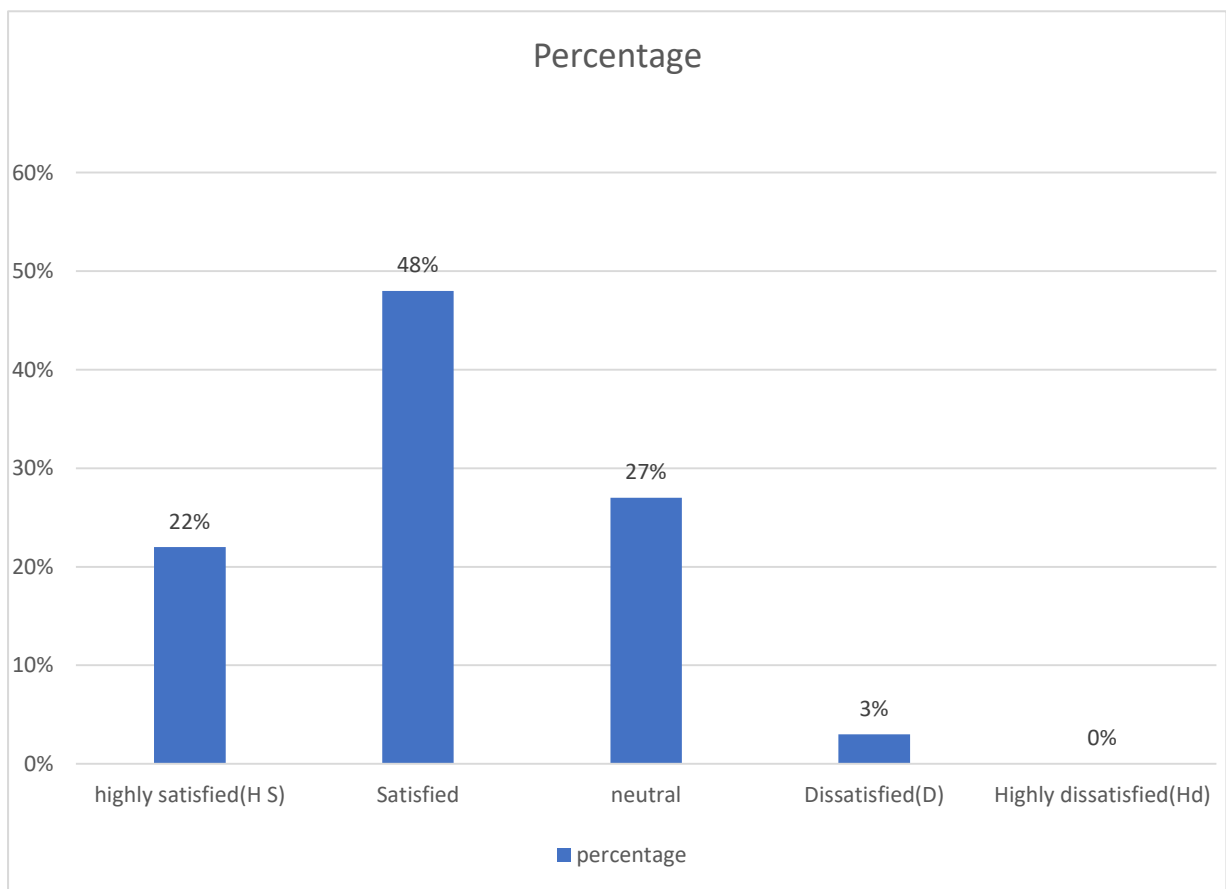
Table 4.9: Showing classification of respondents regarding the satisfaction with the offers at Big Bazaar.

particulars		No. of respondents	percentage
a	highly satisfied(H S)	22	22%
b	Satisfied	48	48%
c	neutral	27	27%
d	Dissatisfied(D)	3	3%
e	Highly dissatisfied(Hd)	0	0%

Analysis:

Here 22% of customers are more satisfied with the offers at Big Bazaar,48% of respondents are only satisfied with the offers at Big Bazaar,27% of customers neither Satisfied nor dissatisfied with the offers at Big Bazaar, 3% respondents are dissatisfied with the offers at Big Bazaar and 0% customers are highly dissatisfied with the offers at Big Bazaar

4.9; Distribution of customer on the basis of satisfaction regarding offers.



Interpretation:

Hence we see that major portion of the customers are satisfied with the offers at Big Bazaar, followed by those who are neutral to the above statement

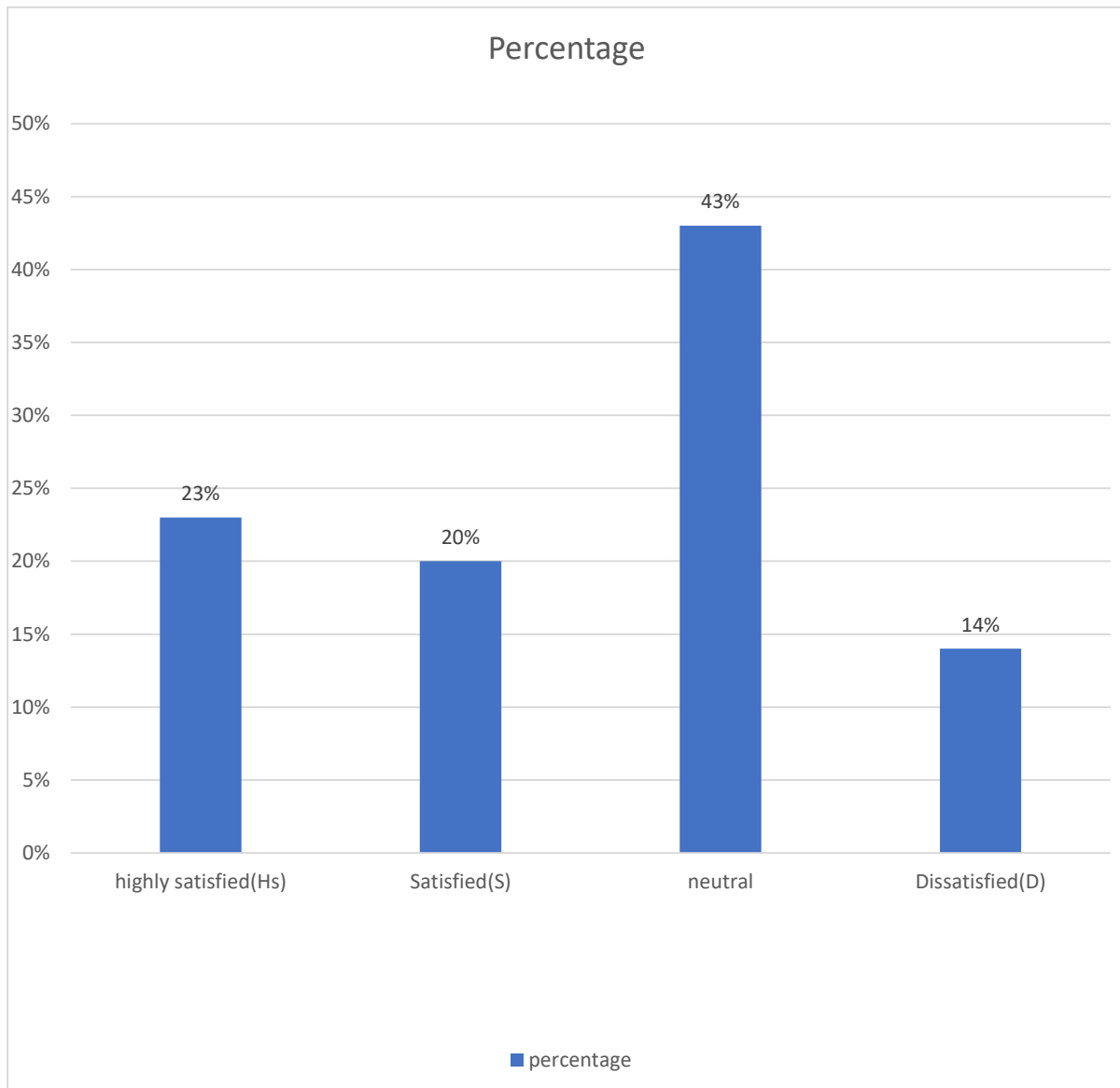
.Table 4.10: Showing classification of respondents regarding satisfaction with the Ambience at Big Bazaar.

particulars		No. of respondents	percentage
a	highly satisfied(Hs)	23	23%
b	Satisfied(S)	20	20%
c	neutral	43	43%
d	Dissatisfied(D)	14	14%

Analysis:

Here 23% of respondents are highly satisfied with the Ambience at Big Bazaar, 20% of respondents are only satisfied with the Ambience at Big Bazaar, 43% of respondents are neither satisfied, nor dissatisfied with the Ambience at Big Bazaar & 14% of respondents are dissatisfied with the Ambience at Big Bazaar.

4.10; Distribution of respondent on the base of satisfaction regarding ambience at big Bazaar.



Interpretation:

Hence we see that major portion of the respondents are neither satisfied nor dissatisfied with the Ambience at Big Bazaar, followed by those who are highly satisfied.

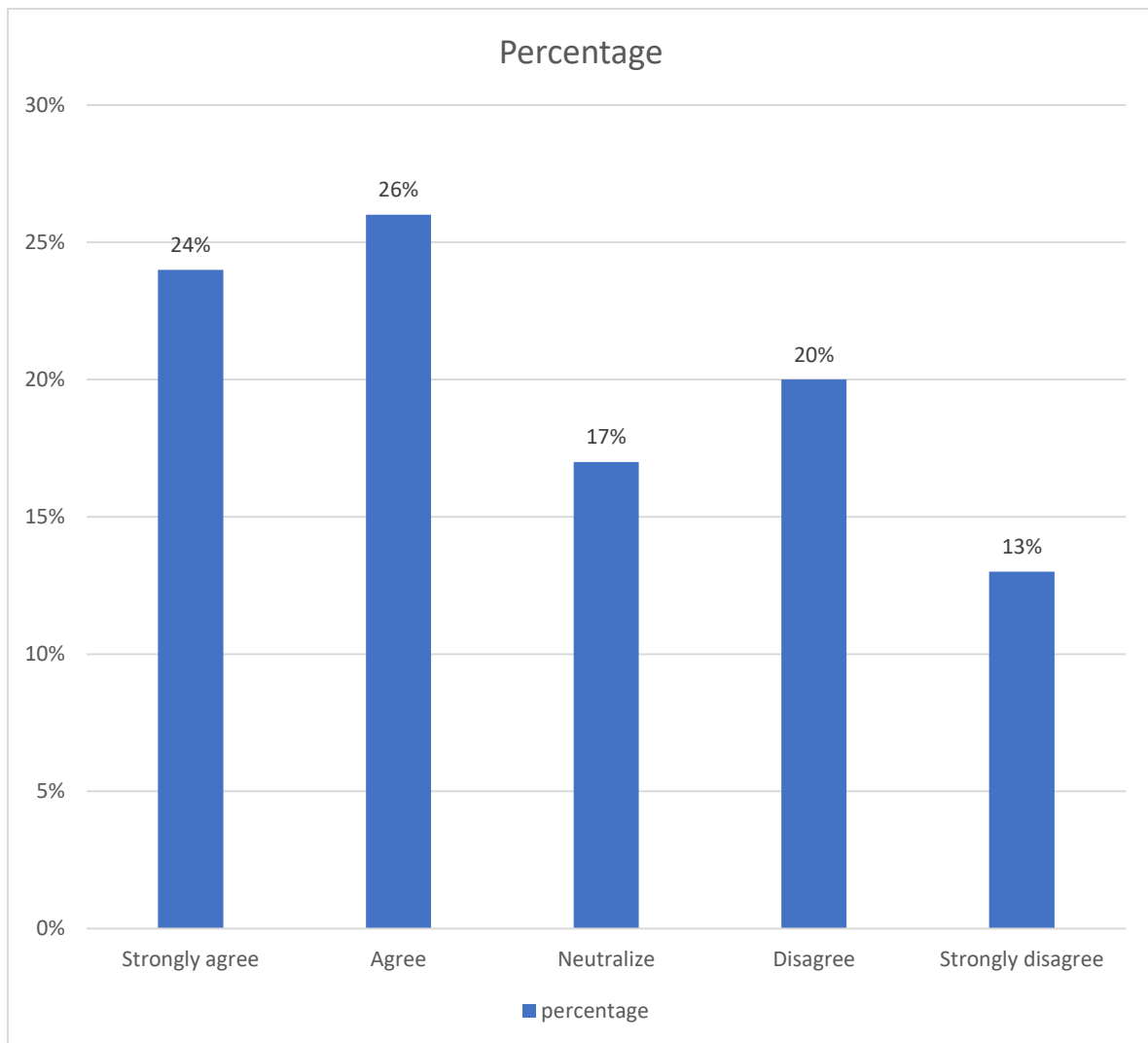
4.11: Showing whether the respondents believe that Big bazaar is a one stop shopping destination.

particulars		No. of respondents	percentage
a	Strongly agree	24	24%
b	Agree	26	26%
c	Neutralize	17	17%
d	Disagree	20	20%
e	Strongly disagree	13	13%

Analysis:

From the study 24% of respondents strongly agree that Big bazaar is a one stop shopping destination, 26% of respondents agree that Big bazaar is a one stop shopping destination, 17% of respondents Neutralize that Big bazaar is a one stop shopping destination, 20% of respondents disagree that Big bazaar is a one stop shopping destination & 13% of respondents strongly disagree that Big bazaar is a one stop shopping destination.

4.11 ; Distribution of respondent on the base of big Bazaar is one stop destination.



Interpretation:

Hence we see that major portion of the respondents agree that Big bazaar is a one stop shopping destination, followed by those who respondents strongly agree to the same.

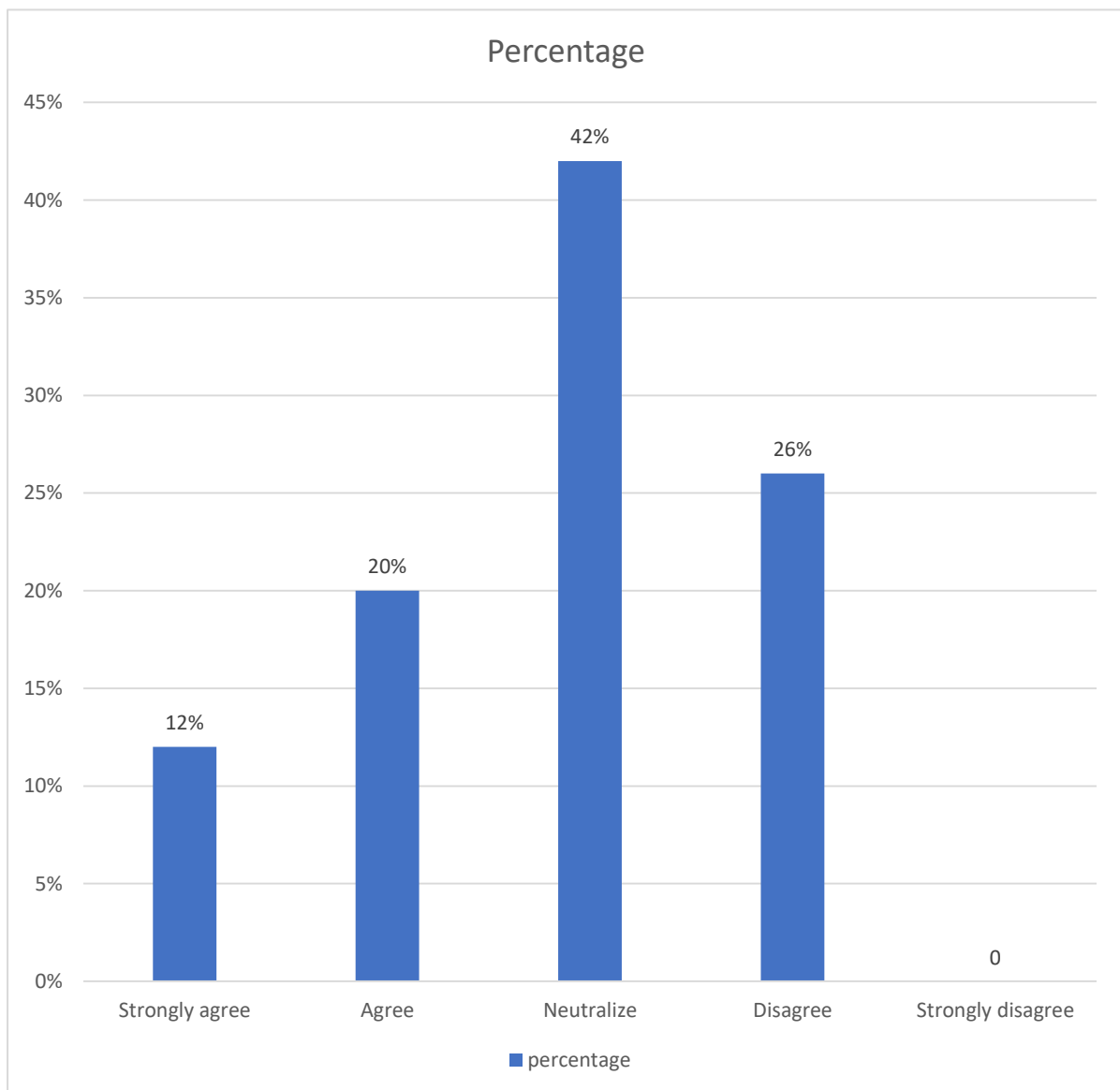
Table 4.12: Showing whether the pricing at Big bazaar is reasonable.

particulars		No. of respondents	percentage
a	Strongly agree	12	12%
b	Agree	20	20%
c	Neutralize	42	42%
d	Disagree	26	26%
e	Strongly disagree	0	0

Analysis:

From the study 12% of respondents strongly agree that pricing at Big bazaar is reasonable, 20% of respondents agree that pricing at Big bazaar is reasonable, 42% of respondents are neutral and 26% of respondents disagree to the above statement.

4.12; Showing whether the pricing at Big bazaar is reasonable



Interpretation;

Hence we see major portion of the respondents are neutral about pricing at Big bazaar being reasonable, followed by those who disagree to the same.

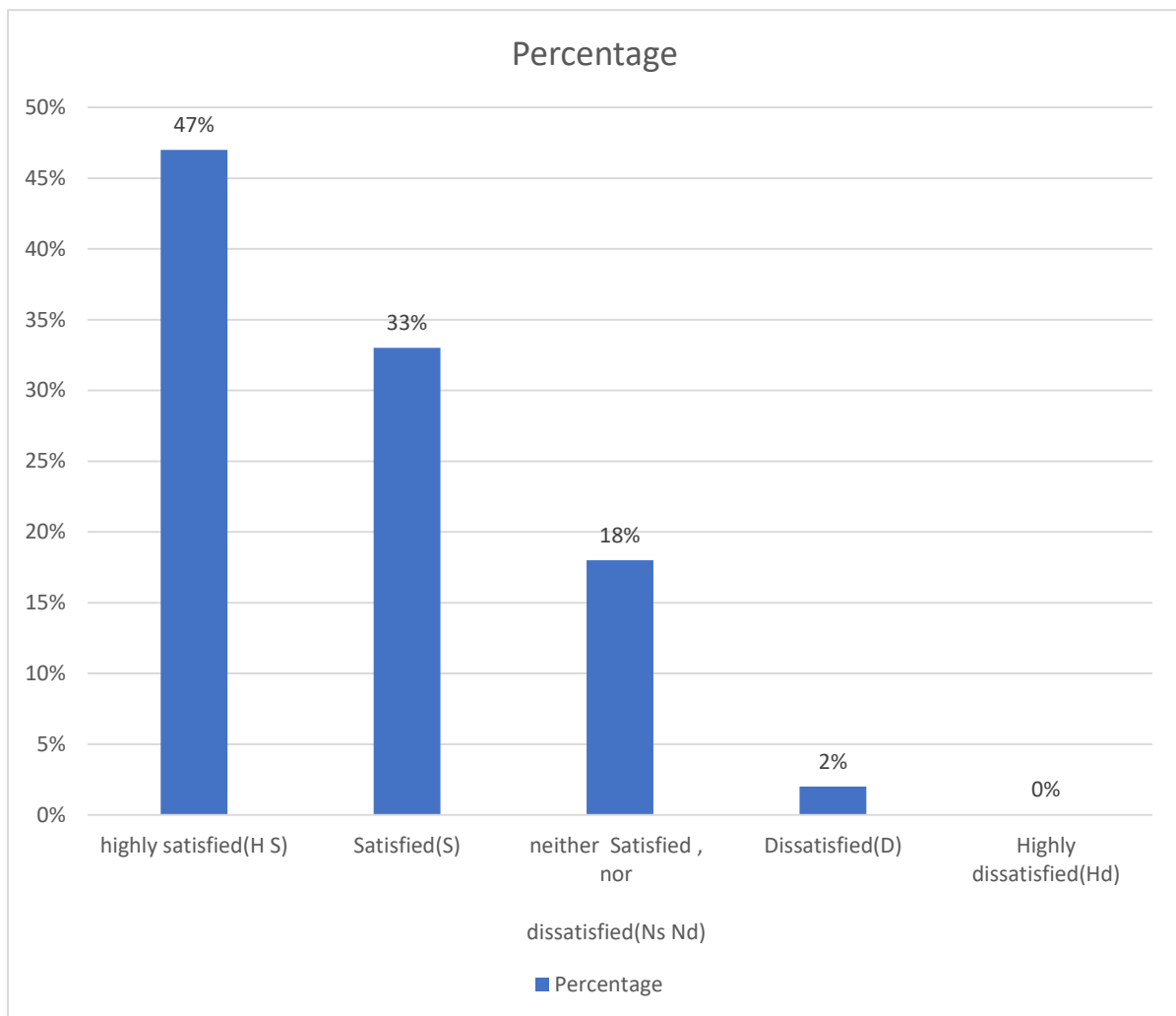
Table 4.13: Showing whether the respondents are satisfied with the products and services offered by Big bazaar.

particulars		No. of respondents	Percentage
a	highly satisfied(H S)	47	47%
b	Satisfied(S)	33	33%
c	neither Satisfied , nor dissatisfied(Ns Nd)	18	18%
d	Dissatisfied(D)	2	2%
e	Highly dissatisfied(Hd)	0	0%

Analysis:

Here 47% of respondents are highly satisfied with the product and service offered by big bazaar, 33% of respondents are only satisfied with the product and service offered by big bazaar, 18% of respondents are neither satisfied nor dissatisfied with the product and service offered by big bazaar.

4.13; Distribution regarding product and service offered by big Bazaar.



Interpretation:

Major portion of the respondents are highly satisfied with the product and service offered by big bazaar, followed by those who are satisfied

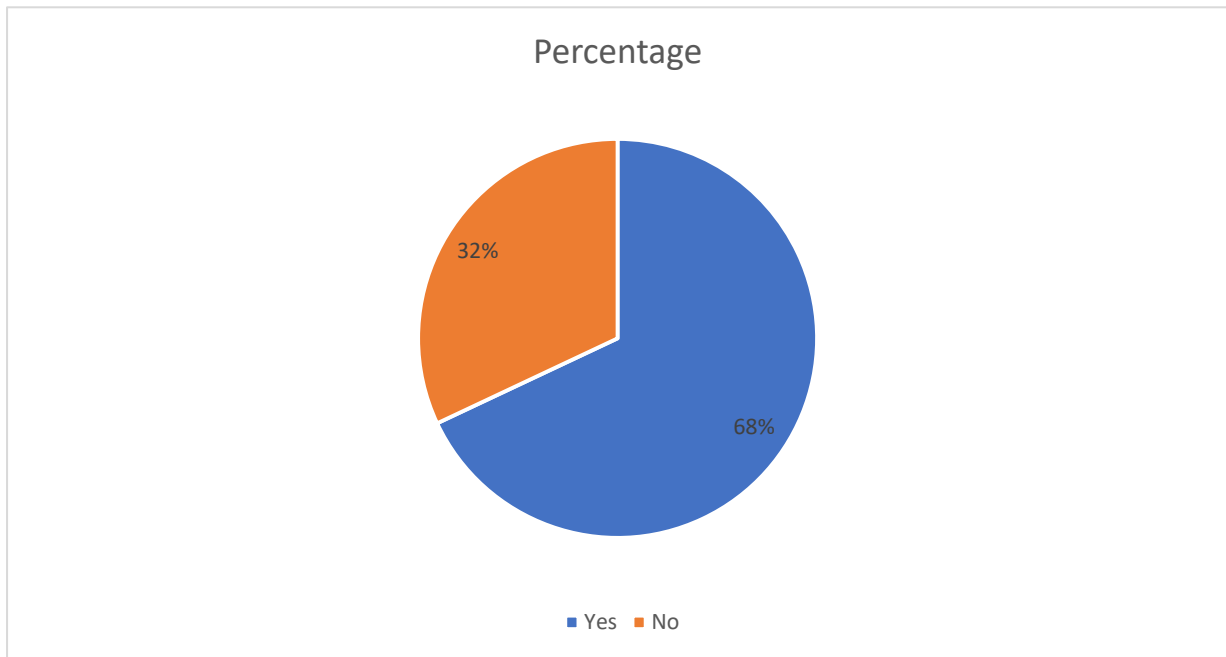
Table 4.14: Showing whether the employees of Big Bazaar are helpful in case the customers have a problem.

Particulars		No' of respondents	percentage
A	Yes	68	68%
B	No	32	32%

Analysis:

Here we see that 68% of respondents say that the employees of Big Bazaar are helpful in case they have a problem & 32% of respondents say that the employees of Big Bazaar are not cooperative when they have a problem.

4.14; Distribution of employees on the base of helps to customer.



Interpretation:

Hence most of the respondents say that the employees of Big Bazaar are helpful in case they have a problem

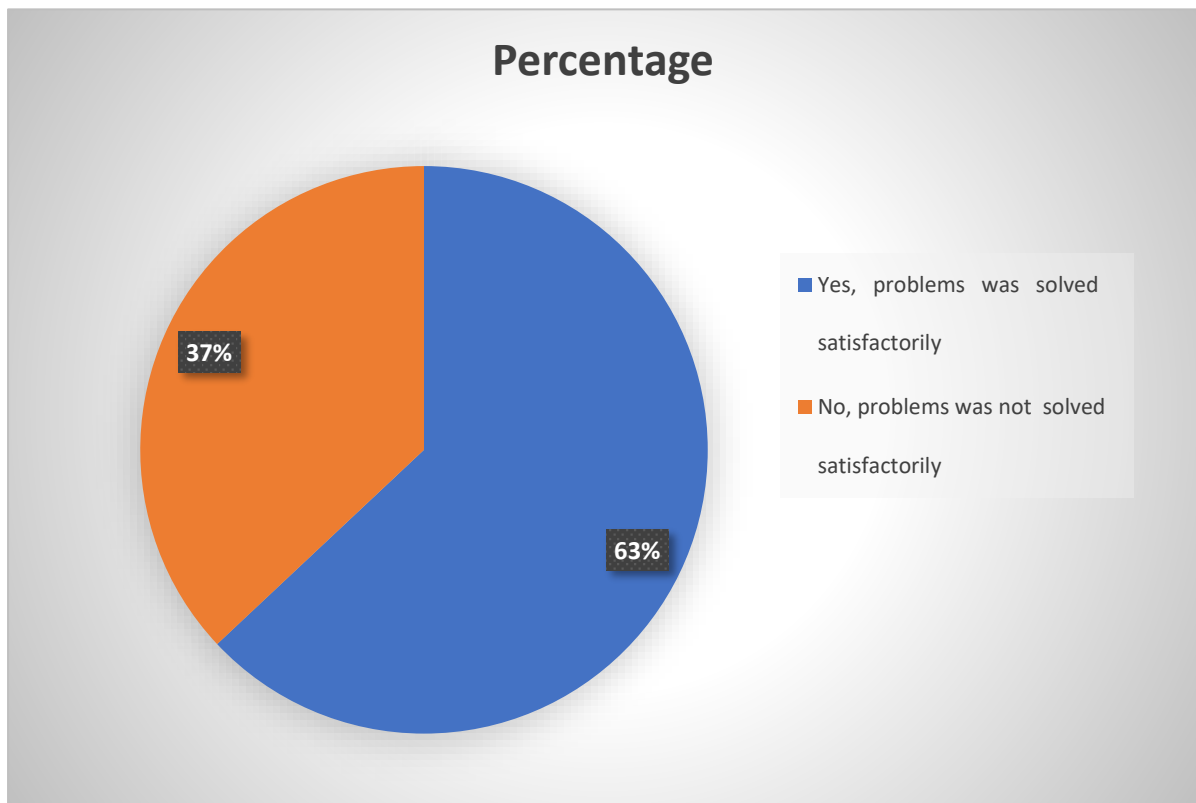
Table 4.15: Showing whether the problems have been solved satisfactorily when the customers approach the help desk.

Particulars		No' of respondents	percentage
a	Yes, problems was solved satisfactorily	63	63%
b	No, problems was not solved satisfactorily	37	37%

Analysis:

Here we see 63 % of respondents say that whenever contacted the help desk their problems have been solved satisfactorily & 37% of respondents say whenever contacted the help desk their problems have not been solved satisfactorily.

+4.15 ; Distribution on the base of problem solving level



Interpretation:

Major portion of the respondents say whenever contacted the help desk their problems have been solved satisfactorily.

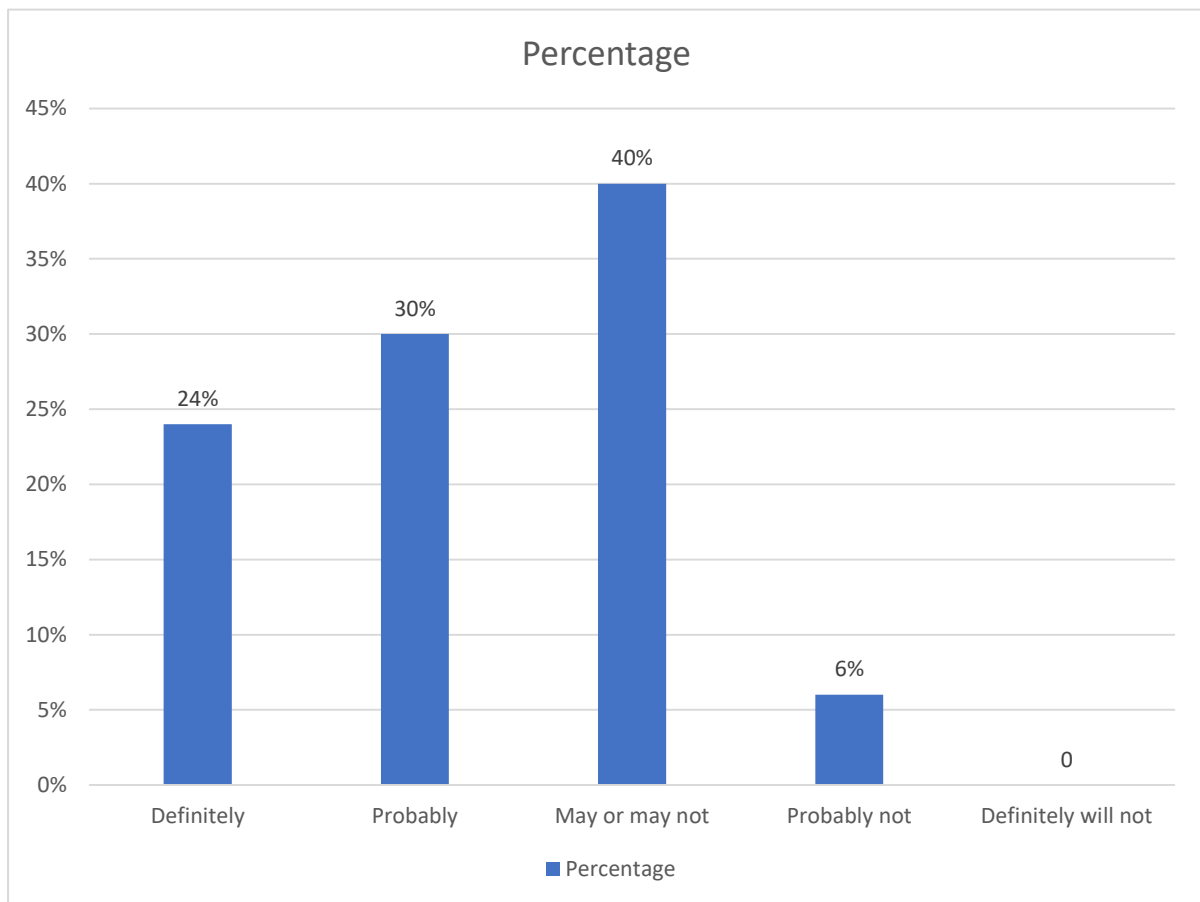
Table 4.16: Showing whether based on respondents recent experience at Big bazaar they will revisit again.

particulars		No. of respondents	Percentage
A	Definitely	24	24%
B	Probably	30	30%
C	May or may not	40	40%
D	Probably not	6	6%
E	Definitely will not	0	0

Analysis:

From the study we see that 24% of respondents based on their experience will definitely visit Big bazaar again, 30% of respondents based on their experience may probably visit Big bazaar again, 40% of respondents based on their experience may or may not visit Big bazaar again, 6% of respondents based on their experience say they may probably not visit Big bazaar again

4.16;Distribution on the base of customer satisfaction.



Interpretation:

Hence major portion of the respondents based on their experience said that they may or may not visit Big bazaar again, followed by those who may probably visit Big bazaar again.

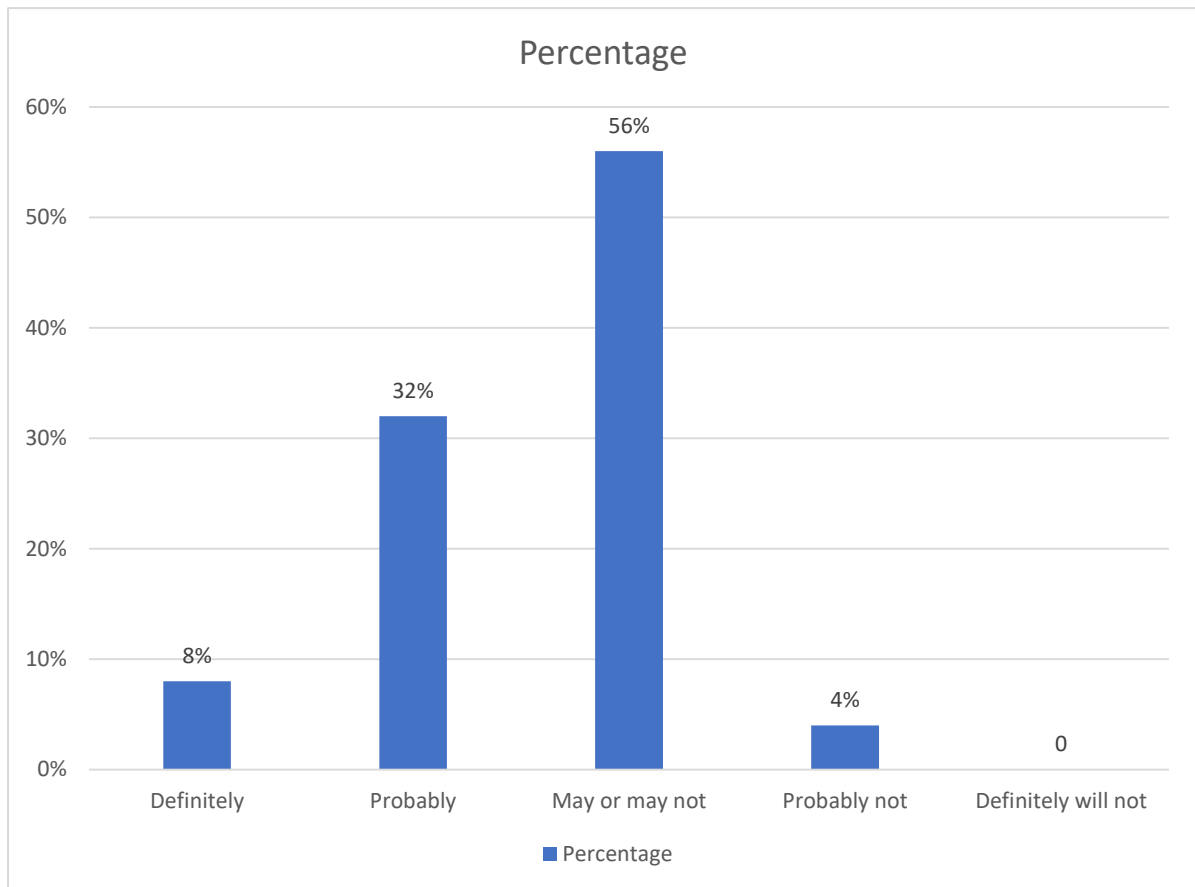
Table 4.17: Showing whether based on respondents experience they will recommend Big bazaar to friends & relatives.

particulars		No. of respondents	Percentage
A	Definitely	8	8%
B	Probably	32	32%
C	May or may not	56	56%
D	Probably not	4	4%
E	Definitely will not	0	0

Analysis:

From the study it is seen that 8% of the respondents based on their experience will definitely recommend Big bazaar to their friends & relatives, 32% will probably recommend, 56% may or may not recommend and 4% will not recommend Big bazaar to their friends & relatives based on their experience at Big bazaar.

4.17; Distribution of respondent on the base of their recommendation level.



Interpretation:

Hence majority of the respondents may or may not recommend Big bazaar to their friends and relatives followed by those who may probably recommend Big bazaar to their friends & relatives.

CHAPTER;5

FINDINGS, CONCLUSION AND SUGGESTION

5.1 SUMMARY OF FINDINGS;

- 1.** big Bazaar attracts the people of age between twenty one to twenty eight years, which contain most of them students.
- 2.** Most of the respondents visit big Bazaar during offers only, so we can find most of them go with offer.
- 3.** Most of the people know the offer of the big Bazaar with the help of newspaper.
- 4.** People are satisfied with the offer at big Bazaar
- 5.** Customers neither satisfied, nor dissatisfied with the Environment at Big Bazaar.
- 6.** Most agree that Big bazaar is a one stop destination.
- 7.** The pricing at Big bazaar is reasonable.
- 8.** Customers are very happy with the product and service accessible by big bazaar.
- 9.** Employees of Big Bazaar are helpful in case the customers have a problem.
- 10.** Major portion of the respondents say whenever contacted the help desk their problems have been solved satisfactorily.
- 11.** Most of the customers may or may not re-visit Big bazaar.
- 12.** Most of the customers may or may not recommend Big bazaar to friends & relatives.

5.2 SUGGESTIONS;

- Big Bazaar attract most of the student, but they are not able purchase more.so big Bazaar need attract middle age people.
- Big Bazaar has a decent brand picture in minds; the organization ought to attempt maintaining the same to retain existing customers & attract new customers.
- Another fundamental conclusion drawn from the review is that the customers are attracted to offers and quality of product
- Enough parking spaces should be provided as large amount of respondents have suggested for sufficient parking facility. This will provide convenience to the customers.
- The overview uncovered that more individuals are pulled in towards marked down cost of the item. So it can actualize hourly rebates on weekend buys.
- Enough rest rooms should be provided to the customers for relaxation.
- Cash counters should be increased in order to avoid queue for billing and also for facilitating easy access.

5.3 CONCLUSION;

From study it can be concluded that the retailing sector is in growth stage as many retailing industries are performing well along with Big Bazaar. The study was conducted for a period of 10 weeks; Convenience sampling method was used for sampling.

Big Bazaar has a decent brand picture in the brains of customers; the organization ought to have a go at keeping up the existing & attract new customers. The overview uncovered that individuals are pulled in towards discounted product price.

From the study it has been found that daily paper is the best average to achieve greatest customers. Offers and one stop shopping is a central point which impacts the purchasing choice of the consumer followed by company reputation and price.

BIBLIOGRAPHY

GAWALI AJAY R (2012); The Antecedents of Store Image and Customer Satisfaction

International Journal of Research in Business and Social Science P.72-80.

BIRD, MICHAEL STEPHEN (2010) Study of Store Image Attributes Effect on Customer Satisfaction International Journal of Marketing & Business Communication P.202-211.

FOWLER AND HIGHSMITH (2001) Store image attributes and customer satisfaction across different customer profiles within the supermarket. European Journal of Marketing 35.3/4 P.758-777.

DYBA AND DINGSOYR (2008) Building Store Satisfaction Centered on Customer Retention. International Journal of Research in Business and Social Science 2.2 P. 72-98.

Maruping (2009): Examining employee satisfaction, customer service and customer satisfaction in a retail. Marketing journal 2.6 P12-24.

PORT, STEPHEN (2009) Impact of ethical sales behavior, quality and image on customer satisfaction International Journal of Management and Marketing Research 7.3 P.2-

CHAN, FRANK KY; THONG, JAMES Y L (2009) Impact of employee and customer satisfaction on retail sales. *Managing Service Quality* 14.4 P.414-435.

CARINE, KHALIL, SABINE (2016) Inter-relationships among Store Images, Store Satisfaction, and Store Loyalty. *Asia Pacific Journal of Marketing and Logistics* 14.3 P.51-68.

BURNS, DAVID J, LEWIS NEISNER (2006) Customer satisfaction in a retail setting. *International Journal of Retail & Distribution Management* 4.2 P.37-59.

LARSON, DEANNE; CHANG, VICTOR (2016) A survey on the relationship between brand equity and customer satisfaction. *Kuwait Chapter of the Arabian Journal of Business and Management Review* 2.8 P.411-424.

KIDMORE (2014) Retail store branding, satisfaction and loyalty. *EuroMed Journal of Business* 4.2 P.291-310.

MUNTEAN, MIHEALE (2013) An exploration of customer satisfaction. *Allied Academies International Conference. Academy of Marketing Studies. Proceedings* 4.1 P.18-27.

VIOLINO, BOB (2011) Customer satisfaction and retail strategy *International Journal of Commerce & Management* 8.2 P. 31-49

GRIGERA, JULIAN, ROSSI, GUSTAVO (2014) Customer satisfaction and repurchase
P. 478-489.

PEDERSEN, MITRA (2013) Attitudes towards customer satisfaction measurement the
retail sector. International Journal of Market Research 47.2 P. 222-244.

LEITE, MARCO(2016) The relationship between service quality, customer
satisfaction, and store loyalty International Journal of Retail & Distribution Management
25.2 P.77-85.

BOSE, INDRANIL (2008) Store satisfaction and store loyalty explained by customer-
and store-related factors. Journal of Consumer Satisfaction, Dissatisfaction and
Complaining Behavior 17 P.66-82.

XIAODAN, PATTTER (2014) Impact of category management practices on customer
satisfaction. Journal of Targeting, Measurement and Analysis for Marketing 27.1 P.28-43.

BISHOP, DAVID DECKER, (2016) Attitudes and customer satisfaction on customer
behavioural intentions in retail environment .Marketing Intelligence & Planning 25.2
P.212-235

MCCOVEY, JOHN (2009) Exploring the Relationships among Service Quality,
Satisfaction, Trust and Store Loyalty among Retail Customers. Journal of
Competitiveness 4.4.P.97-104

ZETLIN, MINDA (2012) Impact of salesman behaviuor on customer satisfaction.
Kuwait Chapter of the Arabian Journal of Business and Management Review 4.8 P. 22-34.

SENAPA, SRINIVASAN (2012) Shopping center customer service: creating cg,
Journal of Retailing customer satisfaction and loyalty Marketing Intelligence & Planning
32.4 P. 516-534

WRIGHT, GERALD P (2013) The Impact of a New Retail Brand In-Store Boutique
74.4 P. 442-456.

ANNEXTURE

Dear Sir/ Madam,

I am SUNDARESHA S K a student of Acharya Institute of Technology, Bangalore, carrying out a research on project entitled “A STUDY ON CUSTOMER ATTITUDE TOWARDS PRODUCT AND SERVICE OFFERED AT BIG BAZAAR” in partial fulfillment of the requirement of MBA course. I would be grateful if u can spare some time to complete this questionnaire. I assure you that your responses will be kept confidential and shall be used for academic purpose only.

Yours truly,

SUNDARESHA S K

QUESTIONARIES

1, Name of the respondent: _____(optional)

2. Age:

- a) Below 21 []
- b) 21 - 28 []
- c) 28 - 40 []
- d) 40 + []

3. Work:

- a) Student []
- b) Home Maker []
- c) Business []
- d) Government Worker []
- e) Private Worker []

4. How frequently do you visit Big Bazaar?

- a) Occasionally []
- b) Once in week []
- c) Daily []
- d) As when required []

5. Which features fascinate you to visit The Big Bazaar?

- a) Discount & Deals []
- b) Brand image []
- c) Good facility []
- d) Suitability of place []
- e) Excellence product []
- f) Range of products []
- g) Decent pricing []

6. When do you visit The BIG BAZAAR?

- a) In weekday []
- b) In weekend []
- c) Anytime []

7. Are you conscious of different offers at The Big bazaar?

- a) Of course []
- b) Not at all []

8. If of course, then source of awareness?:

- a) Paper []
- b) Commercials []
- c) T v []
- d) Billboards []
- e) Reference []
- f) word of mouth []

9. Are you pleased with the product and service offered by The Big Bazaar?

- a) extremely satisfied []
- b) satisfied []
- c) neither satisfied, nor dissatisfied []
- d) dissatisfied []
- e) Extremely dissatisfied []

10. Rate the following (6 Being the top & 1 Being the least)

Particulars	1	2	3	4	5	6
Discounts and deals						
Brand image						
Suitability of place						

Excellence products						
Range of products						
Decent pricing						

	Particulars	Strongly agree	Agree	Neutralize	Disagree	Strongly disagree
11	I shop big bazaar very frequently					
12	I shop big bazaar only on days of offer sale					
13	I am conscious of the different offers at big bazaar					
14	I am extremely satisfied with the quality at big bazaar					
15	I believe that The Big bazaar is a one stop shopping destination					
16	The Big bazaar offers good quality products					
17	Pricing at big bazaar is realistic					
18	I am highly satisfied with the offers at The Big bazaar					
19	Staffs of The Big bazaar are very helpful					
20	At any time I communicated to the help desk my problems have been solves satisfactorily					
21	I am extremely happy with products & services offered by The Big Bazaar					
22	Based on my recent					

	experience at The Big bazaar I will definitely visit again					
23	Based on my experience at The Big bazaar I will definitely recommend to My friends& relatives					



ACHARYA INSTITUTE OF TECHNOLOGY
 DEPARTMENT OF MBA
 INTERNSHIP WEEKLY REPORT
 (16MBAPR407)

Name of the Student: - Sundaresha S K

Internal Guide: prof, Suhas patel





USN No: 1AY16MBA78

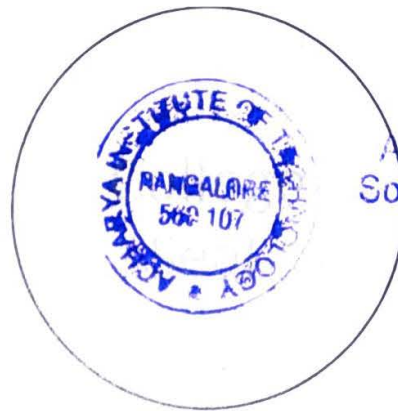
Specialization: Finance and marketing


Title of the Project: A Study on customer attitude towards product and services offered by
 Big Bazaar.

Company Name: Big Bazaar.

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-18 to 20-01-18	Orientation with the company. Collection of secondary data relating to industry and organization.		
22-01-18 to 27-01-18	Orientation with functional department of the organization and detailed study of department.		
29-01-18 to 03-02-18	Finalization of problem area of the study and finalization of research objectives and methodology.		
05-02-18 to 10-02-18	Finalization of data collection questionnaire instruments and formats. Etc...		
12-02-18 to 17-02-18	Collection of primary data from the restaurants by administering the questionnaire.		
19-02-18 to 24-02-18	Discussion with the external guide and internal guide. Classification and analysis of collected data.		

26-02-18 to 03-03-18	Compilation of research data and interpretation of data.	Shikist	
05-03-18 to 10-03-18	Data analysis and Finalization Of report.	Shikist	
12-03-18 to 17-03-18	Finalization of project report and approval of draft by company and college guide.	Shikist	
19-03-18 to 24-03-18	Report submission to the Institution.	Shikist	



HOD

 Head of the Department
 Department of MBA
 Acharya Institute of Technology
 Soldevanahlli, Bangalore-560 107