

A Study on Fruits & Vegetables Sales Doubling Plan In Retail Stores

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Abstract- *The research was undertaken to study the fruits and vegetables sales doubling plan in retail stores with special reference to ABRL Ltd. (MORE). ABRL Ltd. runs about 491 supermarkets and 15 hypermarkets in the country. The company ventured into food and grocery retail sectors in with the acquisition of a south-based supermarket chain. Subsequently, Aditya Birla Retail Ltd expanded its presence across the country under the brand "MORE." with two formats — Supermarket and Hypermarket.*

The objectives of the study were to understand the purchase frequency, product, quantity preferences and F&V doubling.

The study provides a detailed description about the Fruits &Vegetables sales doubling in MORE stores. It can help to find out the consumer buying behavior which helps to know the buying pattern, quantity of purchase, time preference, quantity preferred and taste and preference of the consumer. Such information is vital in designing focused strategy in today's competitive markets

Keywords- wheel of retailing, market break-up by revenue, Consumer buying process, Retailing.

I. INTRODUCTION

The Indian retail industry--one of the fastest growing industries in the country over the past couple of years--is no exception. While 2008 showed growth for the industry on the whole, the last quarter of 2008 was impacted by the economic slowdown and liquidity crunch, and this is expected to continue in the current year.

The year gone by was packed with several significant developments for the Indian retail industry, including the entry of many global players, growing acceptance of the modern formats, the success of specialty retail many formats, and the rising competition in the regional markets beyond the metros and Tier 1 cities. On the other hand, the after effects of the global economic turmoil are being felt in India as well, and the economy is expected to grow at a significantly lower rate over the next 2 years (between 5 to 7 percent according to various

estimates) Consequently overall consumption levels, particularly discretionary spend and impulse purchases have been affected, which, in turn, has resulted in a lower growth rate for the industry for the current year.

Moreover, this trend is expected to continue in 2010. Given the industry's changing landscape and emerging challenges, the focus of industry players too is changing; with a strong emphasis on profitable growth in the current scenario. Hence, retail companies are increasingly concentrating on strengthening existing operations and assessing options for growth through consolidation, while continuing to innovate. Factors like renegotiating rentals, store rationalization, working capital management, regionalization, cost optimization and manpower resizing are some of the key Top of Mind (TOM) issues for retailers in the current context of the downturn. In the year 2004, the size of Indian organized retail industry was Rs 28,000cr, which was only 3% of the total retailing market. Retailing in its present form started in the latter half of 20th Century in USA and Europe and today constitutes 20% of US GDP. The contribution of organized retail is expected to rise from 3% to 9% by the end of the decade. In India it has been found out that the top 6 cities contribute for 66% of total organized retailing. With the metros already been exploited, the focus has now been shifted towards the tier-II cities. The 'retail boom', 85% of which has so far been concentrated in is beginning to percolate down to these smaller cities and towns. The contribution of these tier-II cities to total organized retailing Sales are expected to grow to 20-25%. In the year 2004, Rs28, 000cr organized retail industry had clothing, Textiles & accessories as the highest contributor fashion (39%), whereas health & beauty had a contribution of 2%. Food & Grocery contributed to 18% of the total.

II. OBJECTIVES

- I. To know the customer loyalty programs
- II. To familiarize retail industry
- III. To know the practices adopted by big bazaar to customer retention

III. LIMITATIONS

1. People May not able to properly rate the parameters.
2. Results concluded may not be applicable to entire population.
3. Certain variables may have been ignored.
4. Customer choice is also based on geographic factors.
5. The study was restricted to only the customers of Big Bazaar.

IV. INDUSTRY PROFILE

Retail is India's largest industry, accounting for over 10 percent of the country's GDP and around 8 percent of the employment. Retail industry in India is at the crossroads. It has emerged as one of the most dynamic and fast paced industries with several players entering the market. But because of the heavily initial investments required, breakeven is difficult to achieve and many of these players have not tasted success so far. However, the future is promising; the market is growing, government policies are becoming more favorable and emerging technologies are facilitating operations.

Retailing in India is gradually inching its way toward becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behavior, ushering in a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centers, multi-stored malls and huge complexes offer shopping, entertainment and food all under one roof. The Indian retailing sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is witnessing a significant change in its demographics. A large young working population with average age of 24 years, nuclear families in urban areas, along with increasing work-women population and emerging opportunities in the services sector are going to be the key growth drivers of the organized retail sector in India.

Some Key Facts:

- Retail is Indian's largest industry accounting for over 10 percent of the country's GDP and around 8 percent of employment.
- The market size of Indian retail industry is about US \$312 billion.

Company profile

Pantaloons Retail (India) Limited is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment of the lifestyle segment of the Indian consumer market. Headquartered in Mumbai, the company operates over 12 million square feet of retail space, has over 1000 stores across 71 cities in India and employs over 35,000 people

The company's leading formats include pantaloons, a chain of fashion outlets, Big Bazaar, a uniquely Indian Hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and feel of Indian bazaars with aspects of modern retail like choice, convenience and quality and central, a chain of seamless destination malls. Some of its other formats include Depot, Shoe Factory, Brand Factory, Blue Sky, Fashion Station, mobile Bazaar and Star Sitar (Beauty clinic). The company also operates an online portal, futurebazaar.com.

A subsidiary company, home solutions Retail (India) Limited, operates Home Town, a large-format home solutions store, selling home furniture products and E-Zone focused on catering to the consumer electronics segment.

Pantaloons Retail was awarded the 'International Retailer' of the year 2007, by the US based National Retail federation, the largest retail trade association and the 'Emergent Market Retailer' of the year 2007 at the World Retail Congress in Barcelona. Pantaloons Retail is the flagship company of Future Group, a business group catering to the entire Indian Consumption space. The group's subsidiary companies include, Home Solutions Retail India Ltd, Pantaloons Industries Ltd, Galaxy Entertainment and Indus League Clothing.

ABOUT FUTURE GROUP



Future Group, led by its founder and group CEO, Mr. Kishore Biyani, is one of India's leading business houses with multiple businesses spanning across the consumption space.

While retail forms the core business activity of Future Group, group subsidiaries are present in consumer finance.

The Future Group which was earlier known as PRIL (Pantaloons Retail India Limited) began as a trouser manufacturer in the mid-1980s. The Future Group is divided into 6 verticals- Future Retail, Future Capital, Future Brands, Future space, Future Media and Future Logistics. The Future Group started operations in the mid 1987s by incorporating the company as Manzo wear Private Limited. The company went on to manufacture readymade trousers under the- Pantaloons brand name. It came out with a public issue in 1991 and later changed their name to Pantaloons Fashions (India) Limited (PFIL).

The retail format of the Big Bazaar group includes Andhra, Rural & Home Town retail chain, Ozone home-improvement chain, sportswear retailer, depot and music chain. This retail store is a subsidiary of Future group, Pantaloons Retail India Ltd. Big Bazaar group offers more than 136 stores all over the country.

Future group is one of the country's leading business groups present in retail asset management, consumer finance, insurance, Retail media, Retail spaces and logistics. Future Group is present in 61 cities and 65 rural locations in India. Some of its leading retail format include Pantaloons, Big Bazaar, Central food Bazaar, Home Town, E-zone, Future Money and Online retail format Futurebazaar.com. The company was the first to launch a hypermarket in India with Big Bazaar.

Future Group's joint venture partners include, US based stationary products retailer, Staples and Middle East-based Axiom Communications.

16 million Sq. Ft of retail space. Big Bazaar was launched mainly as a fashion selling apparel, cosmetics, accessories and general merchandise.

Big Bazaar is popularly known as the "Indian Wall-Mart" today. Most Big Bazaar outlets are multi-levelled stores and are located in standalone building in city centre as well as within shopping malls. These stores have more than 200000 stock keeping units (SKU)

In a wide range of categories, led primarily by fashion and food products. The retail space of these stores in the metros range between 50000 and 160000 Sq.

Big Bazaar offers 3 promises to the customer. They are:

1. Price Guarantee
2. Quality Guarantee
3. Exchange

Big Bazaar claims that all the products offered at big bazaar are at good price and are of good quality. If not satisfied they can also return the products and get a refund on the same.

Retail Formats



Schemes and innovations:

Big Bazaar is the largest retailing hypermarket chain in India. Big Bazaar is having the various schemes such as

- (a) Wednesday Bazaar.
- (b) Maha Bachat.
- (c) The Great Exchange Offer.

Wednesday Bazaar:

The concept of Wednesday Bazaar was promoted as 'HaftaKaSabseSasta Din' (Cheapest Day of the Week). Initiated in January 2007, the idea behind this scheme was to draw customers to stores on Wednesdays, the day when consumer presence is usually less. According to the chain, the aim of the concept was 'to give homemakers the power to save the most'.

Wednesday Bazaar as a tool to acquire new customer's was pioneered by the company and subsequently replicated by other chains. They have re-energized the proposition and this has already resulted in a substantial growth in footfalls. Fruits and vegetables acts as a key footfall driver. They have introduced packaged fruits and vegetables which can even be branded tomorrow to provide a higher assurance of quality and freshness for customers.

Maha Bachat:

The concept of 'Maha Bachat' (Mega Saving) was introduced in the year 2006 as a single day campaign with promotional offers across the company outlets. Over the years, the concept has grown to become a six-day biannual campaign. During the campaign, offers are given in all the

value formats including Big Bazaar, Food Bazaar, Electronic Bazaar, Furniture Bazaar, Fashion bazaar.

The Great Exchange Offer:

Introduced on 12 February 2009, 'The Great Exchange Offer' allows customers to exchange their old goods for Big Bazaar coupons. The coupons can be redeemed later for buying brand new goods from Big Bazaar outlets across the nation.

Milestones

In 2001

Launching of three stores in Kolkata, Bangalore and Hyderabad.

In 2002

1. Launching of ICICI Bank Card.
2. Food Bazaar becomes a part of Big Bazaar with the launch of the first store in Mumbai.

In 2003

1. New store in Nagpur.
2. Registered its 10 millionth customers in the new store in Gurgaon.

In 2004

1. Wins its first award and national recognition.

In 2005

1. Launching of a shopping program: The Big Bazaar Exchange Offer, inviting customers to exchange household items at Big Bazaar.
2. Big Bazaar and ICICI Bank launched ICICI Bank Big Bazaar Gold credit card program to reward its loyal customers.

In 2006

1. Launches Shakti, India's first credit card program tailored for housewives.
2. Launching of the new scheme MahaBachat.

In 2007

1. Launching of the India's most popular shopping portal- futurebazaar.com
2. Launching of 50th Big Bazaar store in Kanpur.
3. The scheme of Wednesday Bazaar was initiated.

In 2008

1. New section of Fashion @ Big Bazaar starts.

In 2009

1. Announced the launch of 'The Great Exchange Offer'.
2. Mahendra Singh Dhoni and Asin were selected as the brand ambassadors of Big Bazaar.

In 2010

1. Future Value Retail Limited is formed as a subsidiary to lead the group's value retail business through Big Bazaar and Food Bazaar.

In 2011

1. Big Bazaar has come up a new logo with a new tag line
2. "Naye India Ka Bazaar".

In 2012

1. Pantaloons become the first retail to introduce a reality hunt as it set out on a countrywide search for their next fresh face.
2. Big Bazaar launched its home delivery service in Mumbai.
3. On 1st May 2012, the company introduced a new retail initiative- Public Holiday Sale.

In 2013

1. Big Bazaar introduced a unique customer membership program 'Big Bazaar Profit Club'.
2. Big Bazaar introduced an exciting occasion for shopping 'April Utsav'.
3. Future Group successfully introduced 'Big Bazaar Direct' an assisted shopping concept where franchises will sell Big Bazaar products through a catalogue on a 'tablet

In 2014

1. Future Group partnered with the Fortune 500 company and one of the largest online.
2. Big Bazaar and Ezone were voted as one of the Top 50 most trusted brands in the country in the brand equity survey 2013 conducted by Nielson. The survey also revealed that Big Bazaar is the 4th most Trusted Service Brand of the country.
3. A new generation Big Bazaar, Big Bazaar Family centre was launched at Alcove in Kolkata on January 6, 2014.

In 2015

1. Big Bazaar and Ezone made to the Brand Equity's top retailer's list.
2. T24, Future Group's unique telecom service and loyalty program and of India's first unpaid GSM mobile service completed 5 eventful years.
3. Future Group partnered with India's fastest growing Ayurveda company, Patanjali Ayurveda.
4. Big Bazaar announced an exclusive tie-up with a leading mobile wallet company, Morikis.
5. The most affordable fashion destination, fob signed with youth style icons KathrinaKaif and VarunDhawan as its brand ambassadors.
6. Bharti retail joins hands with Future Retail.
7. Future Group forays into M-commerce with the T24 Mobile App.
8. Future Group launched the new age convenience store format, KB's conveniently yours.

In 2016

1. Future Group's People Office team receives ISO 9001: 2015 certification on Jan 5, 2016.
2. Future Group's personal care brand, Kara Wipes associated with the most prestigious beauty pageant of the country, fob Famine Miss India 2016.
3. Bazaar directly tie-up with Oxygen services to sell the wide assortment of the franchises

Strategy:

Future Group's strategy is aimed at achieving inclusive, sustained and profitable growth with three levels:

Customer- Orientation:

The bottom line in each of our retail success stories is "know your customer". Insights into the soul of Indian

consumers- how they operate, think, dream and line- helps us innovate and create differentiating functionally

Continuous- Innovation

As India's largest retailer, we understand the importance of innovation. We rethink strategies and realign businesses with increasing agility to provide diverse customer groups with refreshingly different retail experiences.

Collaborative Transformation.

Creating a collaborative environment combining our strengths with our supplies and vendors helps us create immense value for our customers which in turn foster mutual growth.

According to KISHORE BIYANI is 3- C Theory, change and confidence among the entire population is leading to rise in consumption, through better employment and income which in turn is creating value to the agricultural products across the country. Big Bazaar has divided India into 3 segments:

They are:

1. India ONE: Consuming class which includes upper middle and lower middle class (14% of India's population).
2. India TWO: Serving class which includes people like drivers, household helps, office peons, liftmen, washer man etc.(55% of India's population)
3. India THREE: Struggling class (remaining 31% of India's population).
4. While Big Bazaar is targeted at the population across India one and India two segment, Aadhar wholesale is aimed at reaching the population in India three segment. With this, future group emerged as a retail destination for consumers across all classes in the Indian society.

Most Big Bazaar stores are multi-level and are located in stand- alone building in city centres as well as with in shopping malls. These stores offer over 2 lakhs SKU in its wide range of categories led primarily by fashion and food products.

Food Bazaar a super market format was in corporate in big bazaar in 2002and is now present within every big bazaar as well as in independent locations. A typical big bazaar is spread across around 50000 Sq. Ft of retail space. While the larger metropolis have big bazaar family centres

measuring between 75000Sq. Ft and 160000sq ft. Big Bazaar express stores in smaller towns measure around 30000 sq.

Big Bazaar has the facility to purchase products online through official websites and offers free shopping on some of their products.

Customers Segmentation:

1. Big Bazaar targets higher and upper middle class customers
2. The large and growing young working population is a preferred customer segment.
3. Big Bazaar specifically targets working women and home makers who are the primary decision makers

V. VISION, MISSION AND VALUES

VISION

Future Group shall deliver Everything, Everywhere, Every time for Every Indian Consumer in the most profitable manner.

MISSION

- Big Bazaar shares the vision and belief that the customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.
- Big Bazaar will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments- for classes and for masses
- Big Bazaar shall infuse Indian brands with confidence and renewed ambition.
- Big Bazaar shall be efficient, cost-conscious and committed to quality in whatever they do.
- Big Bazaar ensures positive attitude, sincerity, humility and united determination shall be the driving force to make them successful.

VALUES

- Indianans: “Confidence in ourselves”.
- Leadership: “To be a leader, both in thought and business”.
- Respect and Humility: “To respect every individual and be humble in our conduct”.
- Introspection:” Leading to purposeful thinking”.
- Openness: “To be open and receptive to new ideas, knowledge and information”.

- Valuing and Nurturing Relationships: “To build long term relationships”.
- Simplicity and Positivity: “Simplicity and positivity in our thought, business and action”.
- Adaptability: “To be flexible and adaptable, to meet challenges”.
- Flow: “To respect and understand the universal laws of nature”.

Product line/ services

Product line is a group of product items that can satisfy the same needs and wants, they have more or less similar features.

Big Bazaar has a variety of departments which handle different product lines.

1. Food Bazaar
2. Fashion Bazaar

A brief summary of the product lines of various departments are given below:

Food bazaar

The department of food Bazaar is also located in the same floor as the non-food department is located. The department takes care about different types of foods.

The product line of this department includes:

1. Staples
2. Frozen products
3. Vegetables and fruits
4. Ready to eat and ready to cook items
5. Edible oils
6. Juice and aerated items
7. Canine foods
8. Spices and continental items and
9. Frozen vegetables.

Fashion bazaar

The fashion bazaar is located as a separate store. The department takes care about all types of clothing materials which suits humans as well as home care needs.

The product line of this department includes:

1. Kids wear
2. Men’s wear

3. Ladies fashion and
4. Home fashion.

Competitors

The major competitors of the Big Bazaar are the following:

1. Reliance Retail
2. MORE
3. Food world
4. Bharati Retail
5. Tata group
6. RPG group

1. Reliance Retail

The Reliance Group, founded by Dhirubhai H. Ambani (1932-2002), is India's largest private sector enterprise, with businesses in the energy and materials value chain. Group's annual revenues are in excess of US\$ 30 billion. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India.

2. More

Aditya Birla Retail Limited is the Retail Arm of Aditya Birla Group, a USD 28 billion Corporation. The company ventured into food and grocery retail sector in 2007 with the acquisition of a south based supermarket chain. Subsequently Aditya Birla Retail Ltd expanded its presence across the country under the brand "More" with 2 formats Supermarket and Hypermarket. Conveniently located in neighbourhoods, it caters to the daily, weekly and monthly shopping needs of consumers. The product offerings include a wide a range of fresh fruits & vegetables, groceries, personal care, home care, general merchandise & a basic range of apparels. Currently, there are over 600 supermarkets across the country.

3. Food World

Food world, previously known as Spencer's daily, is a chain of supermarket stores. It was started in May 2006 as a division of Spencer & Co, a part of the RPG Group. In August 1999 it became a separate company. Currently it operates 73 stores in Bangalore, Hyderabad, Coimbatore & Chennai.

4. Bharati retail

Bharati retail is a wholly owned subsidiary of Bharati enterprise. Bharati retail operates a chain of multiple format

stores. The company's neighbourhood format stores operate under the Easy day brand and the compact hypermarket format under 'Easy day market' brand.

Recently the company has become more involved in food economic sectors, with a joint partnership in the agricultural company Field Fresh.

5. Tata Group

Tata group established in 1998 is another major player in India retail industry with its subsidiary trend, which operates Westside and Star India Bazaar. The group also has acquired the largest book and music retailer in India 'Landmark' in 2005. Trent owns over 4lakh sq. ft. retail space across the country.

6. RPG Group

RPG Group is one of the entrants which were started in the year 1996 in the Indian retail market, with the food and grocery retailing. Later it also opened the pharmacy and beauty

Big bazaar customer loyalty programmes

Profit club card

At Big Bazaar we have always tried understanding our customer's better keeping in mind their love for better bargains and getting maximum value out of each rupee they spend. This has always pushed us to think innovatively and striving to continuously giving our customers additional reasons to shop.

Times are tough and we understand that this is the time when we need to stand by our customers. Hence, to share the burden of running our customer's household the idea of Big Bazaar PROFIT CLUB was born.

Big Bazaar PROFIT CLUB is the most innovative product that the Indian Retail Market has ever witnessed. It offers an unmatched value proposition to its customers. A unique membership program where one can pay Rs. 10,000 and can shop for Rs. 1000 per month for the next 12 months i.e. Rs.12,000 over a period of 12 months. After the huge success of 'Profit Club Rs 10000', Big Bazaar launches its new program "Profit Club Rs 5000 card". On paying Rs 5000, customers will get a membership card topped up with Rs 6000, with which they can shop for Rs 400 every month for 15 months This card can be used across 240 + Big Bazaars, Food

Bazaars and Fbb- Fashion at Big Bazaar stores across the country.

In case you miss shopping in a particular month, the amount can be carried forward to the next month.

Members of the Big Bazaar PROFIT CLUB will also receive the benefit of existing offers on their Payback cards and T24 mobile services. The Big Bazaar PROFIT CLUB Card can be used as a Gift Card for your friends and family, like children living away from home or parents residing in other cities etc. The Big Bazaar PROFIT CLUB Card can also serve as an excellent Employee Incentive program for your employees. It can also be extended to your business partners as a gift.

Future pay

Future Pay is a digital wallet for shopping across Future Group stores such as Big Bazaar, Fbb, Central, Brand Factory, Ezone, Easyday and Heritage Fresh stores. Use Future Pay for a cashless, hassle-free experience while shopping.

Why Future Pay?

- You can use it on-the-go using your mobile phone
- You can use it across Future Group stores such as Big Bazaar, Central, Fbb, Brand Factory, Ezone, Easyday and Heritage Fresh stores
- You can save money with app exclusive exciting offers
- With our Price Match feature, you are assured of the best prices at our stores
- You can link your loyalty cards with Future Pay and earn and burn loyalty points without carrying any cards.
- You can add money using net banking, credit card or debit card and even by cash at our stores

How does Future Pay work?

Future Pay is just like ready to use cash. All you have to do is register & start using it. Simply add some money, or link your loyalty cards and get going. You can now use Future Pay at all Big Bazaar, fbb, Central, Brand Factory, Ezone, Easyday and Heritage Fresh stores.

VI. LITERATURE REVIEW

Every supplier wants to create and retain a loyal customer who engages in continued profitable business with him. Customer Loyalty is the measure of success of the supplier in retaining a long term relationship with the

customer. Thus customer loyalty is when a supplier receives the ultimate reward of his efforts in interacting with its customer. Customer loyalty tends the customer to voluntarily choose a particular product against another for his need. The loyalty may be product specific or it may be company specific. When a loyal customer has repetitive requirement of the same product, such customers may be described as being 'brand loyal'. On the other hand he may also require different products of the same manufacturer. That is to say he makes significant purchases direct from the same supplier and that counts as the company specific loyalty.

Loyalty also means that customer is sticking to the supplier on certain grounds though he may be having other options also. It may be possible that the supplier may not have the best product or the customer may be having some problems with the supplier in respect of his supply of the product but the customer likes to ignore other options and prefers to continue with the same supplier as the customer thinks the supplier provides him more value and benefit than others. Such loyal customers tend to spend more money buy more, buy longer and tell more people about the product or supplier. This type of long-term customer loyalty can only be created by making the customers feel that they are number one priority with the supplier.

Some customers are inherently predictable and loyal, irrespective of the supplier with which they are doing business. They simply prefer long-term relationships with him. Loyal customers are predisposed to stay with one product or supplier, resisting competitive offers and also recommend the supplier to others.

In case the business is done directly the relationship is direct so also the loyalty. But if the selling is through two or more intermediaries then the loyalty has to be measured at different levels. In that case the end customer loyalty is influenced by the loyalty of the intermediate customers. Then the supplier has to focus his loyalty retention plan accordingly and has to judge and analyze the loyalties of the intermediaries. This process depends on what amount of importance he gives to each of the intermediaries and how much to the ultimate customer. But it is certain that well-managed customer retention programs are sure to give the ultimate customer loyalty.

True, the customers who are targeted by a retention program demonstrate higher loyalty to a business. Therefore such customer retention programs should include regular communication with customers, and provide them opportunities to remain active and choosing to do business with the supplier.

Loyalty is demonstrated by the actions of the customer. But it doesn't mean that the customer satisfaction level can measure his loyalty. Customer loyalty is not customer satisfaction. Customer satisfaction is the basic entry point for a good business to start with. A customer can be very satisfied with the deal and still not be loyal. On the other hand a customer may not express satisfaction but wants to remain loyal to the supplier due to some reasons which keeps him benefited from that supplier. For the same degree of satisfaction, the loyalty level may also be different for different suppliers.

On the other hand, loyalty should not be considered as just an attitude. Customer loyalty should have a direct connection to a company's financial results. The supplier should be able to plan a clear and direct economic benefit of some kind, as the result of the strategies and tactics he employs to increase its customers' loyalty.

Measuring customer loyalty and developing a retention strategy are of great importance to an organization's success.

Customer loyalty is a measure of how likely your customers are to do repeat business with you. Different industries have various ways of measuring loyalty, but the most basic way is to look at the number of purchases over a customer's lifetime in your database. Repeat buyers are your most valuable customers. Though they may not be big purchasers, it is likely that over time, the revenue from them will top revenue from big one-time buyers.

In fact, only a 5% improvement in customer retention rates yields between 25% to 100% increase in profits across industries—happy customers spend more money, more often. There are tons of other benefits to having loyal customers as well—free advertising by word-of-mouth, positive online reviews—so here's a list of ways to help you build your loyal customer base. When looking at customer loyalty types (a whole different conversation), you're looking for reciprocal customer loyalty: a premium relationship benefitting both the brand and the customer.

1. Know Your Customer and Let Them Know You

One of my favourite things is when I meet someone once, and the next time I see them, they remember my name and a detail about our last conversation. This is important for customer loyalty! Companies should strive to do with their customers. Admittedly, it is easy to say, but much harder to do.

Send "Happy Birthday" & Other Personalized Emails

Customers are more likely to be loyal if they feel valued; do you remember their birthdays, or their kids' ages, or the last item they purchased? Many retailers have implemented triggered email programs which will send birthday emails and discounts during a customer's birthday month and customized pregnancy planning emails/first year of life for new and expectant moms. Everyone loves a birthday treat!

It is almost as important to be transparent with your customers about your business. Are you going through a rough patch with getting shipments out on time? Let them know. Did you just hire a new CEO or release an awesome new product? Send a personalized announcement to your customers, giving them a heads-up before the news gets to the media. Even better, release it to your engaged, loyal customers first in beta to get honest feedback.

At Word Stream, we assign customer service reps to specific accounts to assist through their initial transition onto our platform through the customer lifecycle. This allows a rep to get to know the client's business and business goals, to better assist them. We also send hand-written "Welcome to Word Stream" cards from our reps to all new clients! These clients are important to us and we want to let them know.

2. Reward Loyalty with a Customer Loyalty Program Card-Based Customer Loyalty Programs

Confession: I have way too many credit cards. Every time I'm on an airplane or in a retail store and they ask if I'm part of their customer rewards program, I cave. Spend \$1000 in the first month and get \$200 back! What a deal! And then I'm stuck with a credit card that needs to rack up a \$1000 charge. It sounds like a tricky way to lock in your customer, but if you are honest about the implications, credit card rewards programs can be great.

If you're not into credit cards, take a page out of Starbucks' book. Customers earn stars with their purchases, with opportunities to double their rewards certain days of the month and graduate to tiers of loyalty. All you need is a Starbucks gift card and a Smartphone. This rewards program also helps Starbucks get to know their customers better by storing all their order and payment information in the app—never have your name misspelled on your Starbucks cup again!

Try Punch Cards

If credit cards are too much of a commitment, an easier way to reward loyal customers is through punch cards. At Word Stream, the café in our building has stamp cards. After you get 10 stamps from 10 purchases, you get something free! I find a lot of frozen yogurt and consignment shops like Plato's Closet do this as well. It's a good way to keep customers coming back to your specific store as opposed to the café down the street.

3. Make Customer Loyalty Easier Store Customer Data

Always a good example of customer loyalty, an aspect of Starbucks' reward program is the option to order and pay on your mobile device. I love when I'm purchasing yet another book for my Kindle and I don't have to put in my credit card information. This one-touch ordering tells me that Amazon knows who I am (they probably don't) and they're kindly helping me out by getting me offline as soon as possible!

To look at it from a different perspective, Apple also does this. With each upgrade, the iPhone strives to make the user's life a little simpler—anything from the easy-access to the camera on the lock screen, to the accessibility double-tap on the home button for people with small hands. Apple is very public about presenting their new changes and how much work went into the updates, despite not offering discounts, resulting in a loyal following.

Make Use of Automation

Personally, my favorite "make it easier" experience is with my cable company—shocking, I know. I called them to complain about our internet speed and I was directed to the right person by my phone number—didn't even have to type in a long account number! The customer service representative made it clear that she saw and understood the problem, which resulted in a technician coming to replace our router at a conveniently scheduled time later that week. After he left, the same representative called me to make sure everything was working. That's great! I barely had to do anything but pick up the phone and dial!

4. Be the Best at What You Do

An easy way to build customer loyalty is to simply be the best out there. There are so many brands that I love, but I just can't justify the cost of shopping with all of them. Or, it's cheap but doesn't last. When I asked my co-workers, which brands they considered themselves to be loyal to, and the response was a resounding: "TJ Maxx!" That makes sense to me! Not just because we're in Boston, headquarters of TJX,

but because TJX offers great brands at affordable prices, and they are also one of the only companies out there that have mastered that. We're all Maxxinistas!

Make Your Value Prop Part of Your Brand

Another brand mentioned was Patagonia. Patagonia has competition, like REI and Eagle Creek Outfitters, but they have a great story and provide a good shopping experience (great value proposition)—good return policies, a founder and employees who truly love the outdoors, even a unique business model that was popularized through the publication of *Let My People Go Surfing*.

Nobody is perfect, so a great alternative to being the best is showing your customers that you are constantly striving to improve. Everyone appreciates the effort, which leads me to...

5. Encourage Customer Feedback

Customer reviews go hand-in-hand with customer loyalty. Good reviews will drive prospects to your business, good service will convert prospects into customers, and satisfied customers will leave good reviews!

The first step in this chicken-and-egg cycle is good service. Make sure anyone in the company who is client-facing is paying attention to their needs and acting to work through any snafus. You can also provide great customer service through channels like Twitter and customer portals. After an issue is resolved or a transaction is complete, reach out to ask about your customer's experience.

Ask for Reviews by Email

Though this is an annoying example of customer loyalty (as a customer), another way to ask for reviews is through automated email programs like the birthday triggered emails. Once a customer has made a certain number of purchases, send a prompt to review the company for a special discount. If you work with clients, include them in your NPS surveys.

VII. RESEARCH METHODOLOGY

Objectives of the study

- To understand the effectiveness of the service provided by Big Bazaar.
- To study the customer Satisfaction towards the service provided by Big Bazaar.
- To measure the quality of service provided by Big Bazaar

- To suggest specific steps to improve loyalty programs in Big Bazaar.

Scope of the study

The study is aimed at understanding the effectiveness of customer loyalty programs offered in Big Bazaar. The study was conducted in Big Bazaar at Centre Square mall Kochi.

Research problem

To study and analyze retail industry and to understand customer buying behavior by giving special reference to big bazaar center square mall Cochin. Here I analyze the customer loyalty program adopted by big bazaar with special reference to big bazaar profit club card and future pay mobile application.

Research approach

The study is quantitative in nature.

Research design

Descriptive research is focused on the accurate description of the variables in the problem model. Here we generally relay sample surveys for the data. It is used to study the characteristics of the phenomenon studied or about that of a population.

Sampling and sample size

Sampling Frame the customer who availed the Big Bazaar store who intend to use it. Sample unit: The sample unit includes all the existing and potential customers of Big Bazaar, Central square mall, Cochin

Sample size: 100 respondents

Sampling Technique: The sampling Technique used is convenience sampling.

Tools for data collection

Structured questionnaire has been taken as the main tool used for data collection other than information collected from magazines, company records and internet etc. simple percentages are used for analyzing the data. The questionnaire included questions of Likert scale with the options ranging from highly effective to least effective, highly satisfied to least satisfied. After analyzing, the data are presented in the form of bar graphs and interpretations are made on the basis of diagrams.

Data collection method

- Primary data: The primary data has been collected through a questionnaire survey for customers, in Big Bazaar, Centre Square mall Kochi and direct interview with the guide in the company and other related persons in the different departments.
- Secondary data: The secondary data was collected through manuals, journals, and annual reports. The official website of Big Bazaar also proved to be a useful database.

Limitations of study

- Unwillingness of commuters in the store to participate in the data collection process.
- The study was conducted in Centre Square mall Kochi
- Time constraints
- Lack of experience of researcher.

Data Analysis & Interpretation

1. Gender wise classification of the respondents

The table 1 describes the classification of respondents based on gender. The gender status is classified as male, female, other

Table 1

Category	%
Male	74
Female	26
Other	0
Total	100

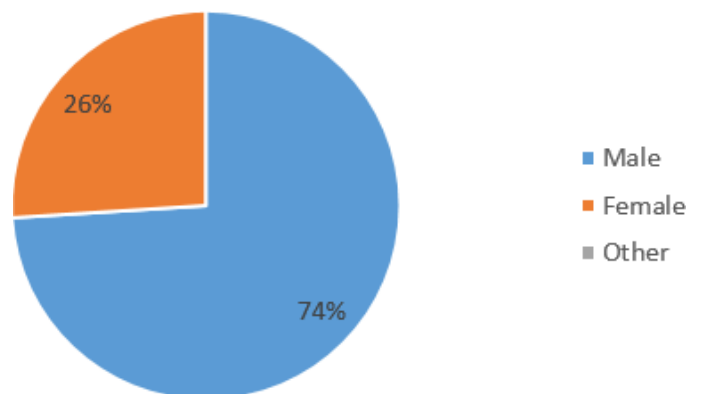


Diagram 1

Interpretation:

It is found from that 74% of respondents are males, 26% of respondents are females whom we met as customers in the store.

2. Perception of the respondents

The table 2 describes the classification of respondents based on costumer perception about loyalty programmes.

Table 2

Category	Strongly agree	Agree	Neutral	Dissagree	Strongly disagree
Beneficial	2	50	35	10	3
Satisfied	0	65	20	11	4
Competitive	2	45	20	30	3
Influence	10	30	15	35	10
Create loyalty	15	60	20	3	2

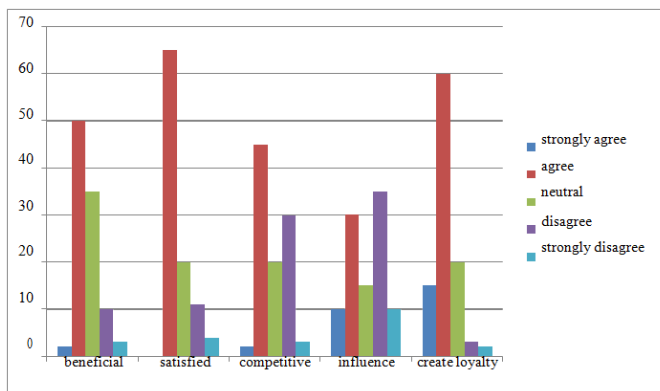


Diagram 2

Interpretation:

Here 50 customers agreed that customer loyalty services in Big Bazaar are beneficial to them and about 65 are satisfied with the service. And around 60 have agreed that it creates loyalty with the customers.

3. Awareness of expiry date

The table 3 describes the classification of respondent’s knowledge about expiry date of the card.

Table 3

Category	%
Yes	66
No	34
Total	100

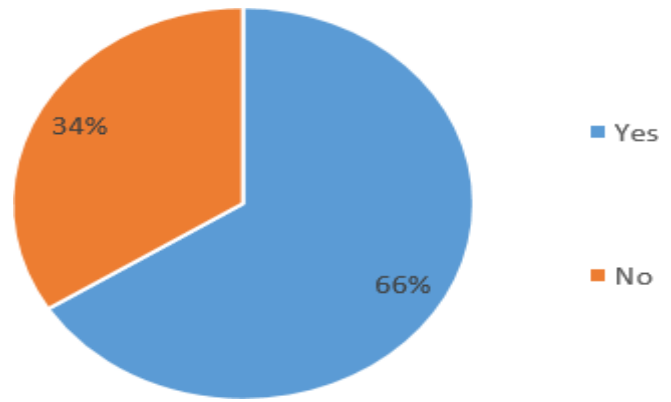


Diagram 3

Interpretation:

66% of the customers are aware about the expiry date of the card which is 18 months while 34% are unaware about it.

4. Membership of respondents

The table 4 describes the classification of respondents that continue to be member.

Table 4

Category	%
Yes	33
No	67
Total	100

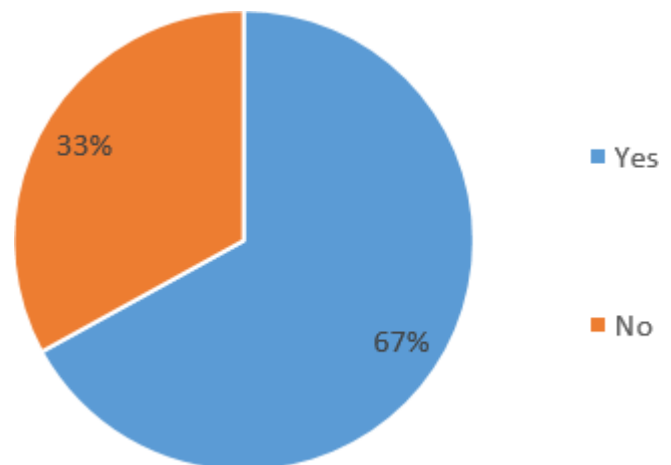


Diagram 4

Interpretation:

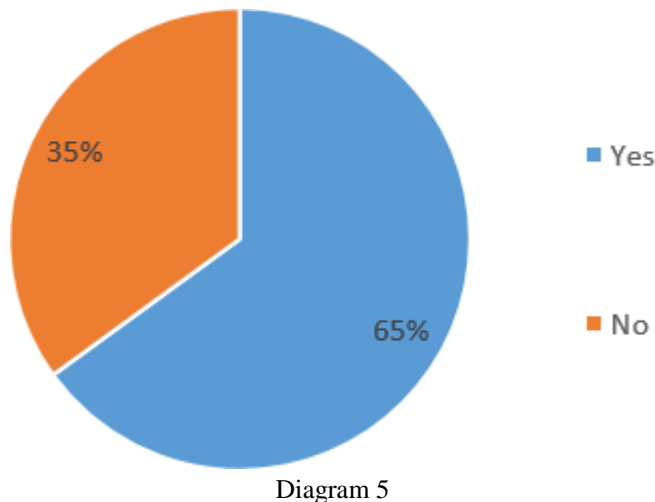
Out of the survey 67 customers have agreed to continue the membership while 33% are unsatisfied with the service.

5. Based on recommendation of the cards

The table 5 describes the classification of respondents would recommend membership cards to friends and family.

Table 5

Category	%
Yes	65
No	35
Total	100



Interpretation:

Here 65% have agreed to suggest about the membership card to the friends and family as they found it useful. While 35% are dissatisfied about the service.

6. Knowledge about future pay

The table 6 describes the classification of respondent’s knowledge about future pay.

Table 6

Category	Yes	No
Latest offers	80	20
Get cash back	95	5
Price match	65	35
Validity of money	55	45

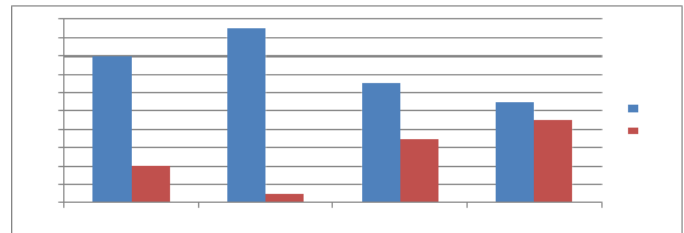


Diagram 6

Interpretation:

Here I was analyzing the knowledge of people about the Future Pay service offered in Big Bazaar and its benefits. It was found that majority are aware about the main benefits like the latest offers in the store as well as cash back schemes and was not much known about the validity of the cash back.

7. Satisfaction of the respondents

The table 7 describes the classification of respondent’s satisfaction level after shopping.

Table 7

Category	%
Very satisfied	18
Satisfied	54
Neutral	23
Dissatisfied	5
Very dissatisfied	0
total	100

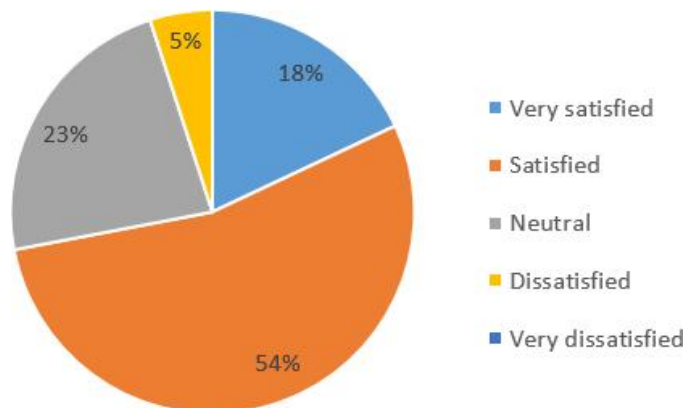


Diagram 7

Interpretation:

Out of the survey, 54% of the customers are satisfied with shopping in big bazaar while 18% are very satisfied and 23% feels neutral and 5% feels dissatisfied.

VIII. FINDINGS

- Store performing should be well in attracting the customers.
- Brands and products availability in big bazaar is not up to the mark, especially in apparels and electronics.
- Noisy and unpleasant environment irritates customer.
- Air conditioning is really bad.
- Discounts and offers doing well in the store.
- Product display and signage is not understandable.
- Amount of new BBPC card holders is decreasing, more awareness should be generated.
- Future pay cash back is not updating and working regularly.
- BBPC service amount should be increased for customers.
- In food items it is found that products are near to the expiry.
- Floor management should be properly done
- Customer seating facility should be increased.

IX. SUGGESTIONS

- More offers to membership card holders.
- Special counter for card holds
- Confusions in future pay cash back
- Create awareness & manage home delivery services properly.
- Proper signage should be there so that customer can locate the products easily.
- Proper training should be provided to sales person so that they can deal with the customer efficiently.
- Proper cash back is not happened
- Monthly purchase amount should be increase
- Various schemes and offers can be provided to them and attract new customers (Use pull strategy).
- No. of cash counter needs to be increased keeping in view customer traffic intensity.
- Quality in products should be increased up to mark.
- Enable other brands products rather than own brands specially for Electronics department

X. CONCLUSION

As most of the retail industries did market research before entering into market. Same thing was done by Big

Bazaar. Location, market, consumer perception analysis was done by Big Bazaar. The retail industry in India is likely to grow 15-20% every year but then also the India fallen down 6 rank downwards in the world ranking (Source by GRDI) just not only because of the different govt. policies which needs some amendments but also because the Retailers are not able to understand their customer and failed to make a strong bond between them.

In one year, much more diversification was done in it. And to retain customers they use many loyalty programs & IT techniques. Big bazaar, a part of future group is a hypermarket offering a huge array of goods of good quality for all at affordable prices. Big bazaar with over 256 outlets in different part of India is present in both the metro cities as well as in small towns. Big bazaar can attract more customers by different variety and assortments. They can improve customer satisfaction by providing home delivery services. In this manner they once come in the store then they must come again and become our regular customer, for this the loyalty programs are offered to them. Some customers are not aware of these loyalty programs but then also they visit the store frequently and do their shopping which is strange to hear.

We can conclude that Big Bazaar has one of the major retail industry in India. Working environment is good and also the various facilities is provided to increase the customer services. There exist a healthy & strong relationship between employees and managers. The employees accept their responsibility wholeheartedly and perform the services in well manner that satisfied the customers.

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