

CUSTOMER SATISFACTION FOR PANTALOONS

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INTRODUCTION

The Indian retail industry is the largest among all the industries, accounting for over 10% of the country's GDP and around 8% of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. Modern retailing has emerged in India in the form of bustling shopping centers, multi-stores malls and large complexes that offer shopping, food and variety of ways of entertainment.

This study mainly deals with the customer's satisfaction for Pantaloons, which is a retail apparels store. This store is located in many cities across India, but this study pertains to the Pantaloons store in Moradabad.

Pantaloon Retail (India) Limited, is a large Indian Retailer, which is the part of the future group, and operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market.

Pantaloons fresh fashion stores have presence with stores not just in metros but also in smaller towns. All stores have a wide variety of categories like casual wear, ethnic wear, formal wear, party wear and sportswear for men, women and kids.

COMPANY PROFILE



The Pantaloon group, a leading retailing group in India. In March 2006, the group renamed itself as the 'Future Group' and was further divided into six verticals - Future Retail, Future Brands, Future Space, Future Capital, Future Media, and Future Logistics. Headquartered in Mumbai (Bombay), the company operates Over 7 million square feet of retail space, has over 1000 stores across 53 cities in India and employs over 25,000 people Future Group shall deliver Everything, Everywhere, Every time for Every Indian Consumer in the most profitable manner We shall be efficient, cost- conscious and committed to quality in whatever we do

.Rewrite rules. Retain values

.Mr. Kishore Biyani

Website: www.pantaloon.com

Company Outlet: Pantaloon Address : kanth Road, Moradabad

Pantaloon offer multiple accessories and apparel brands including categories for men, women and kids. The collection covers ethnic and western apparels for kids, men, women complemented by a wide range of accessories. The variety of brands and products has helped Pantaloon to become one of the best retail brands in India.

India's favorite family fashion destination, Pantaloon has emerged as a strong brand in the fashion industry over the past two decades and is making fashion accessible across the length and breadth of the country.

HEADQUARTERS – MUMBAI, MAHARASHTRA, INDIA

C.E.O – SANGEETA PENDURKAR And M.D – SANTANU KUND

CUSTOMER SATISFACTION ATTRIBUTES

1. QUALITY
2. DIFFERENTIATION
3. ACCESS
4. FACE VALUE
5. AMBIENCE
6. FASTER SERVICES
7. TECHNOLOGY

Pantaloon Retail (India) Limited

Type	Public company
Industry	Retailing
Founded	India
Headquarters	Mumbai
Area served	India
Key people	Kishore Biyani, (MD &CEO)
Products	Supercenters
Parent	Future Group
Website	Pantaloon.com

REVIEW OF LITERATURE

Ipek Deveci Kocakoc and Ali Sen (2006) have undertaken a study on improvement areas for customer satisfaction along the supply chain.

The study states that today's competitive environment means that companies need to understand their customer's expectations and preferences, and use these as a guide in order to achieve competitive advantage. In dynamic market conditions, it is vitally important to perceive and satisfy customer needs. If customer satisfaction measurements are used as a source of improvement efforts, results will be more satisfactory and realistic. Mass production usually creates a gap between manufacturers and end users. Faced with a vast proliferation of both domestic and, as well as markets that are often becoming increasingly fragmented, a number of producers of goods and services have chosen to outsource many activities of the sales function to resellers who have the market more effectively and efficiently than the producer can do alone.

M.D. Rashid Khan (2008) has undertaken a study on customer perception on the marketing strategies followed by Pantaloons for brand building. This study states that a customer thinks in different ways and this is termed as customer behavior. A customer wants to get the full value of his/her money and full satisfaction from the product. If the store succeeds to satisfy the customer, then the store can easily form brand image. The store should make a good strategy regarding all aspects of business.

Puccinelli, Nancy. M. Goodstein, Ronald. C, Grewal (2009) have undertaken a study on customer experience management in retailing: understanding the buying process. This article states that retailers greater understanding of consumers can enhance customer satisfaction and retail performance. This article seeks to enrich the understanding of existing consumer behavior literature and suggests specific elements of consumer behavior goals, schema etc play an important role during various stages of consumer decision process.

Ahmad Jamal, Mohammad AL-Mari (2007) have undertaken a study on exploring the effect of self-image congruence and brand preference on satisfaction. This article states that prior research has reported that self-image congruence can influence brand preference, brand satisfaction and purchase intentions. With the help of an empirical research, the paper argues that while self-image congruence may be related to satisfaction in general in the automobile market, it may not necessarily affect satisfaction judgements when customers have higher levels of expertise. The paper discusses implications for brand managers and argues to take into account customer characteristics such as customer expertise while developing positioning strategies. The purpose of this research is to explore the impact of self-image congruence and brand preference on brand satisfaction among expert and novice customers of automobile brands.

RESEARCH METHODOLOGY

The present research work is limited to study the consumer preferences and satisfaction towards Pantaloons. The research process consists of stages or steps that guide the project from its conception through the final analysis, recommendations and ultimate action. The research is based on primary and secondary data collection methods and the research type is descriptive. A structured questionnaire will be designed to gather information for primary data and, for secondary data internet, books and websites.

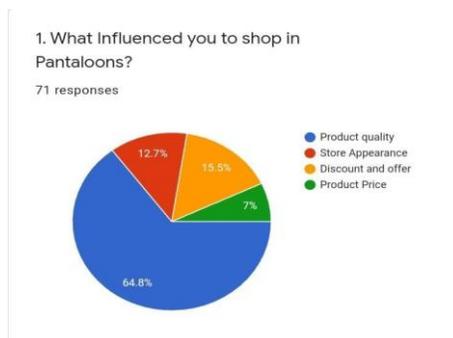
Statement of problem

In today's competitive world, consumers play an important role in every business. The main purpose of every business is to know what customers preference is and satisfy its existing customers and attract a new customer which is also known acquiring customers.

Research Hypothesis

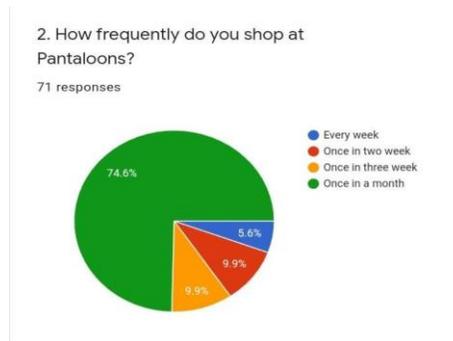
1. There is less significant difference in consumer preference towards online shopping mode.
2. There is significant difference in consumer preference towards virtual trial rooms.
3. There is no association between gender of consumer and the factors of purchase decision.
4. There is no association between age of the consumer and product of purchase.
5. There is significant difference towards consumer preference towards patterns.
6. There is significant difference towards consumer preference towards colour.
7. There is significant difference in satisfaction levels towards pantaloons products.
8. There is significant difference in satisfaction levels towards pantaloons customers service.

DATA ANALYSIS



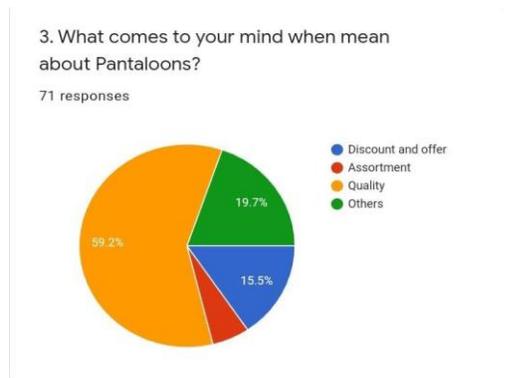
INTREPRETATION:

This pie chart shows that out of 71 respondent, 64.8% of respondent shop from pantaloons because of his product quality while 15.5% shop because of discount and offers and remaining purchase for store appearance and price.



INTREPRETATION:

This pie chart shows that out of 71 respondent, 74.6% of respondent shop from pantaloons once in a month while 9.9% shop once in three-two week and remaining people shop every week.

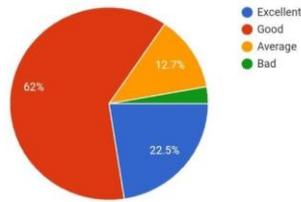


INTREPRETATION:

This pie chart shows that out of 71 respondent, 59.2% of respondent mean about quality when pantaloons comes to their mind while 15.5% mean about discount and offer and remaining mean about other factors.

4. Brands and products availability in Pantaloons is?

71 responses

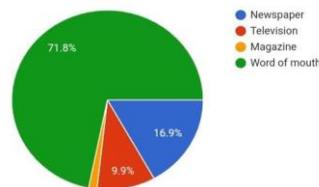


INTREPRETATION:

This pie chart shows that out of 71 respondent, 62% of respondent there is good availability of brands and products in Pantaloons and 22.5% consider excellent while 12.7% respondent consider its average and remaining consider it bad.

5. Through which promotional source you come to know about Pantaloons?

71 responses

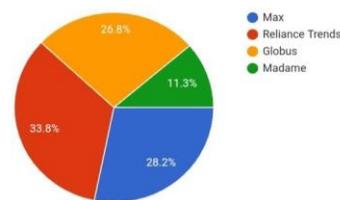


INTREPRETATION:

This pie chart shows that out of 71 respondent, 71.8% respondent get to know about Pantaloons through word of mouth, while 16.9% and 9.9% respondent get to know through newspaper and television respectively.

6. Which company you think is competitor of Pantaloons?

71 responses

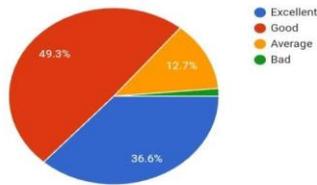


INTREPRETATION:

This pie chart shows that out of 71 respondents, 38.8% respondent think Reliance Trends is the competitor of Pantaloons while 28.2% respondent consider Max as competitor of Pantaloons and remaining 26.8% and 11.3% respondents consider Globus and Madame respectively as competitor of Pantaloons.

7. Location cleanliness and hygiene maintained in Pantaloons of city is?

71 responses

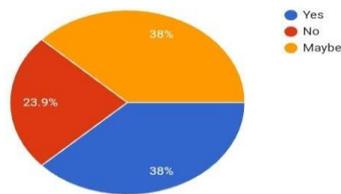


INTREPRETATION:

This pie chart shows that out of 71 respondents, 49.3% respondent consider location cleanliness and hygiene Maintain in Pantaloons is good, 36.6% respondent consider it excellent while remaining consider it average.

8. Does the cost of product affect your purchasing choice?

71 responses

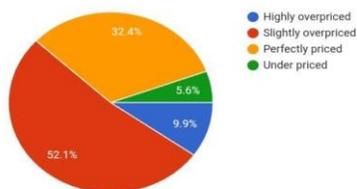


INTREPRETATION:

This pie chart shows that out of 71 respondents, 38% of respondent were satisfied with the cost of product affect purchasing choice and 23.9% of respondents were not satisfied.

9. The price of the product at Pantaloons is ?

71 responses

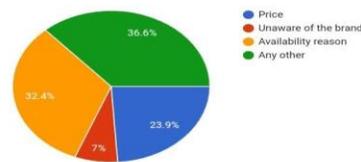


INTREPRETATION:

This pie chart shows that out of 71 respondents, 52.1% of respondents consider prices of products are slightly overpriced at Pantaloons and 32.4% consider it perfectly priced while remaining 9.9% and 5.6% of respondents consider it highly overpriced and underpriced respectively.

10. If you choose not to visit Pantaloons it is because of ?

71 responses



INTREPRETATION:

This pie chart shows that out of 71 respondent, 32.4% of respondents don't visit pantaloons because of availability reason while 23.9% of respondents for price, 7% of respondents for unaware of brand while 36.6% of respondents for other reasons.

RESEARCH FINDINGS

1. People were found to be satisfied with the product quality of pantaloons as this factor influence them to shop in pantaloons.
2. 85% of respondents were satisfied with the cleanliness and hygiene maintained in Pantaloons.
3. Ladies complaint about jewelry variety is not there, Traditional wear should have more variety.
4. Majority of respondents were found to be satisfied with various brands and product availability in Pantaloons.
5. Pantaloons need to adopt different promotional mediums like internet, magazines, television, advertisements etc, so that large no. of people can reach to pantaloons easily.

RECOMMENDATIONS AND CONCLUSIONS

Recommendations

This research throws light on various strengths and weaknesses of Pantaloon and can also help Pantaloon to improve on different fronts in order to have an edge over its competitors. Based on the analysis and findings of my research I would like to give following recommendations:

1. Pantaloon needs to improve so that it can accommodate more kinds of Products and also provide space for children coming with their parents to Play and have fun so that for them visiting Pantaloon becomes exciting.
2. Pantaloon should incorporate more variety of products in its basket so That it provides the convenience of availability of all things under one roof to its customers. Variety of products should specially be increased in traditional wear for women, Footwear, jewelry, cosmetics and more varieties in watches. More varieties in sizes in jeans, Shirts.
3. Sitting area should be there for children and old people, so that they can Sit while other family members doing shopping.
4. More computers should be included and number of billing counters should be increased especially during the festive season and sales, so as To speed up the process of billing and avoid large queues.
5. If possible more attractive discount and offers should be given in order to attract more customers.
6. Staff should be trained properly to assist people and to make them understand the benefits of green card membership, it will strengthen.

CONCLUSION

This research report aims to study consumer satisfaction towards Pantaloon and highlights its strengths and weaknesses in order that Pantaloon can fight the competition in a better way. The retail markets in India is highly competitive due to increase in number of customers belonging to middle and higher income class, change in consumption pattern and opening up of economy due to liberalization, privatization, globalization.

Against this background the study has attempted to analyze the profile and buying behavior of the customers and the factors influencing the level of expectation and satisfaction of customers. The findings would enable the organization to frame suitable strategies to enhance market share.

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