SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

A Study of The Impact of Customer Service Quality on Customer Satisfaction at Pantaloons, Patia

SUBMITTED BY

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<u>DECLARATION</u>

I, **Mr. Raghunath Jena** bearing university registration no **2306258280** (2023-25 batch), hereby declare that the project report titled "**A Study of The Impact of Customer Service Quality on Customer Satisfaction at Pantaloons, Patia**" is based on my internship at **Pantaloons (Galleria Mall, Bhubaneswar)** during the period **1st June 2024 to 15th July 2024** and is an original work done by me under the supervision of **Mr. Tarini Kumar Behera** and **Dr. Ankita Agarwal**. 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. Raghunath Jena**, bearing university registration no **2306258280** of 2023-25 batch, has completed his summer internship at **Pantaloons, Galleria Mall, Bhubaneswar** From **1st June 2024 to 15th July 2024** under the supervision of **Mr. Tarini Kumar Behera** 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: Signature of the Faculty/Internal Guide

Place: Bhubaneswar   Name:

                                                                        Designation:

<ins>ACKNOWLEDGEMENT</ins>

Apart from my own efforts, the success of any project depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I would like to sincerely thank Pantaloons for giving me the opportunity to do my internship with them. This experience has been incredibly valuable and has helped me learn a lot about the courier and logistics industry.

A special thank you to **Mr. Tarini Kumar Behera**, my guide at Pantaloons, for his constant support and help throughout my internship. His guidance and expertise have been invaluable in helping me overcome challenges and complete this project.

I am also very grateful to my internal guide, **Dr. Ankita Agarwal**, for her constant follow-up, encouragement, and guidance. Her support has been crucial in helping me finish this project on time.

Place: Bhubaneswar   Name: RAGHUNATH JENA

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CHAPTER - I

<u>CUSTOMER INTRODUCTION:</u>

Customer service quality plays a pivotal role in shaping customer satisfaction in the retail industry. As one of India's leading fashion retail chains, Pantaloons faces the challenge of consistently delivering high-quality customer service to maintain its competitive edge. This study focuses on the Pantaloons store in Patia, aiming to evaluate the impact of customer service quality on customer satisfaction. ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,995 Cr. and spanning a retail space of 10.8 million sq. ft. (as of March 31, 2024), Aditya Birla Fashion and Retail Limited (ABFRL) is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

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 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 multi-brand outlets and 6,723 points of sales in department stores across India as of March 31, 2024.

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 leading fashion retailers.

This project will examine various dimensions of customer service quality, including responsiveness, reliability, empathy, assurance, and tangibles, and their influence on customer satisfaction at Pantaloons, Patia. By analyzing customer feedback and service performance, the study seeks to identify strengths and areas for improvement, providing valuable insights for enhancing customer experience and satisfaction in the retail store.

SCOPE:

Product and Brand Attributes:

1.Branding:

Pantaloons' branding strategy, including its brand image, reputation, and perception in the market significantly influences consumer motivation. Investigate how the brand identity, messaging, advertising, and brand equity impact consumers' emotional connection and decision to choose Pantaloons.

2.Quality:

Quality is a critical factor affecting consumer motivation. Study the quality standards of products available at Pantaloons, including materials used, durability, workmanship, and adherence to industry norms. Assess how consumers perceive and value the quality of products in their purchasing decisions.

3.Design:

Explore how the design of products offered by Pantaloons appeals to consumers. This includes factors such as style, fashion trends, aesthetics, functionality, and uniqueness of designs. Understand how design elements influence consumers and differentiate Pantaloons from competitors.

4.Price:

Investigate the pricing strategies employed by Pantaloons and how they influence consumer behavior. Analyze price points, discounts, promotions, and price perception compared to competitors. Understand how pricing strategies affect consumers' perception of value and their decision to make a purchase.

5.Customer Service:

a. Service Quality: Investigate the level of service quality provided by Pantaloons, including responsiveness, reliability, assurance, empathy, and tangibles (physical facilities and

appearance of personnel). Understand how exceptional service quality motivates consumers to choose Pantaloons and enhances their satisfaction.

b. Staff Interactions: Analyze how interactions with store staff, their knowledge, friendliness and helpfulness influence consumer perception and motivation to shop at Pantaloons. Assess the role of well-trained staff in creating a positive shopping experience.

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OBJECTIVES OF THE STUDY

- To evaluate the current quality of customer service provided at Pantaloons, Patia, using established metrics and standards.

- To identify the specific aspects of customer service that have the most significant impact on customer satisfaction.

- To investigate how customer service quality influences customer retention and loyalty at Pantaloons, Patia.

REVIEW OF LITERATURE

Customer Service Quality and Its Dimensions:

1. Parasuraman, Zeithaml, and Berry (1988) - SERVQUAL Model
- This seminal study introduces the SERVQUAL model, which identifies five key dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions serve as a comprehensive framework for evaluating customer service quality across various industries, including retail.

2. Zeithaml, Bitner, and Gremler (2006) - Services Marketing
 - This book provides an in-depth understanding of how service quality impacts customer satisfaction and loyalty. It emphasizes the importance of managing customer expectations and perceptions to enhance service quality.

Customer Satisfaction in Retail:

1. Oliver (1997) - Satisfaction: A Behavioral Perspective on the Consumer

- Oliver's work delves into the psychological aspects of customer satisfaction, highlighting the relationship between expectations, perceived performance, and overall satisfaction. It provides a theoretical foundation for understanding how service quality influences customer satisfaction in retail.

2. Jones and Sasser (1995) - Why Satisfied Customers Defect

- This study explores the paradox where satisfied customers still leave for competitors. It underscores the need for consistently high service quality to retain customers, suggesting that merely satisfying customers is not enough for long-term loyalty.

Impact of Service Quality on Customer Satisfaction:

Anderson, Fornell, and Lehmann (1994) - Customer Satisfaction, Market Share, and Profitability

- This research establishes a link between customer satisfaction, market share, and profitability. It suggests that high service quality can lead to increased customer satisfaction, which in turn enhances market share and profitability.

Retail Industry-Specific Studies:

Sivadas and Baker-Prewitt (2000) - An Examination of the Relationship Between Service Quality, Customer Satisfaction, and Store Loyalty

- This research focuses on retail stores and confirms that service quality is a significant predictor of customer satisfaction and store loyalty. It emphasizes the role of frontline employees in delivering high-quality service.

Case Studies and Context-Specific Research:

Patel and Sinha (2014) - Impact of Customer Service on Customer Satisfaction and Retention: A Comparative Study of Retail Stores in India

- This study compares different retail stores in India, including Pantaloons, to evaluate the impact of service quality on customer satisfaction and retention. It provides specific insights into the Indian retail context, which are highly relevant for the proposed study.

The East of India was the primary focus of my research, particularly Bhubaneswar and West Bengal. I was able to understand and manage the specific challenges that sellers in these areas. I conducted research, analysis, and execution for the project during the course of my 45-day internship.

METHODOLOGY

Methodology means that methods we intend to use to collect the data and analyse them to reach a meaningful answer to our work. Basically, methodology is a series of various steps which helps to find out the results of the work.

In this project major things helped me to find out the results as follows:

GREENCARD DASHBOARD

Dashboard represents the parameters on which store gets points, weekly basis.
Parameters are as follows;

- Enrolment – Eligible bills, Bills Converted, Conversion into green card.

- Repeat Sale - % target, % achieved, repeat sale achieved %

- KYC- Total enrolments, email, mobile number, gender, first name, surname, DOB, pin code and based on these points are allocated

Week	Points
38	24
39	24
40	26
41	23

DATA COLLECTION

Primary Data – It is collected directly from the respondents using data collection methods like survey, interview, questionnaire, observations.

Secondary Data - These are the data that already exist and are collected by some other persons or organization. Sources of secondary data include websites, journals etc. In my project work I use both.

Here primary data are:
- Holding discussions with some internal sources.
- Filling questionnaires by customers.
- Observations.

Here secondary data are:
- Alteration quantity delivered maintenance.
- Defective merchandise tracker.
- Gift voucher register.
- Capillary (software) for checking customer details.

LIMITATIONS
Temporal Constraints: -

Customer satisfaction and perceptions of service quality can vary over time. The study's findings might only reflect the period when the data was collected.

Response Bias: -

Participants might provide socially desirable answers rather than their true opinions, affecting the study's accuracy.

Limited data collection time: -

"Limited data collection time" refers to the restriction imposed on the duration available for gathering data in a research study. It signifies that the
researchers have a restricted period to collect relevant information, data, and or observations from the chosen target population or sample.

Limited Scope: -

The study might not account for all aspects of customer service quality (e.g., online vs. in-store service) or customer satisfaction (e.g., immediate vs. long-term satisfaction).

CHAPTER – II

COMPANY PROFILE

The Aditya Birla Group: A Premium Global Corporation

The Aditya Birla Group is an Indian multinational conglomerate, headquartered in Worli, Mumbai, India. It operates in 35 countries with more than 120,000 employees worldwide. The group was founded by Seth Shiv Narayan Birla in 1857. The group has interests in sectors such as viscose staple fiber, metals, cement (largest in India), viscose filament yarn, branded apparel, carbon black, chemicals, fertilizers, insulators, financial services, telecom, BPO and IT services.

The group had a revenue of approximately US$44.3 billion in year 2018. It is the third-largest Indian private sector conglomerate behind Tata Group with revenue of just over US$100 billion and RIL with revenue of US$74 billion.

Globally, the Aditya Birla Group is:

A metals powerhouse, among the world's most cost-efficient aluminum and copper producers. Hindalco-Novelis is the largest aluminum rolling company. It is one of the three biggest producers of primary aluminum in Asia, with the largest single location copper smelter
- No.1 in viscose staple fiber.
- No.1 in carbon black.
- The fourth-largest producer of insulators.
- The fifth-largest producer of acrylic fiber.
- Among the top 5 cement producers globally.

☐ Among the best energy-efficient fertilizer plants.

☐ The largest Indian MNC with manufacturing operations in the USA, wherein 95 per cent of the workforce comprises of Americans.

Aditya Birla Group – The Indian Scenario:

☐ A top fashion (branded apparel) and lifestyle player

☐ The second-largest player in viscose filament yarn

☐ The largest producer in the chlor-alkali sector

☐ Among the top three mobile telephony companies

☐ A leading player in life insurance and asset management

☐ Among the top two supermarket chains in the retail business

Aditya Birla Group – Beyond Business

☐ Reaches out annually to 7.5 million people through the Aditya Birla Centre for Community Initiatives and Rural Development, spearheaded by Mrs. Rajashree Birla.

☐ Works in 5,000 villages globally.

☐ Focuses on: health-care, education, the girl child, sustainable livelihood, women empowerment projects, infrastructure and espousing social reform.

☐ Runs 42 schools which provide quality education to 45,000 children. Of these 18,000 students belong to the underprivileged segment. Merit Scholarships are given to 24,000 children from the interiors.

☐ Its 18 hospitals tend to more than a million villagers.

☐ Ongoing education, healthcare and sustainable livelihood projects in Philippines, Thailand, Indonesia, Egypt, Korea and Brazil, lift thousands of people out of poverty.

☐ Set up the Aditya Birla India Centre at the London Business School. The Aditya Birla Group transcends conventional barriers of business because we care. We believe it is our duty to facilitate inclusive growth as well.

ADITYA BIRLA FASHION AND RETAIL LTD.(ABFRL)

"Fashion is perhaps the very first expression of success of a free nation. Fashion is a celebration and a joy. It is an expression that can manifest itself in different ways for different people and these ways are forever evolving."

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.

"This consolidation will create India's largest pure play Fashion and Lifestyle Company with a strong bouquet of leading fashion brands and retail formats. This move brings India's #1 branded menswear and womenswear players together." - Kumar Mangalam Birla, Chairman, Aditya Birla Group.

ABFRL has been founded in the belief that the first sign of success of a modern nation lies in the ability of its citizens to celebrate. India's young working population and robust economic performance has led to rising incomes which, combined with increasing global exposure, are empowering many latent wants to morph into demands. With retail expanding independently through brick and mortar as well as e-commerce, the Indian fashion consumer now deserves futuristic and comprehensive omni-channel options. The time for ABFRL to arrive was ripe.

ABFRL aims to catalyse the business of fashion through superior infrastructure and experiences, towards a new future.

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

ABFRL is India's No 1. Fashion Lifestyle entity with a combined revenue of INR 13,995 crore for FY'24, growing at a rate of 26 percent and EBITDA of INR 1860 crore for FY'24 that has grown at 5.77 percent over the last year.

The ABFRL umbrella includes:

Madura Fashion & Lifestyle

The custodian of several icons, including the top four fashion brands of India - Louis Philippe , Van Heusen, Allen Solly and Peter England — each of which clocked MRP sales in the vicinity of INR 1,000 crore. It also includes India's first fast-fashion youth brand, People;

India's largest fully integrated fashion multi- brand outlet chain, Planet Fashion; India's largest premium international brand retailer, The Collective and the British fashion icon, Hackett London's mono- brand retail in India.

ABFRL has acquired exclusive online and offline rights to market the global brand – 'Forever 21' and its existing store network, in the fast-fashion segment in India. To expand its international portfolio, ABFRL entered into exclusive partnerships with two of UK's most successful fashion brands, 'Simon Carter' and `Ted Baker'.

PANTALOONS

Voted as 'India's Most Trusted Apparel Retail Brand,' (Brand Equity Survey 2014/2015), Pantaloons, a division of ABFRL has always been one of the most loved large format fashion retailers in India.

Post-acquisition by the Aditya Birla Group, significant investments were made focused on store upgradation, expansion, deeper pan-India penetration, portfolio enrichment, brand building and organization processes to lay the foundation for its future growth. **The brand is now present in 78 Indian cities / towns with 344+ stores spread across the country.**

Pantaloons offers a wide range of brand offerings across apparel and non-apparel categories and across varied price points.

It operates across categories of casual wear, ethnic wear, formal wear, party wear and active wear for men, women and kids. Women's wear is the lead category contributing to half of total apparel sales. Non-apparel products include footwear, handbags, cosmetics, perfumes, fashion jewelry and watches.

Pantaloons began in 1997 as a Future Group company in the quest to equip the emerging Indian middle-class with an indigenous fashion retail format. Consistent with the times, the model was of a discount fashion retailer.

Leading brands at Pantaloons

Pantaloons today retails over **200 licensed and international brands, including 24 exclusive brands.**

The Pantaloons exclusive brand bouquet includes **Rangmanch, Ajile, Akkriti, Chalk, Annabelle, Alto Moda, Poppers, Chirpie Pie; besides, it also features brands licensed on a long- term basis: Bare, Rig, SF Jeans, Byford, JM Sports, Lombard and Candie's New York.**
The company launched six new brands in FY'15, including **Alto Moda, SF Jeans, Candie's New York, Byford, Poppers and Chirpie Pie.**

Pantaloons also hosts Madura F&L's brands such as Louis Philippe, Van Heusen, Allen Solly, Peter England and People in menswear; Van Heusen and Allen Solly in women's wear, and Allen Solly Junior. It also retails partner brands such as John Miller, Celio, Spykar, Levis and Lee Cooper in menswear; Jealous 21, 109*F, AND, Chemistry and KRAUS in women's western wear; BIBA, Global Desi, and W in women's ethnic wear; Barbie and Ginny&Jony in kids wear. Pantaloons is available on all leading e-commerce portals.

Pantaloons enjoys a loyal customer base of 8.0 million (as of 30 June'17), which is one of the largest among apparel retailers in the country. It runs its own four- tier loyalty program called "Green card" - INSIGNIA.

PFRL's comprehensive marketing strategy is a mix of traditional and new-age communication. It also exploits digital media to reach out to the Internet community. Additionally, it runs varied store and brand launch events and promotions, besides corporate tie-ups to enhance brand visibility and recall.

INDUSTRY ANALYSIS

Aditya Birla Group Profile

- A global conglomerate
- Founded in 1857: Seth Shiv Narayan Birla commences cotton trading operations at Pilani, Rajasthan, sets the foundation of the Birla Group of Companies
- Is in the League of Fortune 500
- An extraordinary force of over 185,000 employees, belonging to 100 nationalities
- Over 50 percent of its revenues flow from its overseas operations spanning 36 countries
- Named the AON best employer in India for 2018 - the third time over the last 7 years
- The Group topped Nielsen's Corporate Image Monitor 2014-15 and emerged as the 'No.1 Corporate', the 'Best in Class', for the third consecutive year
- Companies listed on BSE and NSE:
- Grasim Industries Limited
- Hindalco Industries Limited
- UltraTech Cement Limited
- Vodafone Idea Limited
- Aditya Birla Fashion & Retail Limited
- Aditya Birla Capital Limited

Globally the Aditya Birla Group Is

- 1st in aluminum rolling
- 2nd in viscose staple fibre
- 2nd in carbon black
- 3rd in cement (excluding China)
- 3rd largest producer of insulators
- Reaches out annually to 11 million people through the Aditya Birla Centre for Community Initiatives and Rural Development
- Works in 9,000 villages globally
- Runs 56 schools that provide quality education to 46,500 children. Of these 18,000 students belong to the underprivileged segment
- Merit scholarships are given to 24,000 children from the interior

- Its 24 hospitals tend to more than a million villagers Ongoing education, healthcare, and sustainable livelihood projects in the Philippines, Thailand, Indonesia, Egypt, Korea, and Brazil lift thousands of people out of poverty
- Providing mid-day meals to 63,000 children through Akshaya Patra

MANAGEMENT HIERARCHY IN THE RETAIL OUTLET

Store manager

↓

Asst. Store Manager

↓

Department Manager

↓

Asst. Department Manager

↓

Team Leader

↓

Team member

↓

Team member Trainee

Business Heads & CE

- Mr. Ashish Dikshit (Managing Director, Aditya Birla Fashion and Retail Limited)
- Mr. Sushil Agarwal (Executive Director & CFO, UltraTech Cement)
- Mr. Dev Bhattacharya (Business Head, Solar Business & New Business Ventures)
- Mr. E.R. Raj Narayanan (Business Head & Chief Manufacturing Officer, UltraTech Cement Ltd.)
- Mr. Jayant Dhobley (Business Head and CEO, Global Chemicals, Fashion Yarn & Insulators)
- Mr. Kalyan Ram Madabhushi (Chief Operations Officer (COO), Pulp and Fibre business)
- Mr. Kapil Agrawal (Business Head, Textile, Aditya Birla Group)
- Mr. Shrijeet Mishra (Chief Innovation Officer and Head Group Services)
- Mr. Steven Fisher (President & Chief Executive Officer, Novelis Inc)
- Mr. Vivek Agrawal

CHAPTER III

COMPETITORS ANALYSIS

1. Identification of Competitors

A. Major Competitors in Galleria, Bhubaneswar

- ✓ **Lifestyle Stores:** A major retail chain offering apparel, footwear, accessories, and cosmetics.
- ✓ **Shoppers Stop**: Another prominent retail chain known for a wide range of clothing, accessories, and beauty products.
- ✓ **Max Fashion**: Focuses on affordable fashion for the whole family.
- ✓ **Westside**: Known for trendy and exclusive fashion, home décor, and accessories.
- ✓ **Reliance Trends**: Offers a mix of private label and national/international brands.

B. Product and Service Offerings Comparison

- ✓ **Compare product ranges**: Men's, women's, and children's apparel, accessories, footwear, home décor, cosmetics, etc.
- ✓ **Compare service offerings**: Loyalty programs, in-store services, online shopping options, customer service practices.

2. SWOT ANALYSIS OF COMPETITORS

A. Lifestyle Stores

- **Strengths:** Strong brand reputation, wide product range, strategic store locations.

- **Weaknesses:** Higher price points may deter budget-conscious customers.

- **Opportunities:** Expansion in online shopping, personalized customer services.

- **Threats:** Intense competition from other retail chains, economic downturns

 affecting consumer spending.

B. Shoppers Stop

- **Strengths**: High-quality products, excellent customer service, strong loyalty

program.

-**Weaknesses**: Limited presence in certain regions.

-**Opportunities**: Collaborations with international brands, expanding online

presence.

-**Threats**: Increasing competition from online retailers, changing fashion trends.

C. Max Fashion

- **Strengths**: Affordable pricing, wide range of trendy products.

- **Weaknesses**: Perceived lower quality compared to premium brands.

- **Opportunities**: Targeting younger demographics, expanding product lines.

- **Threats**: Price wars with other affordable fashion brands, economic instability.

D. Westside

- **Strengths**: Exclusive designs, strong brand loyalty.

- **Weaknesses**: Limited international brand offerings.

- **Opportunities**: Expanding into new cities, enhancing online shopping

experience.

- **Threats**: Changing consumer preferences, competition from similar retail

brands.

E. Reliance Trends

- **Strengths**: Extensive network of stores, competitive pricing.

- **Weaknesses**: Customer service may vary across locations.

- **Opportunities**: Leveraging Reliance's broader ecosystem, introducing more private labels.

- **Threats**: Regulatory challenges, intense market competition.

3. MARKET POSITIONING

A. Positioning Strategies of Competitors

- **Lifestyle Stores**: Positioned as a premium fashion destination with a focus on quality and variety.

- **Shoppers Stop**: Positioned as a luxury retail chain with an emphasis on exclusive brands and superior customer service.

- **Max Fashion**: Positioned as a value-for-money brand targeting budget-conscious customers with trendy and affordable fashion.

- **Westside**: Positioned as a stylish and contemporary brand offering exclusive designs.

- **Reliance Trends**: Positioned as a mass-market brand with a diverse range of affordable products.

B. Customer Perception and Brand Image Comparison

- **Lifestyle Stores:** Viewed as high-end and fashionable, appealing to middle and upper-middle-class customers.

- **Shoppers Stop:** Known for its premium offerings and exceptional shopping experience, attracting affluent customers.

- **Max Fashion:** Popular among young adults and families looking for fashionable yet affordable clothing.

- **Westside:** Favored by fashion-conscious customers seeking unique and trendy designs.

- **Reliance Trends:** Seen as a reliable and budget-friendly option for a wide range of customers.

CHAPTER IV

CUSTOMER ANALYSIS:

Introduction to Customer Analysis:

A customer analysis (or customer profile) is a critical section of a company's business plan or marketing plan. It identifies target customers, ascertains the needs of these customers, and then specifies how the product satisfies these needs.

Customer analysis can be broken down into a behavioral profile (why your product matches a customer's lifestyle) and a demographic profile (describing a customer's demographic attributes).

A customer profile is a simple tool that can help business better understand current and potential customers, so they can increase sales and grow their business. Customer profiles are a collection of information about customers that help determine why people buy or don't buy a product. Customer profiles can also help develop targeted marketing plans and help ensure that products meet the needs of their intended audience.

Significance of Customer Satisfaction Research

In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy. Customer satisfaction not only to create loyalty among the customers but it increases the goodwill of the company by uplifting the market value of the brand. Customer researches are conducted to answer the basic questions like

Who our customers are?

How would you rate the quality of products at Pantaloons, Patia?

How satisfied are the customers with the variety of products available at Pantaloons, Patia?

How satisfied are you with your overall shopping experience at Pantaloons, Patia?

How comfortable do you find the shopping environment at Pantaloons, Patia?

How would you rate the overall customer service at Pantaloons, Patia?

How comfortable do you find the shopping environment at Pantaloons, Patia?

To effectively analyse the customer base of Pantaloons Patia, it is essential to understand various aspects of their demographic, psychographic, and behavioural characteristics, as well as their specific needs and expectations. This analysis will provide insights into how customer service quality influences overall satisfaction and guide strategies to enhance the shopping experience at Pantaloons Patia. By examining customer profiles, preferences, and behaviour patterns, we can identify key factors that impact their shopping decisions and satisfaction levels.

1. <u>Demographic Analysis</u>

Age:
- **18-24 years:** Typically, college students or early career professionals are more trend-conscious and price-sensitive**.**
- **25-34 years:** Often mid-career professionals or young families are looking for quality and practicality.
- **35-44 years:** Established professionals or parents focus on durability and brand reputation.
- **45-54 years:** Experienced individuals prefer high-quality and premium products.
- **55+ years:** Older customers, often looking for comfort and reliability.

Gender:
- **Male:** Typically interested in casual wear, formal wear, or specific categories like accessories**.**
- **Female:** Generally more diverse interests including casual wear, formal wear, and accessories; often the primary decision-makers for family shopping.

Income Level:
- **Low Income:** Budget-conscious, may seek discounts and offers.

- **Middle Income:** Balances quality and price, looks for good value.
- **High Income:** More focused on premium brands and exclusivity.

Education Level:
- **High School:** Might be more trend-sensitive and brand-aware.
- **Undergraduate Degree:** Typically values quality and price balance.
- **Postgraduate Degree:** Often prioritizes high-quality, branded items, and may seek premium services.

Occupation:

Students: Focus on affordable fashion and trendiness.

Young Professionals: Interested in both style and practicality, often looking for versatile pieces.

Established Professionals: Might prefer formal and premium attire.

Retired Individuals: Likely to prioritize comfort and value for money.

2. Psychographic Analysis

Lifestyle:
- **Fashion-Forward:** Interested in the latest trends and designer brands, seeks out new arrivals and exclusive collections.
- **Eco-Conscious:** Prefers sustainable and ethically sourced products, may be attracted to eco-friendly labels.
- **Family-Oriented**: Looks for products suitable for all family members, including children and elderly.

Values:
- **Quality:** Values durability and craftsmanship, likely to invest in higher-priced items if the quality is assured.
- **Brand Loyalty:** Prefers specific brands and shows repeat purchasing behavior.
- **Price Sensitivity:** Seeks discounts, promotions, and good deals.

Personality:

- **Trendsetters:** Early adopters of fashion trends, often influenced by social media and celebrities.
- **Practical Buyers:** Focused on functionality and practicality, may prefer classic styles over trends.
- **Conservative Shoppers:** Prefers timeless pieces and reliable brands, avoids high-risk fashion choices.

3. Behavioral Analysis

Purchase Behavior:
- **Frequency of Visits:** Regular (weekly/monthly) or occasional shoppers (seasonal or sale-driven).
- **Average Spending:** Low, moderate, or high spenders per visit.

Brand Loyalty:
- **High Loyalty:** Repeated purchases from Pantaloons, engages with store promotions, and prefers this store over others.
- **Low Loyalty:** Shop around for the best deals, less engagement with brand-specific offers**.**

Shopping Preferences:
- **In-Store Shopping:** Values the experience of trying on clothes, immediate product availability, and in-person customer service.
- **Online Shopping:** Prefers the convenience of home shopping, may seek detailed product descriptions and customer reviews.

Decision-Making Process:
- **Price Comparison:** Compares prices with competitors before making a purchase.
- **Brand Reputation:** Influenced by the store's reputation and previous experiences.
- **Product Features:** Considers product features, quality, and reviews before purchasing.

4. Needs and Expectations

Product Range:

- **Variety:** Customers expect a broad selection of products including the latest trends, seasonal collections, and essential items.
- **Quality:** A strong emphasis on high-quality materials and construction, particularly for premium segments.

Customer Service:

- **Assistance:** High expectations for helpful and knowledgeable staff who can offer styling advice and answer product queries.
- **Return Policies:** Clear, fair, and easy-to-understand return and exchange policies.

Store Environment:

- **Ambiance:** Clean, well-organized, and aesthetically pleasing store layout.
- **Comfort:** A comfortable shopping environment with appropriate lighting and space.

Pricing:

- **Affordability:** Competitive pricing with regular promotions and discounts.
- **Value for Money:** Perception of getting good quality for the price paid, with transparent pricing strategies.

CHAPTER V

ACTUAL WORK DONE, FINDINGS, AND ANALYSIS

Get the knowledge about different locations inside the store, floor gondola, wall gondola.

Get Knowledge of Apparels of different brands which includes PT, NPT and MFL brands Located In Different Sections In Each floor.

Get the knowledge about the four worlds based on the clothing preferences of the customers i.e. Men's Wear, Women's (Ethnic), Kid's and Non-Apparel and also got a little knowledge about Buy Online Direct from Store (BODFS).

Interacted with 150/160 customers through telecommunication and informed them about the Special Raja Offers and Discounts that we're providing.

During the first 10 days, I got the thorough idea of PT, NPT and MFL brands.

I've successfully sold products worth Rs. 78,000/- in these days and helped many customers to get done their Premium Membership (Insignia, Rs. 1499) which helps pantaloons to retain the customers for the entire year.

Knew about the offer seasons and the factors based on which the discount is decided on the products.

I had an opportunity to know and learn about Store Display Manual (SDM) which will attract the customers to buy the products. Knew about the operation of a special customized application which is used to scan the barcodes on the price tags to know about the previous and current price of the product and also about the available quantities of a particular product.

- ✓ Pinning all the Outbounding Garments in the inventory (Men's section).
- ✓ Hangaring of jeans to be put in display for sale.
- ✓ Outbound of clothes from Inventory bean.
- ✓ Billing and invoicing on 11th june and 12th june
- ✓ GRN and IRN of products.
- ✓ Discount items scanning for further sale.
- ✓ Arranged new stocks at wall gondol for Counting and stock verification
- ✓ Exchange of items at billing counter.
- ✓ Billing & Invoicing In Cash Counter.
- ✓ Pinning of home furnishing items in the inventory
- ✓ Outbound of garments from bean.
- ✓ Arranging gondola for ladies apparel on 1st floor
- ✓ GRT (Goods Return Transfer) of damaged product.
- ✓ Discount items send to floor for Mega sale.
- ✓ Stock assortment in Kid's Section.
- ✓ Scanned new stock product from warehouse bean.
- ✓ Getting the knowledge about seasonal budget of the store.
- ✓ Done a group meeting with SM, DM and Team leaders.
- ✓ Customer Feedback about store.
- ✓ Counting and Stock verification.
- ✓ Folding and ironing of shirts to be kept in racks for display.

DATA ANALYSIS & INTERPRETATION:

1.AGE:

Row Labels	Count of Age
14-25	99
26-35	10
36-50	3
Grand Total	112

Age Distribution

26-35
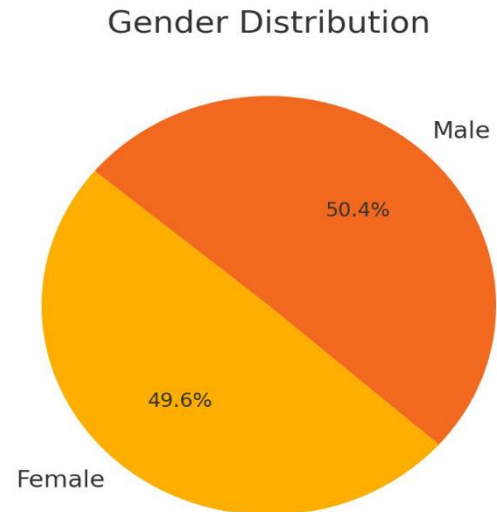36-50
8.9%
2.7%
88.4%
14-25
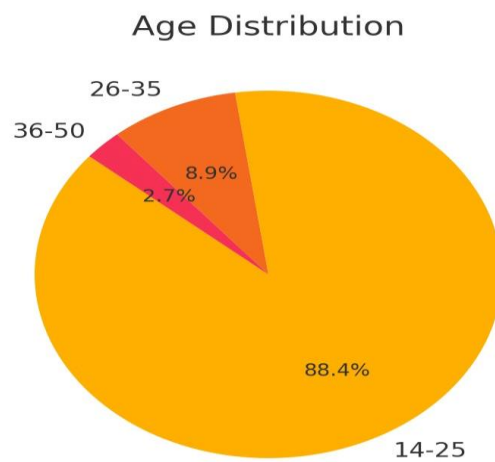
Interpretation-

From age 14-25 there are 100 customers who visit Pantaloons Patia.

From age 26-35 there are 10 customer who visit Pantaloons Patia.

From age 36-50 there are 3 customers who visit Pantaloons Patia.

2.Gender

| Row Labels	Count of Gender
Female	56
Male	57
Grand Total	113

Gender Distribution

Interpretation:

Here female ratio is 56 and ratio is 57, So both male and female customer visit frequently to the store.

3.Occupation

| Row Labels	Count of Occupation
Home Maker	1
Job Holder (Private Sector)	18
Job Holder (Public Sector)	2
Others	1
Self-Employed	3
Student	88
Grand Total	113

Occupation Distribution
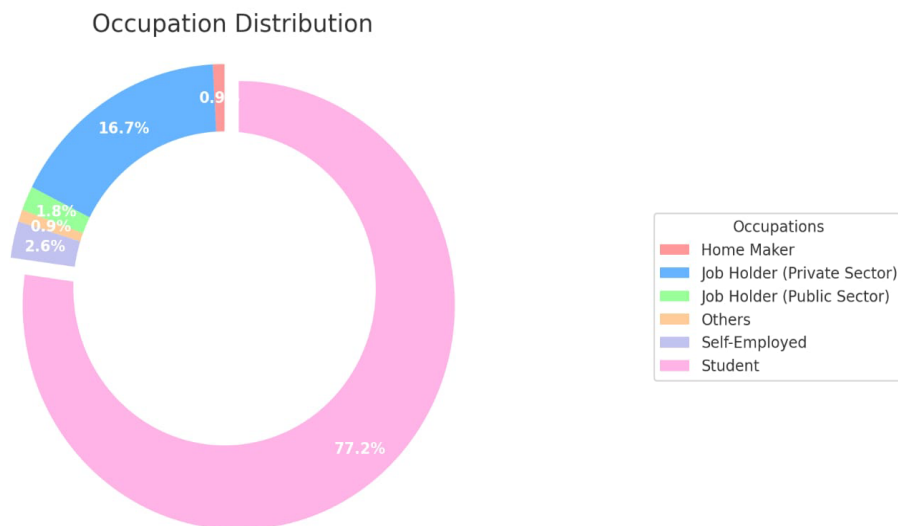
Interpretation:

From the above bar graph, it is very clear that most of the people who were entering the store are students and next to students is working professionals, followed by the business people and House wives.

4.Educational Qualification

Row Labels	Count of Educational Qualification
Doctorate	1
Graduation	39
Higher Secondary	3
Matriculation	1
Post Graduation	65
Primary Education	4
Grand Total	**113**

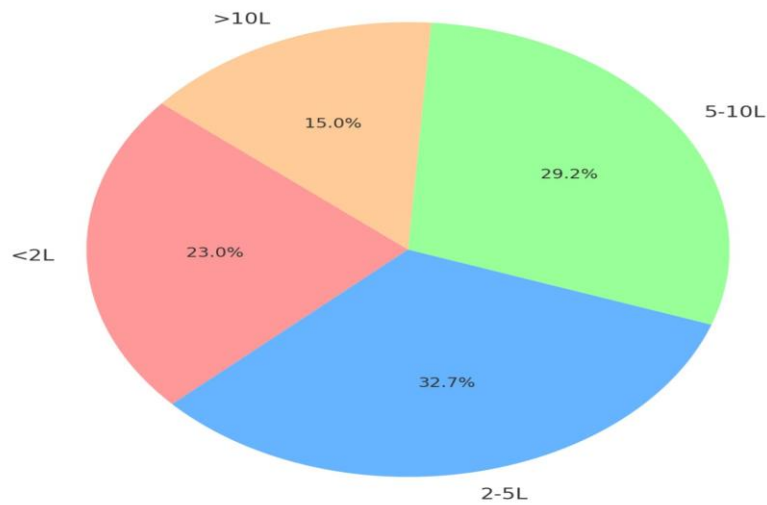## Educational Qualifications Distribution
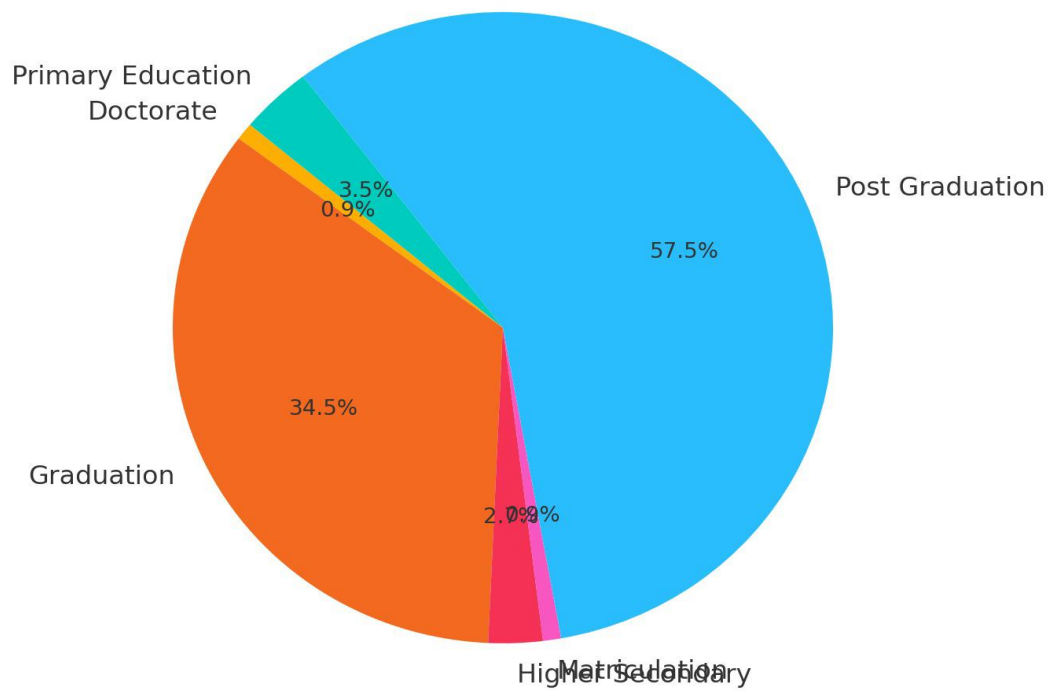
Interpretation:

From the above data we got to know that basically the college students visit the store with their friends most of the time as 65% are the student ratio.

5.Annual Income

| Row Labels	Count of Annual Family Income
<2L	26
>10L	17
2-5L	37
5-10L	33
Grand Total	**113**

Annual Family Income Distribution

Interpretation:

Here from above pie chart, we get to know that 23% of the customers have a income of less than 2 lakhs, 32.7% have 2-5 lakhs, 29% have 5-10 lakhs and 15% have more than 10 lakhs of income.

SHOPPERS PROFILING BASED ON HABITS

Distance From Store to Residence
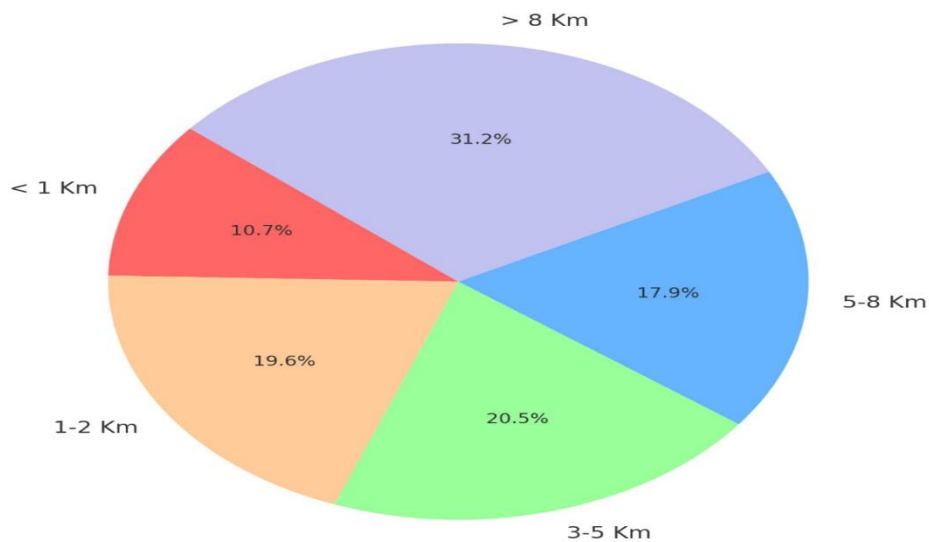
1. HOW OFTEN DO YOU COME TO THIS STORE FOR SHOPPING?

| Row Labels	Count of How often do you come to this store for shopping?
Daily or almost everyday	1
Maximum once a year	8
Once a fortnight	7
Once a month	29
Once a week	17
Once every 3 months	18
Once every 6 months	13
Several times a week	5
This is my first time	14
Grand Total	**112**
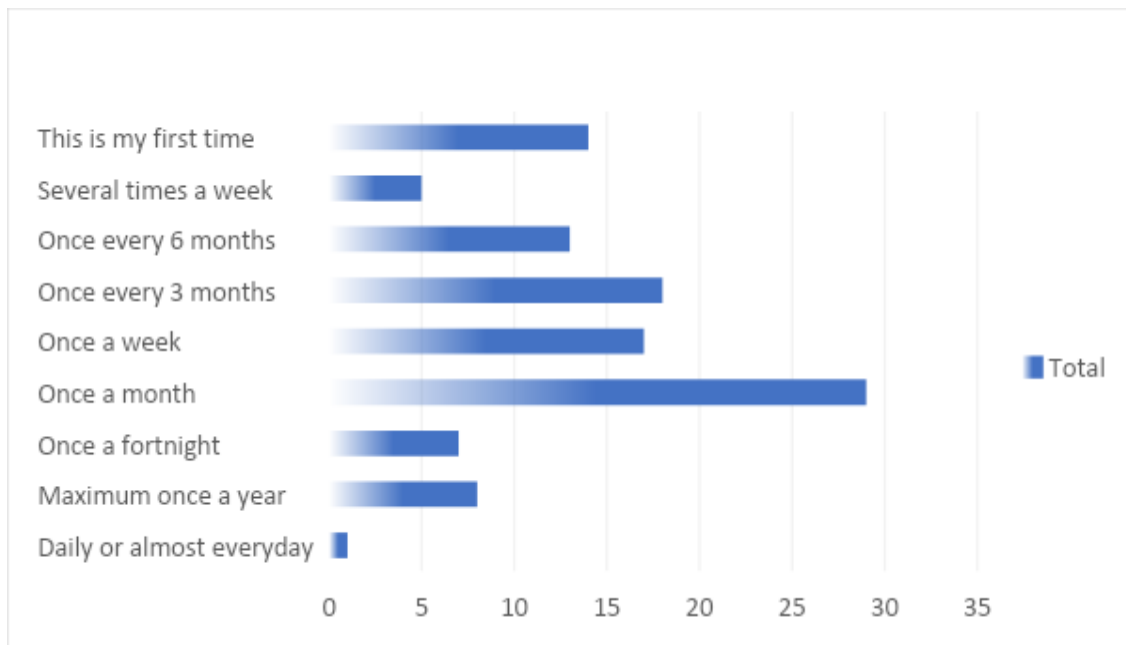
Interpretation: From the above pie chart, we got to know that 29% of the customers visit the store once a month, 18% of the customers visit the store every 3 months and 17% of the customers visit the store once in a week while first time customers were 14%.

3. When you visit us, whom do you buy clothes for most of the time?

Row Labels	Count of When you visit us, whom do you buy clothes for most of the time?
Children	6
Friends	8
Myself	81
Other relatives	3
Parents	9
Siblings	4
Spouse	1
Grand Total	112

Interpretation: 81 % customer go for their own shopping.

4. When you visit us, who generally accompanies you?

Row Labels	who generally accomplices you?
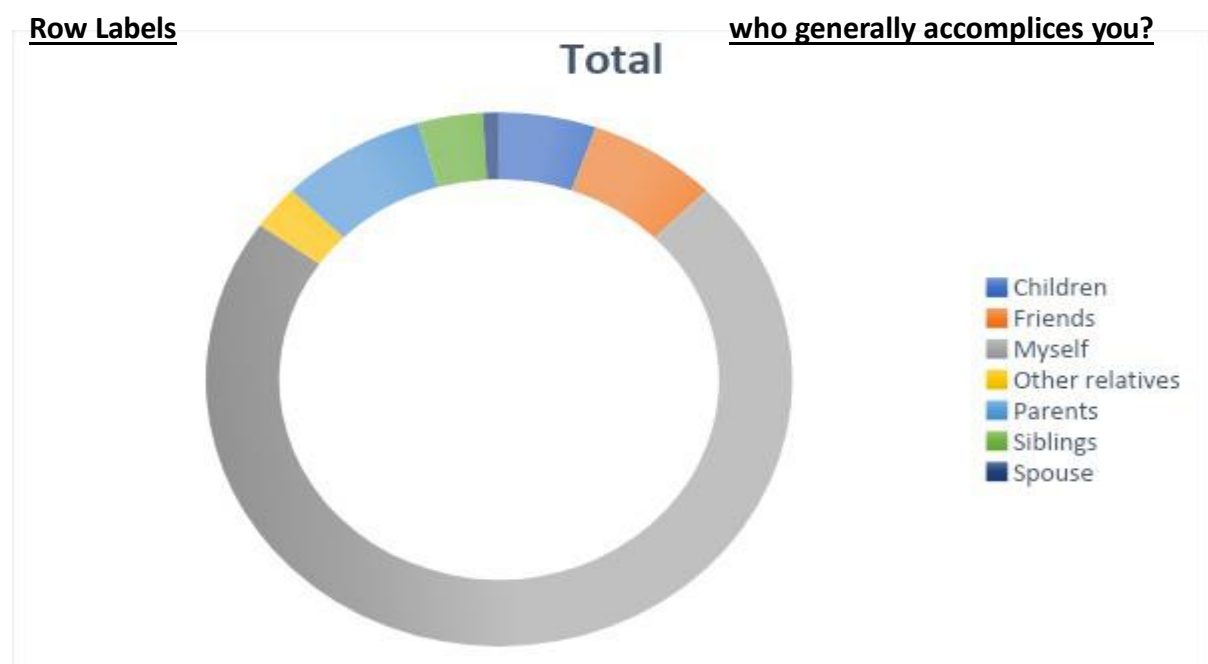
|	
Close family members (parents, spouse, children, siblings)	38
Colleagues	1
Friends	67
Other relatives	6
Grand Total	**112**
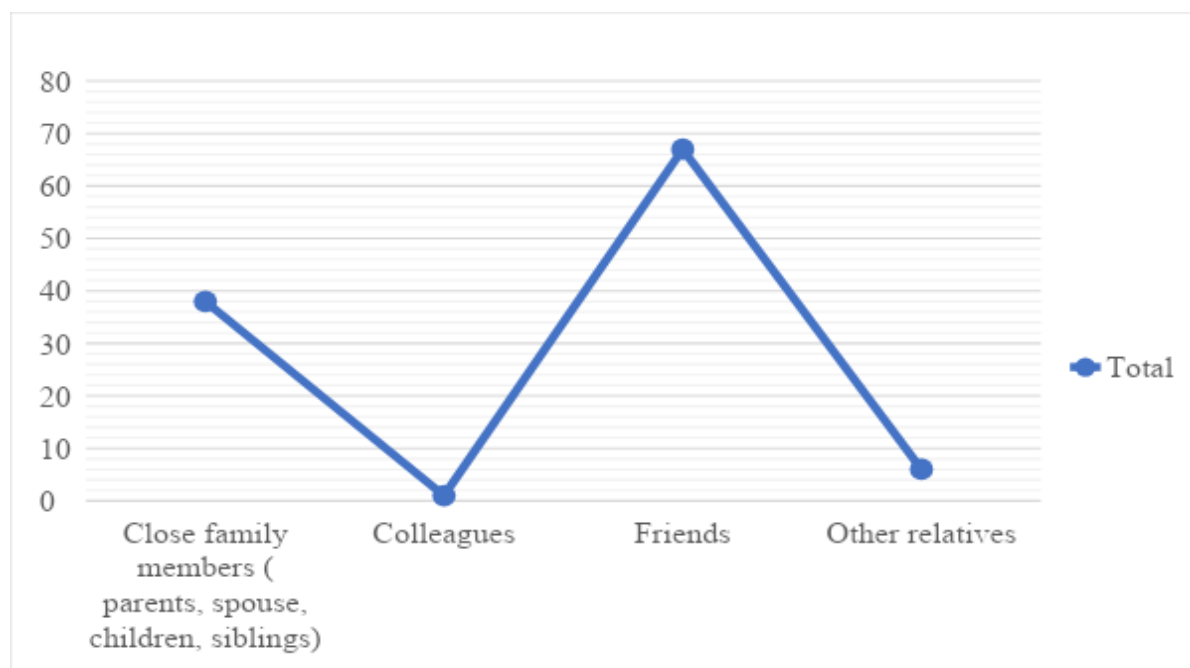
Interpretation: Generally, 38% of customers go with their parents, spouse, children's, siblings for shopping.

5. How was your service experience with our store associates?

Row Labels	Number of Customers
Outstanding	58
Good	23
Average	10
Poor	9
Grand Total	**100**

Customer Perception of Service Quality at Pantaloons, Patia
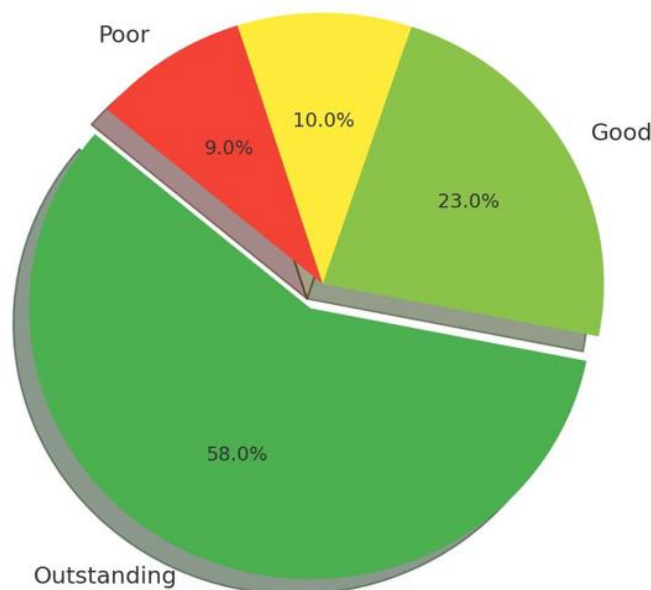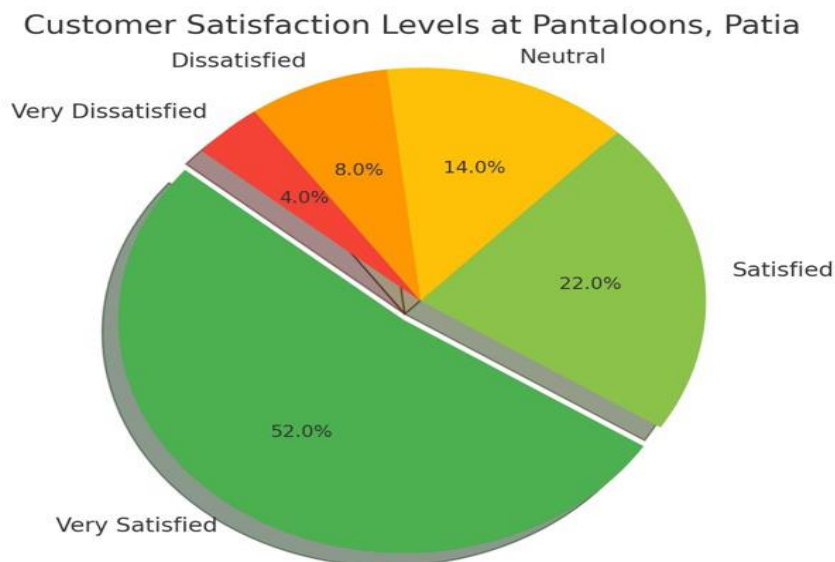

6. Overall, how satisfied are you with the customer service at Pantaloons, Patia?

Row Labels	Number of Customers
Very Satisfied	52

Satisfied	22
Neutral.	14
Dissatisfied	8
Very Dissatisfied	4
Grand Total	**100**

Customer Satisfaction Levels at Pantaloons, Patia

FINDINGS

Based on the data gathered the I made the following observations:

- 14-25 Age Group People Are the Frequent Customers of Pantaloons Patia.

- 57% of Male Customers Are More Likely to Visit the Store Than Females.

- Most of the Nearby Students Are the Potential Customer of Pantaloons Patia.

- An Average Income Group (2-5L) of Customer are the Potential Buys of Pantaloons Patia.

Pantaloons Patia Covers a Decent Customer Radius of 6.5 kms Around the Store Location.

CHAPTER VI

CONCLUSIONS

From the above study the followings are the conclusion with regards to Pantaloons. From the observation I conclude that: --

- Pantaloons Patia Captures a Good Young Customer Base from Which Maximum People Are Students.
- Pantaloons Patia, Is Tactically Situated In a Highly Buzzed Area, Surrounded With Corporate Offices, Residential Apartments, University, Colleges, Malls etc it enjoys the maximum market captures.
- It Has Been Seen That 57% of Customer Base Is Males That Shows Pantaloons Provides Some Good Range of Male Garments.
- It has been seen that maximum customers visit the store at least once in a month which shows the decent custom drive into the store.

- Indeed, Customers have more higher expectations from Pantaloons regarding 3. More computers should be included at exchange counter and number of billing counters should be increased especially during the sales and festive season to fasten the billing process and minimize large queues.

Suggestions

Based on the analysis and findings of my research, I have given following recommendations:

- Pantaloons needs to improve variety of products and provide space for children coming with their parents for entertainment and have fun so that visiting Pantaloons will be exciting for them and most importantly sitting area should be there for children and elderly people who are visiting the store.
- More computers should be included at exchange counter and number of billing counters should be increased especially during the sales and festive season to fasten the billing process and minimize large queues.
- Train staff to engage with customers proactively, offering assistance before being asked. This can help customers feel valued and improve their overall experience.
- The Cashiering should be optimized to save time of customers and avoid unnecessary queues.

- Staff should be trained up to the mark to assist people and to make them understand the benefits of green card membership which will strengthen Customer loyalty.

And finally develop a robust customer service recovery process for handling complaints or issues. A quick and satisfactory resolution can turn a negative experience into a positive one and increase customer loyalty.

Implementing these suggestions can help Pantaloons, Patia, improve its customer service quality, leading to higher customer satisfaction and loyalty.

ANNEXURE

Customer Survey:

1. Who our customers are?
 - **Age Group**
   o Under 18
   o 18-24
   o 25-34
   o 35-44
   o 45-54
   o 55-64
   o 65 and above
 - **Gender**
   o Male
   o Female
   o Prefer not to say
 - **Occupation**
   o Student
   o Employed full-time
   o Employed part-time
   o Self-employed
   o Unemployed
   o Retired

2. How would you rate the quality of products at Pantaloons, Patia?

- o Very Poor

- o Poor

- o Average

- o Good

- o Excellent

 - How satisfied are you with the variety of products available at Pantaloons, Patia?

- - [ ] Very Dissatisfied

- - [ ] Dissatisfied

- - [ ] Neutral

- - [ ] Satisfied

- - [ ] Very Satisfied

4. How satisfied are you with your overall shopping experience at Pantaloons, Patia?

- - [ ] Very Dissatisfied

- - [ ] Dissatisfied

- - [ ] Neutral

- - [ ] Satisfied

- - [ ] Very Satisfied

5. How comfortable do you find the shopping environment at Pantaloons, Patia ?

- - [ ] Very Uncomfortable

- - [ ] Uncomfortable

- - [ ] Neutral

- - [ ] Comfortable

- - [ ] Very Comfortable

6. How would you rate the overall customer service at Pantaloons, Patia ?

- - [ ] Very Poor

- - [ ] Poor

- - [ ] Average

- - [ ] Good

- - [ ] Excellent

7. How was your service experience with our store associates?

- - [ ] Very Poor

- - [ ] Poor

- - [ ] Average

- - [ ] Good

- [ ] Excellent

8. Overall, how satisfied are you with the customer service at Pantaloons, Patia?

- [ ] Very Dissatisfied

- [ ] Dissatisfied

- [ ] Neutral

- [ ] Satisfied

- [ ] Very Satisfied