

## Customer Perception about D-Mart and Big Bazaar

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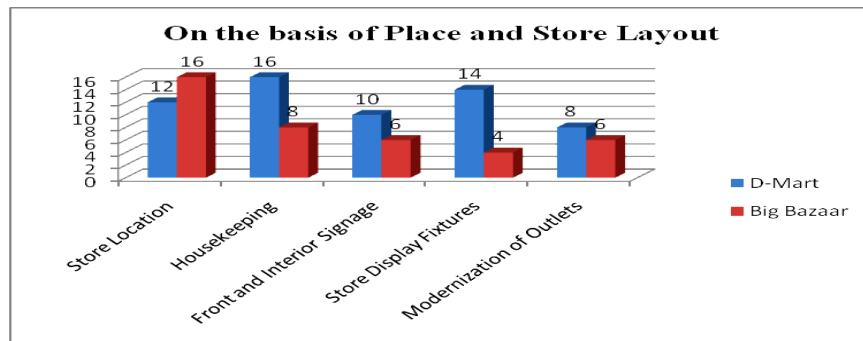
### Abstract

Today, customer has become the King of the market. Now a days, a customer has various options to purchase the products i.e. D-Mart, Reliance Fresh, Super Market, Big Bazaar etc. A customer wants to purchase from that store where he meets satisfaction with his expectation in terms of quality, price, promotional offer etc. Today, a customer has very busy schedule so he also emphasized on store location, easy to purchase and instant shopping etc. For this purpose, a random survey of 100 respondents was done at D-Mart and Big Bazaar stores to know that from which store the customer feel easiness to buy and in terms of product which special feature he likes. The result of this survey is as follows-

**Table 1.1**  
On the basis of Place and Store Layout

Place and Store Layout	D-Mart	Big Bazaar
Store Location	12	16
Housekeeping	16	08
Front and Interior Signage	10	06
Store Display Fixtures	14	04
Modernization of Outlets	08	06
<b>Total</b>	<b>60</b>	<b>40</b>

According to table 1.1, there are 16 customers of Big Bazaar and 12 customers of D-Mart, who give weightage to store location. According to them store should be established in middle of the city. Besides this, 08 customers of Big Bazaar and 16 customers of D-Mart like the house keeping of the concerned store. On the other hand 06 customers of Big Bazaar and 10 customers of D-Mart, emphasize on front and interior signage. Whether, 04 customers of Big Bazaar and 14 customers of D-Mart like store display fixtures. Other than that, 06 customers of Big Bazaar and 08 customers of D-Mart, give weightage to modernization of outlets. Thus it is concluded that place and store layout are important features, on which both the stores will have to pay attention.



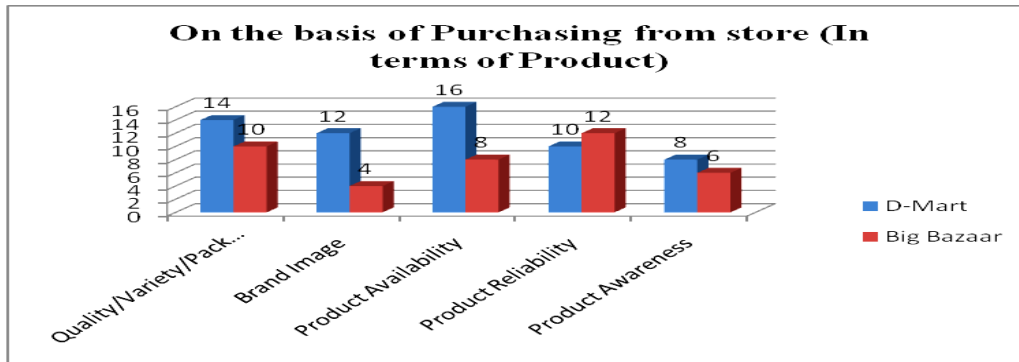
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**Table 1.2**  
**On the basis of Purchasing from Store (In terms of Product)**

Purchasing from Store	D-Mart	Big Bazaar
Quality/Variety/Packaging	14	10
Brand Image	12	06
Product Availability	16	08
Product Reliability	10	12
Product Awareness	08	04
<b>Total</b>	<b>60</b>	<b>40</b>

According to table 1.2, there are 14 customer of D-Mart and 10 customers of Big Bazaar, who give emphasized on quality or variety or packaging of the products. Similarly, 12 customer of D-Mart and 06 customers of Big Bazaar like brand image of the concerned store. Whether, on product availability, 16 customer of D-Mart and 08 customers of Big Bazaar, give their attention. Besides this, 10 customer of D-Mart and 12 customers of Big Bazaar, emphasized on product reliability. On the other hand, on product awareness, 08 customer of D-Mart and 04 customers of Big Bazaar like product awareness. Thus on the basis of this survey, it can be concluded that most of the D-Mart customers emphasized on product availability, whether most of the Big Bazaar customers focus on product reliability. Similarly, very less customers of both the stores have emphasized on product awareness.



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