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A Study on Levels of Customer Satisfaction with Reference to Big C Mobiles, Hyderabad

[1] *Kadambala Anitha,* [2] *Mr. M. Sreenivas*

[1]II MBA, Department Of MBA, Malla Reddy Engineering College, Hyderabad, Email: kadambalaanitha12@gmail.com
[2]Assistant Professor, Department Of MBA, Malla Reddy Engineering College [Autonomous], Hyderabad, Email: sreenivas@mrec.ac.in

ABSTRACT

This study explores the levels of customer satisfaction at Big C Mobiles in Hyderabad, aiming to understand customer experiences and identify areas for enhancement. Through a comprehensive survey and data analysis, we assessed key factors contributing to customer satisfaction, including product quality, customer service, pricing, store convenience, and after-sales support. Findings indicate high satisfaction rates overall, particularly in customer service and competitive pricing. However, challenges such as waiting times, product availability, and online shopping experience were identified. Recommendations for improvement include enhanced staff training, better inventory management, effective queue systems, and strengthening the online platform. This study underscores the importance of continuous improvement in customer satisfaction to maintain Big C's competitive edge in the Hyderabad mobile retail market.

Key Words: Customer Satisfaction, Mobile Retail Industry, Service Quality, customer experience and Product Quality.

1. INTRODUCTION

Customer satisfaction is a measure of how well a company's products or services meet or exceed customer expectations. It is a key indicator of a company's performance and a crucial determinant of business success.

Customer satisfaction is a vital indicator of a company's health and long-term success, especially in the competitive retail sector. At Big C Mobiles in Hyderabad, customer satisfaction is paramount to ensuring repeat business, fostering customer loyalty, and maintaining a positive brand reputation. This study aims to comprehensively evaluate the levels of customer satisfaction at Big C Hyderabad, focusing on key factors that influence the overall customer experience.

The study investigates multiple dimensions of customer satisfaction, including product quality, pricing, customer service, store accessibility, and after-sales support. By examining these areas, we aim to gain insights into what Big C is doing well and where there is room for improvement.

The findings from this study will provide a clear picture of the current satisfaction levels among Big C customers and highlight the factors contributing to both positive and negative experiences. This information is essential for developing strategies to enhance customer satisfaction, improve service delivery, and ultimately increase customer retention and acquisition.

1.1 NEED OF THE STUDY

Customer loyalty is a critical component of sustained business success. By understanding the levels of customer satisfaction at Big C Hyderabad, the company can implement strategies to enhance customer loyalty. Customer service is a major factor influencing customer satisfaction. This study will help identify strengths and weaknesses in Big C's current customer service practices by pinpointing areas for improvement. In a competitive retail market like Hyderabad, maintaining high levels of customer satisfaction can provide Big C with a significant competitive advantage. The retail market is constantly evolving, with new trends and technologies influencing customer behaviour.

1.2 SCOPE OF THE STUDY

The study focuses on Big C Mobiles outlets and online services in Hyderabad, includes a diverse demographic of customers, encompassing different age groups, genders, income levels, and educational backgrounds. Investigating the convenience of store locations and the ease of access for customers across Hyderabad. Examining the quality of after-sales services, including warranty handling, repairs, and customer support.

1.3 OBJECTIVE OF THE STUDY

1. To Identify Key Factors Influencing Customer Satisfaction.

2. To study about customers preference of Big C mobiles.

3. T o examine the levels of customer satisfaction towards Big C mobiles.

4. To know the customers problem and opinion about Big C mobiles.

5. To give suitable suggestions after findings.

2. REVIEW OF LITERATURE

Mr. BANKAPUR BANGARAPPA and DR. SHIRALASHETTI A.S (2017) Customers preferred brand image, features, battery backup, and resale value with an expected price. Today, every company is facing tough competition in the world. Customer satisfaction is the most critical event in management, and companies are trying to identify the needs, wants, and demands of the customers.

JOEL BILLIEUX (2017) despite its clear advantage, cellular phone use has been associated with harmful or potentially disturbing behavior's the mobile phone's problematic use is considered an inability to regulate one's mobile use.

KANNUSAMY K and KARTHIKA S (2015) Customer's satisfaction is a growing concern among Indian businesses. The consumer with higher education, information, and awareness demands better value for money. Retaining current customers and winning future customers is becoming an increasingly challenging task for Indian marketers. Today, the customers are considered a king, and their buying behavior has become the focal point of the business world's attention. Globalized companies face stiff competition and have to develop products and strategies to develop products and strategies to attract customers.

SAHA and THEINGI (2009) explored customer satisfaction in the mobile telecommunications industry in Thailand, finding that service quality, pricing, and brand image were significant predictors of satisfaction.

SHANKAR, SMITH, and RANGASWAMY (2003) focused on customer satisfaction in online retail, emphasizing the role of website usability, information accuracy, and delivery reliability.

3. RESEARCH METHODOLOGY

The basic principle in the research has been adopted in the overall methodology. The following

methodology has been used for meeting the requirements.

3.1 Sources of data:

Primary Data: Information obtained from the original source by research is called primary data. They offer much greater accuracy and reliability. The data was collected from the respondents through the questionnaire.

Secondary Data: It means that data are already available. It refers to the data that are collected and analysed by someone else. The data was collected from the websites and journals.

3.2 Sample Technique: Non-probability sampling, Convenience Sampling Method

**3.3 Sample Size:** 80

3.4 LIMITATIONS OF THE STUDY

The present study has the following limitations

- The opinion elicited from the research conducted can't be taken as the opinion of the whole population.

- Data totally depends on the respondent's view, which could be biased in nature.

## 4. DATA ANALYSIS AND INTERPRETATION:

1. Gender of Respondents?

Gender	No. of people
Male	55
Female	25
Total	80
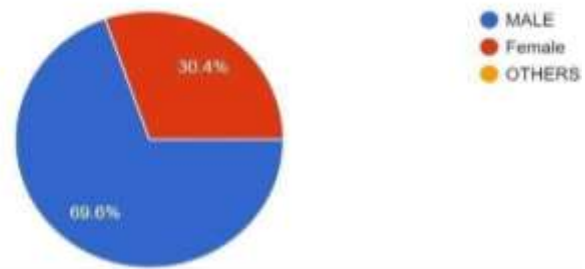
Interpretation: Out of 100% respondents male respondents are 69.6% and female respondents are 30.4%. Majority of the respondents are male respondents with 69.6

2. Occupation of Respondents?

S.NO	OCCUPATION	PERCENTAGE
1	STUDENT	73.3%
2	EMPLOYEE	18.7%
3	HOUSE WIFE	5%
4	SPORTS MAN	1%
5	TRAINEE	1%
6	INTERN	1%
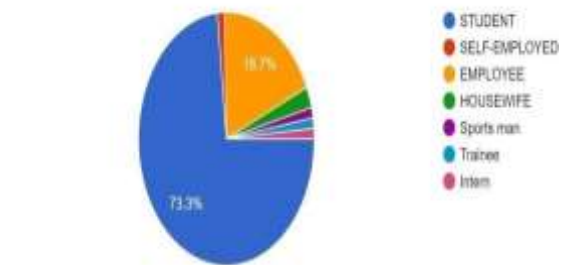
Interpretation: Out of 100% respondents 73.3% of the respondents were students and 19% of the respondents were self-employed. Majority of the respondents are students with 73.
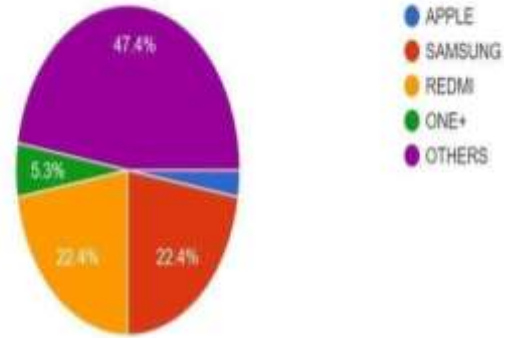
3. Age of Respondent?

Age group	No. of people
15-20	45
21-25	31
26-30	4
Total	80
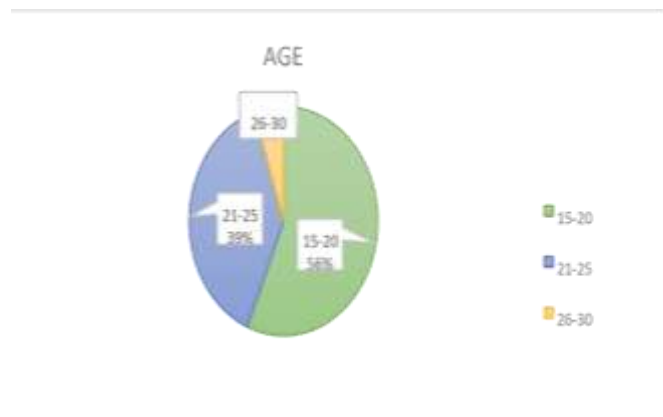
Interpretation: From the above table interpreted are 56% respondents are 15-20, 39% are 21-25 age, and 5% are 26-30, majority of 56% is respondent between age 15-20

4.   **Which brand of the mobile phone you are using?**

S.NO	PARTICULAR	PERCENTAGE
1	SAMSUNG	22.4%
2	REDMI	22.4%
3	ONE PLUS	5.3%
4	OTHERS	47.4%
5	APPLE	2.5%

Interpretation: From the above table interpreted that 22.4% respondents are SAMSUNG, 22.4% are REDMI, and 5.3% are one plus and 47.4% are others, majority of respondents are others 47.4
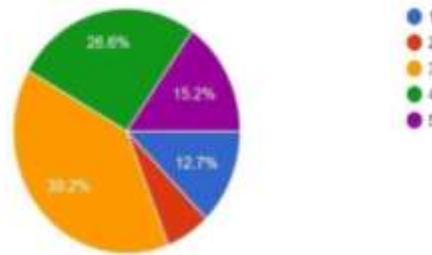
5.   **Do you like using Mobile Phone?**

S.NO	PARTICULAR	PERCENTAGE
1	YES	77.6%
2	NO	22.4%
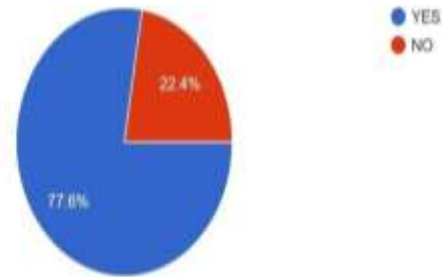
Interpretation: From the above table interpreted that 77.6% respondents are yes, and 22.4% respondents are no 22.4%, majority respondents are yes 77.6%

**6. What is your opinion about security of using Big C Mobiles**

PARTICULAR	PERCENTAGE
1	12.7%
2	6.3%
3	39.2%
4	26.6%
5	15.2%

Interpretation: From the above table interpreted that 12.7% respondents are 1,and 6.3% are respondents in 2, and 39.2% respondents in 3 and 26.6% respondents in 4 and 15.2% respondents in 5 so majority of 39.2% respondent in 3.

7. How long do use Big C Mobile Phones?

S.NO	PARTICULAR	PERCENTAGE
1	LESS THAN 1 YEAR	14.5%
2	FROM 2 TO 5 YEARS	48.7%
3	MORE THAN 5 YEARS	13.2%
4	DON'T USE	14.5%
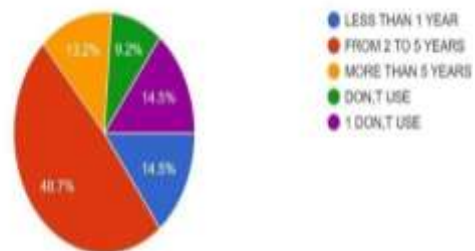
Interpretation: From the above table that 14.5% respondents are less than 1 year and 48.7% respondent are from 2 to 5 year and 13.2% are more than 5 year and 14.5% are don't use so majority of 48.7% respondent in from 2 to 5 years

8. How did you hear about big c mobiles?

S.NO	PARTICULAR	PERCENTAGE
1	TELEVISION	22.4%
2	FRIENDS	42.1%
3	RELATION	13.2%
4	OTHER	22.4%
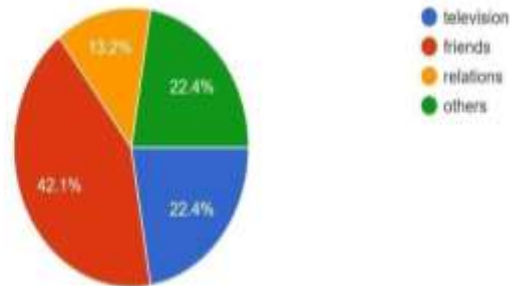
Interpretation: From above table interpreted that 22.4% respondents are television, 42.1% are friends, and 13.2% are relation, and 22.4% respondents are other, majority of 42.1% respondent in friends.

9. Big C Mobile phones are user friendly?

| S.NO	PARTICULAR	PERCENTAGE
1	STRONGLY DISAGREE	8.8%
2	DISAGREE	11.3%
3	AGREE	66.3%
4	STRONGLY AGREE	13.7%
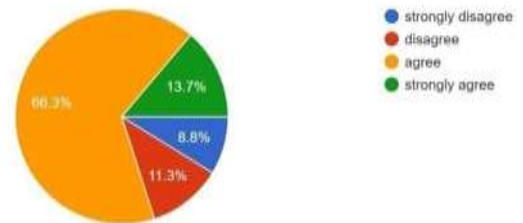
Interpretation: From the above table interpreted that 8.8% respondents are strongly disagree, and 11.3% are disagree and 66.3% respondents are agree and strongly agree are 13.7% majority of 66.3% respondent in agree

10. What three features are most important to you when purchasing a Big C Mobile?

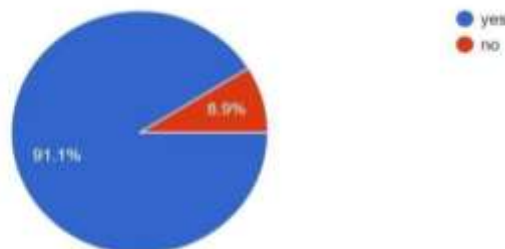| S.NO	PARTICULAR	PERCENTAGE
1	DESIGN	19.2%
2	OPERATING SYSTEM	29.5%
3	CAMERA/ VIDEO CAPABILITY	38.5%
4	TECHNICAL SPECIFICATION	33.3%
5	EASY TO USE SCREEN SIZE	12.8%
6	BATTERY LIFE	37.2%
7	PRICE	26.9%

78 responses
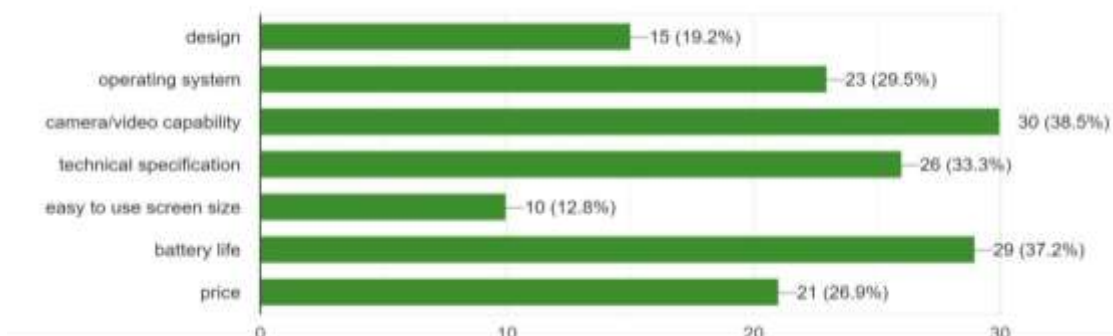
Interpretation: From above interpreted table 19.2% respondent are design, and29.5% are operating system, and 38.5% are camera video capability, and 33,3% are technical specification and 12.8% are easy to use screen size and 37.2% are battery life and price is 26.9%. So, majority of respondent 38.5% camera/video capability.

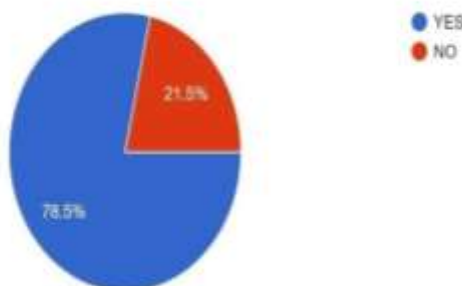**11. Big C mobiles phones are available in very convenient location?**

S.NO	PARTICULAR	PERCENTAGE
1	YES	91.1%
2	NO	8.9%

Interpretation: From above table interpreted that 91.1% respondent are yes and 8.9% respondent in no so majority respondent in yes 91.1%

**12. Do you recommend Big C Mobile Phones to your Friends and Relatives?**

S.NO	PARTICULAR	PERCENTAGE
1	YES	78.5%
2	NO	21.5%

Interpretation: From above table interpreted that 78% respondent are yes and 21.5% respondent in no, majority of respondent 78.5% is yes

13. Which outlet do you prefer buying your mobile from?

| S.NO	PARTICULAR	PERCENTAGE
1	OTHER	8.9%
2	HYPER MARKET	2.5%
3	ONLINE	36.7%
4	DOES NOT MATTER ANY PLACE	13.9%
5	NEAREST STORE TO MY HOME	8.9%
6	MOBILE SHOP	29.15
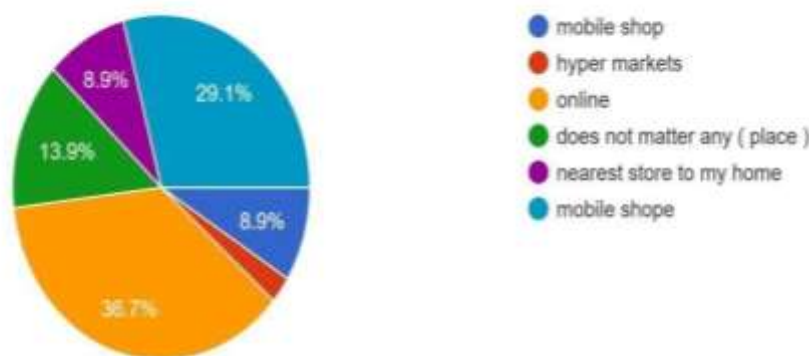
Interpretation: From above interpreted that 8.9% respondent in mobile shop and 2.5% are hypermarket and 36.7% are online and 13.9% are does not matter any place and 8.9% are nearest store to my home and mobile shop is 29.1 Majority of responding in online 36.7%

**14. Did Big C Mobiles technology improved and are they in better range?**

S.NO	PARTICULAR	PERCENTAGE
1	AGREE	55.7%
2	STRONGLY AGREE	15.2%
3	NEUTRAL	22.8%
4	DISAGREE	5.1%
5	STRONGLY DISAGREE	1.3%
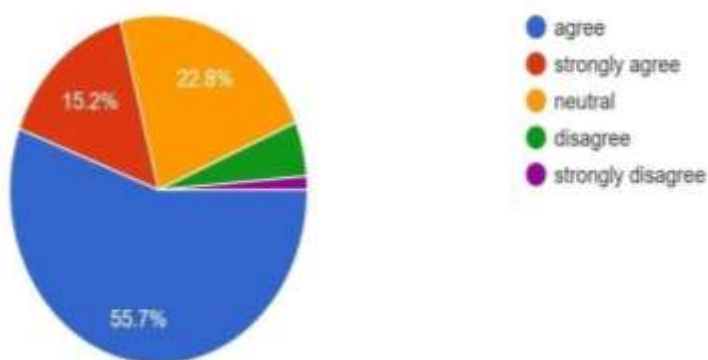
Interpretation: From the above interpreted table 55.7% is respondent agree and 15.2% are strongly agree, 22.8% are neutral, and 5.1% are disagree, and 1.3% are strongly disagree son majority of responding in agree 55.7%

15. What is your satisfaction range on Big C Mobiles?

PARTICULAR	PERCENTAGE
1	8.9%
2	8.9&
3	31.6%
4	30.4%
5	20.3%
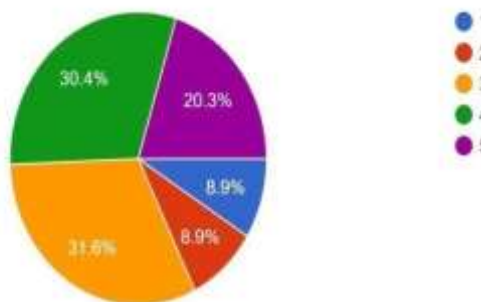
Interpretation: From above table interpreted that 8.9% is 1 and 8.9% are 2 and 31.6% are 3 are 30.45% are 4 and 20.3% responding in 5, majority 30.4% responding in 4.

5. FINDINGS:

1. Majority of respondents are male (70%)

2. Majority of 73.3% respondents occupation is student

3. Majority of 61.3% respondents are between age (20- 25)

4. Majority of 47.4% respondents are using others mobiles than Big C mobiles.

5. Majority of 77.6% respondents are like to use Big C mobiles

6. Majority of 39.2% respondents are answered 3 level security range

7. Majority of 48.7% respondents are using Big C mobiles 2 to 5 years

8. Majority of 41.3% respondents comes to know about the product by the means of their "FRIENDS"

9. Majority of respondents needs three features to be efficient while purchasing mobile phone,

   i) camera/video capability 37.8%

   ii) battery life 35.1%

   iii) technical specification 32.4%

10. Majority of 91.1% respondent agreed Big C mobiles are available in very convenient location.

5.1 SUGGESTIONS:

With reference to my present study, I would like to say that, the Customer Satisfaction at Big C Mobiles are up to the mark, further I suggest `the company can improve their after sale service for their mid-range device users. Steps must be taken to resolve the heating and lagging issue which many users face

CONCLUSION:

This study concludes that most people prefer using Big C mobiles because it provides features like a good camera, better battery backup, powerful processor at a budget-friendly rate. Overall, the customers have a very positive experience regarding the usage of Big C mobiles. And are willing to buy Big C mobiles in next purchase. The price is fair for its brand and life time of Big C mobiles phones.

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