



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

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Bhubaneswar-24

**SUMMER INTERNSHIP
PROJECT 2023**

REPORT TITLE

**A STUDY OF CONSUMER BUYING BEHAVIOUR AT
PANTALOONS(PATIA)**

SUBMITTED BY

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MBA Batch: 2022-24
University Regn No: 2206258016**

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CERTIFICATE OF INTERNAL GUIDE

This is to certify that Ms **Dinki Barik**, bearing university registration no **2206258016** of 2022-24 batch, has completed her summer internship at **Pantaloons(patia), Bhubaneswar** from **01/09/2023** to **30/09/2023** under the supervision of Mr. Prasant Kumar Nayak(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: Mr. Sujit Kumar Prusty

Designation: Asst. Prof Sujit Ku. Prusty

CERTIFICATE OF EXTERNAL GUIDE

This is to certify that the project entitled "A Study on Consumer Buying Behaviour" at Pantaloons(patia) by Dinki Barik a student of MBA, Biju Patnaik Institute of IT and Management Studies, bearing Regd. No. 2206258031 is an authentic work carried out by him under my supervision and guidance.

Date:
Place: Bhubaneswar

Signature of the External Guide
Name: Mr. Prasant Kumar Nayak
Designation: Department Manager

DECLARATION

I, Ms **Dinki Barik** Bearing university registration no **2206258016** (2022-24batch), hereby declare that the project report titled "**A Study on Consumer Buying Behaviour**" is based on my internship at **Pantaloons**, during the period **01/09/2023** to **30/09/2023** and is an original work done by me under the supervision of Mr. **Prasant Kumar Nayak** (Corporate Guide) and Mr. **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

ACKNOWLEDGEMENT

I would like to express my gratitude to my Mentor **Mr. Sujit Kumar Prusty** who has given me the opportunity to prepare this Summer Internship Report, for his kind co-operation and encouragement which help me in completion of this Summer Internship Report.

I am thankful to him for his motivational support and guidance with the help of which I could make my Summer Internship Report successfully. I am thankful to my Company Guide Mr. Prasant Kumar Nayak (Department Manager) of Pantaloons(patia), Bhubaneswar for their motivational support and guidance with the help of which I could make my summer internship report successfully. My thanks and appreciations also go to my colleague in developing the Report and people who have willingly helped me out with their abilities.

Last but not the least I would like to thanks all the faculty members, company officials, my family and friends for the constant support.

Dinki Barik

PREFACE

Internship is the last step of a student's academic career. For a student of Business Management, it is essential for the complete understanding of the concepts learned from formal education. There remains a huge gap between academic learning and the implementation of that hypothetical knowledge in the practical world of modern business and commerce. Internship can compensate this wide gap as it brings opportunities for a student to comprehend the main trends of business activities. In completing this report, I have intended to provide a combination of theoretical approaches and methods of implementing them in the world of business. I have tried to discover the relationship between theoretical and practical type of knowledge. I have tried to bridge the gap between theoretical assumptions and practical necessities. During the entire course of our academic study, we remain engaged in theoretical learning where the primary objective is academic success. A concise knowledge of the modern business field which can only be attained through the practical implementation of hypothetical ideas, which we learn from our academic activities. With these objectives, I have tried my level best to eliminate errors from the report. As I had to complete my internship within a short period of time so the study admits its limitations.

EXECUTIVE SUMMARY

The internship is an integral part of the Retail Industry. The organization that I choose for my internship project is Pantaloons (Patia), Bhubaneswar. This four-week period of my internship in such a huge organization gave me a real time exposure to know about the organizational working process I collecting various types of high value customer data with the help of my company guide Mr. Prasant Kumar Nayak (Department Manager) and he gave me a lot of knowledge how to interact with Customers, how to sell the products to customers, how we deal with different type of customers.

The basic objectives of my study were:

- To know about basic of Retail industry
- To gain different industry knowledge.
- To know more about the Customer.
- To know how retails takes place

Main summary in this project is to know about the retail industry is growing day by day. I came to know with the help of my colleague and secondary data.

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CHAPTER- 1
INTRODUCTION

INTRODUCTION

CONSUMER BUYING BEHAVIOUR:

We have all experienced the moment when we walk into a store and see something that we just have to have. Retailers spend billions of dollars every year trying to generate that feeling in their customers. Web campaigns, video and print ads, social media campaigns, and branding seem to converge as the consumer finally feels a connection to a product and makes a purchase.

Consumer Buying Behaviour refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps them better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

Factors affecting Consumer Buying Behaviour:

A variety of factors go into the consumer buyer behaviour, including cultural, social, personal, and psychological factors:

- **Cultural Factors** - Culture is not always defined by a person's nationality. It can also be defined by their associations, their religious beliefs or even their location.
- **Social Factors** - Elements in a person's environment that impact the way they see products.
- **Personal Factors** - These may include someone's age, marital status, budget, personal beliefs, values, and morals.
- **Psychological Factors** - A person's state of mind when they are approached with a product will often determine how they feel not only about the item itself but the brand as a whole.

Types of buyers:

There are four different types of buyers: the analytical, the amiable, the driver, and the expressive buyer. They differ based on what motivates them to make a purchase.

1. The Analytical Buyer - Motivated by logic and information, this buyer will look at all the data on competing brands and products before making an informed decision.
2. The Amiable Buyer - Warm and friendly, this buyer just wants everyone to be happy. That is why they are often paralyzed by big decisions when there is the perception of a win/lose outcome.
3. The Driver Buyer - Drivers are most concerned with how others view them and whether they follow. The trendsetters, Drivers are most concerned with their appearance rather than the relationships that are formed during a transaction.
4. The Expressive Buyer - Relationships are key to the Expressive Buyer. They cannot stand feeling isolated or ignored during a transaction. Instead, they want to feel like your most important asset.

Most people will find they are a combination of these types of consumers buying behaviour. To better understand this behaviour, it's important to understand the stages involved in the consumer buying process.

Stages of the Consumer Buying Process:

Actual purchasing is only one stage of the process. Not all decision processes lead to a purchase. All consumer decisions do not always include all 6 stages.

The 6 stages are:

1. Problem Recognition (awareness of need)-difference between the desired state and the actual condition. Deficit in assortment

of products.

Can be stimulated by the marketer through product information--did not know you were deficient? I.E., see a commercial for a new cloth, stimulates your recognition that you need a new cloth.

2. Information search-

- Internal search, memory.
- External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc

3. Evaluation of Alternatives- need to establish criteria for evaluation, features the buyer wants or does not want.

Rank/weight alternatives or resume search.

If not satisfied with your choice, then return to the search phase.

Information from different sources may be treated differently.

Marketers try to influence by "framing" alternatives.

4. Purchase decision--Choose buying alternative, includes product, package, store, method of purchase etc.

5. Purchase--May differ from decision, time lapse between 4 & 5, product availability.

6. Post-Purchase Evaluation--outcome: Satisfaction or Dissatisfaction. Cognitive Dissonance, have you made the right decision. This can be reduced by warranties, after sales communication etc.

CHAPTER-II

COMPANY PROFILE & INDUSTRY ANALYSIS

COMPANY PROFILE

Aditya Birla Fashion and Retail Limited (ABFRL) is an Indian fashion retail company headquartered in Mumbai. ABFRL was previously known as Pantaloons Fashion & Retail Limited prior to its acquisition by the Aditya Birla Group.

ABFRL is part of a leading Indian conglomerate, Aditya Birla Group. Spanning a retail space of 10.8 million sq. (as on March 31, 2023), 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 3,977 brand stores across the country.

It is present across 33,535 (as on March 31, 2023) multi-brand outlets and 6,723 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 brands. 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 multi-brand 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.

PANTALOONS:

Pantaloon, a division of ABFRL (formerly Future Group), has always been one of the most adored large format fashion retailers in India. A pantaloons was acquired by Aditya Birla from Future Group in 2013. Aditya Birla Fashion & Retail Ltd. (ABFRL) also known as Madura Garments.

Pantaloon's USP has shifted vastly from value fashion to fast fashion and encourages assisted shopping. At present, Pantaloon is the fastest growing large format retailer in the country. The rate of new store openings has increased from one every two months to one every two weeks. The brand is now present in 170+ Indian cities/towns.

APPARELS, BRANDS AND ACCESSORIES:

Pantaloon offers, Customers a variety of apparels and accessories from the globally renowned brand. The labels for Men in Western Wear Covers Bare Denim, SF Jeans, Levi's, Lee cooper, Spykar, Byford and trending brands like John Miller and akkriti, Indus route as Ethnic wear.

The Women's Section includes the private labels- Bare Denim, Honey, Annabelle- in western as well as the Ethnic wears from RangManch, and Akkriti. The Formal wear offers a Range of Well - Tailored collection by international brands such as Allen Solly, Van Huesen, Peter England and Louis Phillippe. Kids Wear like Bare Denim and exclusive brands.



Legacy

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged after the consolidation of the branded apparel businesses of Aditya Birla Group comprising ABNL's Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd.

ABFRL is a part of the Aditya Birla Group, a global conglomerate, in the league of Fortune 500. Anchored by an extraordinary force of over 187,000+ employees, belonging to 100 nationalities, the Group is built on a strong foundation of stakeholder value creation. Today, over 50% of Group revenues flow from overseas operations that span 41 countries in North and South America, Africa, Asia and Europe

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.

Values:

- Seamlessness
- Passion
- Speed
- Commitment
- Integrity

ORGANIZATION STRUCTURE



INDUSTRY ANALYSIS:

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment.

India is the fifth largest preferred retail destination globally. The country is among the highest in the world in terms of per capita retail store availability.

India's retail sector is experiencing exponential growth, with retail development taking place not just in major cities and metros, but also in Tier-II and Tier-III cities.

Healthy economic growth, changing demographic profile, increasing disposable incomes, urbanisation, changing consumer

tastes and preferences are the other factors driving growth in the organised retail market in India.

The Indian retail sector can be broadly classified into:

A)FOOD RETAILERS:

There are large number and variety of retailers in the food-retailing sector Traditional types of retailers, who operate small single-outlet businesses mainly using family labour, dominate this sector in comparison, super markets account for a small proportion of food sales in India. However the growth rate of super market sales has being significant in recent years because greater numbers of higher income Indians prefer to shop at super markets due to higher standards of hygiene and attractive ambience.

B)HEALTH & BEAUTY PRODUCTS:

Its growth in income levels, Indians have started spending more on health and beauty products. Here also small, single-outlet retailers dominate the market. However, in recent years, a few retail chains specializing in these products have come into the market. Although these retail chains account for only a small share of the total market their business is expected to grow significantly in the future due to the growing quality consciousness of buyers for these products.

C)CLOTHING & FOOTWEAR:

Numerous clothing and footwear shops in shopping centres and markets operate all over India Traditional outlets stock a limited range of cheap and popular items; in contrast, modern clothing and footwear stores have modern products and attractive displays to lure customers. However, with rapid

urbanization, and changing patterns of consumer tastes and preferences, it is unlikely that the traditional outlets will survive the test of time.

D)HOME FURNITURE & HOUSEHOLD GOODS:

Small retailers again dominate this sector. Despite the large size of this market, very few large and modern retailers have established specialized stores for these products. However, there is considerable potential for the entry or expansion of specialized retail chains in the country.

E)DURABLE GOODS:

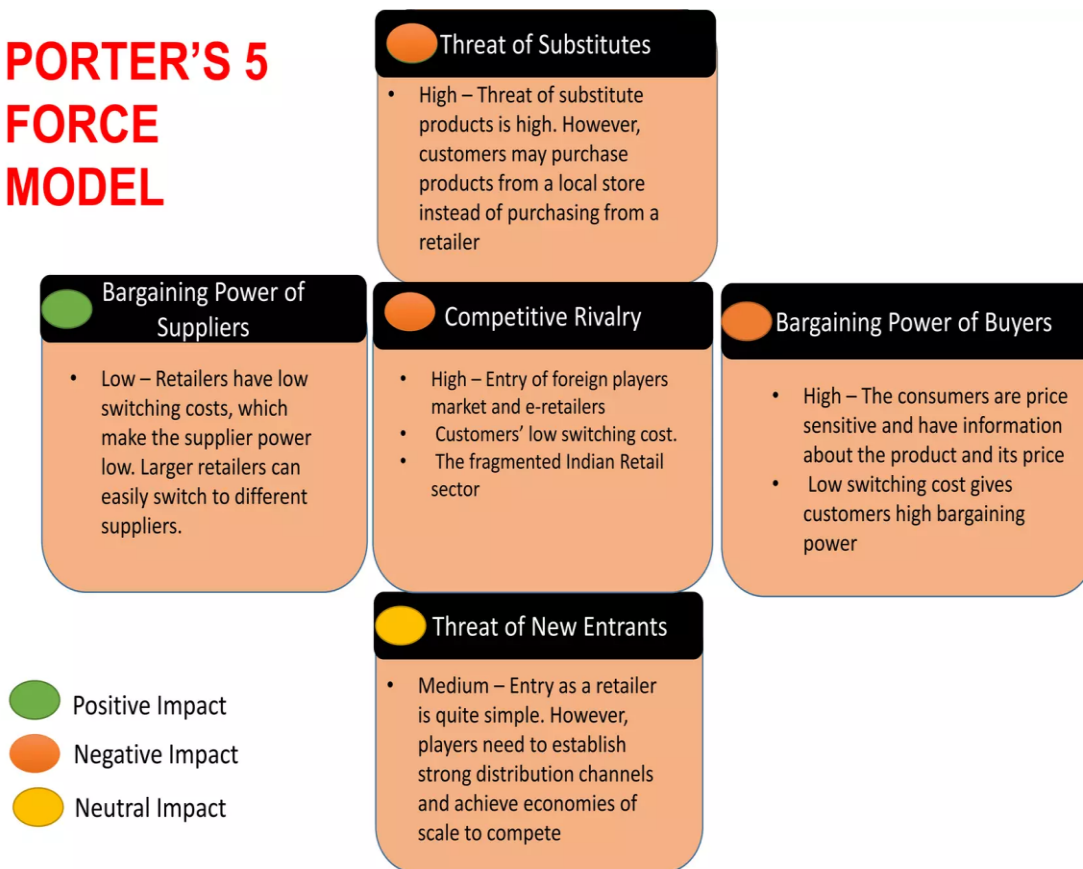
The Indian durable goods sector has seen the entry of a large number of foreign companies during the post liberalization period. A greater variety of consumer electronic items and household appliances became available to the Indian customer. Intense competition among companies to sell their brands provided a strong impetus to the growth for retailers doing business in this sector.

F) LEISURE & PERSONAL GOODS:

Increasing household incomes due to better economic opportunities have encouraged consumer expenditure on leisure and personal goods in the country. There are specialized retailers for each category of products (books, music products, etc.) in this sector. Another prominent feature of this sector is popularity of franchising agreements between established manufacturers and retailers.

Porter's 5 Forces Model:

PORTER'S 5 FORCE MODEL



1. Competition in the Industry

The first of the Five Forces refers to the number of competitors and their ability to undercut a company. The larger the number of competitors, along with the number of equivalent products and services they offer, the lesser the power of a company.

Suppliers and buyers seek out a company's competition if they are able to offer a better deal or lower prices. Conversely, when competitive rivalry is low, a company has greater power to charge higher prices and set the terms of deals to achieve higher sales and profits.

2. Potential of New Entrants into an Industry

A company's power is also affected by the force of new entrants into its market. The less time and money it cost for a competitor to enter a company's market and be an effective competitor, the more an established company's position could be significantly weakened.

An industry with strong barriers to entry is ideal for existing companies within that industry since the company would be able to charge higher prices and negotiate better terms.

3. Power of Suppliers

The next factor in the Porter model addresses how easily suppliers can drive up the cost of inputs. It is affected by the number of suppliers of key inputs of a good or service, how unique these inputs are, and how much it would cost a company to switch to another supplier. The fewer suppliers to an industry, the more a company would depend on a supplier.

As a result, the supplier has more power and can drive up input costs and push for other advantages in trade. On the other hand, when there are many suppliers or low switching costs between rival suppliers, a company can keep its input costs lower and enhance its profits.

4. Power of Customers

The ability that customers have to drive prices lower or their level of power is one of the Five Forces. It is affected by how many buyers or customers a company has, how significant each customer is, and how much it would cost a company to find new customers or markets for its output.

A smaller and more powerful client base means that each customer has more power to negotiate for lower prices and better deals. A company that has many, smaller, independent customers will have an easier time charging higher prices to increase profitability.

The Five Forces model can help businesses boost profits, but they must continuously monitor any changes in the Five Forces and adjust their business strategy.

5. Threat of Substitutes

The last of the Five Forces focuses on substitutes. Substitute goods or services that can be used in place of a company's products or services pose a threat. Companies that produce goods or services for which there are no close substitutes will have more power to increase prices and lock in favorable terms. When close substitutes are available, customers will have the option to forgo buying a company's product, and a company's power can be weakened.

Understanding Porter's Five Forces and how they apply to an industry, can enable a company to adjust its business strategy to better use its resources to generate higher earnings for its investors.

CHAPTER-III

COMPETITIVE ANALYSIS:

1.SHOPPERS STOP:

Shoppers Stop began by operating a chain of department stores under the name —Shoppers' Stop in India. Shoppers Stop has 74 stores across 35 cities in India. Specifically, Shoppers Stop stores retails clothing, accessories, handbags, shoes, jewellery, fragrances, cosmetics, health and beauty products, home furnishing and decor products. Shoppers Stop launched its e-store with delivery across major cities in India in 2008. The website retails all the products available at Shoppers Stop stores, including apparel, cosmetics and accessories. Shoppers Stop opened stores in Amritsar, Bhopal and Aurangabad.

2.TRENT GROUP- WESTSIDE:

The Westside stores have numerous departments to meet the varied shopping needs of customers. These include Menswear, Women's wear, Kid's wear, Footwear, Cosmetics, Perfumes and Handbags, Household Accessories, lingerie, and Gifts. The company has already established 36 Westside departmental stores(measuring 15,000-30,000 square feet each) in Ahmedabad, Bangalore, Chennai, Delhi, Gurgaon, Ghaziabad & Noida (to be considered as 1 city), Hyderabad, Indore, Jaipur, Kolkata, Ludhiana, Lucknow, Mumbai, Mysore, Nagpur, Pune, Rajkot, Surat, Vadodara and Jammu. The company hopes to expand rapidly with similar format stores that offer a fine balance between style and price retailing.

3.MAX FASHION:

Max is a fashion brand offering customers a one stop shop for clothing, accessories and footwears needs for the entire family. Max, a part of \$5 billion Dubai based Landmark Group, has pioneered the concept of 'value fashion' in India. In 2014 it was India's fastest growing fashion brand and in terms of size, it contributed one fourth of the Landmark Group's revenue as of 2014. Max Fashion currently operates around 145 stores in the country and it plans to open 50 more stores in 2016-17.

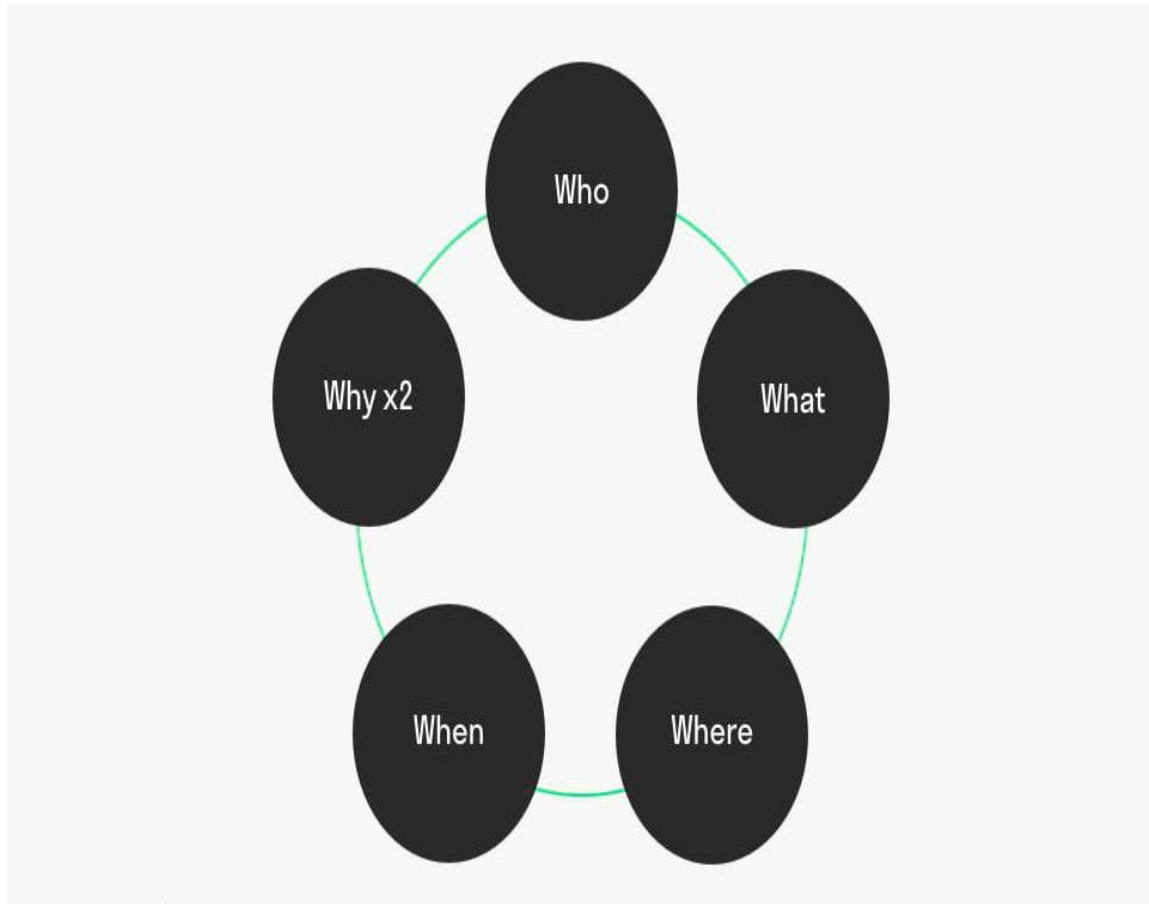
COMPARISION OF THESE COMPETITIORS

Store Name	<u>Pantaloons</u>	<u>Westside</u>	<u>Max</u>	<u>Shoppers Stop</u>
Format Type	Multi brand (Aditya Birla Group)	Multi brand (Tata group)	Multi brand (Landmark group)	Multi brand (K Rahega)
Positioning	Family Store	Style and affordability	Value pricing retailer	Premium Brands retailer for entire family
Categories	Apparels and accessories for entire family	Apparels, footwear, accessories and home décor	Apparels, footwear and accessories for entire family	Premium brands for entire family range
Average Footfall	500-1000	500-750	1000-2000	1000-2000
Material Used	Polyester, poly viscose, gorget	Polyester, poly viscose, gorget	Polyester, poly viscose, Cotton, gorget	Polyester, poly viscose, gorget
Brand Available	Bare Denim, ummagile, Honey, Akkriti, Annabelle, etc	Westport, Wrangler, etc	Bossini, Max private, JP, Peter England Etc	Aditya Birla Brand, Stop, Crocs, Red tape and Premium international brands.

CHAPTER-IV

CUSTOMER ANALYSIS

6W model of Customer Analysis



Customer:

The word customer Came from the term, “custom,” meaning habit. These are people or organizations who frequently visit your store, they purchase from you and no one else. The owner or store keeper also makes sure that his/her customers are satisfied. In this way, owner and customer maintain their relationship, which means expected buys in the future. With this term, another slogan for customers was revealed “the customer is always right.”

Difference Between Consumer and Customer:

Consumers either buy or don't buy the products that they necessarily use while customers are people who buy goods and services but may not use the merchandise themselves. Consumers have goals and purpose while buying items while customers buy these products and may not use them personally, they either buy them to resell or buy for those who want them. Consumers pertain mostly to an individual or family while customers can be an individual, organization or another seller. Consumers play a role in the demand of products in the economy while customers can simply decide if this will go or not.

There are five retail customer profiles:

1. Loyal
 2. Discount
 3. Impulse
 4. need-based and wandering.
-
1. **Loyal customers:** Customers that make up a minority of the customer base but generate a large portion of sales.
 2. **Impulse customers:** Customers that do not have a specific product in mind and purchase goods when it seems good at the time.
 3. **Discount customers:** Customers that shop frequently but base buying decisions primarily on markdowns.
 4. **Need-based customers:** Customers with the intention of buying a specific product.
 5. **Wandering customers:** Customers that are not sure of what they want to buy.

Customer relationship management:

Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple:

Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability.

When people talk about CRM, they are usually referring to a CRM system, a tool that helps with contact management, sales management, productivity, and more.

A CRM solution helps you focus on your organisation's relationships with individual people including customers, service users, colleagues, or suppliers throughout your lifecycle with them, including finding new customers, winning their business, and providing support and additional services throughout the relationship.

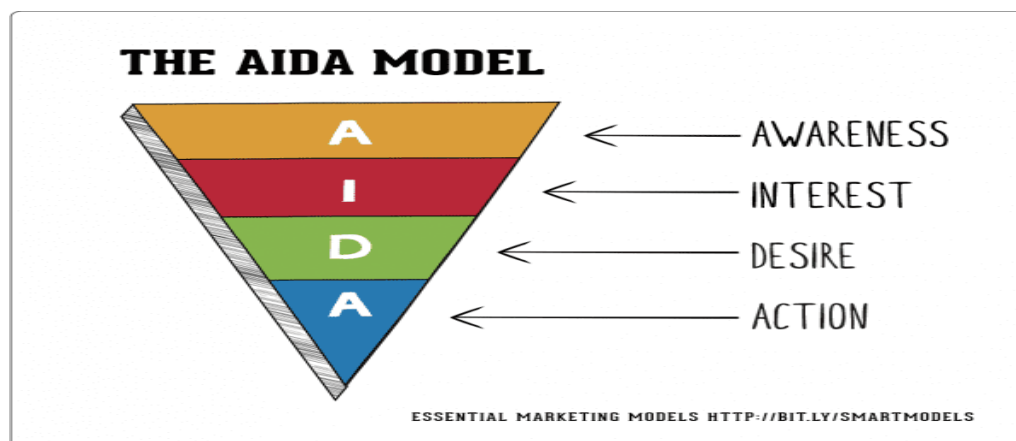
BENEFITS OF CRM FOR BUSINESS ORGANIZATIONS

- Increase sales and brand name recognition.
- Help provide customer with a positive experience across all company channels.
- Assist business in identifying and maintaining loyal customers.
- Offer a strategic way to interact with both potential and recruiting clients.
- Help companies find better leads for sales opportunities.
- Provide data points that can be used for marketing initiatives.
- Allow companies to plan for future customer relationship goals.

Make customers feel a rapport with a business and build trust with a brand.

AIDA MODEL:

The AIDA Model describes the four stages a consumer goes through before making a purchasing decision.



1. A (Attention):

It is the AIDA model's first level.

Initially, your potential customer is unlikely to pay attention to your company's posts. Thus, your objective as a marketer is to raise awareness of your product or service among the target prospects. This way, your consumers will better understand what you do and how you can help them.

You must first **capture the attention of your target customers** for them to engage with your brand's advertisements, for instance, by creating viral content or advertising discounts on new products.

2. I (Interest):

It's one thing to capture your consumers' attention; it's quite another to keep it. However, stimulating a consumer's interest is far more complicated than grabbing their attention.

AIDA model's second stage deals with **maintaining the interest of your target audience**. To keep your prospects interested in your advertising or marketing message, you must offer them a reason. Show them why it is significant, or they may want your assistance. You might accomplish this by storytelling or consumer advertising that allows the customer to "feel" their pressing problem, prompting them to seek a definitive answer.

Make it about them rather than about you.

3. D (Desire):

After narrowing it down to a few companies, Buyers will return to the research. They'll start by making in-depth comparisons of each company they're evaluating.

This gets us to the third stage of AIDA—**creating a desire for your brand**.

In this stage, you must highlight all of your product's characteristics and demonstrate how the end-user will benefit from your product or service. Here, it would help showcase your brand's unique selling proposition and distinguish it from your competition.

If everything is done well, your prospects in the 'desire' stage will be eligible to convert.

4.A (Action):

Finally, your buyers are ready to buy after days, weeks, or months of research. The last stage of the AIDA model is in action. Here prospects take the essential steps to become clients.

If you want **more people to take action** at this level of AIDA, **make it simple for them**.

You may accomplish this by including a CTA button on your product pages, adding links to your registration page, and so on.

Furthermore, you may have several case studies and client testimonials on hand to demonstrate to prospects what others have accomplished by working with you and how great their experience has been.

Consumer Demographics:

Demographics are characteristics that describe who your customers are without defining their personalities. Important customer demographics include:

Age

Consumers have different wants and needs at different ages. For example, teenagers likely aren't as interested in buying health care products as older adults. Similarly, older customers may be more concerned with price, while younger consumers may be more interested in appearance and brand. Know what age group is most likely to buy your products. You can design a display to appeal to your target customers based on their age.

Gender

Gender may influence a person's buying decisions. For example, research has found that emotional factors are more important to women when buying, while functional factors matter more to men. Gender also plays a role in who does the shopping. According to Pew Research Center, women usually buy groceries for a household. Think about your product and how your display can reach target genders as they shop.

Income

Income shows you how much your customers have to spend on the things they want and need. If your customers have limited incomes, your displays and other marketing materials should convey affordability. If your target audience has a higher income level, you might design a display that communicates prestige or quality.

Education

A customer's education level is linked to their preferences, shopping style and income. In general, more educated shoppers choose their products more carefully. They might spend extra time comparing items to competitors' products or researching the items online before they make a purchase. You can help educated customers reach a decision in-store by including your product's unique benefits or features on the display. Highly educated consumers may also be more likely to purchase organic products, according to a study. If you manufacture organic goods, you might keep this information in mind when designing your display.

Location

Where your customers live influences what they prefer and need. For example, some areas have cultural traditions that impact food preferences. Also, certain regions, like rural areas,

don't have access to a wide range of options, unlike metropolitan areas. This can also impact how consumers perceive products.

Don't Forget Psychographics

Psychographic information explains why customers buy your products. Unlike demographic data, which provides facts about who your customers are, psychographic information includes:

- Interests
- Hobbies
- Values
- Beliefs
- Personality traits
- Lifestyles

Psychographics often influence a consumer's decision to buy something and is an essential component of defining your target audience.

CHAPTER-V
ACTUAL WORK DONE

ACTUAL WORK DONE & FINDING

LEARNINGS: (01/09/2023-30/09/2023)

- Introduction to the company.
- Interactive session with HR, sales, marketing and operation manager.
- Brief description about our work.
- Types of retails, Visual Merchandise.
- Promotion & Advertisement of Retail Industry.
- Old and new pricing structure of the company.

1. Understanding Store Layout and Design:

Visual merchandisers work on designing the store's layout, including the placement of aisles, shelves, and product displays. They ensure that the store's layout is customer-friendly and encourages exploration.

2. Window Displays:

Creating eye-catching and thematic window displays is a key responsibility. These displays often serve as a first impression for customers and should reflect the store's branding and current promotions.

3. Product Placement:

Visual merchandisers strategically place products within the store to maximize visibility and encourage sales. They consider factors like product hierarchy, seasonality, and customer flow.

4. Seasonal Changes:

Updating displays and decorations to align with seasonal holidays, events, or promotions.

For example, creating a festive display for Christmas or a back-to-school theme in late summer.

5. Planograms:

Developing planograms, which are visual diagrams that specify how products should be arranged on shelves to optimize sales and aesthetics.

6. Visual Merchandising Guidelines:

Creating guidelines and training materials for store staff to ensure that visual merchandising standards are consistently maintained.

7. Inventory Management:

Coordinating with inventory management teams to ensure that products are well-stocked and readily available for display.

8. Customer Engagement:

Encouraging customer interaction with displays by incorporating interactive elements, such as touch screens or QR codes.

9. Analyzing Sales Data:

Monitoring the performance of visual merchandising strategies by analyzing sales data, customer feedback, and foot traffic patterns. Adjusting displays and layouts based on this analysis.

10. Trend Forecasting:

Keeping up with current retail and design trends to ensure that visual merchandising stays relevant and appealing to the target audience.

11. Collaboration:

Working closely with marketing, sales, and store management teams to align visual merchandising efforts with overall business goals and promotions.

Market survey:

Survey at Pantaloons:

I did a survey at Pantaloons where we needed to collect information about what customers (both who purchased & did not purchase) merchandise from max felt about the store, about the communication reaching to them, about the merchandise I have, about customer service their previous experiences with max & their personal information. This survey had a questionnaire of 12 questions.

I learned that it takes immense patience to ask customers to fill the survey form, they are preoccupied with shopping and if they are asked to fill a form at the same time they would not like to waste time. Usually they do not fill forms, if they even do they are quick enough and leave the personal information column blank. However I took it as a challenge and

completed my target of minimum 120 survey forms with 136 forms in the time of 3 days. The cash counter (POS) supported the most for survey.

Customer reactions were a mix of satisfaction and dissatisfaction, where dissatisfactions can be overcome and satisfactions can be excelled.

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The satisfactions were:

- The merchandise, quality & prices are affordable.
- The ambience is good.
- Customer service is very helpful. They never boast, they always suggest what is better for customer.
- Clothes are well stacked for easy view. The offers can be clearly seen, no confusion.

The dissatisfactions were:

- Please don't charge for carry bags.
- The CRE should be trained in English. We have very frequent foreign customers walking it as the store has international presence, hence it is important that the CRE should understand their basic language.
- The sizes are not available beyond XXL and below XS. Please make them available.

Customer walk in included both regular customers and new customers, Most of the customers become brand loyal as Pantaloons products are very good in quality and affordable in rates. The customers enjoy their time spent in Pantaloons with different offers and activities running all the time.

CHAPTER-VI

SUGGESTIONS

SUGGESTIONS

1. I would like to suggest them to repair the AC's regularly as the water keeps leaking.
2. I would like to recommend them to open the second floor cash till even on week days as customers have to wait for a longer time for billing.
3. I would like to suggest them to have different sizes of clothes for women's wear because when we see the Indian women size mostly they prefer Larger size For e.g XXL, XXXL, etc. but it is not available most of the time. So I would like to suggest availability of all sizes.
4. I would like to suggest them to have seating arrangements in first and second floor.
5. I would recommend them to tell the customers about the washing techniques so that the customers will not come back with an exchange.

CHAPTER-VII
CONCLUSION

CONCLUSION

Pantaloons Fashion is well known for its quality products and service. I understood the product knowledge, Inventory process, how stock is scanned and placed after receiving it from the warehouse and outward of goods and the documents required guidelines of visual merchandising and the company standard operating procedures. There was also the learning of the various aspects of visual merchandising and displaying the merchandise and dressing of mannequins. I also experienced how to handle different types of customers and understood the process for billing a product and also the procedure for exchanging a product.

I would like to convey that the internship was carried smoothly I gained a lot of knowledge.

I would like to conclude that research has helped me to gain knowledge in fields of retailing. The manager and the staff of Pantaloons have been a pillar in supporting and guiding me through this internship. I would like to thank the college and the company for giving me such a wonderful opportunity of doing this summer internship.

CHAPTER-VIII
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