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A STUDY ON CRM ACTIVITIES AND ITS IMPACT ON CUSTOMER SATISFACTION IN BIG BAZAAR, VIJAYAWADA

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ABSTRACT

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global destination in the retail space. Customer relationship management is an emerging tool that enables marketers to maintain their presence in the dynamic marketing environment. In the city like Vijayawada, these organized retail store and firms are concentrating and targeting the consumer from the different segments like rural, urban, low, middle and high income segments etc. This research paper gives clear cut information that to evaluate the CRM practices of the Big Bazaar in Vijayawada city. CRM is highly exercised in the industry like hospitality, services industry etc. but it is having equal importance in the retail industry also. The results of this research paper shows that the customers don't take a single second when it comes to change the preference and break the loyalty for an organization, in such a situation it the CRM of the organization which will compel the customers to visit the retail outlet again and again.

Key Words: Retail Stores, Customer Relationship Management, Customer Loyalty.

Introduction

Retail Sector in India

Indian retail market is one & the Indian's fastest growing industries is expected to grow from us $ 350 billion to us $ 427 billion 2010, retail is India's largest industry accounting for over 10 percent& the country's GDP and around eight percent& employment. Retail in India is at the crossroads. It has paced industries with several players entering the market. Retailing in India is gradually inching its way to becoming the next boom industry. The whole concept of shopping has altered in terms &

format and consumer buying behaviour, ushering in a revolution in shopping, modern retail has entered India as seen in sprawling shopping centres, multi-storied malls and huge complexes offer shopping, entertainment and good all under one roof.

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In recent times, however more and more by retail outlets are coming up in the Metros and cities and the country. Many business houses now thinking and opening up a retail chain and their own, Spencer and collimated, Vitan industries limited pantaloons, shoppers stop, Reliance malls, to name a few have already in the business with a big bang.

Loyalty cards and programmes

Customer loyalty is mainly evidenced in repeated purchases. Uncles, Dowling and Hammond (2003) differentiate two key loyalty programme types: the *first* aims at increasing sales (and accordingly retailer's profit), and the *second* is used to maintain customer satisfaction through a more peaceful and intimate approach. Modern programmes and their loyalty cards (Pass card) appeared in the 1980-s in Great Britain. Today most retail chains selling fast-5 moving consumer goods (FMCG) offer some sort of loyalty programme, including a corresponding card. Depending on their wishes, organizations choose the methods of rewarding loyal customers. Each loyalty programme needs to be determined by time, and they differ from each other in continuity and linearity of rewards. Continuity means that the customer is rewarded with each purchase, i.e. when they reach a specific threshold. Linearity defines the relationship between the amount of purchases and the amount of rewards. Loyalty programme rewards can be divided into economic and non-economic. Economic rewards are connected to various financial conveniences for the loyal customer (e.g. bonuses, discounts, and free products and cash bonuses). Non-economic rewards are psychological in nature and place the loyal customer above everyone else. Loyal customers enjoy in first-purchase deals at closed events and priority in receiving information on sales promotions, discounts and the like.

Importance of CRM

CRM

A retailer's relationship with their customer is key to repeat store visits, brand loyalty and ultimately sales conversions. Customer Relationship Management (CRM) in retail isn't a new concept, but it's one that could help retailers win the battle for sales in these competitive times. It's no longer enough to have a bricks and mortar store and hope that people will visit and spend their hard earned cash on impulse buys. Customers need to be enticed in to the store, given a reason to visit and a reason to stay and shop. Retailers need to create a welcoming environment as well as an experience for their customers. Having an accurate retail CRM database, focused on the customer, is an integral part of the jigsaw for any retailer. Consumers are savvy, demanding and often in a hurry, so a successful retail CRM system will pay dividends when it comes to building loyal customers. A good retail CRM system can help build loyalty, creating brand ambassadors who will happily spread the word about their positive customer experience. Get it wrong and they'll be even more vocal about a bad customer experience.

Organization Profile

Big Bazaar

"Naye India ka Bazaar"

Big Bazaar has clearly emerged as the favourite shopping destination for millions of its consumers, across the country, it's success is a true testament to the emotional bonding it has established with the Indian consumer, on account of its value offerings, aspirational appeal and service levels. Shop till you drop! Big Bazaar has democratized shopping in India and is so much more than a hypermarket. Here, you will find over 170,000 products under one roof that cater to every need of a family, making Big Bazaar India's favorite shopping destination.

At Big Bazaar, you will get the best products at the best prices from apparel to general merchandise like plastics, home furnishings, utensils, crockery, cutlery, sports goods, car accessories, books and music, computer accessories and many, many more. Big Bazaar is the destination where you get products available at prices lower than the MRP, setting a new level of standard in price, convenience and quality. If you are a fashion conscious buyer who wants great clothes at great prices, Big Bazaar is the place to be. Leveraging on the company's inherent strength of fashion, Big Bazaar has created a strong value-for-money proposition for its customers. This highlights the uniqueness of Big Bazaar as compared to traditional hypermarkets, which principally revolve around food, groceries and general merchandise. Boasting of an impressive array of private labels, Big Bazaar is continually striving to provide customers with a complete' look. So be it men's wear, women's wear, kids wear, sportswear or party wear, Big Bazaar fashions has it all!

Ab Ghar Chalaana Kitna Aasaan

Food Bazaar invites you for a shopping experience, unique by its ambience. At Food Bazaar you will find a hitherto unseen blend of a typical Indian Bazaar and International supermarket atmosphere. Flagged off in April'02, Food Bazaar is a chain of large supermarkets with a difference, where the best of Western and Indian values have been put together to ensure your satisfaction and comfort while shopping. The western values of convenience, cleanliness and hygiene are offered through pre packed commodities and the Indian values of "See-Touch-Feel" are offered through the —bazaar-like‖ atmosphere created by displaying staples out in the open, all at very economical and affordable prices without any compromise on quality. The best of everything offered with a seal of freshness and purity will definitely make your final buying decision a lot easier. In the Rs.25000 crore consumer durable industry, which is growing at nearly 6 per cent every year, E-Zone has already emerged as a force to reckon with. This lifestyle retail format offers a never experienced before environment for shopping for the best in national and international consumer electronic and durables brands. It retails products ranging from music systems to laptops, from the latest plasma television sets to DVD players, from washing machines to air-conditioners to name a few. Typically in excess of 12,000 square feet in size, E-Zones are primarily stand-alone concepts, but are also present within the company's Central malls.

Promotional Schemes for Loyalty Customers

Payback Loyalty Program

PAYBACK is Europe's leading customer loyalty program, headquartered in Germany, with a total of 25.5 million active cardholders in Germany and Poland. In India, PAYBACK consolidated its position after taking a major stake in I-Mint. Today, with more than 30 partners with 1,500 outlets and 10 million card members, it's the only program which works with market leading pan-India players from the banking, travel, petroleum and online sectors such as ICICI Bank, HPCL, Univercell, BookMyShow and MakeMyTrip.

Now that Future Group has become a part of this bandwagon, customers are bound to earn points at every step – from formats like Big Bazaar, Food Bazaar, Central, HomeTown, Ezone,

Brand   Factory and   Future Bazaar.

These points can then be redeemed for air miles, movie tickets, air tickets and vice versa.

With Future Group and PAYBACK —Shopping is Rewarding‖.

T24 Program

Customers will get shopping benefits for talking and talk-time benefits each time they shop.

We believe that with our partners, Tata Teleservices Limited, we have been able to develop a differentiated offering in the crowded telecom space and also increase the loyalty we enjoy among the millions of customers who patronize our stores. T24 (Talk 24) tariff plans reflect the competitive per-second rates being offered for pre-paid customers on Tata Teleservices Limited's GSM network. In addition, customers will be rewarded with free talk-time for every purchase at Future Group Stores starting at Rs.10 to a maximum of Rs.350. Plans will keep evolving to offer ever-more attractive options to the customer.

Big Bazaar Profit Club Card

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 Rs10, 000 and can shop for Rs1000 per month for the next 12 months i.e. Rs12, 000 over a period of 12 months. This card can be used across 215 + 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.

Methodology

Problem Definition

This chapter outlines the methodology for the study. This chapter deals with formulation of hypotheses, research design that includes, sampling design, data collection procedure, survey instrument, methods of planned analysis. The methods focus on empirical inquiry on the relationship between servant leadership and team commitment, team effectiveness and job satisfaction in a mediating psychological climate so called trust on the supervisor.

Objectives

1.   To analyse the impact of membership cards and services on customer satisfactionand loyalty.
2.   To analyse the impact of e-communication on customer satisfaction and loyalty.
3.   To analyse the impact of feedback system on customer satisfaction and loyalty.
4.   To analyse the impact of service quality and its services on customer satisfaction and loyalty.

Scope of the study

A CRM system is a business tool that allows you to manage all your customers, partners and prospects information all in one place. The Sales Cloud (Salesforce.com's CRM system) is a secure cloud based CRM system that can help every part of your business get a 360 degree view of your customer.

For example, it helps:

1.   sales teams close deals faster
2.   marketing manage campaigns and track lead generation
3.   service call centers reduce the time to resolve customer complaints

Review of Literature

Perkov, D., Primorac, D., Keblar, V. (2015) .According to this article, the main working hypothesis of this paper was that loyalty programmes contribute to the increase in customer satisfaction and the profitability of Croatian retailers. Using online service Google Forms and email, qualitative research was conducted summer on the sample of 51 respondents of them belong to any of the loyalty programmes, as many as of them are members of 1 – 2 programmes and 35.30% participate in 3 or more loyalty programmes.This article consists of both secondary and primary sources of information. Secondary sources included domestic and foreign scientific and professional literature, as well as relevant online databases. Primary information sources have been obtained through empirical research of loyalty programmes in Croatian retail companies. Using an online survey, 51 individual consumers were included. Key methods used in the conducted research include logical methods. Particularly the methods of analysis, synthesis, deduction and comparison were applied from this group of methods. Mathematical and statistical methods were also applied in this paper.

SeyedAlirezaMosavi and MahnooshGhaedi (20 April, 2012). This articles studies about the – Customersatisfactionpositivelyinfluencestrust, Complaint handling positively influences trust, Shared value positively influences trust, Trust positively influences customer loyalty, Trust positively influences commitment,Trust positively influences repurchase intention. Data were collected through survey using a structured questionnaire administered to the general public. The only condition for the inclusion of respondents was that they must have purchased an apple mobile phone before. The survey was posted on the internet as it is a convenient, fast and cost-effective means of eliciting responses from respondents. A total of 547responses were collected. Out of these, nine were rejected because of missing data in the questionnaire. Thus, the total usable sample for analysis was 538.

DheerajVerma, Devendra Singh Verma, Volume 2 Issue 4, April 2013. Research Methodology Conducted here is descriptive technique in nature. The Research done on the sampling unit retail outlet is different segment like footwear, clothing and apparels, food, watch, Bags & gifts, lifestyle etc. The technique of sampling used Judgmental sampling and Questionnaire designed with help of secondary data and retailer interview and opinions based on. The primary data collected from retailer (retail outlets) and consumers would be quantified & collecting Questionnaire 45 retail outlets & 45 customers. The Retailer survey would be conducted using Judgmental sampling method 10 question designed. The sampling type for the consumer survey data was collected using a standardized five point Likert type scale.12 question designed.

Dr. A. Kumudha, BarkathUnissa.A Its objectives are -analyze the effectiveness of Customer relationship management and its impact on customer loyalty, evaluate the effectiveness of company policy and its influence on customer care and relationship. The study is confined only to apparel retail stores in top 10 retail malls of Bangalore and the store managers of these stores. The sample size used for this study is 174 store managers. A detail survey was conducted. The research instrument used for the study is questionnaire which was designed for the store managers. These store managers were personally contacted by the researcher and the response was collected.

MayurKumar.A The objective of the study to collect data for this research study, both primary and secondary sources was used. Secondary data collected through the researcher reviewed articles related to research objective that appeared in the scholarly literature, key journals, reports, magazines and proceeding were systematically scanned for articles related to the research topic. Primary data collected through an empirical investigation, online survey was conducted, using a structure questionnaire. In this article it consists of questionnaire two parts. Part-I questionnaire measures the distribution of participants on the bases demographic characteristics and part-II questionnaire measures CRM practices at shopping mall on a five point scale ranging from (i) strongly disagree to (5) —strongly agree‖ Sample was collected on the basis of non-probabilistic convenience sampling method. The population in this study comprise of customer who loves shopping malls at Bangalore. It is decided to choose in order to collect the data a through online survey structured questionnaire was farmed Questionnaires were distributed amongst the sample of 150 But received 142 customers

respondents of shopping mall in April 2013. The data was collected tying a survey and interpretation through to check the reliability of the data cronbach alpha test was applied in order to find out the most preferable CRM practices shopping malls view point Sample percentage method and one –way ANOVA analysis was applied.

4.5 Hypothesis of the Study

H_{11} : Customers are becoming loyal to the store because of membership cards, e-communication, feedback system(offline) and service quality.

H_{12} : Customer loyalty on the store is depending on demographics of customer.

H_{01} : Customers are not becoming loyal to the store because of membership cards-communication, feedback system(offline) and service quality.

H_{02} : Customers loyalty on the store is not depending on demographics of customer.

4.6 Limitations of Study

1. This study is limited to customers of Big Bazaar, vijayawada which may fail to give a correct picture of the study.
2. This study is limited to 150 respondents, a small sample in size which represents the whole universe of users of CRM techniques.
3. The time period for the study is also a limited factor and the results of the study may tend to change in future course of time, where the time period changes.
4. The researcher faces some difficulty due to the lack of co-operation from some respondents and the bias of respondents cannot be completely ruled out.
5. It is very difficult to fetch sufficient customer information from the store since they maintain privacy and security in providing customer profile.
6. Although it adds to our understanding of customers in Retail industries, research has limitation that may be pursued in future research.
7. The limitations of the study are many at this point of time, first & foremost course, is the limited number of subjects, to we have no doubt that the result will improve with a larger number of sample pool.
8. Many of the caveats typically associated with this research apply to present study well. With respect to the research setting, it is important to note that most of the data was collected at a single point of the time.

4.7 Research Design

This study was conducted by data collection. It was made by self-administering structured questionnaires to 150 respondents from all the customers of Big Bazaar located in the city of Vijayawada.

Population of the Study

Population for this study can be identified as the Customers and visitors of Big Bazaar located in the city of Vijayawada.

Sample Design

A sample design is the framework or road map that serves as the basis of sample selection.

The sample for the study was respondents from the Retail store (Big Bazaar).

Sampling Frame

All the Customers of Big Bazaar are taken as the sample frame for this study.

Sampling Technique

In this study simple random sampling technique on the basis of geographical location was adopted for data collection. To ensure randomness in the sample 150 unit respondents were chosen as mentioned above.

Sample size

As a result, of data collection out of 150 questionnaires circulated, only 105 fully filled in questionnaires were received.

Data Collection

The data collection process focused on all the, managers Customers of BigBazar with a structured and self-administered questionnaire. Below sections provide the process of scale adoption.

Likert Scale

The researcher adopted Five point Likert Scale [5] for data collection. Since all the questions were designed in such a way that the responses are according to the perception of the respondent and hence the researcher chose this scale.

Survey Instrument

A structured and self-administered questionnaire is designed for collecting data from the respondents. This questionnaire comprises questions that can be easily answered on the five-point Likert scale and open ended questions. Part-A comprises of demographic related items. Part-B with all the set of questions related to the Awareness, adoption of CRM activities and perception of customers towards the store. Total 25 items were mentioned in the instrument. Whereas, name of the respondent, name of the company, e-mail address and contact number were omitted from analyzing the data, as these items were sensitive and the respondents showed unwillingness to fill.

Methods of Analysis

The data collected for the study was analysed by Statistical Package for Social Sciences (SPSS 21.0). The first level, both uni-variate and bi-variate descriptive statistical analysis was performed with measures of central tendency and dispersion. Also, trend of the data collected was represented graphically. In the second level, confirmatory data analysis for the formulated hypotheses was performed. For testing hypotheses H_1, the data collected from the instrument termed as ordinal data. Inferential statistical techniques used for treatment of data are ordinal correlation, Pearson correlation coefficient for correlation Chi-square test and by using a minimum inclusion alpha (α) of 0.05. A correlation test was performed to understand the mutual relation among the variables. The investment alternatives and their factors are tested. As the data falls under ordinal level of measurement, multivariate regression was calculated to find out the correlation among the above said variables.

Data Analysis

Reliability Statistics

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.788	.761	17

The value of reliability is 0.788 which says the structured questionnaire and responses are reliable for the analysis.

5.2Frequencies and Graphs

Table 5.1: Gender

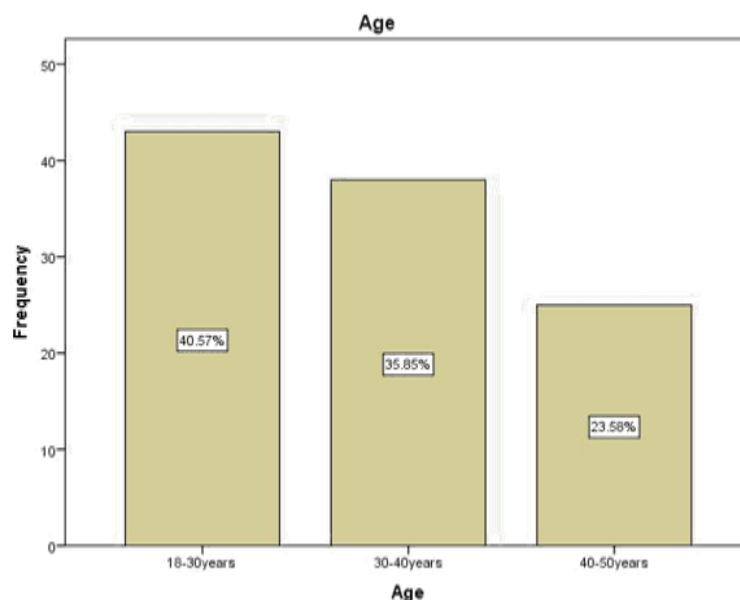|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	53	50.0	50.0	50.0
	Female	53	50.0	50.0	100.0
	Total	106	100.0	100.0	
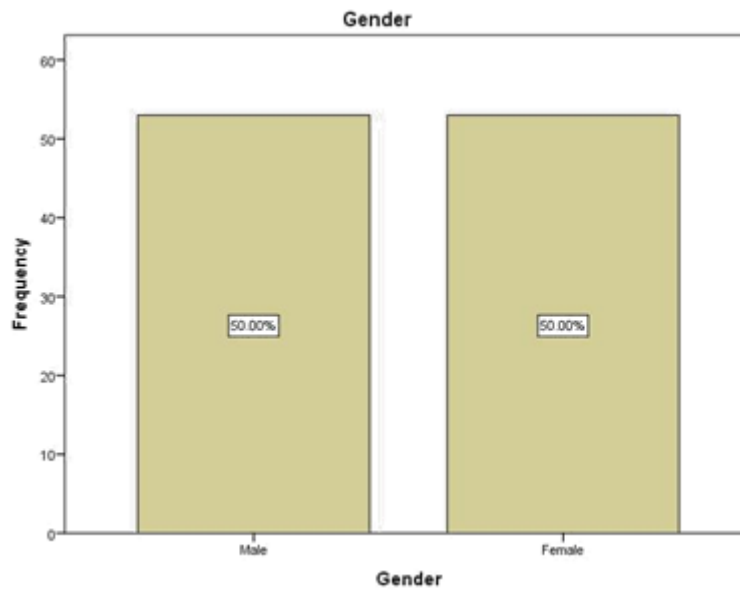
Graph 1 Gender

From the above analysis, researcher found that 50% of respondents are Male and 50% of respondents are Female.

Table 2: Age

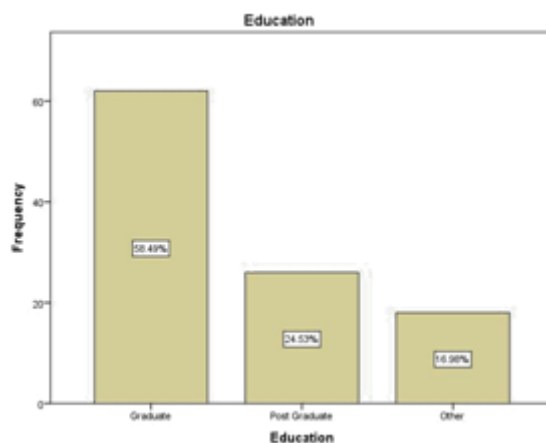|	Frequency	Percent	Valid Percent	Cumulative Percent
18-30years	43	40.6	40.6	40.6
30-40years	38	35.8	35.8	76.4
Valid				
40-50years	25	23.6	23.6	100.0
Total	106	100.0	100.0	

Graph 2 Age

From the above analysis, researcher found that 40.6% of respondents belong to 18-30 years, 35.8% of respondents belong to 30-40 years and 23.6% of respondents belong to 40-50 years.

Table 3: Education

|	Frequency	Percent	Valid Percent	Cumulative Percent
Graduate	62	58.5	58.5	58.5
Post Graduate Valid	26	24.5	24.5	83.0
Other	18	17.0	17.0	100.0
Total	106	100.0	100.0	

Graph 3: Education

From the above analysis, researcher found that 58.5% of respondents are Graduates, 24.5% of respondents are Post Graduate and 17% of respondents are having other qualification.

Table 4: Profession

		Frequency	Percent	Valid Percent	Cumulative Percent
	Govt. Employee	10	9.4	9.4	9.4
	Private Employee	21	19.8	19.8	29.2
Valid	Business	46	43.4	43.4	72.6
	Student	29	27.4	27.4	100.0
	Total	106	100.0	100.0	
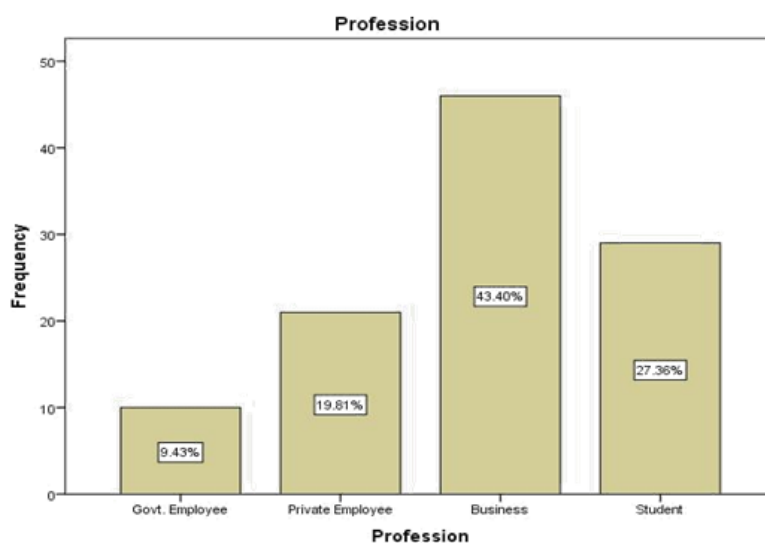
Graph 4: Profession

From the above analysis, researcher found that 9.4% of respondents are Govt. Employees, 19.8% of respondents are Private Employee, 43.4% of respondents are Business and 27.4% of respondents are Students.

How often you visit the store? * Profession

Table 5: Contingency table for how often customer visit the store vs Profession

		Profession				Total
		Govt. Employee	Private Employee	Business	Student	
How often you visit the store?	Daily	0	0	10	0	10
	Weekly	10	5	0	5	20
	Fortnight	0	16	28	24	68
	Monthly	0	0	8	0	8
Total		10	21	46	29	106

Table 6: Chi square test for association between how often customer visit the store vs Profession.

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	75.889a	9	.000
Likelihood Ratio	79.620	9	.000
N of Valid Cases	106		

a. 10 cells (62.5%) have expected count less than 5. The minimum expected count is .75.

The above tables represent the contingency tables and chi square tests between how often customer visit the store vs Profession. It shows a positive correlation between the two variables and perfect association between them. The Pearson chi square value represents that there is a strong association between the two variables.

How often you visit the store? * Income Level (per annum)

Table 7: Contingency table for how often customer visit the store vs Income Level (per annum)

	Income Level (per annum):			Total
	0 – 3 Lakhs	3 Lakhs – 5 Lakhs	5 Lakhs – 10 Lakhs	
Daily	0	10	0	10
Weekly	5	5	10	20
How often you visit the store? Fortnight	39	19	10	68
Monthly	0	8	0	8
Total	44	42	20	106

Table 8: Chi square test for association between how often customer visit the store vs Income Level (per annum)

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.173a	6	.000
Likelihood Ratio	50.103	6	.000
Linear-by-Linear Association	4.608	1	.032
N of Valid Cases	106		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is 1.51.

The above tables represent the contingency tables and chi square tests between how often customer visit the store vs Income Level (per annum).It shows a positive correlation between the two variables and perfect association between them. The pearson chi square value represents that there is a strong association between the two variables.

Table 9: Correlation between Membership cards and Customer Satisfaction Loyalty

Correlations

		Membership card issued by Big Bazzar is very useful	Time taken for the issuence of membership is precised or comfortable	Membership cards helps me claimed the offers profitable	My overall satisfaction with the store
Membership card issued by Big Bazzar is very useful	Pearson Correlation	1	.266**	.175	.788**
	Sig. (2-tailed)		.006	.072	.000
	N	106	106	106	106
Time taken for the issuence of membership is precised or comfortable	Pearson Correlation	.266**	1	-.136	.497**
	Sig. (2-tailed)	.006		.166	.000
	N	106	106	106	106
Membership cards helps me claimed the offers profitable	Pearson Correlation	.175	-.136	1	.227*
	Sig. (2-tailed)	.072	.166		.019
	N	106	106	106	106
My overall satisfaction with the store	Pearson Correlation	.788**	.497**	.227*	1
	Sig. (2-tailed)	.000	.000	.019	
	N	106	106	106	106

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

From the above table, researcher found that, there is a positive correlation between the Membership cards and Customer Satisfaction Loyalty. 0.788 is the correlation coefficient for overall satisfaction with the store and Membership card issued by Big Bazaar is very useful and 0-1.36 is the least correlation between Membership cards help me claimed the offers profitable and Time taken for the issuance of membership is précised or comfortable.

Multi Regression

Table 10: R Square model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.891ᵃ	.794	.786	1.41434	.794	97.546	4	101	.000

a. Predictors: (Constant), servicequlaity, feedbacksystem, ecommunication, membership

From the above table, researcher found that R- Square is 0.794 which indicates they will be change of 79% in dependent variable with 100% change in independent variable.

Table 11: F-Test

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	780.503	4	195.126	97.546	.000ᵇ
	Residual	202.035	101	2.000		
	Total	982.538	105			

a. Dependent Variable: customersatisfaction

b. Predictors: (Constant), servicequlaity, feedbacksystem, ecommunication, membership

From the above table, researcher found that the F-Test indicates, the overall model is highly significant where the F value is less than 0.005

FINDINGS

1. On interpreting the results from the obtained data, the researcher found out that there is a need for development of CRM activities in the store.

2. Taking the regression analysis and chi square tests on variables of Membership card issuance (physical evidence) of the store and customer satisfaction loyalty, the researcher got the positive results with a good correlation between the factors affecting both the variables. Hence the researcher accepted the alternate hypothesis

3. The same analysis for the variables, e-communication and customer satisfaction loyalty, there is a perfect correlation between the communication practices and the customers attention towards them. Hence there accepted he alternate hypothesis.

4. Form the regression analysis of the variables between the feedback system and the customer satisfaction loyalty, the researcher found out that there is n proper correlation between those factors and it is almost 0 correlation among them. Hence that was not good to go and null hypothesis was accepted for that system.

5. Finally taking all the three factors into consideration there the researched observed that customers are becoming loyal towards the store because of the first two services and relationship activities but not by the third one, i.e., feedback system.

6. As a result the researcher accepted for the majority vote and concluded the statement of hypothesis with alternate point by rejecting the null hypothesis.

CONCLUSION

The Retail sector of India is now running in dynamic challenges concerning both customer base and performance. Service quality, customer satisfaction, customer retention, customer loyalty and delight are now the measure challenges in griping the Retail sector. Service quality placed a measure role in getting customer satisfaction and creating a brand loyalty in Retail sector. The aim of preset study was to measure the expectation and perception and perception level of retail sector in Vijayawada city. The present study reveals that the performance exceeding the expectations and it indicated that the customers are satisfied with the service provided by retail Martin Vijayawada. The Attributes such as Product range, Service for handicap procedure, infrastructure, and the knowledge of staff about product is, & bill payment system exhibits that customer are much more satisfied with these attributed and in the other side the attributes such as comparison the comparison to,& attitude of the employee are satisfactory . The study has revealed certain key areas needs to be improved by Retail Marts in Vijayawada. The retail Marts should ensure that their customer's services experiences are satisfactory. They should consider how to provide added value to the customer experience in order to secure a largest share in this vast emerging Retail sector.

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