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# A Study on Customer Satisfaction and Service Quality in Organized Mobile Retailing: Evidence from BigC Mobiles Pvt. Ltd.

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**ABSTRACT:** Customer satisfaction has emerged as a decisive factor for organizational success in highly competitive retail environments, particularly in the mobile retail industry where rapid technological changes and intense competition shape consumer expectations. This study examines the levels of customer satisfaction at BigC Mobiles Pvt. Ltd., one of India's leading multi-brand mobile retail chains. The research aims to assess overall customer satisfaction, identify key determinants influencing satisfaction, analyze customer perceptions regarding products and services, and evaluate customer loyalty and repurchase intentions. A descriptive research design was adopted, using both primary and secondary data. Primary data were collected through structured questionnaires from 75 respondents, while secondary data were sourced from journals, company records, reports, and online sources. Statistical tools such as percentage analysis and tabulation were employed for data analysis. The findings reveal that while BigC enjoys strong brand recall and frequent customer visits, moderate dissatisfaction exists concerning service quality, pricing perceptions, complaint resolution, and post-purchase issues such as signal problems. The study concludes with actionable recommendations aimed at improving service delivery, enhancing digital feedback mechanisms, strengthening customer retention strategies, and sustaining competitive advantage. The research contributes to understanding customer satisfaction dynamics in India's organized mobile retail sector.

**KEYWORDS:** Customer Satisfaction, Mobile Retailing, Service Quality, Consumer Behavior, BigC Mobiles

## I. INTRODUCTION

Customer satisfaction has become a cornerstone of modern business strategy, particularly in customer-driven markets where competition is intense and product differentiation is minimal. In the post-industrial era, organizations have shifted from a production-centric approach to a customer-centric philosophy, recognizing that long-term success depends on understanding and fulfilling customer needs and expectations. Customer satisfaction is not merely the fulfillment of basic expectations; it encompasses emotional responses such as happiness, trust, and loyalty that arise from the overall consumption experience.

In the retail mobile industry, customer satisfaction plays a critical role due to rapid technological innovation, frequent product upgrades, and a wide range of alternatives available to consumers. Customers today expect not only high-quality products but also superior service, transparent pricing, flexible payment options, and efficient after-sales support. Failure to meet these expectations can result in customer churn, negative word-of-mouth, and loss of market share.

BigC Mobiles Pvt. Ltd., headquartered in Hyderabad, has established itself as a prominent organized mobile retail chain in India, operating over 250 stores across southern states. With a strong emphasis on quality, affordability, and customer-centric service, BigC has built a loyal customer base. However, in an increasingly competitive market with players such as Sangeetha, Pai, and Happi, continuous assessment of customer satisfaction is essential. This study investigates customer satisfaction levels at BigC Mobiles, identifies gaps in service delivery, and proposes strategies to enhance customer experience and retention.



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### II. REVIEW OF LITERATURE

1. Androulidakis and Kandus (2011) examined mobile phone users' perceptions of security and found that brand and device type significantly influence trust and satisfaction. Their study highlighted the role of perceived safety features in enhancing customer confidence.
2. Tajzadeh Namin, Rahmani, and Tajzadeh Namin (2012) analyzed the influence of brand attitude, business climate, and product attributes on consumer decision-making. The findings emphasized that strong brand image and favorable promotional environments positively affect customer satisfaction.
3. Martínez Gras and Espinar Ruiz (2012) studied ICT usage among Spanish youth and noted that evolving usage patterns influence consumer expectations. Their findings suggest retailers must adapt offerings to changing consumer behavior.
4. Bansal (2013) assessed customer satisfaction in telecom services and found that pricing, network quality, and customer service were critical determinants of satisfaction and switching behavior.
5. Kavitha and Yogeswari (2014) analyzed mobile buying behavior in Tamil Nadu and concluded that perceived value and brand familiarity strongly influence satisfaction and purchase decisions.
6. Sathya and Varunapriya (2015) studied customer awareness of Android phones and emphasized the importance of competitive pricing and responsiveness to customer feedback.
7. Guleria (2015) identified ease of use, performance, and technical features as major drivers of smartphone satisfaction.
8. Prasad (2016) analyzed smartphone selection behavior and highlighted the influence of peer groups and operating system familiarity on customer satisfaction.
9. Begum and Maheswari (2017) found that economic factors and affordability significantly affect mobile phone purchase decisions and satisfaction levels.
10. Joshua (2019) examined smartphone selection criteria and concluded that overall satisfaction was high, though differentiation among service attributes was minimal.
11. Oliver (1997) conceptualized customer satisfaction as a post-consumption evaluative judgment, laying the theoretical foundation for satisfaction studies.
12. Kotler and Keller (2016) emphasized that customer satisfaction directly influences loyalty, retention, and long-term profitability.
13. Zeithaml, Bitner, and Gremler (2018) highlighted service quality dimensions—reliability, responsiveness, assurance, empathy, and tangibles—as key satisfaction drivers.
14. Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, widely used to measure service quality gaps influencing satisfaction.
15. Reichheld and Sasser (1990) demonstrated that customer retention significantly enhances profitability, underscoring the importance of satisfaction management.

#### RESEARCH GAP

Existing studies largely focus on telecom services, smartphone features, or brand preferences, with limited empirical research on customer satisfaction in organized mobile retail chains such as BigC Mobiles. This study addresses this gap by examining satisfaction levels specific to retail service delivery, pricing, product availability, and after-sales support.

#### RESEARCH QUESTIONS

1. What is the level of customer satisfaction at BigC Mobiles Pvt. Ltd.?
2. What factors influence customer satisfaction and dissatisfaction?
3. How do customers perceive BigC's service quality and pricing?
4. What is the relationship between customer satisfaction and repeat purchase intention?

#### RESEARCH OBJECTIVES

1. To measure overall customer satisfaction at BigC Mobiles Pvt. Ltd.
2. To identify key factors influencing customer satisfaction.
3. To analyze customer perceptions of products, pricing, and service quality.
4. To evaluate customer loyalty and repurchase intention.
5. To suggest strategies for improving customer satisfaction and retention.



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### HYPOTHESES

H1: There is a significant relationship between service quality and customer satisfaction.

H2: Pricing perception significantly influences customer satisfaction.

H3: Customer satisfaction has a positive impact on repeat purchase intention.

### RESEARCH DESIGN AND METHODOLOGY

Research Design: Descriptive research design.

Data Sources:

Primary Data – Structured questionnaire administered to customers.

Secondary Data – Journals, company reports, websites, and published studies.

Sample Size: 75 respondents.

Sampling Technique: Convenience sampling.

Variables:

Independent Variables – Service quality, pricing, product quality, offers, complaint handling.

Dependent Variable – Customer satisfaction.

Data Analysis Tools: Percentage analysis and tabulation.

### III. DATA ANALYSIS AND INTERPRETATION

**Table 1: Frequency of Visit to BigC Mobiles**

| S. No        | Frequency of Visit | Number of Respondents | Percentage (%) |
|--------------|--------------------|-----------------------|----------------|
| 1            | Rarely             | 26                    | 34.7           |
| 2            | Frequently         | 49                    | 65.3           |
| <b>Total</b> |                    | <b>75</b>             | <b>100</b>     |

Interpretation:

A majority of respondents (65.3%) frequently visit BigC Mobiles, indicating strong customer engagement and brand familiarity.

**Table 2: Satisfaction with Products Purchased from BigC**

| S. No        | Response | Respondents | Percentage (%) |
|--------------|----------|-------------|----------------|
| 1            | Yes      | 49          | 65.3           |
| 2            | No       | 26          | 34.7           |
| <b>Total</b> |          | <b>75</b>   | <b>100</b>     |

Interpretation:

About 65.3% of customers are satisfied with BigC products, while 34.7% indicate dissatisfaction, showing scope for improvement.

**Table 3: Rating of Customer Care Services**

| S. No        | Rating  | Respondents | Percentage (%) |
|--------------|---------|-------------|----------------|
| 1            | Good    | 39          | 52.0           |
| 2            | Average | 26          | 34.7           |
| 3            | Poor    | 10          | 13.3           |
| <b>Total</b> |         | <b>75</b>   | <b>100</b>     |



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### Interpretation:

More than half of the respondents rated customer care as good, though nearly 48% rated it average or poor, indicating service quality gaps.

**Table 4: Main Reason for Shopping at BigC**

| S. No        | Reason  | Respondents | Percentage (%) |
|--------------|---------|-------------|----------------|
| 1            | Quality | 44          | 58.7           |
| 2            | Offers  | 24          | 32.0           |
| 3            | Variety | 7           | 9.3            |
| <b>Total</b> |         | <b>75</b>   | <b>100</b>     |

### Interpretation:

Product quality is the primary driver of customer preference, followed by attractive offers.

**Table 5: Availability of Festival Offers**

| S. No        | Response | Respondents | Percentage (%) |
|--------------|----------|-------------|----------------|
| 1            | Yes      | 49          | 65.3           |
| 2            | No       | 26          | 34.7           |
| <b>Total</b> |          | <b>75</b>   | <b>100</b>     |

### Interpretation:

A majority of customers acknowledge festival offers, enhancing seasonal sales and customer satisfaction.

**Table 6: Overall Satisfaction Rating**

| S. No        | Rating (Stars) | Respondents | Percentage (%) |
|--------------|----------------|-------------|----------------|
| 1            | 1 Star         | 18          | 24.0           |
| 2            | 2 Stars        | 27          | 36.0           |
| 3            | 3 Stars        | 20          | 26.7           |
| 4            | 4 Stars        | 10          | 13.3           |
| <b>Total</b> |                | <b>75</b>   | <b>100</b>     |

### Interpretation:

Most customers rated BigC between 2–3 stars, reflecting moderate satisfaction rather than delight.

**Table 7: Willingness to Shop Again at BigC**

| S. No        | Response | Respondents | Percentage (%) |
|--------------|----------|-------------|----------------|
| 1            | Yes      | 43          | 57.3           |
| 2            | No       | 32          | 42.7           |
| <b>Total</b> |          | <b>75</b>   | <b>100</b>     |

### Interpretation:

Though a majority are willing to revisit, a significant 42.7% show hesitation, highlighting retention challenges.



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**Table 8: Satisfaction with Mobile Subscription Services**

| S. No        | Satisfaction Level  | Respondents | Percentage (%) |
|--------------|---------------------|-------------|----------------|
| 1            | Fully satisfied     | 29          | 38.7           |
| 2            | Partially satisfied | 32          | 42.7           |
| 3            | Not satisfied       | 14          | 18.6           |
| <b>Total</b> |                     | <b>75</b>   | <b>100</b>     |

**Interpretation:**

Most respondents are at least partially satisfied, but nearly one-fifth are dissatisfied.

**Table 9: Experience of Phone Signal Issues**

| S. No        | Response | Respondents | Percentage (%) |
|--------------|----------|-------------|----------------|
| 1            | Yes      | 54          | 72.0           |
| 2            | No       | 21          | 28.0           |
| <b>Total</b> |          | <b>75</b>   | <b>100</b>     |

**Table 10: Mode of Complaint Handling**

| S. No        | Mode                | Respondents | Percentage (%) |
|--------------|---------------------|-------------|----------------|
| 1            | Face-to-face        | 35          | 46.7           |
| 2            | Mobile conversation | 31          | 41.3           |
| 3            | Online feedback     | 9           | 12.0           |
| <b>Total</b> |                     | <b>75</b>   | <b>100</b>     |

**Interpretation:**

Traditional complaint handling dominates, while digital platforms are underutilized.

| S. No        | Pricing Opinion | Respondents | Percentage (%) |
|--------------|-----------------|-------------|----------------|
| 1            | Expensive       | 25          | 33.3           |
| 2            | Competitive     | 32          | 42.7           |
| 3            | Cheap           | 18          | 24.0           |
| <b>Total</b> |                 | <b>75</b>   | <b>100</b>     |

**Interpretation:**

Most customers perceive pricing as competitive, though a notable proportion consider it expensive.

**Table 12: Usefulness of Online Feedback in Measuring Satisfaction**

| S. No        | Response | Respondents | Percentage (%) |
|--------------|----------|-------------|----------------|
| 1            | Yes      | 57          | 76.0           |
| 2            | No       | 18          | 24.0           |
| <b>Total</b> |          | <b>75</b>   | <b>100</b>     |



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### Interpretation:

Online feedback is widely accepted as an effective tool for assessing customer satisfaction.

### Overall Results

The results reveal that BigC Mobiles enjoys strong customer engagement, with a majority of customers visiting frequently. Product quality and EMI options are major strengths. However, moderate satisfaction ratings, pricing concerns, and limited use of digital complaint channels indicate areas for improvement. The findings support the hypotheses that service quality and pricing significantly influence customer satisfaction, which in turn affects repeat purchase intention.

### IV. FINDINGS

The study reveals that BigC Mobiles Pvt. Ltd. enjoys strong customer engagement, with a majority of customers visiting the store frequently and perceiving product quality as the primary reason for purchase. While overall customer satisfaction is moderate, a considerable proportion of respondents expressed concerns regarding service quality, pricing perception, complaint handling mechanisms, and post-purchase issues such as mobile signal problems. EMI options and festival offers were identified as key strengths that positively influence buying decisions. However, average satisfaction ratings and hesitation toward repeat purchases indicate the need for service and experience enhancement to strengthen customer loyalty.

### V. SUGGESTIONS:

Based on the findings, BigC Mobiles should focus on improving customer service quality through regular staff training and standardized service protocols. Enhancing digital complaint-handling and feedback systems can improve responsiveness and transparency. Clear communication regarding pricing, offers, and after-sales support will help address customer concerns. Introducing structured loyalty and referral programs can improve retention, while proactive guidance on network compatibility and post-purchase support can reduce dissatisfaction and enhance overall customer experience.

### VI. CONCLUSION

The study concludes that BigC Mobiles Pvt. Ltd. maintains a favorable position in the mobile retail market with strong customer engagement and brand trust. Nevertheless, addressing service quality gaps, pricing perceptions, and post-purchase support can significantly enhance customer satisfaction and loyalty. Continuous monitoring of customer feedback and adaptive strategies will enable BigC to sustain competitive advantage in a rapidly evolving market.

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