

**" A STUDY ON CUSTOMER SATISFACTION AND ITS IMPACT ON
CUSTOMER RETENTION WITH SPECIAL REFERENCE TO BIG
BASKET BANGALORE"**

Submitted by

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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26.08.2023

CERTIFICATE

This is to certify that **Mr. KARTHIK N**, Student of MBA IV Semester (Reg. No.4AL21BA038). Alva's Institute of Engineering & Technology Shobhavana Campus, Mijar, Moodbidri, has successfully completed his training from 13.04.2023 to 27.05.2023 in our organization on the topic of **"A STUDY ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER RETENTION WITH SPECIAL REFERENCE TO BIG BASKET, BANGALORE"** as a partial fulfillment of MBA Course as prescribed by the Visvesvaraya Technology University, Belagavi.

We further certify that his conduct during the training period was satisfactory.

We wish his success for all his future endeavor.

Punit S
Store manager





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Date: 01-09-2023

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This is to certify that **KARTHIK N** bearing USN **4AL21BA038** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER RETENTION WITH SPECIAL REFERENCE TO BIG BASKET, BANGALORE" is prepared by him under the guidance of **Mr. Johnson Fernandes**, Assistant Professor PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.


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DECLARATION

I **KARTHIK N**, hereby declare that the Project report entitled "**A STUDY ON CUSTOMER SATISFACTION AND ITS IMPACT ON CUSTOMER RETENTION WITH SPECIAL REFERENCE TO BIG BASKET BANGALORE.**" prepared by me under the guidance of Johnson Fernandes, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Punith S, Store manager at Big Basket Bangalore.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

PLACE: - Mijar

DATE:- 11/9/23


SIGNATURE

ACKNOWLEDGEMENT

I am truly grateful to my external guide **Punith S**, Branch manager at **Big Basket**, and my internal project guide **Mr. Johnson Fernandes**, for their project guidance, encouragement, and opportunities provided.

I wish to thank all the respondents from the firms who spent their valuable time discussing with me and giving valuable data by filling up the questionnaire. I deem it a privilege to thank our Principal, Peter Fernandes, for having given me the opportunity to do the project, which has been a very valuable learning experience.

My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last but not least, I want to express my deep appreciation to my parents for their unstinted support.

PLACE: - MOODBIDRI

DATE: - 1/9/23

TABLE OF CONTENT

| SL. No | CONTENT | Page Number |
|------------------|---|--------------------|
| Chapter-1 | INTRODUCTION | 1-3 |
| | Industry profile | 4-5 |
| | Company Profile | 6-7 |
| | Vision, Mission & Quality Policy. | 7-8 |
| | Products/services Profile. | 8 |
| | Areas of Operation | 9 |
| | Infrastructure facilities | 9 |
| | SWOT Analysis | 10-11 |
| | Future growth and prospects | 11-12 |
| | Financial statement | |
| Chapter-2 | CONCEPTUAL BACKGROUND AND LITERATURE REVIEW | |
| | Theoretical background & Literature review of the study | 13-20 |
| Chapter-3 | RESEARCH DESIGN | |
| | Statement of the problem | 22 |
| | Need for the study | 22-23 |
| | Objectives of the study | 23 |
| | Scope of the study | 23 |
| | Research Methodology | 24-25 |
| | Hypotheses of the study | 25 |
| | Limitations of the study | 25 |
| Chapter-4 | ANALYSIS AND INTERPRETATION | 26-68 |
| Chapter-5 | FINDINGS, CONCLUSION & RECOMMENDATION | |
| | Summary of findings | 70-72 |
| | Conclusion and suggestion | 73-75 |
| | Bibliography | 76-77 |
| | Annexure | 78-83 |

LIST OF TABLES

| SL NO | NAME OF THE TABLE | PAGE NO. |
|-------|--|----------|
| 4.1 | Table showing the responses regarding the respondent's age. | 27 |
| 4.2 | Table showing the responses regarding the respondent's location | 29 |
| 4.3 | Table showing the responses regarding Gender Distribution of Respondents of users | 31 |
| 4.4 | Table showing the responses regarding the Occupation of Respondents. | 33 |
| 4.5 | Table showing the responses regarding the Frequency of Online Grocery Shopping | 35 |
| 4.6 | Table showing the responses regarding Initial Awareness of Big Basket | 37 |
| 4.7 | Table showing the responses Satisfaction with the Variety of Products Offered by Big Basket | 39 |
| 4.8 | Table showing the responses regarding Satisfaction with the Big Basket Mobile App or Website User Experience | 41 |
| 4.9 | Table showing the responses regarding Factors Influencing Choice of Big Basket over Other Online Grocery Retailers | 43 |
| 4.10 | Table showing the responses regarding Have you faced any issues or challenges with the delivery service provided by Big Basket?" | 45 |
| 4.11 | Table showing the responses regarding Satisfaction with the Quality of Products Purchased from Big Basket | 47 |
| 4.12 | Table showing the responses regarding Big Basket provides a user-friendly and intuitive website for online grocery shopping." | 49 |

| | | |
|------|--|----|
| 4.13 | Table showing the responses regarding Satisfaction with Customer Support Provided by Big Basket | 51 |
| 4.14 | Table showing the responses regarding Overall Freshness and Quality of Perishable Items from Big Basket | 53 |
| 4.15 | Table showing the responses regarding Likelihood of Continuing to Use Big Basket for Future Grocery Shopping Needs | 55 |
| 4.16 | Table showing the responses regarding Likelihood of Continuing to Use Big Basket for Future Grocery Shopping Needs | 57 |
| 4.17 | Table showing the responses regarding Respondents' Agreement with the Statement: "Big Basket offers timely and reliable delivery of orders." | 59 |
| 4.18 | Table showing the responses regarding Overall Customer Experience with Big Basket | 61 |
| 4.19 | Table showing the responses regarding Satisfaction with Payment Options on the Big Basket Platform | 63 |
| 4.20 | Table showing the responses regarding the Agreement with the Statement "Big Basket understands and meets your specific grocery needs" | 65 |

LIST OF CHARTS

| SL NO | NAME OF THE CHARTS | PAGE NO. |
|-------|--|----------|
| 1.1 | Chart showing the responses regarding the respondent's age. | 26 |
| 4.1 | Chart showing the responses regarding the respondent's location | 28 |
| 4.2 | Chart showing the responses regarding Gender Distribution of Respondents of users | 30 |
| 4.3 | Chart showing the responses regarding Occupation of Respondents. | 32 |
| 4.4 | Chart showing the responses regarding the Frequency of Online Grocery Shopping | 34 |
| 4.5 | Chart showing the responses regarding Initial Awareness of Big Basket | 36 |
| 4.6 | Chart showing the responses' Satisfaction with the Variety of Products Offered by Big Basket | 38 |
| 4.7 | Chart showing the responses regarding Satisfaction with the Big Basket Mobile App or Website User Experience | 40 |
| 4.8 | Chart showing the responses regarding Factors Influencing the Choice of Big Basket over Other Online Grocery Retailers | 42 |
| 4.9 | Chart showing the responses regarding Have you faced any issues or challenges with the delivery service provided by Big Basket?" | 44 |
| 4.10 | Chart showing the responses regarding Satisfaction with the Quality of Products Purchased from Big Basket | 46 |
| 4.11 | Chart showing the responses regarding Big Basket provides a user-friendly and intuitive website for online grocery shopping." | 48 |
| 4.12 | Chart showing the responses regarding Satisfaction with Customer Support Provided by Big Basket | 50 |

| | | |
|------|--|----|
| 4.13 | Chart showing the responses regarding Overall Freshness and Quality of Perishable Items from Big Basket | 52 |
| 4.14 | Chart showing the responses regarding the Likelihood of Continuing to Use Big Basket for Future Grocery Shopping Needs | 54 |
| 4.15 | Chart showing the responses regarding the Likelihood of Continuing to Use Big Basket for Future Grocery Shopping Needs | 56 |
| 4.16 | Chart showing the responses regarding Respondents' Agreement with the Statement: "Big Basket offers timely and reliable delivery of orders." | 58 |
| 4.17 | Chart showing the responses regarding Overall Customer Experience with Big Basket | 60 |
| 4.18 | Chart showing the responses regarding Satisfaction with Payment Options on the Big Basket Platform | 62 |
| 4.19 | Chart showing the responses regarding the Agreement with the Statement "Big Basket understands and meets your specific grocery needs" | 64 |
| 4.20 | Chart showing the responses regarding the Agreement with the Statement "Big Basket understands and meets your specific grocery needs" | 66 |

EXECUTIVE SUMMARY

This study examines the impact of customer satisfaction on customer retention in the context of Big Basket, a leading online grocery company. The research focuses on understanding the existing state of customer satisfaction, identifying the problem areas, and highlighting the importance of the study for the company.

The study utilizes a mixed-methods approach, incorporating both quantitative and qualitative data collection techniques. The primary data is collected through surveys using a Likert scale questionnaire, while secondary data is gathered from relevant literature, industry reports, and online sources.

The findings reveal that customer satisfaction plays a significant role in customer retention for Big Basket. Customers who are satisfied with the quality of products, user experience, and customer support are more likely to continue using the platform for their grocery shopping needs. Competitive pricing, variety of products, and convenient delivery options are also key factors influencing customer loyalty.

Based on the research findings, several suggestions are provided to enhance customer satisfaction and improve customer retention. These recommendations include improving product quality, streamlining delivery services, enhancing the user-friendliness of the website, providing excellent customer support, and diversifying product variety.

The study has certain limitations, including the sample size and geographical scope. However, the findings offer valuable insights for Big Basket to optimize its strategies and strengthen customer satisfaction and retention.

Keywords: customer satisfaction, customer retention, online grocery, Big Basket, user experience, product quality, competitive pricing, convenience, customer support, diversification.