

“A STUDY ON CONSUMER SATISFACTION TOWARDS BIG BAZAAR”

(A Case Study In Davanagere City)

**A
Project Report
Submitted To Davanagere University,
Davanagere, For The Award Of The Degree Of**

MASTER OF COMMERCE

BY

SUSHMA .K.S

Reg. No: MC192716

Under the Guidance Of

Ms. TRIVENI .C.D M.com,

HEAD OF THE DEPARTMENT



**Department of Commerce,
A.R.M First Grade College & PG Centre, Davanagere.**

2020-21

Ms. TRIVENI .C.D M.com,
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GUIDE CERTIFICATE

This is to certify that the Project entitled "*A Study on Consumer Satisfaction Towards Big Bazaar*".(*A Case Study In Davanagere City*) Submitted by **SUSHMA .K.S** (Reg.No :- **MC192716**) for the award of the degree of **Master of Commerce** to the Davanagere University, Davanagere, represents her independent work carried out by her in the Department of Commerce, under my Guidance and supervision.

Date: 25/9/2021
Place: Davanagere

A handwritten signature in blue ink that reads 'Triveni .C.D' with a circular flourish at the end.

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HOD CERTIFICATE

This is to certify that, **SUSHMA .K.S** Bearing **Reg. No :- MC192716**, is a bonafide student of A.R.M First Grade College and PG Centre, Davanagere for the academic year 2020-21. She has Satisfactorily completed this Project entitled "***A Study on Consumer Satisfaction Towards Big Bazaar***".(***A Case Study In Davanagere City***) is prepared and submitted by her in partial Fulfillment of the requirement for the award of **Master of Commerce**.

Date: 25/9/2021
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Ms. TRIVENI .C.DM.com,
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Prof. D.H.Pyati
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COLLEGE CERTIFICATE

This is to certify that the Project entitled "*A Study on Consumer Satisfaction Towards Big Bazaar*".(*A Case Study In Davanagere City*) Submitted by **SUSHMA .K.S** (Reg.No :- **MC192716**) for the award of the degree of **Master of Commerce** to the Davanagere University, Davanagere, represents her independent work carried out by her in the Department of Commerce, under the Guidance and supervision of **Ms. TRIVENI .C.D** Head of the Department of Commerce, A.R.M First Grade College and PG Centre, Davanagere.

Date: 25/9/2021

Place: Davanagere

Principal


Prof. D.H.Pyati

DECLARATION

SUSHMA .K.S

Reg No.:- MC192716

IV Semester M.Com

Department of commerce

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I hereby declare that this project report entitled as "*A Study on Consumer Satisfaction Towards Big Bazaar*".(*A Case Study In Davanagere City*) It has been prepared by me as part of my academics during the IV Semester of M.Com. For the partial fulfillment of degree of **Master of Commerce**, of Davanagere University, Davanagere. Under the guidance of **Ms.TRIVENI .C.D** Head of the Department of Commerce, A.R.M First Grade College and P.G Centre. Davanagere.

To the best of my knowledge and belief the matter presented in this report has not been submitted earlier for the award of any degree to any university. This report is prepared by me on my own efforts.

Place: Davanagere

Date: 25/9/2021

Sushma K.S
SUSHMA .K.S

(RegNo:MC192716)

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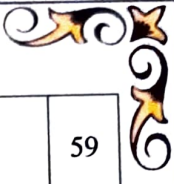

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CHAPTER – 01

INTRODUCTION

1.1 INTRODUCTION

Consumer's taste and preferences are changing day by day. Identification of these changes is a major factor because the success of a firm depends on the ability of the firm to adjust with the attitudes of the Consumers.

Consumer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product /service to product /service.

The state of satisfaction depends on a number of both psychological and physical variables which correlate with satisfaction behavior such as return and recommend rate.

Essentially Consumer satisfaction is the extent to which Consumers are happy with the service and products provided by a business. It is an important concept in business because happy Consumers those most likely to place repeat orders and explore the full range of products /services offered.

Severe competition occurs in the field of Multi-Level Marketing companies and therefore existence become very difficult. Consumer Satisfaction is a major factor for existence and in order to satisfy the Consumer, identification of major factors influencing Consumer attitude is necessary.

The Indian retail industry has experienced tremendous growth over the last decade with a significant shift towards organized retailing format and development taking place not just in major cities and metros, but also in Tier II and Tier III cities. The total concept and idea of shopping has undergone an attention drawing change in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retailing has entered into the Retail market in India as is observed in the form

Supermarkets, Hypermarkets, Warehouse clubs, Convenience stores, Department stores, Full line discount stores, Specialty stores etc. A large young working population, nuclear families in urban areas, along with increasing working women population and emerging opportunities in the growth of the organized Retail

5.3 CONCLUSIONS:

The international presence of Big Bazaar shows that company is doing better and satisfied their business associates on the front of economic and social development. So people can earn extra income and live better life. It is concluded from the findings that there are large number of females, working as well as housewives associated with Big Bazaar being active IBOs (72%), flourishing business opportunities and have considerable share in earning of their family.

Assistance in Business Development and Job Security factors are the most significant contributor, almost all have given priority to the Assistance in their Business Development and Business Security in Big Bazaar Business development. The other parameters like Personality development, lifestyle and income enhancements have got lesser importance than the aforesaid parameters.