



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24

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SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

A Comparative study of Customer loyalty Programme at
PANTALOONS

SUBMITTED BY

Sambit Mishra

MBA Batch: 2022-24

University Regn. No : 2206258228

Faculty Guide

Dr. Sujit Ku Prusty
Asst. Prof.(Marketing)
BIITM, Bhubaneswar

Corporate Guide

Mr. Rajkishor Mahali
Assistant Manager,
Pantaloon (Patia),
Bhubaneswar

DECLARATION

I am SAMBIT MISHRA Bearing university registration no -2206258228 (2022-24 batch), hereby declare that the project report titled “A COMPARATIVE STUDY OF CUSTOMER LOYALTY PROGRAMME at Pantaloons” is based on my internship at Pantaloons , Patia, Bhubaneswar during the period 1st of September, 2023 to 30th of September, 2023 and is an original work done by me under the supervision of Mr Raj Kishor Mahali Dept. Manager, Pantaloons, Galleria, Bhubaneswar (Corporate Guide) and Dr Sujit Kumar Prusty (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place:

Signature

INTERNAL GUIDE CERTIFICATE

This is to certify that Mr SAMBIT MISHRA, bearing university registration no 2206258228 of 2022-24 batch, has completed her summer internship at Pantaloons, Patia, Bhubaneswar from 1st of September, 2023 to 30th of September, 2023 under the supervision of Mr Raj Kishor Mahali (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature of the Internal Guide

Name: Dr SUJIT PRUSTY

Designation:

ACKNOWLEDGEMENT

This project report bears the imprint of many people on it. I am very much thankful to BIITM, Bhubaneswar for the successful completion of my SIP report.

I would like to thank my project supervisor and guide Dr. SUJIT KUMAR PRUSTY, the Faculty Member, BIITM, for his invaluable guidance and assistance in preparing the project report and also contributing a lot for accomplishment of this Project. I am highly indebted to Mr. RAJ KISHOR MAHALI (Dept. Manager), PANTALOONS, PATIA, BHUBANESWAR my corporate guide, who guided me during the internship period and suggested many issues which has been taken care in my project work.

I am also expressing my gratitude to my parents and my friends who gave their full-fledged co-operation for the successful completion of my project.

PREFACE

It is a great opportunity for me to pursue my MBA in BIITM under BPUT, Rourkela, Odisha. In the accomplishment of Summer Internship programme, I am submitting a report on “A comparative study of loyalty programme at Pantaloons”. Subject to the limitation of time, efforts and resources every possible attempt has been made to study the matter deeply. The whole project is measured through the questionnaire, the data further analysed and interpreted and the result was obtained. The purpose of this report is to give a brief idea about what has been done in the summer training. This report comprises of various things and knowledge I have got during my summer internship at Pantaloons.

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EXECUTIVE SUMMARY

The title of the SIP is A COMPARATIVE STUDY ON LOYALTY PROGRAMME AT PANTALOONS. The study was conducted in between 1st September – 30th September during summer internship training at Pantaloons Retail (Ltd) in Bhubaneswar. Primarily the study aims to give the reader an insight into the Indian retail industry. Marketing theory and practice has become more and more customer centred, and managers have increased their emphasis on long-term client relationship associated with a greater degree of cross-buying, a more significant level of transactions and therefore higher profits. This makes customer retention rates and customer share of category purchase as important metrics in customer retention management. To maximize these frequency reward programs. But these programs along with being beneficial are also highly costly. Thus, it is important to find out whether these loyalty programs are influencing the buying behaviours of customers or not and if they are influencing then how impactful is there influence. The following study was conducted in between 1st September - 30th September during summer internship training at Pantaloons Retail (Ltd) in Bhubaneswar.

DEFINITION OF LOYALTY CARD PROGRAM:

The loyalty program provides gratification to those who require rewards for purchases and avoids additional costs for those who would buy even without them. Loyalty card program is an integrated system of marketing actions that aims to make customers more loyal by developing personalized relationships with them. Relationship business relations with existing prospects and customers. Retailing is one of the oldest business activities in India. But until the liberalization and deregulation of the Indian economy in the 1990s. It was dominated by small one-man retail units. Today's customers have more choice, are better informed and are more demanding of value and return for their spending money. They look not only for the products and services that meet their needs at the price they are willing to pay. But for the merchant that recognizes, appreciates and rewards their patronage. Now a day's all big apparel retailers have started the Loyalty program with different benefits in order to satisfy customer needs and wants. Top retail players like Pantaloons, Central, Reliance trend, Westside, Max etc adopted loyalty card and the loyalty Program is used as a tool for retaining a customer now a in India the retailers. plays vital role in selling goods to the ultimate customer and day by day number of retailers are increasing tremendously and ultimate end users are being confused and customers keep on changing the retail store. The questionnaire survey was taken from 41 customers randomly and most of them have purchased before at Pantaloons. The Loyalty program at Pantaloons plays a vital role in retailing customers are using the green card for more than two year's satisfaction level in shopping experience, services, quality, and discount are very high. And also, the customers who are using Pantaloons **Green card and Insignia** for more than 2 year say that the current Loyalty Program is excellent.

- In the study it found that the organization is in the growing stage, it has made its great effort to get success. Their profit rating is also good, sales turnover is also profitable. Organization is giving much emphasis on modern technology.
- I hope this report will be extremely useful for the organization. Constructive and healthy suggestion for the improvement of the report will be gratefully appreciated.

CHAPTER – 1

- INTRODUCTION
- OBJECTIVES OF THE STUDY
- SCOPE OF THE STUDY
- RESEARCH METHODOLOGY

INTRODUCTION

The word loyalty has different explanation and it all refer to way of services. It is important to define exactly: what is meant by loyalty in the contest of the Business Development.

For this report, loyalty is defined as follows:

“Loyalty is a positive belief, generated over the course of multiple interaction, in the value that a company and its products and/or services provide, which leads to continued interactions and purchase overtime.”

LOYALTY PROGRAMME BASICS: - Companies typically have several goals when launching loyalty programs, all of which are focused on generating greater profits from the loyalty program’s members.

These goals include –

- Improving knowledge of the customer.
- leveraging that knowledge to increase the sales of undersold and/or highly profitable products/services.
- Increasing customer retention and purchase frequency.
- The most common type of loyalty program begins. The most common type of Loyalty program begins when a customer enrolls. From that point forward, the organisation accurately tracks information about that “member,” captures the member’s purchases, credits points to the member based on the rules stored in a loyalty “engine,” categorizes the member to redeem points for products or services when various point levels are attained. The specific types of behaviour that are tracked and rewarded are unique to each industry/company and are typically linked to the organisation’s profitability drivers. Top retail players like Pantaloons, Central, Reliance trend, Westside, etc adopted loyalty membership and the loyalty program is used as a tool for retaining a customer now in India the retailers plays vital role in selling goods to the ultimate customers and day by day number of retailers are increasing tremendously and ultimate end users are being confused and customers keep on changing the retail store. The questionnaire survey was taken from 180 customers randomly and most of them have purchased before at pantaloons. The loyalty program at pantaloons plays a vital role in retaining a customer and nearly 75% of the customers are using the green card and insignia membership for more than two years Satisfaction level in shopping experience, services, quality and discount are very high.

❖ I hope this report will be extremely helpful to the organisation. Constructive and healthy suggestion for the improvement of the report will be gratefully appreciated.

BENEFITS OF LOYALTY PROGRAM:

A loyalty program enables a company to gain detailed knowledge about its customer base with the customer's consent; customers actually want to provide transaction and detailed profile information to ensure that they receive the full benefits of being a member of the program. In some market segments---- such as business-to-business--companies already possess significant knowledge as an important component of a loyalty program's value.

However, for most business-to-consumer companies, gaining this level of intimate customer knowledge is a critical benefit of a loyalty program. In such B2C industries, loyalty programs enable companies to match their faceless customer purchase data.

The loyalty program helps to get a good relationship with customers because without responding or not providing any special benefit they may don't think to come again from purchase to the particular store so customer relationship management make it very useful.

OBJECTIVES OF THE STUDY

Before doing any survey, it is very much essential to define the objective for which the survey is to be done. Without any objectives, there is no value addition to whatever is done in a project.

- OBJECTIVE 1 - TO UNDERSTAND THE ROLE OF SHOPPERS BUYING BEHAVIOR IN SHOPPERS DECISION-MAKING
- OBJECTIVES 2 – STUDY THE CUSTOMERS LOYALTY TOWARDS ‘INSIGNIA ROYALTY CARD’

SCOPE OF THE STUDY

The loyalty program helps to get a good relationship with customers because without responding or not providing any special benefit it may doesn't think to come again for purchase to the particular store so Customer Relationship Management makes it very useful.

The need of the study is to get know about the impact of customer loyalty in Pantaloons, SYMPHONY, Bhubaneswar.

The importance of the study is that through this study, we got an overall idea about customer loyalty and how it will affect. This study also helped using relating theory with practical. We also know about the problem and their correspondent solution. This survey will further help the future researchers.

Managing the customer experience, maintaining a more reliable data base, improving service operations. Fostering customer loyalty, embracing the characteristics of high-performance marketing and other related subjects. The loyalty program gives a good benefit to apparel retailers to do more and more service to customer.

RESEARCH BACKGROUND:

Research	Quantitative
Research design	Descriptive study
Data collection	Primary Data and Secondary data
Sample area	Pantaloons, Patia, Bhubaneswar
Sample size	41 Customers
Sample design	Non-probability technique
Research approach	Survey method
Research instrument	Questionnaire
Sampling tool	Structured Questionnaire method
Analytical tool	T-TEST t-test(array1,array2, tails,type) VALUE SIGNIFICANCE VALUE 0.05 (P value <0.05)

RESEARCH METHODOLOGY

Research method is an academic activity and as such as the term should be used in a technical sense. This research comprises of defining and redefining problem, formulating hypothesis or suggested solution; collecting; organizing and evaluating data; making deduction and reaching conclusion; and at last, carefully testing the conclusion to determine they fit the formulating hypothesis. By this way proper methodology is an essential step in conducting research study.

RESEARCH DESIGN:

A research design is the arrangement of condition for collection and analysis of data in a manner that aim to combine relevance to research purpose with procedure. The research design adopted for this study is descriptive type. The objective of such a study is to answer “who, what, where and how” of the subject under investigation. It is used because of its extensive flexibility, scope and convenience. A descriptive research study is basically concerned with narration of particular individual or group with specific predictions.

DATA COLLECTION DESIGN:

A marketing researcher has to make a plan for collecting data which may be primary data, secondary data or both.

PRIMARY DATA:

The primary data was obtained by administering survey method, guided by questionnaire to collect information from the customers. The questionnaire is both open and closed ended questions. These methods were adopted since the data which is required is highly focused on customer satisfaction

SECONDARY DATA:

The secondary data are collected through various sources like:

1. Secondary data are collected through internet related to industry, company, competitors, etc.
2. Review of articles being published on the topic in various magazines and newspapers.
3. Data are also collected from the company brochures etc.

QUESTIONNAIRES:

The best way to collect the data is to personally administer the questionnaires. The advantage of this method is, the data can be collected from the respondents within a short period of time. Any doubts that the respondents might have on any question could be clarified on the spot.

CHAPTER – 2

- COMPANY PROFILE
- COMPETIOR ANALYSIS



ADITYA BIRLA GROUP



HISTORY:

Retail India Limited (PRIL) a retailer was incorporated in 12th October of the year 1987 headquartered in Mumbai the company operates through primarily the Lifestyle' and Value' formats through multiple delivery mechanisms and lines of business some of them being fashion food general merchandise home leisure and entertainment financial services communications and wellness.

India's family store Pantaloons was launched in Kolkata during the year 1997. In the year 2001 Big Bazaar 'Is se sasta aur achha kanhi nahin' India's first hypermarket chain was

launched after this a supermarket chain also launched in the period of 2002 under the name and style of Food Bazaar.

Kishore Biyani is an Indian businessman who is the Founder & CEO of Future Group, one of India's biggest brick-and-mortar retailers. He is also the founder of retail businesses such as Pantaloon Retail and Big Bazaar.

Sangeeta Pendurkar is an Independent and Non-executive Director at Signify Innovations India Limited. She is also the CEO of Pantaloons and Jaypore, at Aditya Birla Fashion and Retail Limited (ABFRL). Karan Mehta is the COO of Aditya Birla Fashion & Retail Limited, Pantaloons.

About Aditya Birla Fashion and Retail Ltd.



ABFRL is part of a leading Indian conglomerate, Aditya Birla Group. Spanning a retail space of 8.4 million sq. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000 multi-brand outlets and 6,800+ point of sales in department stores across India.

Pantaloons is among India's largest chains of fashion stores. Pantaloons Fresh Fashion, with its focus on 'fresh look, feel and attitude' offers, trendy and hip collections that are in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers.

Pantaloons Fresh Fashion stands out as a fashion trendsetter, on the lines of how fashion is followed internationally. This 'fresh fashion' destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience.

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, formalwear, party wear and sportswear for Men, Women and Kids.

About Pantaloons:

Pantaloons is a playground where we enjoy the privilege of serving our customers to enable their fashion journey. We strive to make shopping a playful, joyful & engaging experience for our customers by helping them take steps towards being their fashionable best.

With over 24 years of retailing experience, Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is one of the most loved fashion brands in India with 344+ stores spread across 170+ towns and cities in the country. We offer a versatile collection & retail over 100 licensed and international brands, including our exclusive in-house brands.

At Pantaloons, we bring you 'of-the-moment' fashion across stylish menswear, statement womenswear, happy kids wear and elegant accents for your home too. We showcase casual fluently, are experts of ethnic wear, boast of a strong workwear ethic and live for all the fun through our party wear.

We strive to make the Pantaloons experience exciting, friendly & uplifting. We believe in going that extra mile to make our customers look & feel great and express themselves with confidence.

PANTALOONS, PATIA, BHUBANESWAR



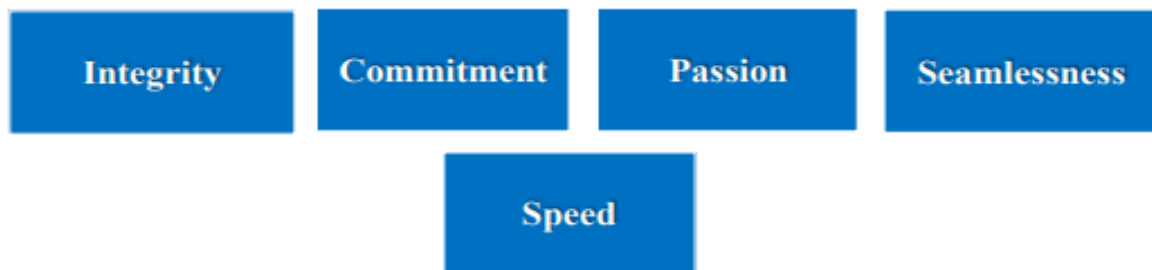
Vision:

To passionately satisfy Indian consumer needs in fashion, style and value, across wearing occasions in apparel and Accessories through strong brands and high-quality consumer experience with the ultimate

purpose of delivering superior value to all our stakeholders.

Mission:

To deliver superior value to our customers, shareholders, employees & society at large.

Values:

Integrity -: Acting and taking decisions in a manner that is fair and honest. Following the higher standard of professionalism and being recognized for doing so. Integrity for us not only financial and intellectual integrity, but encompasses all other forms are generally understood.

Commitment-: On the foundation of integrity, doing all that is needed to deliver value to all stakeholders. In the process, being accountable for our own actions and decisions, those of our team and those in the part of the organization for which we are responsible.

Passion-: An energetic, intuitive zeal that arises from emotional engagement with the organization that makes work joyful and inspires each one to give his or her best. A voluntary, spontaneous and relentless pursuit of goals and objectives with the highest level of energy and enthusiasm.

Seamlessness-: Thinking and working together across functional groups, hierarchies, businesses and geographies. Leveraging diverse competencies and perspectives to garner the benefits of synergy while promoting organization unity through sharing and collaborative effort.

Speed-: Responding to internal and external customers with a sense of urgency. Continuously striving to finish before deadline and choosing the best rhythm to optimize organizational efficiencies.



ORGANIZATION STRUCTURE:

❖ Store manager

This is the highest position in the store. He is the father and head of the family. He is the decision maker for the store. The store manager is responsible for both the top line responsibility is sales and the bottom-line responsibility is profit. Role of store manager involves –

- Ensuring smooth operations of the store.
- Making plans to ensure highest profit for the store.
- Proper execution of plans.

❖ Department manager

This designation is present for both functional department as well as the store department. A definite sales target is set for each department and it is responsibility of each DM to achieve the same. The DM's of the functional department are responsibility of the smooth operation of their respective departments. There must be min. 3 DMs in the large store.

❖ Team members

These comprise of almost 80% of total staff. They are the actual customer facing members and their key role is to provide the best service to customer. Pleasing personality. Good communication skills and overall product knowledge are the main requirement for this post.

PRODUCT PORTFOLIO:

Pantaloon offers Apparel brands for Men, Women and Kids. Along with Apparel it also features accessories. Some of the most popular brands offered are Rang manch, Indus route, SF Jeans Co, BYFORD, BARE, Ajile, Honey, Annabelle, People etc. Pantaloon offers accessories from watches to shoes, bags, jewellery and perfumes.

THERE ARE SOME PT AND NPT BRANDS MENTIONED IN BELOW:

PANTALOONS IN HOUSE BRANDS

➤ **Men's Ethnics**

- Indus route Men's Western
- John Miller
- Byford
- Sf Jeans
- Bare Denim

➤ **Kids**

- 0-2 Infants
- 2-7 Toddlers (Boys & Girls)
- 7-14 Juniors (Boys & Girls)
- Coolster

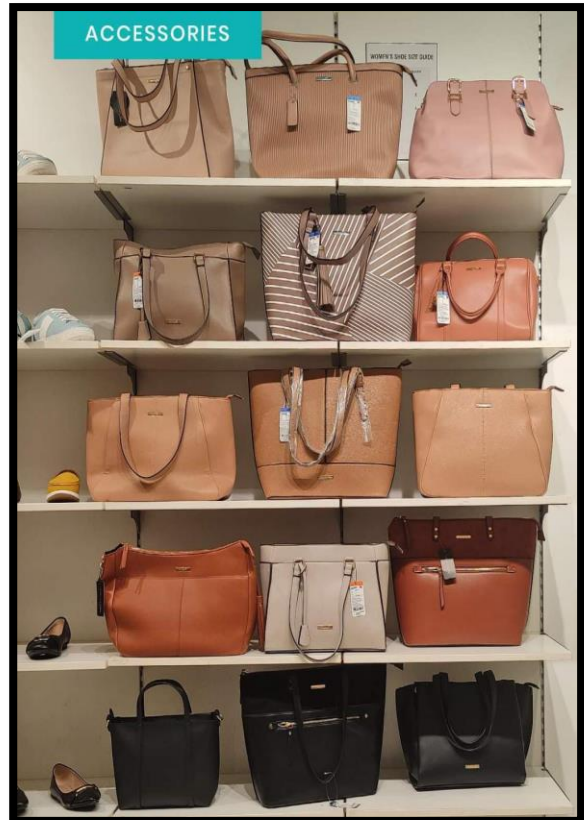
NON-PANTALOONS BRAND

➤ **Men's Western**

- Pepe Jeans
- Spykar
- Peter England
- John Miller

➤ **Kids**

- Allensolly
- Doodle





KIDS WEAR

Competitor Analysis



Max:

Launched in the UAE in May 2004, Max was established in India in 2006, opening its first store in Indore. Now, Max India has a reach that extends to over 60 cities. Boasting a loyal customer base of over 5.5 million, Max is the most profitable value fashion format in the region.

Max offers apparel, footwear and accessories for the entire family - women, men and children. Customers can expect a world-class shopping environment stocking the latest in international fashion from around the globe, as well as Max's own label of in-house designs in carefully chosen colour palettes. Shoppers enjoy great prices on an excellent range of over 3,000 styles every season, in brand new designs, silhouettes and fabrics.

It has 1.7 million+ of retail space, 40 million+ products for women, men and kids, 160+ stores spread across over 60 cities in India and 5500+ employees helping to deliver real value to the customers.

Trends:

Trends is India's largest fashion retail chain across India. Trends offers stylish, high-quality products across Womenswear, Menswear, Kids wear and fashion accessories through a diversified portfolio of own brands, national and international brands.

The uniqueness of the store is the core, which delivers "fashion at great value". Spread over 8,000 – 24,000 square feet of shopping area, each Trends store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best in class customer assistance.

Over the years, Trends has developed a strong portfolio of own brands that cater to diverse tastes and preferences of the customers.

Easy Buy:

Easybuy is the new initiative from Landmark group conceptualized and launched in September 2014 with a sole aim to make fashion aspirations affordable for Neo-India, who aspire for trendy fashion, but at reasonable prices. Easybuy promises 'Super styles' at 'Super prices' which is achieved through its innovative fibre-to-fashion eco-system. Easybuy stores

offer more than 1000 styles in the price range of Rs.69 to Rs 699 in Menswear, Womens western & Ethnic wear, Kids Wear, Footwear and accessories.

SWOT Analysis of Pantaloons:

SWOT analysis of Pantaloons analyses the brand by its strengths , weaknesses, opportunities & threats. In Pantaloons SWOT Analysis, the strengths and weaknesses are the internal factors where opportunities and threats are the external factors.

SWOT Analysis is a proven management framework which enables a brand like Pantaloons to benchmark its business & performance as compared to the competitors. Pantaloons is one of the leading brands in the lifestyle and retail sector.

Strength:

- Pantaloons is one of India's largest retailers having 344+ stores across 170+ cities in India.
- Pantaloons is one of the largest retailers by market capitalization and revenue in India.
- It manages high number of purchase orders.
- It is always updated with changing consumer preferences.
- Pantaloons is a popular brand with a high presence across India.
- Strong online presence of the brand helps to tap the internet market.
- Pantaloons offers a wide variety of clothes for men, women and children.
- Advertising, branding and discounts have enabled the brand to capture the youth.

Weakness:

- Intense competition from retail stores and online shopping brands means limited market share growth for Pantaloons.
- Too many options for customers hence high brand switching and low brand loyalty.



Opportunities:

- Pantaloons can increase the footfalls by increasing ATL – TV commercial promotions.
- India is fast emerging as retail hub for top brands as government allowed FDI in single brand and multi brand retail.
- Organized retail is only small percentage of total Indian retail industry.
- Tie-ups with fashion institutes and even online brands can help increase sales for Pantaloons.

Threat:

- Strong competition from unorganized retail sector in India affects business of Pantaloons.
- Online shopping is emerging trend in consumers due to convenience which is taking away market share of retailers like Pantaloons.
- Government policies are not well defined in emerging markets.

Industry Analysis:

ABFRL is part of a leading Indian conglomerate, Aditya Birla Group. Spanning a retail space of 8.4 million sq. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000 multi-brand outlets and 6,800+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe,

Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloons is one of India's largest fast fashion store brand.

The Company also holds exclusive online and offline rights to the India network of California-based fast fashion brand Forever 21. The International Brands portfolio includes - The Collective, India's largest multibrand retailer of international brands, Simon Carter and select mono-brands such as American Eagle, Ralph Lauren, Hackett London, Ted Baker and Fred Perry. Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. Apart from Jaypore and Shantanu & Nikhil, the Company closed two additional strategic investments with Sabyasachi and Tarun Tahiliani, expanding its horizon in branded ethnic wear business.

PORTER'S FIVE FORCES OF PANTALOONS:

The porter 5 forces design would assist in gaining insights into the Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Solution industry and measure the probability of the success of the options, which has been thought about by the management of the business for the function of handling the emerging issues connected to the minimizing subscription rate of customers.

Intensity of rivalry

It is to notify that the Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Analysis belongs of the international show business in the United States. The business has actually been participated in providing the services in more than ninety nations with the video as needed, products of streaming media and media service provider.

The industry where the Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Solution has been running because its beginning has many market players with the considerable market share and increased earnings. There is an intense level of competition or competition in the media and entertainment industry, compelling organizations to aim in order to keep the current clients by means of providing services at economical or sensible costs. Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Help has actually been facing intense competition from the competing companies providing as needed videos, conventional broadcaster and sellers selling DVDs.

The primary direct rival of Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Analysis is Amazon, because both of these companies offer DVDs on rent, thus completing in this domain for the comparable target audience.

Quickly, the strength of rivalry is strong in the market and it is very important for the business to come up with unique and innovative offerings as the audience or clients are more advanced in such modern technology period.

2. Threats of new entrants

There is a high expense of entryway in the media and entertainment market. The show business requires a large capital amount as the companies which are engaged in providing entertainment service have larger start-up cost, that includes: Legal Cost Market Expense Distribution Cost Licensing Cost In contrast, the existing home entertainment service provider has actually been extensively dealing with their targeted sectors with the particular expertise, which is why the danger of new entrants is low. Another crucial factor is the intensity of competitors within the essential market gamers in the market, due to which the new entrant think twice while getting in into the market. The innovation and patterns in the media industry are progressing on consistent basis, which is adjusted by market competitors and Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Analysis.

3. Threat of substitutes

The threat of replacements in the market pose moderate danger level in media and the entertainment industry. The business is facing strong competition from the rivals providing similar services through online streaming and rental DVDs. Likewise, the traditional media material supplier is one of the example of the alternative items. The consumer might also engage in other pastime and source of details as compared to viewing media content and online streaming.

4. Bargaining power of buyer

The characteristics of media and entertainment market permits the clients to have high bargaining power. The low cost of changing enables the clients to look for other media service providers and cancel their Porter's 5 Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Help membership, for this reason increasing the service risk.

5. Bargaining power of suppliers

The bargaining power of provider is high force in the market. This is due to the fact that there are couple of variety of providers who produce entertainment and media based material. Because Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Analysis has actually been completing versus the standard supplier of entertainment and media, it requires to show higher versatility in arrangement as compared to the standard businesses. Also, the items is innovation based, the dependence of the business are increasing on constant basis

CHAPTER – 3
THEORITICAL BACKGROUND

LOYALTY PROGRAMME OF PANTALOONS:

There are 2 types of loyalty programmes that are applicable in the Symphony Store to retain customers.

These are as follows

Green card

Insignia membership card

GREEN CARD:

The Green card membership is **meant for Pantaloons customers only and Green card points can be redeemed at Pantaloons online and offline stores.** The Green card program membership will be activated within 24 hours from enrolment. As a Green card member there is something EXTRA for you always. From **earning reward points to privileged access to exclusive events**, the Pantaloons Green card program promises to ensure your every visit to Pantaloons is **EXTRA REWARDING.** Now Pantaloons Green card will become Payback Green card, **rewarding the Pantaloons customers with Payback points as well as discounts.** Customers will now earn 4 Payback points on every Rs. 100 spent and Payback members will also get to enjoy exclusive privileges at each of the Pantaloons stores.



Benefits Of Green Card Programme:

- Earn cashback as reward points.
- Extended Exchange Period (90 days).
- Same day earn and redeem.
- Convenient Mobile based program.
- Free paper bags (as points credited)

Greencard benefits	1 ★	3 ★	5 ★	7 ★
Annual spends to maintain tier	Upto ₹ 7999	₹ 8000 - ₹ 19999	₹ 20000 - ₹ 39999	₹ 40000+
Earn Cashback as Reward Points	0.5%	3%	5%	7%
Extended Exchange Period: 90 Days	○	○	○	○
Instant redemption on next bill	○	○	○	○
VIP access to SALE – Preview for members		○	○	○
Free Paper Bags (as points credited)			○	○

Customers can be rewarded as 1*, 3*, 5* and 7* customer as per their purchasing capacity. In the above diagram it is mentioned clearly.



INSIGNIA MEMBERSHIP CARD:

Insignia has been designed to give you maximum benefits and make your shopping journey delightful, all year around. Special features have been thoughtfully included in the program, so you get the very best. **10% INSTANT DISCOUNT ALL YEAR ROUND** and Even during sale, over and above an promotion, discount at all over India Pantaloons Store. At Aditya Fashion retail ltd we believe in building long-lasting relationship with customers. We encourage repeat customer visits through our unique offers and special sale days. Pantaloons have taken the whole concept of customer loyalty to the next level by joining hands with Insignia.

Insignia is one of the loyalty memberships programs with customer can shop save and get instant 10% discount. 10% instant discount all-round the year. In this carry bags are also free all-round the year.



By applying these loyalty programmes Pantaloons retain customers.

SUMMARY:

- Your own personal shopping assistant
- Exclusive fast – track billing counter
- Free paper carry bags
- Seamless exchange policy
- No questions asked exchange policy
- 90 days validity of exchange
- Bill not required during the time of exchange
- Convenient mobile based program

Customer get each and every product to instant 10% discount on new arrival and also on 50% sale discount get again additional 10% discount for whole one year.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS:

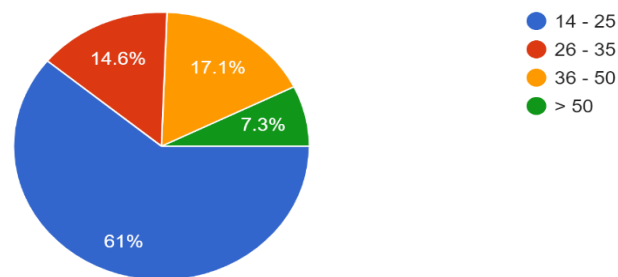
OBJECTIVE 1-DEMOGRAPHICS ANALYSIS OF PANTALOONS.

Age	Number	Percentage%
14-25	25	61
26-35	6	14.6
36-50	7	17.1
>50	3	7.3

Table 1:

AGE

41 responses



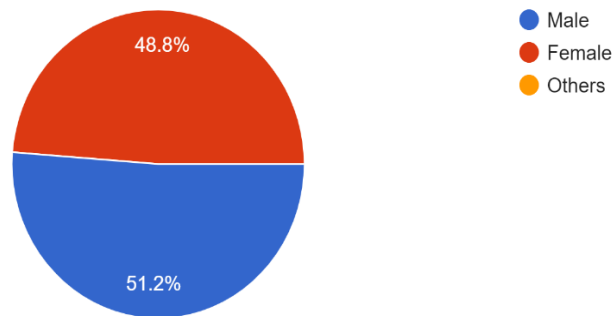
Interpretation: From above picture it is clear that the age group of 14 – 25 are visiting more than other age groups.

Table 2:

Gender	Number	Percentage
Male	21	51.2%
Female	20	48.8%

GENDER

41 responses



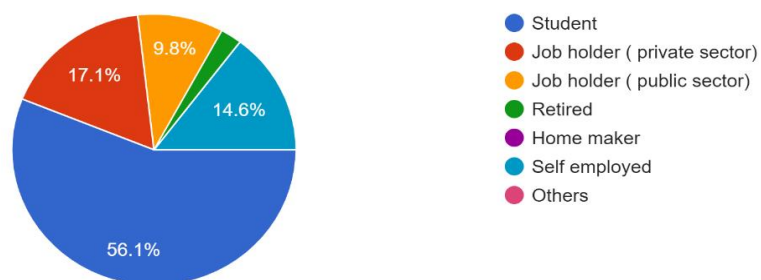
Interpretation: From the above picture we can see that the gender ratio is 48.8% are female visitors and 51.2% are male customers.

Table 3:

Occupation	Number	Percentage%
Student	23	56.1
Job holder (private sector)	7	17.1
Job holder (public Sector)	4	9.8
Retired	1	2.4
Home maker	0	0
Self employed	6	14.6
others	0	0

Occupation

41 responses

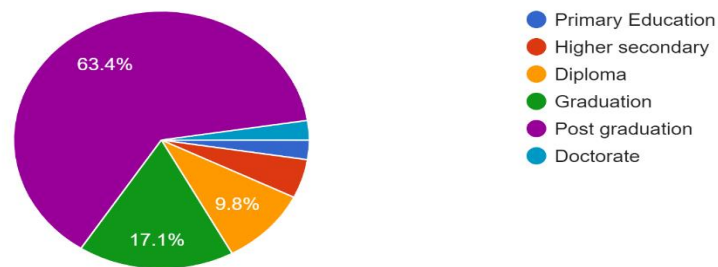


Interpretation: In this picture we can clearly see that most number of students are the visitors of our store .

Table 4:

Education	Number	Percentage%
Primary education	1	2.4
Higher education	2	4.9
Diploma	4	9.8
Graduation	7	17.1
Post graduation	26	63.4
Doctorate	1	2.4

Educational Qualification
41 responses



Interpretation: In this picture we can clearly see that the most of the visitors who are coming to this store have education qualification of post graduates which is 63.4%.

OBJECTIVE 2 – CUSTOMER LOYALTY (INSIGNIA ROYAL CARD)

AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP:

QUESTION.8	
YES	17
NO	24

9. I have knowledge about the offer and benefits offered by the Insignia loyalty programme.

Observation value

Count of 9.	OFFER KNOIWLEDGE					
AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	Agree	Disagree	Neither agree nor disagree	Strongly Agree	Strongly disagree	Grand Total
NO	2	13	5	1	3	24
YES	6	3	3	4	1	17
Grand Total	8	16	8	5	4	41

Expected value

Expected frequency=row total*column/grand total

Count of 9.	OFFER KNOIWLEDGE					
AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	Agree	Disagree	Neither agree nor disagree	Strongly Agree	Strongly disagree	Grand Total
NO	4.682926829	9.36585	4.682926829	2.926829268	2.341463415	24
YES	3.317073171	6.63415	3.317073171	2.073170732	1.658536585	17
Grand Total	8	16	8	5	4	41

Results of Chi-square Test are as follows:

	Calculated Value	
Chi Square p-value	0.030588457	<0.05

Interpretation

Hence, null hypothesis is rejected and alternative hypothesis is accepted.

Conclusion: There is association between the AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP with the offer knowledge by the observation value and expected value.

10. I like to pay for the carry bag every time i shop at pantaloons.

Observation value

Count of 10.	I like to pay for the carry bag every time i shop at pantaloons.					
AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
NO	3	6	7	2	6	24
YES	3	8	2	1	3	17
Grand Total	6	14	9	3	9	41

Expected value

Expected frequency=row total*column/grand total

Count of 10.	I like to pay for the carry bag every time i shop at pantaloons.					
AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
NO	3.51219512	8.19512	5.2683	1.75609756	5.26829268	24
YES	2.48780487	5.80488	3.7317	1.24390243	3.73170731	17
Grand Total	6	14	9	3	9	41

Results of Chi-square Test are as follows:

	Calculated value	
Chi Square p-value	0.50927567	(<0.05)

Interpretation

Hence, null hypothesis is rejected and alternative hypothesis is accepted.

Conclusion: There is association between the Aware of insignia loyalty card membership with the “I like to pay for the carry bag every time i shop at pantaloons” by the observation value and expected value.

11. I use the exchange policy of pantaloons very oftenly.

Observation value

Count of 11.	“I use the exchange policy of pantaloons very oftenly”.					
AWARE OF INSIGNIA LOYALTY MEMBERSHIP CARD	Agree	Disagree	neutral	Strongly Agree	Strongly disagree	Grand Total
NO	6	2	12	2	2	24
YES	6	3	4	2	2	17
Grand Total	12	5	16	4	4	41

Expected value

Expected frequency=row total*column/grand total

Count of 11.	I use the exchange policy of pantaloons very oftenly.					
AWARE OF INSIGNIA LOYALTY CARD	Agree	Disagree	neutral	Strongly Agree	Strongly disagree	Grand Total

MEMBERSHIP						
NO	7.02439024 4	2.92683	9.365 9	2.34146341 5	2.34146341 5	24
YES	4.97560975 6	2.07317	6.634 1	1.65853658 5	1.65853658 5	17
Grand Total	12	5	16	4	4	41

Results of Chi-square Test are as follows:

	Calculated value	
Chi Square p-value	0.542039018	(<0.05)

Interpretation

Hence, null hypothesis is rejected and alternative hypothesis is accepted.

Conclusion: There is association between the Aware of insignia loyalty card membership with the “I use the exchange policy of pantaloons very oftenly.” by the observation value and expected value.

12 I like to have extra discount when i shop at pantaloons.

Observation value

Count of 12.	“I like to have extra discount when i shop at pantaloons”.					
AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
NO	7	1	4	8	4	24
YES	3	1	3	8	2	17
Grand Total	10	2	7	16	6	41

Expected value

Expected frequency=row total*column/grand total

Count of 12.	I like to have extra discount when i shop at pantaloons.					
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AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	Agree	Disagree	Neutral	Strongly agree	Strongly disagree	Grand Total
NO	5.853658537	1.17073	4.0976	9.365853659	3.512195122	24
YES	4.146341463	0.82927	2.9024	6.634146341	2.487804878	17
Grand Total	10	2	7	16	6	41

Results of Chi-square Test are as follows

	Calculated value	
Chi Square p-value	0.869655336	(<0.05)

Interpretation

Hence, null hypothesis is rejected and alternative hypothesis is accepted.

Conclusion: There is association between the Aware of insignia loyalty card membership with the “I like to have extra discount when i shop at pantaloons.” by the observation value and expected value.

13.I would like to have early access to sale.

Observation value

Count of 13.	I would like to have early access to sale.				
AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	Agree	Neither agree nor disagree	Strongly agree	Strongly disagree	Grand Total
NO	9	9	4	2	24
YES	8	4	4	1	17
Grand Total	17	13	8	3	41

Expected value

Expected frequency=row total*column/grand total

Count of 13.	I would like				
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	to have early access to sale.				
AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	Agree	Neither agree nor disagree	Strongly agree	Strongly disagree	Grand Total
NO	9.951219512	7.609756098	4.682926829	1.756097561	24
YES	7.048780488	5.390243902	3.317073171	1.243902439	17
Grand Total	17	13	8	3	41

Results of Chi-square Test are as follows

	Calculated value	
Chi Square p-value	0.764118743	(<0.05)

Interpretation

Hence, null hypothesis is rejected and alternative hypothesis is accepted.

Conclusion: There is association between the Aware of insignia loyalty card membership with the “I would like to have early access to sale” by the observation value and expected value.

14. For the facilities the Insignia loyalty programme offers (carry bag at no extra cost , 90 days return policy , early access to sale and additional 10% discount). I am willing to pay the following amount.

Count of 14.	For the facilities the Insignia loyalty programme offers							
AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	>3000	0 - 500	1000 - 1500	1500 - 2000	2000 - 2500	2500 - 3000	500 - 1000	Grand Total
NO		7	5	1	2	2	7	24
YES	1	5	2	3	3	1	2	17
Grand Total	1	12	7	4	5	3	9	41

Expected value

Expected frequency=row total*column/grand total

Count of 14.	For the facilities the Insignia loyalty programme offers							
AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP	>3000	0 - 500	1000 - 1500	1500 - 2000	2000 - 2500	2500 - 3000	500 - 1000	Grand Total
NO	0.585365854	7.024	4.097561	2.3414634	2.9268293	1.7560976	5.268293	24
YES	0.414634146	4.976	2.902439	1.6585366	2.0731707	1.2439024	3.731707	17
Grand Total	1	12	7	4	5	3	9	41

Results of Chi-square Test are as follows

	Calculated value	
Chi square p-value=	0.503242876	(<0.05)

Interpretation

Hence, null hypothesis is rejected and alternative hypothesis is accepted.

Conclusion: There is association between the Aware of insignia loyalty card membership with the “ For the facilities the Insignia loyalty programme offers (carry bag at no extra cost , 90 days return policy , early access to sale and additional 10% discount). I am willing to pay the following amount” by the observation value and expected value.

CHAPTER – 5

FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS:

- From above picture it is clear that the age group of 14 – 25 are visiting more than other age groups.
- From the above picture we can see that the gender ratio is 48.8% are female visitors and 51.2% are male customers.
- In this picture we can clearly see that most number of students are the visitors of our store
- In this picture we can clearly see that the most of the visitors who are coming to this store have education qualification of post graduates which is 63.4%.
- In Q9 Null hypothesis is rejected and alternative hypothesis is accepted. There is association between the AWARE OF INSIGNIA LOYALTY CARD MEMBERSHIP with the offer knowledge by the observation value and expected value.
- In Q10 Null hypothesis is rejected and alternative hypothesis is accepted.
There is association between the Aware of insignia loyalty card membership with the “I like to pay for the carry bag every time i shop at pantaloons” by the observation value and expected value.
- In Q11 Null hypothesis is rejected and alternative hypothesis is accepted.
There is association between the Aware of insignia loyalty card membership with the “I use the exchange policy of pantaloons very oftenly.” by the observation value and expected value.
- In Q12 Null hypothesis is rejected and alternative hypothesis is accepted. There is association between the Aware of insignia loyalty card membership with the “I like to have extra discount when i shop at pantaloons.” by the observation value and expected value.
- In Q13 Null hypothesis is rejected and alternative hypothesis is accepted. There is association between the Aware of insignia loyalty card membership with the “I would like to have early access to sale” by the observation value and expected value.
- In Q14 Null hypothesis is rejected and alternative hypothesis is accepted. There is association between the Aware of insignia loyalty card membership with the “ For the facilities the Insignia loyalty programme offers (carry bag at no extra cost , 90 days return policy , early access to sale and additional 10% discount). I am willing to pay the following amount” by the observation value and expected value.

SUGGESTIONS:

- Expand more brands and availability of stock
- (Customers are searching some brands like-united colours of Benetton Which is available in the Saheed Nagar , Patia store but not here.)
- Convey all the details about offers to the customers (During offers festival).
- Pantaloons in house brands and external brands having their different offers so that customers are getting confused). .
- Sitting area should be there for children and old people.
- Entertainment games should be conducted in store.

CONCLUSION:

- The research report aims to study consumer attitude towards Pantaloons and highlights its strength and weaknesses.
- Retail in India is booming sector now a days and Pantaloons should try to benefit more from it.
- The store has been well maintained in accordance with the latest demands of the consumers.
- Pantaloons offers a wide variety of product of different prices and different qualities.
- Their in-house brand availability and value for money are the main factors that attracts more to the customers to their stores.
- Customer get exhausted if they stand in a queue to get the billing done, even for 10 minutes and so billing time is removed.
- Customers are satisfied and expecting more brands and loyalty programme so they can get benefits more from pantaloons while shopping.

CHAPTER-6
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- ❖ www.slideshare.net
- ❖ https://en.m.wikipedia.org/wiki/Aditya_Birla_Fashion_and_Retail
- ❖ www.pdf
- ❖ www.youtube.com

CHAPTER-7
ANNEXURE (QUESTIONNAIRES)

ANNEXURE:

Questionnaire:

1. PERSONAL INFORMATION:

Name _____

AGE

- A. 14 -25
- B. 26 -35
- C. 36 -50
- D. >50

GENDER

- A. MALE
- B. FEMALE
- C. OTHERS

OCCUPATION

- A. STUDENT
- B. JOB HOLDER (PRIVATE SECTORS)
- C. JOB HOLDER (PUBLIC SECTORS)
- D. RETIRED
- E. HOME MAKER
- F. SELF EMPLOYED
- G. OTHERS

EDUCATIONAL QUALIFICATION

- A. PRIMARY EDUCATION
- B. HIGHER SECONDARY
- C. DIPLOMA
- D. GRADUATION
- E. POST GRADUATION
- F. DOCTORATE

ANNUAL FAMILY INCOME

- A. <2L
- B. 2-5L
- C. 5-10L
- D. >10L

DISTANCE FROM THIS STORE TO RESIDENT

- A. <1 KM
- B. 1-2KM
- C. 3-5KM
- D. 5-8KM
- E. >8KM

1. How often do you come to this store for shopping?
 - A. DAILY OR ALMOST EVERYDAY
 - B. SEVERAL TIMES A WEEK
 - C. ONCE A WEEK
 - D. ONCE A FORTNIGHT
 - E. ONCE A MONTH
 - F. ONCE EVERY 3 MONTHS
 - G. ONCE EVERY 6 MONTHS
 - H. MAXIMUM ONCE PER YEAR
 - I. THIS IS YOUR FIRST TIME
2. When you visit us, whom do you buy clothes for most of the time?
 - A. MYSELF
 - B. PARENTS
 - C. SPOUSE
 - D. CHILDREN
 - E. SIBLINGS
 - F. OTHER RELATIVES
 - G. FRIENDS
 - H. COLLEAGUES
3. When you visit us, who generally accompanies you?
 - A. CLOSE FAMILY MEMBERS
 - B. OTHER RELATIVES
 - C. FRIENDS
 - D. COLLEAGUES
4. When you visit us, what kind of budget (in INR) you generally carry in your mind?
 - A. <500
 - B. 500-1000
 - C. 1000-1500
 - D. 1500-2000
 - E. 2000-3000
 - F. 3000-5000
 - G. 5000-8000
 - H. 8000-10000
 - I. >10000
5. At the end of shopping, what amount (in INR) you generally end up spending?
 - A. <500
 - B. 500-1000
 - C. 1000-1500
 - D. 1500-2000
 - E. 2000-3000
 - F. 3000-5000

G. 5000-8000

H. 8000-10000

6. Do you own Loyalty card of any Retail store or Franchise.

A. YES

B. NO

7. If yes then which retail store?

ANS _____

8. Are you aware of our Insignia loyalty card membership?

A. YES

B. NO

9. I have knowledge about the offer and benefits offered by the Insignia loyalty programme.

A. STRONGLY DISAGREE

B. DISAGREE

C. NEITHER AGREE NOR DISAGREE

D. AGREE

E. STRONGLY AGREE

10. I like to pay for the carry bag every time i shop at pantaloons.

A. STRONGLY DISAGREE

B. DISAGREE

C. NEITHER AGREE NOR DISAGREE

D. AGREE

E. STRONGLY AGREE

11. I use the exchange policy of pantaloons very oftenly.

A. STRONGLY DISAGREE

B. DISAGREE

C. NEITHER AGREE NOR DISAGREE

D. AGREE

E. STRONGLY AGREE

12. I like to have extra discount when i shop at pantaloons.

A. STRONGLY DISAGREE

B. DISAGREE

C. NEITHER AGREE NOR DISAGREE

D. AGREE

E. STRONGLY AGREE

13. I would like to have early access to sale.

A. STRONGLY DISAGREE

B. DISAGREE

C. NEITHER AGREE NOR DISAGREE

D. AGREE

E. STRONGLY AGREE

14. For the facilities the Insignia loyalty programme offers (carry bag at no extra cost, 90 days return policy, early access to sale and additional 10% discount). I am willing to pay the following amount.

- A. 0-500
- B. 500-1000
- C. 1000-1500
- D. 1500-2000
- E. 2000-2500
- F. 2500-3000
- G. >3000

15. What other offers and benefits do you expect from this Insignia loyalty membership?

ANS- _____