

A Study on The Effect of Change in Management At Bismi Hypermarket With Reference To Thrissur

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Abstract- This study investigates the impact of a change in management on Bismi Hypermarket, a prominent retail organization. The objective of the research is to analyze how the change in management influences various aspects of the hypermarket's operations, employee morale, customer satisfaction, and overall performance. The study employs a mixed-methods approach, combining quantitative analysis of financial data, employee surveys, and customer feedback, along with qualitative interviews with key stakeholders. Customer feedback and satisfaction surveys are collected to assess any changes in service quality and customer experience. The findings of this study are expected to contribute to the existing body of knowledge on change management and its implications for organizations in the retail sector. The results will provide insights into the potential benefits and challenges associated with implementing a change in management within a hypermarket context. The research outcomes will be useful for practitioners and managers seeking to navigate similar change processes effectively.

Keywords- Customer satisfaction, Customer Retention, Quality standards

I. INTRODUCTION

Customer perception is the viewpoint, opinion and belief that the customers have about the brand and the change that the brand inflicts. It plays an important role in building customer loyalty and retention as well as brand reputation and wellbeing. Customer perception is all about how the customer feels about the brand and their interaction with us. Customer perception is influenced by both direct and indirect interaction with the business. Factors such as social media, pricing, quality, and influencers; all these affect customer perceptions. Customer handling is a skill that can be developed through proper analysis and psychological approach in thinking and interacting with the customers. Mostly, customers love to share their positive experience with their network of friends and community. They use i-retail software in their POS machines and inventory control department use SAP for inventory management. Arrival of goods , no: of tubs of

goods, no: of goods dispatched, no: of goods ordered, no: of goods in yard are tools overviewed with SAP. The store is properly well equipped with CCTV surveillance. The store consist of an office and a mini stock storage area. Altogether it spans up to 13000 sq.ft.

All inventories are cordially recorded. First stock fill and sorting are recorded before 10:30 AM. The hypermarket department is divided into vegetables, staples, diary products, snacks, sanitarries. All the stock is checked daily to ensure availability and quality. Good quality vegetables are kept for sale in the bargain corner. These vegetables are the previous day goods that have been moved to bargain corner to replace them with fresh vegetables of the next day. The bargain corner is put for maximum liquidation of stock in lesser price. RELIANCE BISMI is one of the most popular house hold brands which started its venture back in 1999.it was founded by the previous owner V.A.Ajmal, a young production engineer of 23 years old stepped into the business of distribution of home appliances and electronic goods for one of the large OEM under the brand name Unitech Trading Enterprise. Passion for entrepreneurship and appetite for risk lead V.A.Ajmal to enter into the challenging field of retail distribution of electronic goods and home appliances with first outlet of BISMI in Kochi in 2003. It started as a single outlet of retail experience which later expanded and grew as the industry leader over a period of 10 years. BISMI has more than 3 lakh sq.ft of retail area with more than 6 million happy customers in a year.

Verticles that BISMI has today are as follows:

1. BISMI hypermarket Pvt.Ltd–Hypermarket outlets are managed.
2. BISMI Connect Pvt.Ltd –Electronics and home appliances business are managed.
3. RELIANCE BISMI has 13 hypermarket outlets and 15 electronics outlets across the state of Kerala currently. The group has an annual turnover of 7 billion.

BISMI HYPERMARKET Department.

BISMI group is an emerging giant in the white goods in Kerala and is a step closer to expansion under the new ownership of Reliance Group. Their outlets/ hypermarkets have combination of both food and electronics spread out in two floors. They also have supermarkets as a second format which will have complete food assortment. All major A&B towns will be having their hypermarkets and its corresponding C towns (feeder market) will be having their supermarkets.

II. LITERATURE REVIEW

Joseph Varghese (2018): This paper states the impact of change in management in service quality and customer experience. The ability to manage customer expectations and to maintain service excellence is a major marketing strategy.

Michael Collins (2017): Salesperson intelligence is used in marketing strategies to improve sales performance. A theoretical model is introduced to study the antecedents and profit impact to know the salesperson perception.

Manoj. C (2016): This study offers a comparative analysis of the effectiveness of customer satisfaction and customer-company identification in driving important customer outcomes over time.

Mario Rese (2015): customer satisfaction positively affects important customer outcomes such as customer loyalty and customer willingness.

Kriti .N.M (2014): As a part of contemporary strategy, there are various new layouts and marketing methods that has been implemented for the improved performance and the better margin on departments.

Mohan Kumar (2012): In his paper, he has analyzed the purpose of knowing the working methods and the manner in which the process is been taken along in maintaining customer satisfaction based on their perceptions on the change in management.

Hamid Mehran (2010): This study investigates the relation between ownership structure and firm performance using a sample of 94 thrift institutions that converted from mutual to stock ownership.

There are certain objectives for the study set with an aim:

- To analyse the impact of change in management at BISMI based on customer perception.
- To study the marketing methods adopted by BISMI to cope up with the competition in the market.

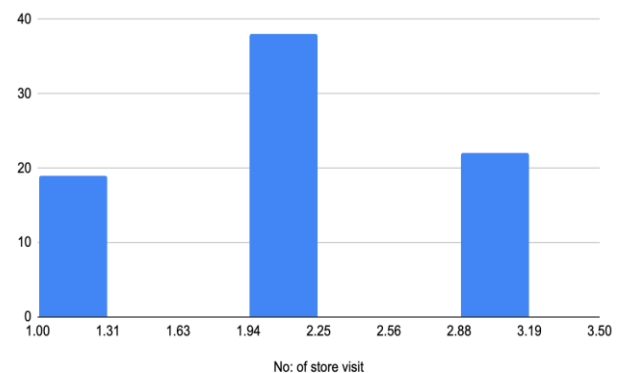
- To evaluate customer attitude towards BISMI under the new management.
- To observe the level of customer retention.
- To study about the customer feedback on the operation of the brand after the takeover from Ajmal BISMI to Reliance BISMI

III. RESEARCH DESIGN

Research design is the overall plan or strategy that a researcher uses to address their research question. It is the “Blueprint” of a research paper that facilitates giving an action plan in a systematic form. It outlines the steps, methods and procedures that will be employed to collect and analyze data to achieve the research objectives. The research design used for the current study is descriptive research design that focuses on describing and documenting the behavior and patterns of a particular population. The population of the study consists of 80 Customers of BISMI HYPERMARKET. The sample size of the study conducted from the taken sample population is 80.

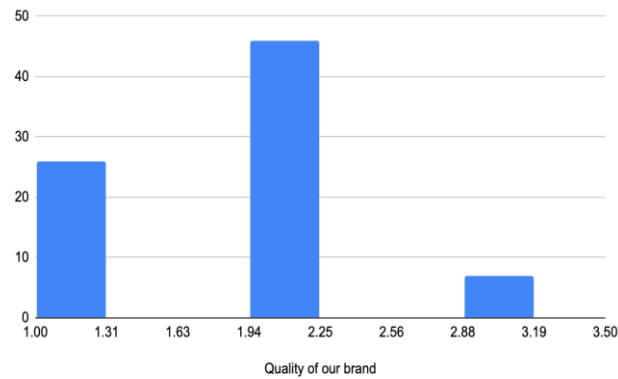
IV. DATA ANALYSIS

Histogram of No: of store visit



The customers who visit the store once a week are the highest among the lot. People are not frequent on purchases in Thrissur town when it comes to the upper middle-class customers of BISMI. They prefer to shop for the week for convenience apart from the necessities. Customers who purchase rarely are the next highest. These customers are the lower income customers who tend to purchase from such white good selling retail stores when they come in need of certain goods that are easily picked with convenience instead of searching around for cheaper prices. The research techniques used in conducting this study helps in finding the comparative figure of positive and negative relationship of customer perceived image of the brand on its change in management.

Histogram of Quality of our brand



In this survey undertaken, the quality of the available brands in the store are satisfied by most of the samples. It is the multiple time difference between the highly satisfied samples compared to the satisfied samples. The neutral samples are the people who might prefer some specific few brands that they have been using for a long period of time which they have been comfortable with resisting them to change and try something new that has come in the market. With help of Anova , we can find the relation between two variables with their approximation value.

ANOVA:
Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Column 1	38	1250	32.89473684	111.826458
Column 2	38	80	2.105263158	0.475106686

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	18011.84211	1	18011.84211	320.7763338	1.27704E-28	3.97022958
Within Groups	4155.157895	74	56.15078236			
Total	22167	75				

In the above ANOVA tool, the P value is 1.27. since the P value >0.05, it is therefore understood and proved as a Null Hypothesis. It is therefore understood that the customers are not very much satisfied with the new management of BISMI.

Weighted Average Method:

Satisfactory Level	Quality of the Brand
5	10
4	28
3	0
2	0
1	0
TOTAL	162
WEIGHTED AVERAGE	4.263157895
RANK	1

From the above table, the weighted average is calculated with the analysis on the quality of the brand. The satisfactory level of the customers are analysed with the help of the survey conducted through descriptive method.

Satisfactory Level	Prices and Offers
5	11
4	25
3	2
2	0
1	0
TOTAL	161
WEIGHTED AVERAGE	4.236842105
RANK	2

From the above table, the weighted average is calculated by analysing the prices and offers. The satisfactory level of the customers are identified through descriptive method of survey. It shows how the new management pricing policies are consumer friendly and feasible to the customers.

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