

CHAPTER - V

VIEWS OF CUSTOMERS

In this chapter, it is proposed to present the views of customers in selected hypermarkets for the study, Big Bazaar and TOTAL from different sources like web postings, informal conversations, and published interviews to form an idea about customer's opinion on these stores. An attempt is made to highlight the significant views relating to the retail chain especially those that are on negative side.

BIG BAZAAR

The views expressed by the respondent customers who took part in interviews.

Big Bazaar is the best

One of the male respondents Anuj P, a software engineer said, "I am an avid shopper at Big Bazaar and have always felt the chain justifies what it stands for. If you are looking for supreme quality and  are ready to shell out anything for brands and labels, this may not be for you. On the other hand, if you are willing to thread between people to grab the best looking Kurtis and are overjoyed at getting double for the same amount you shell elsewhere, Big Bazaar is for you. I have felt the staff warm and cooperative. Choosy people like me try 12 kurtis and end up buying just one or two. Be it the food bazaar or the furniture bazaar, I have felt this chain is doing well" further he concluded saying that "And as always, it is caveat emptor, the buyer has to be aware! Nobody rushes or forces things on you at Big Bazaar, customers should be intelligent enough to make right choices"

Mr. Chuadary said "well I am big fan of kishore Biyani, Big Bazaar were the early innovator who created a brand in retail and the trend of special offers on weekends/festival etc, they amongst the few who have presence  in smaller cities now"

Mr. Nagesh, a professional from Hyderabad settled in Bangalore shared his experience with me and said “All in all a really good experience. The infants and teenagers clothes are good value for money, the staffs are really "kid friendly" and in this store at least everyone was professional - right from the doorman to the security staff to the attendants. Shopping in the neighbourhood shop itself with my naughty one year old is a challenge, but the very fact that we still enjoyed going to this shop halfway across the city, and the toddler retained his good humour throughout, says a lot for this store and the experience!”

Mr. Jose, teacher calls Big Bazaar as “Indian WAL-MART” and said “Big Bazaar is both big and a bazaar. 🇮🇳🇮🇳🇮🇳🇮🇳🇮🇳 It is unlike, say, a Wal-Mart or even a Food world. Big Bazaar is almost an air-conditioned version of any Indian bazaar. It is a slightly orderly and organized version of, say Chickpet for Bangalore guys or Dadar for Mumbaites. There is a huge crowd which can move in almost any direction. You can buy anything (pretty much everything is available at Big Bazaar). It is not a place where you can browse through at leisure and pick up a few things here and there. This is a place if you are serious about your shopping”.

Mrs. Rakhi, house wife said “Big Bazaar is a good place to buy your monthly groceries; one can get everything under one roof. They sometimes have good schemes, but all of the schemes are not on the good brands. Big Bazaar has Home Delivery which makes your shopping even more convenient, you can shop, pay for it and just leave it for it to be home delivered and go where ever you want. Last but not the least; you will have a pleasant shopping experience”.

Ms. Jyothi Mehta, teacher said that “The place is really good, good variety of products, great offers, 🇮🇳🇮🇳🇮🇳🇮🇳🇮🇳 good strategically located” and she loves to shop at Big Bazaar every month for all her household requirements.

Mrs. Sheena Abraham, house wife said “Today I had been to Big Bazaar located on double road for quick shopping to get toiletry items. Guess what - I end up buying bath towels, glasswear, T-shirts...etc. Bill came up to 3K. I shall appreciate 🇮🇳🇮🇳🇮🇳🇮🇳🇮🇳 the

staff of this mall for their assistance provided and promoting good offers to customers. It is worth shopping in this store for basic needs and monthly groceries. Parking was bit confusion and inconvenience. Mall looks big from outside but very small in size compared to other malls. Management should take care of free parking to customers or at least space for parking even on payment basis”.

Big Bazaar is the worst

Here the customers have expressed their bad experiences with Big Bazaar with reference to quality of merchandise, billing counters, late delivery, price issues, staff related issues and exchange offers at the stores etc.

Quality of merchandise

Some customers have got many complaints related to quality of merchandise offer at Big Bazaar and share with me various problems face by them, which are mention below:

Stale food at food outlet - Food Bazaar

Mr. Suresh Kumar, Business man in Bangalore recollects his experience with reference to food he bought in the Big Bazaar and narrated it as “On two occasions that I’ve bought food from the Food counter at Food Bazaar, the food has been stale with a strong stale smell when heated.

At the store the food is kept in containers in the glass showcase of the food counter and looks well maintained. The food bought is packed and sealed in plastic containers. On reaching home and heating the food before serving, a strong stale smell emanated from it. On checking, it turned out that the food was spoiled. This has happened on two separate occasions that I bought food from this outlet. The first time with the Fried rice and the second time with the Noodles. I suspect old food is mixed into fresher stock.

When I visited the food counter on the second occasion I reported the problem with the food purchased earlier to the personnel behind the counter. They assured me the food is fine. Hence I bought food again but skipped the Fried rice (which was stale when purchased earlier) and chose the noodles assuming it would be of a fresher stock (which was full in the container at the counter). This as well turned out to be spoiled when I heated it in the microwave and it smelled very bad”.

Mr. Shiju Antony narrated his experience with reference to biscuits he bought and said “I happened to visit one store of Big Bazaar in Bangalore just a couple of days back. It was a monthly grocery purchase visit. I and my wife decided to  try this store of Big Bazaar this time after trying out all the small, mid, and large-sized supermarkets around our locality. To start with, we were pleased that a lot of variety and range were available in all products and categories. As we went on stuffing in the trailer according to the list she had prepared, we found that some unusual, fancy buy-off offers were displayed in every corner of the store. As most of you would know, these are indeed tempting offers. Though we have not had a very good experience with such combo or discount offers in the past, we decided to risk ourselves with some small offers like biscuits, cookies, etc. Once we found an offer with three packets of biscuits/cookies, nicely packed with a ribbon bearing one price tag. Finally, we picked up some of those, finished billing, and walked out.

After two days, at home, we decided to have some biscuits and opened the set of 3 packets, which we had picked under the combo offer. When we opened this, we found that the cookies inside had a fungus coating on them. This was Parle Hide & Seek series of Milano and Bourbourn biscuits. The chocolate on these cookies was liquidified and melting. The fungus had spread on almost all the biscuits inside. Then, I decided to check the packed date and use-by date to see if we picked up some old stuff. However, the packed date showed as 01/11 (January 2011) and the use-by date as "best before six months from the date packed." Now, I was wondering if this was packed in January 2011 (just one month ago), it is supposed to stay fit for consumption at least until June 2011. I really had no clue how this could happen to the biscuits prepared just a month ago. We

thought it was our bad luck and decided to dispose the biscuits, but suddenly the thought of writing about this to the customer care of Parle struck me so that they can be made aware of the condition of some biscuits coming out of such a reputed brand. I picked up the wrapper again to make note of their e-mail ID, and that is when I noticed a shocking thing on the wrapper. Though the packed date was mentioned as 01/11 (January 2011) as I mentioned earlier, I could see an erased print behind this date, which read as 10/10 (October 2010). Even though whoever tried to erase the original packed date and reprint a fake date on it tried to do this in the best professional way, the imprint of the original packed date could not be completely removed and it left a print in the background. This was more evident when I held up the wrapper facing a bright light.

Now, what do I say? I feel cheated, not because I paid Rs. 60 for these useless biscuits but because I was fooled by these intelligent cheaters. For them, selling outdated stuff to customers through such unfair and greedy means may be a normal usual task. They believe they are too big and have all the required backing to stay in business even if one or two customers publicise their malpractices. I am not sure if this is Parle's idea to sell their old stuff through such means or is it Big Bazaar who developed this great plan. Also, by now I understood why these three packets were packed together in such a way that one cannot see the side of the wrapper that displays packed date/use-by date and MRP until the combo tag is broken.

These supermarkets feel that customers are meant to be exploited and they will do it without any care or gratitude for us. They should be ashamed of these tactics against people who place trust on them and help them to grow their business. At least, they should remember biscuits are consumed more by growing kids and can cause a lot of damage with their immunity still underdeveloped to fight fungus, poisoning, etc”.

Children's Toys:

Mrs. Shalini Ahuja, said “We purchased a set of erasers for my daughter. When we came home and opened, we found all are useless. My daughter played on 3rd floor with a

minimum card cost of  Rs.200. Most of the games were not working and there was no chit displaying that the game is out of order. After playing when we went for collecting the gift for the tickets, obviously the reply is NO STOCK”

Electronic Items

Mr. Raghu said “My sincere advices to you please don’t enter in to the door of Big Bazaar if your intention is to buy any electronic items.... It will be pathetic.... I bought an oven from here....you  may not believe....its not working since the time I switch on.... When I went to them they said...go and talk to the product service.... They have absolutely no responsibility at all”

Mr. Anoop Kadam said “All defective quality  of items you’ll found once you purchase and start using daily. I am the customer of Big- Bazaar since more then 7 years when it started at Bangalore in Kormangala. The fashion clothes aren’t good in fitting and well finished (Even Brand Factory too)”

He added to this and said “Groceries items if you’ll see you find that they don’t have the expiry date or already expired. We never notice such things but it really matter. I have faced this issue every time since more then 4 years when I saw on a biscuits packet after having the tea with biscuits”.

Mr. Aftab, software professional at USA visits Big Bazaar whenever he is in India and compares this with Wal-Mart and said “After browsing through all the items in the store, I feel most of the items sold here are discarded/rejected items by Wal-Mart and dollar stores. prices seem to be higher than what Wal-Mart usually sells for. I am not sure when people will start demanding for quality it will be an ideal shop. We are paying much higher prices for some of the items than in US but the quality is not even half of what is sold in US. Ultimately it is better to go to speciality stores than this one stop shop thing”

Billing Counters:

One male customer Mr. Rishab said “One thing which I don’t like about Big Bazaar is they are over crowded, crammed with things, big queues at the billing counters”.

One lady customer Ms. Nisha said “the main problem with Big Bazaar is a long queue at billing counter. Only one person is responsible for billing as well as packing the items in the counter. This is one of the reasons for increasing waiting time for customers”.

Rishi Singh said “Big Bazaar has a lot of issues with Billing. I went there for shopping items in exchange of old items but they asked me to shop for 10 times the exchange coupons for grocery shopping, What is the use of such  exchange offer? Any way I had to dispose of the old stuff so I went in only to feel dismayed with many people shopping in too less space in the store. When it comes to billing the cashier will invariably do some billing error. Most people would notice it later since there are too many items in the bill and the bill comes to you after you make the payment. When you detect some error and report they will not accept it easily and refund”.

Ms Neha said “sometime the cashiers swipe twice/thrice from your card and claim that the extra amount will be refunded but it will not be refunded unless you make a big issue of that in front of them. This is very poor aspect Big Bazaar. This will surely make people think twice about visiting their store if they don’t improve their billing”

Mr. Naresh, HR executive in Bangalore came to shop at Big Bazaar and said “This is the one issue I had in Big Bazaar. I went there to purchase some groceries. The displayed prices is fine, which I selected the products on. When I  came to the billing counter, the prices are different. I asked them why the difference. He called his supervisor and I was made to wait for 20 minutes at the billing counter. When I said, it is getting delayed; they told me to leave if I don’t want the product. This is the bad comment I heard from their supervisor. I was surprised to hear that.

Mr. Rajeev Gupta said “The billing counters are unorganized, where at least you have to spend 30-45 minutes to be billed. When I enquired in the stores and try to find the reason.

The cashier said he is helpless and can't do any thing because their billing system is slow. In addition to that they do not have displays of discount /offer at all the place. Free offer items are not been placed any where near to the items. Once you reach billing counter after waiting of 30 minutes billing counter folks expect you to be coming with free offer items and not ready to help.

Ms. Roshni, house wife said “. They should not put any trainer in the cash counters during the peak hours as this will take a lot of time. Otherwise, I am happy with the products, quality and price of Big Bazaar”

Product delivery problems:

One of the customers Syam K said “I have given a full payment of Rs 30, 000/- for Table with 6 chairs, Cot and Mattress on 21st May at Big Bazaar store, the sales manager promised me that the articles will be delivered within      5 days. I believed them and waited for them on the fifth day and on that evening I received a call from their warehouse that they don't have articles in stock. So, I began making follow up calls on each day to get the status only to get lame excuses. I became exhausted and started shouting at them on the phone. On 29th May, I received Table set and Cot but they refused to install the pieces. Literally I was left with big cartons here and there in my home. And on 5th June after so many furious talks with the sales persons they sent a fitter to assemble the furniture. But sill on 6th of June or in another word after 15 days of purchase I am still waiting for mattress. I could have bought all these things from other showrooms spread all over the city. It was a Himalayan mistake from my side to approach to this shop. I will never visit this waste bazaar. My entire family including my old parents suffered a lot without even a single chair at home just because of totally irresponsible customer service. Still I don't have any clue on the delivery of mattress.

Ms. Swapna, teacher said “I hate Big Bazaar and recommend others not to go to Big Bazaar. This is the 2nd time that I am having a negative experience with Big Bazaar. According to the service it provides I feel it is waste. I had ordered      for

hoe gym once and they told me that it will be delivered in 5 day's and the fitting will be done on the same day. But the 5th day there was no response from Big Bazaar, when I tried to reach them it was not reachable. Then I had to go to them and fight for it then they sent the gym on the next day. But the person to fit the gym was not available. Later even after fallowing up with them for many time no one responded. Ultimately I had to fit the gym my self”.

Mr. Venkata Suresh said that “I have the negative experience, this time with the furniture section. I had clearly requested that if my product is going to delivers and fitted on 7th April then I will go for the purchase. They promised me that the product will be available on 7th and the fitting will be done. But I am fallowing up form 6th but the mobile is coming switch off. This is really very bad experience”.

One more customer Mr. Simha had a very bad experience with the delivery system at Big bazaar and said that “Hi, I had been to Big Bazaar Koramangala branch on 8th May to buy a cot. I selected the cot and asked for same day delivery. The sales guy went inside to enquire and informed me that it's possible but it  would cost Rs. 200 extra. I called them after couple of hours and they had no idea when it would reach me. I had given up on the delivery and went to sleep. At around 11pm the delivery guy called me to delivery. I was not particularly happy but I asked him to come. Now they came and dumped the stuff and started leaving. I asked them to fix the cot for which they said the carpenter would come tomorrow. I was shocked and asked them why they disturbed me. They could have come together. I had a long argument which was no use. I spoke to someone and he apologised and informed me that the carpenter would come at 11am. I am new to Bangalore and just settling down. I waited for the carpenter whole day and after several calls, the carpenter turned up at 8 pm. Just because of inability of the Big Bazaar, whole day was wasted”.

One more customer Mr. Malik said “I went to Big Bazaar on a Sunday. It was so crowded that we couldn't move around properly. It was chaotic out there. I am not sure how we could search/shop for something there. I started feeling  how they

can call this as Big Bazaar. They had turned off elevators and every one had to use escalators. What to do with the carts? God knows. I bought some furniture from there for immediate use... the sales person out there was not ready to door deliver saying that my bill amount will be just 3000+. I was not sure what to say for that, Rs. 3000 doesn't have value any more. Many people survive on that amount. Any way, after that we liked few other items, so they agreed to deliver. It took about 8-10 days to deliver. Not sure why it takes that long”.

Price issues:

“Isse Sasta Aur Kahan” is what Big Bazaar says but I say Isse Mahanga Aur kahan. I purchased a Sony K750i Mobile from Big Bazaar Chennai which costed me Rs.10290/- but to my surprise when I checked  at the Essays, the Mobile Store the price is Rs. 9099/- a difference of Rs. 1191/- and when I called the Big Bazaar outlet for the challenge the guy over there gives me an explanation saying that mobile from BB is long lasting and of better quality than the mobile from the Mobile Store as if he was explaining me of a Textile material. They are bluffing”

Ms. Shaziya said “the prices are not very low here. In fact it will be higher than the market place some times. If customers are doing some good homework before they shop, they will realize this”.

Staff related issues

Mr. Suresh said “Staff is not properly trained. Many  times they don't even care what customer needs...after a long time, one executive helped me yesterday in getting battery”.

Mrs. Shafiya said “I do have issues about the staff manning the cash tills. Their knowledge is limited and the computers are not updated regularly for the offers. I was charged 45/- for half kg dal 2 days back, while the printed price was 37.50, when I came

back home”.

Customer’s service

Mr. Sunil Kumar said “I purchased two CG CFLs from their store. I was assured by the sales girl at the time of purchase that the lamps were warranted for one year. She took the time to stamp and date the base of the lamps, and told me, "If any of these fail within a year, just bring it back along with the receipt. We’ll take care of it".

Well, one lamp failed within 6 months. So I took it back to Big Bazaar and showed them the receipt too. However, I was told by the manager that they would not do anything because CFLs were not warranted! That may be true now, but why was I assured by their staff that there was one year warranty on it when I had purchased it?

"No, none of our staff could have said that. It is not our store policy. We can’t do anything about it"! So, not only was their own word not honored, I was effectively called a liar into the bargain! I couldn’t do anything about it because there was no warranty card. Just the store receipt, the dated stamp on the lamp, and the verbal assurance of the warranty (which I wasn’t smart enough to record on a video camera at the time of purchase!)”.

Offers

Mr. Arun said “Late last year, during some festival (maybe Diwali, not sure), we had gone to Big Bazaar in Koramangala, Bangalore to do some purchases. The bill came to about Rs. 2450. After the billing was completed  and the payment was made, we were informed that there was an offer going on where a purchase of Rs. 2500 would get us a 6-piece drinking glass set! Why couldn’t they have told us before the billing, so that we could have purchased some small item of Rs. 50-odd and availed the offer??

The scheme was that every purchase of Rs. 500 would get us a gold sticker, and 5 stickers (Rs. 2500) would get us the glass set. So for want of Rs. 50, we ended up with 4 stickers. Anyway, we came back to Big Bazaar next week (when the offer was still on) and did some more purchasing which came to over Rs. 500, and thus got another gold sticker. Now we went to the gift redemption counter and asked for our gift. To our surprise and dismay, we were informed that since this was the last 1-2 days of the offer period, stocks of the gift in question had been exhausted”.

Mrs. Priya said that “ I have observed and experienced several times that there’ll be small differences in what price and offer displayed at the rack and what amount is shown in the cash bill. This difference is pretty small indeed and no one will notice unless you cross check each item and amount carefully. In other words, the displayed price doesn’t get mentioned in the cash bill and you will be paying more than what you thought you will pay for an item”.

Mr. Prasad talk about the exchange offer and said “When we went for an exchange of sofa and dining, details collected to come to our house for picking up the old items. Till today we have reminded about 6 times. Every time ready made answer is’ it will take 2 more days as they have to visit more than 20 customers’. We never came in their list of 20”

By going through these interviews from the various customers at the Big Bazaar we can conclude that Big Bazaar need to improve on their quality of merchandise, store service, delivery of products and billing counters functioning and offers to maintain customer’s loyalty towards their store.

TOTAL

TOTAL is the best

Mr. Vijay Kumar, software engineer said “Excellent parking service at TOTAL mall Sarjapur road, parking attendants not only guide to park our car as well help you to unload our purchase. I loved the bangle store at the ground floor & the customer

service. In this vicinity this the best mall ,staff are helpful ,weekdays are great to shop since weekend is little crowded ,the food joints at the entrance are good but need more and better taste. The best part is that they are open till mid night. I recently shifted to this location found this mall nice place to shop and do some window shops spend time and eat”.

Mr.Laxman said “The mall is too good compared with other Malls. I find this place calmer and peaceful. There was not much crowd. This makes me to window-shop casually in a relaxed walk. After a search, I found’ Good things’ in the ground floor. I was impressed with the way the franchise was decorated with lights and Discount posters”.

Ms. Neha call this a one stop shop and said “A place where you can shop for everything you want and that too from cheapest to highly price good quality stuff. The clothes section is a bit jittery but rest of all is great. Initially you would not like the structure of the mall but once you get used to it, you would find that their place is designed and maintained in such a way that there is quick movement of people. Even the food court is great, with two theme restaurants”.

Mr. Manoj said “I regularly shop for all the house hold groceries at this mall. I am very impressed with the cleanliness of the fish and meat sections. One would expect a stinky filthy fish section, but, you won’t get the stench of fish if you enter this one, it is very nicely ventilated and kept clean. Especially fish will be cleaned in a really good way and packed in double plastic bags. Meat is fresh and not frozen. In fact many of my vegetarian friends were surprised that fish did not stink in here”.

Mr. Ajay said that “The floor space is very large and it is convenient for people to move around with their shopping carts. For one, if you are having a baby in a pram or in a jacket and navigating the floor with a shopping cart you will know what it mean to have that extra space”.

Mr. Abraham Joseph said “The TOTAL is a real Value for Money and is a real complete family destination. It has something for all the members of the family. On the 3rd Floor, there  is a Gaming Zone, which is a complete entertainment, redefined for children. They will not let you leave the place. The restaurants which serve North Indian, another one serves South Indian, and Pizza Corner along with MacDonald’s will serve all types of foodies. However, the taste leaves a lot to be desired. For the clothes, they have Men’s Favourite Shop and LOOT which are my favourites”.

Ms. Swetha said “I frequently use it for daily cores. Though they shout everything is below MRP and maintain that, I believe most of the products are 10 paisa or 20 paisa below MRP (food  items). But the best thing is chicken is damn cheap”.

Ms. Kalpana said “The helpdesk is very good and spontaneous and they will guide you to the right place”.

Damodaran R said “Recently, I went for shopping at Sarjapura road Total mall, found speechless.... new apparels floor with good brands like levis, pepe, fifa, success, etc. are available at reasonable price. Also I went to ladies section for my wife, she  also picked up a lot of western stuff in good brands Anjane, noi, etc, we both was stunned on seen Yishion, china’s largest brand stuff at TOTAL, cool we shopped well in TOTAL and had a very good experience”.

Mrs. Gayathri Devi, housewife said “Total Mall Sarjapur Road was always a good option to purchase my monthly grocery and I liked it so much that I started referring to almost everyone because of the comfort level here”

Ms. Vinutha said “I personally bought a coffee maker from Total mall sarjapura road. Same day while using i found a defect in it. When taken back, the product was replaced in not more than 5 minutes, without any argument”.

TOTAL is the worst

Here the customers have expressed their bad experiences with TOTAL with reference to quality of merchandise, billing counters, late delivery, price issues, staff related issues, service, quality of display and facilities.

Quality of merchandise

Furniture:

Mr. Lohit said “Never ever buy furniture from Total Mall, as it is worst in the quality and durability”.

Ms. Radha said “The furniture section is a disappointment and they must stick to groceries and related house hold items”.

Mr. Sajjad said “We bought a king size bed from Total Mall for Rs. 15,000. Though they delivered it on time, but it was the same display piece. Though we were promised polishing of the piece next day, nobody has arrived 🙄🙄🙄🙄🙄 for now like a month in spite of a series of reminders. Within a week of use, one the support piece of wood give way, when we were using it minimally. I would strictly prohibit people from purchasing any piece of furniture from the mall”.

Mr.Avinash said “I bought Airtel 🙄🙄🙄🙄🙄 TV connection - The dealer inside Total Mall is a complete liar. It took me 16 days to get my connection through this guy while Airtel promises a connection within 4 hours of payment? This guy even suggested that my Airtel connection guy will come next week, when the connection had already been made and I had called him only for asking why all my packages had not been activated.”

Ms. Joshi said “I bought LG fridge from this mall (why?!): Again after much bickering they installed a fridge after 10 days and you know whatit turned out to be the display piece instead of a fresh piece...there were broken parts inside it and a dent on one

corner?!!! I have been chasing them up for last 7 working days and still I have got no reply. I went to them to complain within half an hour of delivery of my fridge and I got no written confirmation of my fridge and by when a replacement would be offered”.

Cloth section:

Mrs. Fathima said “I bought a couple of dresses inside one of the shops of this mall: Two of the dresses turned out to be faulty pieces with buttons missing or other damages and one of them came torn within 1 month of usage”

Billing counter:

Ms. Aradhana said “there is one major problem here and it is that the people at the counters are generally not aware of the offers that are going on in the store and this leads to wastage of time at the payment counters and thus creates a rush around, but if this could be solved, then I think is a great place to shop and enjoy.

Mr. Sailesh Kumar said “I bought a pack of Meswak toothpaste (which was clearly showing MRP of Rs 99 on top of the pack). After coming home, I found that I was charged Rs 101 for it. Once again after a week or so same mistake has happened with Baby toothpaste which  was priced at an MRP of Rs 45 (again written clearly on the pack), was charged at Rs 50 in the bill”.

Mr. Gautham said “Generally, since the bill is long, customers usually don’t check the contents & charged price after the billing is done at the counter, since they can’t check for each & every product’s price what has been charged after the billing has been done & packed. Later on I noticed some mistake at home and I found that from a long list of items, I was charged Rs. 7 extra in this bill alone”.

Ms. Akansha said “they made billing errors like once I found Rs. 700 extra on my

shopping and next time Rs. 200 extra. I doubt if they are taught to make mistakes or not. And they will not refund the money, but they will ask you to buy something for that, again a marketing trick! especially when your bill is very long, mistakes will be more because they know we are not going to check the entire list”.

Mr. Rohit said “The bar code readers never work. The billing person will first make an attempt to read the barcode electronically but after 20seconds he/she will begin to type and search for the product, this happens for almost all the items in your shopping basket. So even if you have just 3 items in your hands, you have to be mentally prepared, to wait for at least 10mins at the billing counter.

Delivery of Products:

Mr. Suresh said “Once I purchased furniture (TV wall unit) from Total mall and paid in full as per the regulations. It was delivered and I signed for the same. It was supposed to be opened to check the contents and to be fixed,  though it has been more than 7 days someone is yet to come for the same. I have made a dozen of calls and I am being directed to someone or the other and all I get is some promise or the other”

Price issues

On customer Anand said “It is costlier than market value, my suggestion to everybody, if you have no issue with paying any price for the products then you can surely visit these stores but if you are person who thinks before you spend then better  not to go here.... why? well let me tell you that... for example take their eatery products like snacks such as khara boondi you pay Rs. 55/- here for just 200 grams where as you can get 1 kg khara boondi at K.R.Market for just Rs. 60/-. You see the difference. Come on they are not giving you khara boondi made of ghee, it is just as normal which we get in market. I’ve tried both and decided market is best price when there is no such difference in taste and quality. Not only this I can give you all the places and prices where you can get the same products for much lesser amount in Bangalore. I know people will have different opinions. It’s your wish how and where you spend your money. But my

suggestion to all the people: Don't spend your hard earned money just by looking glam and glitter of these kinds of stores".

Staff related issues:

Mr.Ajay said that "TOTAL is the worse mall. Please think twice before shopping there. The staff and management are disgusting. The staffs are rude, arrogant and pathetic. They are cheaters to the core."

Mr. Akash started sharing his experience with bus drivers of TOTAL Express and said "We shop frequently at Total Mall Sarjapur Road, Bangalore. Today we had a horrible experience with their Bus Service - "Total Express". After shopping, we came out to find a bus. We found the bus and sat in the bus and waited for it to be filled. When the driver came, we told him we wanted drop at Purvasunshine apartment near Kaikondrahalli. He did not respond and started driving. He took a different route and we thought may be he wanted to drop a passenger with crying child first. But then he went further and dropped other passengers. We waited patiently for him to take us. After all passengers were dropped off, we told him again about dropping us at Purvasunshine apartment and told him that it was supposed to be his first stop. He then started shouting that this was Bellandur bus and he cannot take us to Kaikondrahalli. We told him that he should have informed us at Total Mall itself so that we could have got off. But he started arguing and saying his time to get off work is near and he will not take us anywhere. The "Total Express" is a nice initiative but with such arrogant and rude bus drivers it becomes more of hassle than service. Driver Name: Ravi and Vehicle No. 7418".

Mr. Jerin said "No customer care and very bad behavior by security, I was a regular customer at total Mall, Sarjapur road and on 7th August I had a very bad experience. I had purchased Rs.3000 with my 4 year old Kid sitting on the trolley. While coming out of the

 billing area, the security noticed 2 choco packets worth Rs.35/- lying in the trolley, outside the cover. I realised that it is not billed, probably since it was lying below the kids seat it went unnoticed while billing. I was taken to the security office on the ground floor, they asked me to sign a pre-printed paper stating that I have stolen/shop-lifted items worth Rs35/-. I was not ready to sign, and had lot of arguements with them. They treated me as a thief. I wanted to talk to the customer manager and no customer manager was available. The administrative manager too was not available. In between I had to talk to a police officer (to whom the security officer connected me). The Police officer told me to sort it out by talking to the security guys. Finally I left the place after 2 hours of argument and bad treatment as if I am shop-lifter. Paid Rs.350/-(10 times of the amount) and a self written statement of what had happened. The next day, I send a mail to the management and till date no reply; this is how they care about their customers. Pathetic treatment as if you are a shop-lifter!

Ms. Shilpa call this as a horrible mall with dishonest salesmen and said “ Many times I finds my purchased items missing when I open the packet at home From chicken to gram flour  to rice packet. If you are buying anything in Total Mall, Madiwala, be very vigilant when your items are packed and billed”.

Ms. Nivedita said “the salesmen are never willing to help. If you ask for any particular item, they would quickly respond with an answer "There is no stock" If you try to find that out on your own, you will actually be able to find it out”

Customer’s service

Total Mall has worst customer service ever says Mr. Arman.

Mr. Naresh said “There is too much of cost cutting on customer service part. The management should be careful in selecting their ways, as it should not lead to customer cut-down in turn”.

Mr. Deepak said “I had ordered for a sofa set which they delivered 12 days post the date said by them that too only 📞📞📞📞📞 after hundreds of call from our side. Many a time they never used to answer the calls and at times switch off their cells as well. Total Mall staff and management has behaved in a very disgusting manner - ABOVE ALL the sofa set I received was defected/faulty and its been 3 months now I am trying to get it replaced but they have not buzzed. I would have made more than 100 calls but no response. 2 people came to my house to see the sofa set on 2 different occasion, they confirmed that the sofa set is faulty but nothing has been done yet”.

Ms.Nandini said “Please don’t buy any Furniture in Total mall as their after sale service is very BAD”.

Mr. Suhail said “I bought a sofa set from TOTAL recently. The next day I noticed that one leg of the sofa is broken. For a month I have been calling them but with no luck. Every time they say that they will be sending the 📞📞📞📞📞 some one immediately. That’s it they forget again you call you get the same answer. I paid 30,000 for that and regretting now. The finishing of the internal wood is also pathetic. The just cut the Wood and wrap up with some cloth. My advice is never go there for any furniture. The cushion they give is filled with air. It will definitely become a cloth bundle in few days”.

Mr. Kaushik said “On 4th January I visited Total mall at Sharjapur road and had to park my vehicle in the basement as parking was not available at ground level. After shopping for vegetables on the second floor, I wanted to take the lift 📞📞📞📞📞 to basement however was not allowed by security to do that. The reason all my stuff was in a trolley and he did not want me to take the trolley in the lift. The security was unable to tell me any alternate way to take the stuff to basement. As a result I had to leave all the stuff that I had paid for at the 2nd floor itself. Not only lost Rs. 800 but also had to deal with uncooperative and rude staff. I have been shopping at Total mall for over 2 months and must have shopped for more than Rs. 20,000 in this period. It is so easy to build an AC mall and so difficult to get some bit of customer centricity in the employees”.

Quality of display:

Mr. Manoj said “Now they have totally  made the sections haywire. Some Grocery and house hold items are put on 2nd floor along with daily wash needs and furniture. Rest of the grocery and all vegetables and fruits are kept on 3rd floor. A pure tactic by the management to lure customers so that they visit each and every floor”.

Ms. Asha said “there is no logic in display of products at the store; it is very confusing for us to search for a particular product”.

Facilities:

Mr. John said “The biggest disappointment in the store is the 3 lifts that operate from floor to floor. They don’t allow shopping carts to be taken via lifts and secondly you have to wait a long time for the lift to come to your floor - some thing wrong with the logic in the lift circuit. I have always found it easier to take the escalators and walk a little longer than take the lift, but this can be a disadvantage for elders and disabled shoppers. Security attendants can’t speak any language other than kannada, which often is a problem for first time non Kannada shopper finding their way around the mall”.

Ms. Vienna said “The air-conditions are never on. They have huge blowers, which make scary sounds but they never work. The place is extremely suffocating. By any chance if you decide to stop at any corner due to curiosity, you will have to make your way out in a rush. I often feel the smell of dust there. Even in the afternoon, they never switch on the AC”.

Mr.Vishal Seth said “they have come up with a new concept of bio-degradable polythenes. They charge Rs.1 on your billing without your permission. If you ask, that where is this information displayed, you will get a reply as "This information is displayed at the entrance". One often misses this information while entering and it is never highlighted till the time you reach billing counter. The concept is good but the way they are forcing on to customers are extremely ridiculous. You are just forcing the customers to buy your polythenes”.