

**A  
PROJECT REPORT  
ON  
CONSUMER INTERACTION  
AND  
CONSUMER SERVICE**

**Pantaloon Retail (India) Limited  
Saheed Nagar,Bhubaneswar**

**SUMMER INTERNSHIP REPORT  
TOWARDS FULFILLMENT OF AWARD OF THE DEGREE  
of  
MASTER OF BUSINESS ADMINISTRATION SESSION: 2020-2022**

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***BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES***  
***(Recognized by AICTE, New Delhi Affiliated To BPUT, Rourkela)***

## **DECLARATION**

I, *Sahasranshu Panda* an individual owe a sense of gratitude to the intelligence and co-operation of those people who had been so easy to let us understand what we needed from time to time for completion of this exclusive project.

I want to express my gratitude towards **Ms. Mecon Swain, Area HR, Pantaloons**, for giving us an opportunity to do this project. Last but not the least, I would like to forward my gratitude to **Mr. Saraswat Swain, store Manager, Mr Prasant Kumar Nayak, Department Manager, Non Apps. BIJU PATANAIK INSTITUTE OF MANAGEMENT (BHUBANESWAR)**. who always endured us and stood by us and without whom we could not have envisaged the completion of our project.

Date-  
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Dated: 22<sup>nd</sup> January, 2022

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr Sahasranshu Panda** pursuing MBA, BIITM 2020-2022 batch, has successfully completed project based internship with us from **30<sup>th</sup> September 2021 to 30<sup>th</sup> October 2021**.

Throughout the Internship, we found him to be sincere and hardworking.

We wish him all the best in all his future endeavors.

For Aditya Birla Fashion & Retail Ltd

Jajati Mohan Rathara  
Human Resources



pantaloons

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## **CERTIFICATE**

This to certify that **Sahasranshu Panda**, pursuing MBA from **BIITM , Bhubaneswar** bearing Registration no-**2006258170** has successfully completed his dissertation on “**CONSUMER INTERACTION & CONSUMER SERVICE**” under my guidance for partial fulfillment of his *MASTERS IN BUSINESS ADMINISTRATION* for the session **(2020-2022)**.

**Date-**

**Place-Bhubaneswar**

**Signature of internal guide**

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Date-  
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# **EXECUTIVE SUMMARY**

This study is intended to help Pantaloons decide upon the steps to be taken care for customer satisfaction so that the growth of the company keeps on improving. Primary data have been used for analysis. However, secondary source have yielded preliminary information.

The project was conducted in the area of marketing and the main focus is on how to interact with the consumers and develop the consumer services.

Research conducted was descriptive in nature. Descriptive research helped to develop the concept to clearly establish priorities, to divulge adequate information which helps in decision making and thus essential for making the study a success.

A structured questionnaire was used to obtain required information and to assess the customer satisfaction level and to find the ways through which the company can come up to the expectation of customer so that the optimum satisfaction level can be achieved. Random Samplings have been used for this survey. Care was taken that the respondents were as diversified as possible. A sample size of 50 respondents was taken from Bhubaneswar. Data has been collected and analyzed. Each and every question in the questionnaire has been critically analysed and has been given managerial implications. This analyzed data was later convened into bar diagrams for convenience. This also made it easy to draw a conclusion based research and provide a presentable format for the report. Later informations were compiled to form a presentable report. A better strategy to satisfy customer is only the way to gain customers attention and to penetrate more in own catchment area. Strategy must be in all area like Promotional offer/Scheme, Product Pricing, Employee behavior, Billing Process, Product Assortment. It is found in the research that customers are price sensitive hence pantaloons should give those offers which can facilitate more money saving as the customers are price sensitive.

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# **PREFACE**

I am Sahasranshu Panda student of Biju Patnaik Institute of information technology, Bhubaneswar.undergone training program in Pantaloon Retail India Limited (PRIL) an arm of Future Group. I have been assigned a task as a project related to “customer interaction & customer services.”

The project title is“customer interaction & customer Services in pantaloons” Bhubaneswar. The project duration was 30 days.

I feel great and pleasure in presenting this research project which is essential in partial fulfillment of our Retail management program. Research Project is an integral part of curriculum ad its purpose is to provide the student with practical exposure of market in today’s changing scenario. It helps in development of practical scales and analytical thinking process. It also makes students aware of about the perception and taste of consumers. Thus it helps in molding the students according to the requirement of the market.

After globalization there has been vast change in Indian retail market. Global players have entered the fray which has forced the Indian retailers to change there strategies and culture. There is cut throat competition and have realized the value of customers. Consumers buying preferences, taste, choice has changed and have become more quality conscious. It leads to boom in consumer market and people were on the spending speed.

So in such a competitive retail market where every retailer is trying to capture maximum no. of consumer market. So this research project studies the current situation of customer service level prevailing in Indian retail industry and how does it impact retail outlets. And through the survey taken with the Customers we can understand the psyche of Indian consumers and very well analysis that what they want and desire .This survey helps Retailers to satisfy the customers and delighting them with such unique goods which other competitors cannot think of.



## **COMPANY'S PROFILE**

Pantaloon Retail (India) Limited, is India's leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai (Bombay), the company operates over 5 million square feet of retail space, has over 450 stores across 40 cities in India and employs over 18,000 people.

The company's leading formats include Pantaloons, a chain of fashion outlets, Big Bazaar, a uniquely Indian hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and feel of Indian bazaars with aspects of modern retail like choice, convenience and quality and Central, a chain of seamless destination malls. Some of its other formats include, Depot, Shoe Factory, Brand Factory, Blue Sky, Fashion Station, all, Top 10, mBazaar and Star and Sitara. The company also operates an online portal, [futurebazaar.com](http://futurebazaar.com).

A subsidiary company, Home Solutions Retail (India) Limited, operates Home Town, a large-format home solutions store, Collection i, selling home furniture products and E-Zone focussed on caterings to the consumer electronics segment.

Pantaloon Retail was recently awarded the International Retailer of the Year 2007 by the US-based National Retail Federation (NRF) and the Emerging Market Retailer of the Year 2007 at the World Retail Congress held in Barcelona. Pantaloon Retail is the flagship company of Future Group, a business group catering to the entire Indian consumption space.

# **FUTURE GROUP**

Future Group is India's leading business group that caters to the entire Indian consumption space. Led by Mr. Kishore Biyani, the Future Group operates through six verticals: Retail, Capital, Brands, Space, Media and Logistics.

Apart from Pantaloon Retail, the group's presence in the retail space is complemented by group companies, Indus League Clothing, which owns leading apparel brands like Indigo Nation, Scullers and Urban Yoga, and Galaxy Entertainment Limited that operates Bowling Co, Sports Bar, F123 and Brew Bar.

The group's joint venture partners include French retailer ETAM group, US-based stationary products retailer, Staples and UK-based Lee Cooper. Group Company, Planet Retail, owns and operates the franchisee of international brands like Marks & Spencer, Next, Debenhams and Guess in India. The group's Indian joint venture partners include, Manipal Healthcare, Talwalkar's, Blue Foods and Liberty Shoes.

Future Capital Holdings, the group's financial arm, focuses on asset management and consumer credit. It manages assets worth over \$1 billion that are being invested in developing retail real estate and consumer-related brands and hotels. The group has launched a consumer credit and financial supermarket format, Future Money and soon plans to offer insurance products through a joint venture with Italian insurance major, Generalise.

The group is currently developing over 50 malls and consumption centres across the country and has formed a joint venture company focusing on mall management with Singapore-based Capital and, one of Asia's largest property companies.

Future Group's vision is to, "deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." The group considers 'Indian-ness' as a core value and its corporate credo is - Rewrite rules, Retain values.

**"Future"** – the word which signifies optimism, growth, achievement, strength, beauty, rewards and perfection. Future encourages us to explore areas yet unexplored, write rules yet unwritten; create new opportunities and new successes. To strive for a glorious future brings to us our strength, our ability to learn, unlearn and re-learn, our ability to evolve.

We, in Future Group, will not wait for the Future to unfold itself but create future scenarios in the consumer space and facilitate consumption because consumption is

development. Thereby, we will effect socio-economic development for our customers, employees, shareholders, associates and partners.

Our customers will not just get what they need, but also get them where, how and when they need.

We will not just post satisfactory results, we will write success stories.

We will not just operate efficiently in the Indian economy, we will evolve it.

We will not just spot trends, we will set trends by marrying our understanding of the Indian consumer to their needs of tomorrow.

It is this understanding that has helped us succeed. And it is this that will help us succeed in the Future. We shall keep relearning. And in this process, do just one thing. Rewrite Rules. Retain Values.

## **Group Vision**

Future Group shall deliver Everything, Everywhere, Everytime for Every Indian Consumer in the most profitable manner.

## **Group Mission**

We share the vision and belief that our customers and stakeholders shall be served only by creating and executing future scenarios in the consumption space leading to economic development.

We will be the trendsetters in evolving delivery formats, creating retail realty, making consumption affordable for all customer segments – for classes and for masses.

We shall infuse Indian brands with confidence and renewed ambition.

We shall be efficient, cost- conscious and committed to quality in whatever we do.

We shall ensure that our positive attitude, sincerity, humility and united determination shall be the driving force to make us successful.

## **Core Values**

**Indians:** confidence in ourselves.

**Leadership:** to be a leader, both in thought and business.

**Respect & Humility:** to respect every individual and be humble in our conduct.

**Introspection:** leading to purposeful thinking.

**Openness:** to be open and receptive to new ideas, knowledge and information.

**Valuing and Nurturing Relationships:** to build long term relationships.

**Simplicity & Positivity:** Simplicity and positivity in our thought, business and action.

**Adaptability:** to be flexible and adaptable, to meet challenges.

**Flow:** to respect and understand the universal laws of nature.



**Pantaloons** is not just an organisation – it is an institution, a centre of learning & development. We believe that knowledge is the only weapon at our disposal and our quest for it is focused, systematic and unwavering.

At Pantaloons, we take pride in challenging conventions and thinking out of the box, in travelling on the road less travelled. Our corporate doctrine 'Rewrite Rules, Retain Values' is derived from this spirit.

Over the years, the company has accelerated growth through its ability to lead change. A number of its pioneering concepts have now emerged as industry standards. For instance, the company integrated backwards into garment manufacturing even as it expanded its retail presence at the front end, well before any other Indian retail company attempted this. It was the first to introduce the concept of the retail departmental store for the entire family through Pantaloons in 1997. The company was the first to launch a hypermarket in India with Big Bazaar, a large discount store that it commissioned in Kolkata in October 2001. And the company introduced the country to the Food Bazaar, a unique 'bazaar' within a

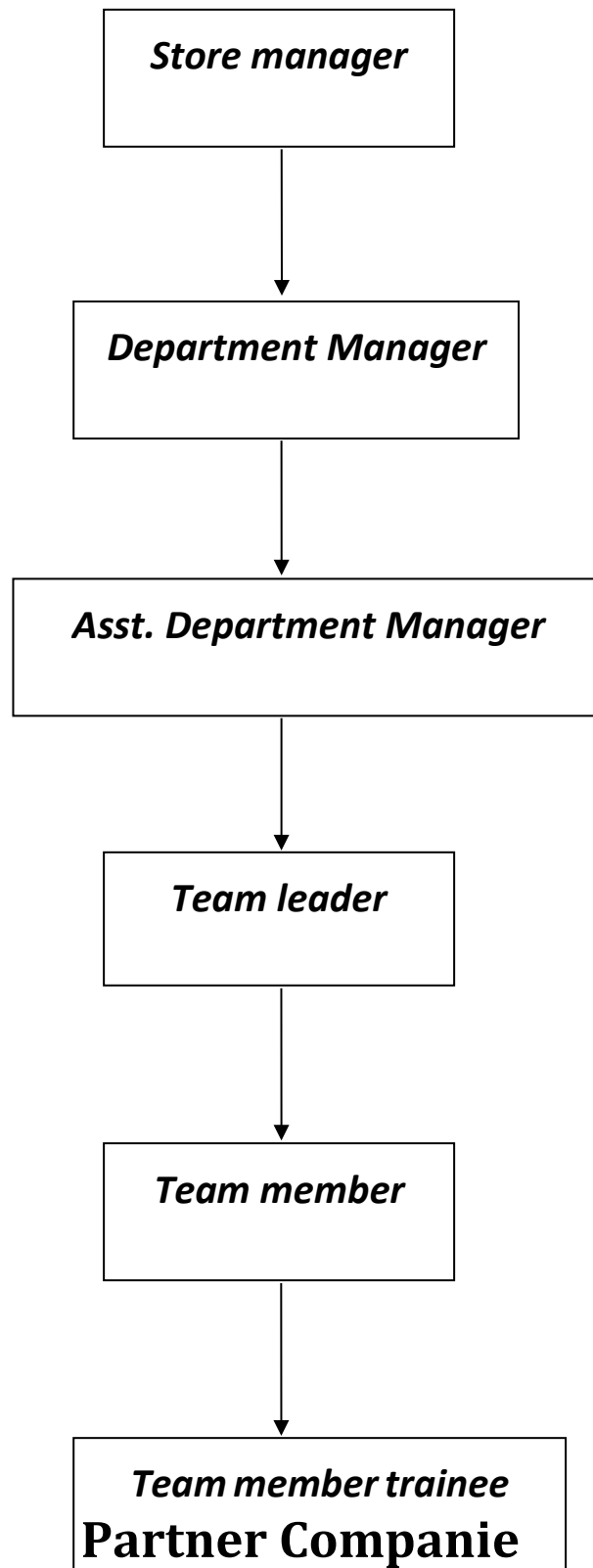
hypermarket, which was launched in July 2002 in Mumbai. Embracing our leadership value, the company launched aLL in July 2005 in Mumbai, making us the first retailer in India to open a fashion store for plus size men and women.

Today we are the fastest growing retail company in India. The number of stores is going to increase many folds year on year along with the new formats coming up.

The way we work is distinctly "Pantaloon". Our courage to dream and to turn our dreams into reality – that change people's lives, is our biggest advantage. Pantaloon is an invitation to join a place where there are no boundaries to what you can achieve. It means never having to stop asking questions; it means never having to stop raising the bar. It is an opportunity to take risks, and it is this passion that makes our dreams a reality.

Come enter a world where we promise you good days and bad days, but never a dull moment

## MANAGEMENT HIERARCHY IN THE RETAIL OUTLET



### **Home Solutions Retail (India) Ltd.**

Home Solutions Retail (India) Ltd. (HSRIL) leads the groups foray in the home improvement and consumer electronics retailing segment. It caters to home management requirements and products, including furnishings and textiles, furniture, consumer electronics, home electronics and home services. It operates retail formats like Home Town, Furniture Bazaar, Collection I, E-Zone, Electronics Bazaar and Got It.

### **Future Capital Holdings**

Future Capital is the financial arm of the group and is involved in asset management (both private equity and real estate funds) with plans to get into other financial services including insurance, credit and other consumer related financial services. Its associate companies are Kshitij Investment Advisory Co. Ltd., Indivision Investment Advisers Ltd., and Ambit Investment Advisory Co. Ltd.

### **Future Media India Ltd.**

Future Media India Ltd. is a part of the Future Group, aimed at creation of media properties in the ambience of consumption and thus offer active engagement to brands and consumers.

### **Indus League Clothing Ltd.**

The group owns a majority stake in Indus League Clothing Ltd., one of the leading apparel manufacturers and marketers in India. Some of its leading brands include Indigo Nation, Scullers, Urbana, Urban Yoga and Jealous 21.

### **Future Bazaar India Ltd.**

Future Bazaar India Ltd. is a subsidiary of Pantaloon Retail (India) Limited. It owns and operates the online shopping portal [futurebazaar.com](http://futurebazaar.com)

### **Galaxy Entertainment Corporate Ltd.**

The group owns a stake in Galaxy Entertainment Corporate Ltd. that operates chains like Bowling Company, Sports Bar and Brew Bar.

## **Joint Ventures Companies:**



### **CapitaLand Retail India**

The group is a joint venture partner in CapitaLand Retail India, along with Singapore based Capital and Limited. The company provides retail management services to retail Properties owned or managed by various group companies and investment funds.

### **Footmark Retail**

Foot mart Retail is a joint venture with Liberty Shoes and is engaged in the retailing of Footwear products in India.

### **Planet Retail Holdings Ltd.**

The group is a joint venture partner in Planet Retail Holdings Ltd., which operates sports, lifestyle and leisure retail chain. It also owns the franchisee and distribution rights of brands converse, Guess,Lotto,nike and Puma in India.

## **Main competitors:**

### **GLOBUS**

The Mumbai-based Rajan Raheja Group launched its first Globus department store in January 1998 at Indore and since then it has become a 20-outlet strong chain with a presence in 14 cities. Apart from the Globus department stores, the chain also runs a second retail format with Globus 2, the factory outlet format. Globus' flagship store was launched in Mumbai in November 2001. The department store chain's customer loyalty programme is called the Globus Privilege Club card programme. In 2004, the chain had seven outlets in five cities with a total space of 1,39,658 sq.ft by 2005 their retail presence had reached eight cities with 12 stores and a total retail space of 1,94,610 sq.ft. Today the chain runs 20 outlets in 14 cities with a total retail space of 2,90,000 sq.ft. Retail expansion plans include having 30 outlets by 2007, 100 by 2008, and taking it to 120 by 2010 with a total retail space of 12,40,000 sq.ft. The chain's in-store labels apparel labels, Globus and F21, contribute about 35 per cent towards total retail sales. Frequent consumer promotions during peak sales periods like traditional festive seasons bring in 25-30 per cent increase in average sales

### **LIFESTYLE**

The Dubai-based Landmark Group's department store chain, Lifestyle, started operations in India in 1998. It currently operates 19 Lifestyle departmental stores in nine cities with a total retail space of 7,45,711 sq. ft. In 2004 the chain had seven stores in five cities with a space of 2,68,436 sq.ft, which grew to 10 stores in the same five cities with an increased

retail space of 3,41,587 sq.ft. By 2010 they plan to have 41 stores in 16 cities with a combined retail space of 19,33,931 sq.ft. The average store size of a Lifestyle department store is 46,000 sq.ft, the largest of them being the Chennai store with an area of 75,000 sq.ft. Lifestyle now plans to majorly expand into the tier-II cities in the country. Ginger, Baby Doll and JRS Active are the three major private labels of Lifestyle, besides segment-specific brands like 2xtremz for women and Juniors for infants. These private labels contribute approximately towards 10 per cent to the total revenue. Its customer loyalty programme is called The Inner Circle, which contributes 40 per cent to total sales. Each of the stores has a Coffee Island managed by Qwiky's. Lifestyle International has announced investments to the tune of Rs.400 crore in the next five years to fund its expansion in India. This includes plans to bring in its concept stores into the country, including the Max Hypermarkets and Lifestyle Centers. The Max chain of value stores and Home Centers have already been launched. Landmark is also working on a Lifestyle Centre

### **SHOPPERS'STOP**

Shopper's Stop Ltd from the K Raheja Group, opened its first Shoppers' Stop department store in Mumbai in 1991; and over the last 16 years has established itself as the largest player in the department store category in India. From 16 stores in nine cities with an area of 7,52,848 sq.ft, the chain today operates 26 outlets in 12 cities with a total retail space of 15,07,126 sq.ft, with plans to have 34 stores by 2007. By 2010 Shoppers' Stop plans to have nearly 50 outlets in 20 cities across a total retail space of 36,26,899 sq.ft. Shoppers' Stop was the first retailer in the country to have Bar-coded garments, Co-branded credit card; and Retail ERP Shoppers' Stop, unlike Pantaloon and Westside where the chunk of sales are driven by private labels, houses a large number of external brands. The chain is today the largest retailer for popular brands like Levi's Strauss, Pepe, Arrow, Zodiac, Ray-Ban, Swatch, etc. The launch of Buzz (the designer pret wear section) and Kasba by Raghavendra Rathore were some new additions. Some of the chain's private labels include Stop, Life, Vettorio Fratini, Haute Curry, individual and Acropolis, sales from which grew by 44 per cent in 2005, over the previous year. Shoppers' Stop customer loyalty programme, First Citizen's Club has approximately 4,40,000 members, who contribute to over 50 per cent of the total sales. Shoppers' Stop, which has tied up with Mothercare, the global brand for infants and children, will be opening 40 Mothercare outlets over the next five years.

### **WESTSIDE:**

The lifestyle store by the Tata's that caters to the upper middle class segment, has built its customer base through its USP of affordable style. There are 23 Westside stores in 14 cities Price is crucial in the Indian retail scenario and Westside's focus on this factor is part of the reason. If customers are looking for style, they will probably go to Westside and buy something for Rs 400 rather than go to Mango (a UK-based chain). Another issue is convenience of parking space. Almost everyone in major metros has a car and doesn't want to go through the hassle of finding parking space. Westside has worked on moulding its outlets along the snazzy, well-designed, hands-on ambiances and coffee

shop displays typical of Lacoste, Nike and Switch retail stores in the West, and personalized its offerings by offering style and accessory guides to its customers. Westside houses a collection of the finest merchandise for the entire family. There are spacious shopping areas for the various sections - women's wear, men's wear and the children's and the household sections occupy the floor level. Café West from the Taj group on a level above is an ideal place for a coffee break on a shopping spree. Westside offers customers the very best and latest international shopping experience. Westside has a team of dedicated stylists, merchandisers, helpful and courteous store staff and talented in-house designers. The combination of the very latest in-style fashion with affordability is highlighted in all of Westside's merchandise. Westside stands out from the competition for a variety of reasons. One is that a majority of the brands the chain stocks and sells are its own, unlike retailers who store multiple labels. About 90 per cent of Westside's offerings are home-grown, and they cater to different customer segments. The other 10 per cent includes toys, cosmetics and lingerie. However, recently Westside has recently expanded its range of merchandise by offering outfits from some of India's best-known fashion designers, among them Wendell Rodericks, Anita Dongre, Krishna Mehta and Mona Pali. This is an interesting marketing shift, since it means moving away from the chain's only-our-own-brands concept.

### **CONSUMER SATISFACTION PROCESS**

The paramount goal of marketing is to understand the consumer and to influence buying behaviour. One of the main perspectives of the consumer behaviour research analyses buying behaviour from the so-called "information processing perspective" (Holbrook and Hirschman 1982). According to the model, customer decision-making process comprises a need satisfying

behaviour and a wide range of motivating and influencing factors. The process can be depicted in the following steps:

**Need recognition** – realisation of the difference between desired situation and the current situation that serves as a trigger for the entire consumption process.

**Search for information** - search for data relevant for the purchasing decision, both from internal sources (one's memory) and/or external sources.

**Pre-purchase alternative evaluation** - assessment of available choices that can fulfil the realised need by evaluating benefits they may deliver and reduction of the number of options to the one (or several) preferred.

**Purchase** - acquirement of the chosen option of product or service.

**Consumption** - utilisation of the procured option.

**Post-purchase alternative re-evaluation** - assessment of whether or not and to what degree the consumption of the alternative produced satisfaction.

Besides the information processing perspective, marketing analyses consumer behaviour by employing a psychologically grounded concept of attitudes. It is consumer attitudes that are usually named as the major

factor in shaping consumer behaviour and a wealth of studies is available on the topic of how attitudes can predict behaviour.

### **INTER-DISCIPLINARITY OF CONSUMER RESEARCH**

Different research disciplines diverge in their presuppositions about human nature, factors influencing consumer behaviour, market response, etc. Therefore, they naturally employ different research approaches. However, despite that seemingly insurmountable abyss between disciplines, we see that many research topics and methods overlap, and that there is 5 no clear-cut line between different domains of consumer research.

Many consumption-related issues are being increasingly addressed from interdisciplinary or multidisciplinary perspectives. Today consumer behaviour is increasingly dynamic as the choice of alternatives increases with the growth of global markets. The complexity of the decision-making process and a large number of influencing factors suggest that changing consumer behaviour towards more sustainable consumption is a challenging process, which requires coordination at individual and societal level.

The retail business is booming in India and there has been remarkable shift in the buying behavior of the people from traditional stores to these departmental stores. It becomes important for the marketers to understand these relationships for successful design and execution of retail strategies. It would also enable the researcher to understand the organized retail formats and consumers buying attitude towards these stores.

The data was collected by getting the questionnaire filled by the respondents who were loyalty card holders to find out that what makes them loyal towards pantaloons stores and makes them visit pantaloons again and motivates them to purchase more from here.

Many stores have come up with exquisite interiors, state of the art infrastructure and the best possible brands to the customer which has led to the growth of mall culture in India. The stores try and attract customers by providing them with such services and plethora of options in brands in different categories so that they can retain customers for long and make them loyal towards their retail stores.

# CHAPTER 1

## **INTRODUCTION**

In India, organised retailing, is contributing 4.6% of total retail sector and is still evolving. However, it is expected to increase to 10%, by 2010. Retail sector forms 10-11% of GDP. It is alluring in terms of investment, employment opportunity, and usage of technology.

Retailing is in a rapid state of change due to speedy technological developments, changing competitive positions, varying consumer behavior as well as their expectations and liberalized regulatory environment. In such a scenario, information is crucial to plan and control profitable retail businesses and it can be an important source of competitive advantage so long as it is affordable and readily available.

The survey was distributed to all customers of the Store. The objective of this research is to identify the variability of customer satisfaction and the shopping experience in PANTALOONS. In addition the survey can be used

in the future for evaluation of customer satisfaction at the distribution company. It was concluded that the customers were generally satisfied & their shopping experience with pantaloons was good.

A customer is defined as an establishment that receives merchandise from the store. The customer also receives services.

A service, as defined by the proposed research could be aid in stocking, promotions for the establishment, the delivery itself, other assistance or goods provided by sales representatives and/or delivery personnel to the customer. Another form of service is the assistance the customer receives while at the distribution company. This can be in form of support by the staff, timeliness of response to needs and questions and many other forms that will be addressed.

In the retail outlet various type of good and service are provide to the customer but all the goods and services are generally homogenous in nature through all the other retail outlets . Product and services of every company are available in every retail outlet. It is also find that many customer only used to shopping in own decided outlet rather from every outlets even there is homogenous among the product and service offer by the every retail outlet .So This put the question in the mind of the every retailer that is there is any gap between what customer expected from retailers and what retailer provides to customer during shopping.

No two customers have the identical likes and preferences. Delivery value and narrowing down the zone of tolerance is a tightrope walk for marketer in organized retail sector. Especially in market like India the challenges is formidable because organizations need

to cater to a wide and diverse group of customers .Thus building equity and generating volumes in such complex market tapers down to the function of managing customer expectation.

Customers take their time to first sketch their needs and then arrive at a specific decision. At the end of the day the question is what does the customer expect? How to fulfill the glaring gap between need and expectations? The answers to this question are “by delivering the value “

But in many case retailers are not aware of what their customer expect. Hence they are unable to deliver the right value to the right customer and satisfy them .Especially in this competitive scenario where the customer are well informed, commanding and demanding at the same time it has become imperative for the organization to be updated on the “WHAT”, “WHY” and “HOW” of each and every customer. This calls for empathizing with the customer by indulging into their priorities and decision making.

Even in the case of a product as simple as beauty soap, customer have versatile expectations like, good packaging fragrance, herbal or medical benefit, glowing skin etc. and all this at an affordable price. A daunting task but companies have no option but to offer the expected value, that too by keeping the operating costs low.

Following general expectations of a typical customer

- ✦ Value of Money
- ✦ Availability and location
- ✦ Service expectations
- ✦ Quality in Product
- ✦ Need based solution

So in order to deliver the value, Retail outlets in addition to providing products and services, need to cater for a wide range of motives. The various determinants of retail outlet preference include cleanliness, well-stocked shelves, and range of products, helpful staff, disabled access, wide aisles, car parking, multiple billing points and environmentally friendly goods. These differing motives arise as retailers cater to different types of shoppers who include economic consumers (concern with value), personalized consumers (concern with relationships), recreational shoppers (shopping as a leisure activity) and apathetic consumers (who dislike shopping). Retailers have to satisfy budding customers, older consumers as well as time crunched individuals whose



motives all tend to be conflicting as well as different. Retailers need to establish a good image to prevent customers from shopping around. They must cater to shoppers need for pleasure and practicality.

If expressed as a calculation, customer satisfaction might look something like this:

$$\text{Customer expectations} = \text{Companies Performance} / \text{Companies Satisfaction}$$

Satisfaction is a consumer's post-purchase evaluation of the overall service experience. It is an affective reaction (Menon and Dubé, 2000) in which the consumer's needs, desires and expectations during the course of the service experience have been met or exceeded (Lovelock, 2001). Satisfaction in this sense could mean that a supermarket has just barely met the customer's expectations, not exceeded nor disappointed those expectations. The benefits of taking the customer's response beyond satisfaction at this level by exceeding expectations, is a competitive strategy many retailers aspire to achieve. There is a recurrent struggle for existence and survival in the wake of deep competition, drastically changing customer attitudes and expectation levels.

The study would enable us to understand the impact of various factors that influence a consumer's shopping behavior in a departmental store. It would also help in knowing the magnitude and direction of movement of these factors amongst each other. These factors have been divided into three heads- Store, Situation and Shopper factors.

## **Kind of Customer:**

Before moving on to customer services and satisfaction, it becomes important for a retailer to know what his target market is. Which Segment he is catering. And then to understand its customer type. The customers are defined by different terms and types.

### **1. Tired consumer:**

These are non-productive. Such consumers are usually just bored. They are hit by work fatigue and find solace in visiting malls for "a change". The idea is to get away from the drudgery.

### **2. Attired consumer:**

These are the productive type. They come to malls purposefully with the intention of buying their own attire. Be it jeans, shirts, salwar kameez, a watch, a belt or shoes—the attired consumer will buy it all. They do not think twice before spending and would occasionally even go to the extent of buying jewellery. Malls are said to be reacting pretty strongly to this clan.

### **3. Retired consumer:**

This set of consumers as highly productive, but claims that they are not taken seriously by malls that gun for the younger crowd. "Sales persons at malls are not seen to be paying too much attention to these consumers. But, the fact is, they have both time and money. As far as children are concerned, their responsibilities are over. They have the buying power. All they want is respect. If they don't get it at malls, they would be very happy to go back to their old, neighbourhood departmental store. Though the retired consumer can be productive, malls are not taking advantage of this kind of consumer.

### **4. Admired consumer:**

These are basically window shoppers. They would window shop from outside a shop or inside a shop. But, they rarely make purchases. Therefore, they are the non-productive types. Malls are hopeful that the admired consumer would transform into the attired consumer. But, only time will tell.

### **5. Aspired consumer:**

They are highly productive. They come with the deliberate intention to buy quality products. They aspire to upgrade each time they come to a mall, be it in foods, information technology or fashionable attire. "The aspired consumer always wants to know what's new.

### **6. Desired consumer:**

These are not productive, but could become so in time to come. They have an ardent desire to buy things at a mall, but do not have the buying power. They would go from mall to mall to look around and treat their eyes, but would finally end up at the food court. Malls see a future in these desired consumers.

### **7. Fired consumer:**

They are the fighter-cocks who indulge in occasional tiffs with sales persons. Their favourite line is "call the manager". Such consumers usually disrupt the atmosphere and, maybe, the mood of serious shoppers as well.

### **8. Hired consumer:**

Ever since malls have come up, market research has gained importance. It is important to understand what consumers like in a mall, why they are there, what is it that they would like changed? The hired consumers—the market research people—throng malls

in search for consumer insights. They are not there to make purchases, and thus, they are the unproductive types.

## **Customer service**

Customer service is the provision of service to customers before, during and after a purchase.

According to Turban et al. (2002) "Customer service is a series of activities designed to enhance the level of customer satisfaction – that is, the feeling that a product or service has met the customer expectation."

Its importance varies by product, industry and customer; defective or broken merchandise can be exchanged, often only with a receipt and within a specified time frame. Retail stores will often have a desk or counter devoted to dealing with returns, exchanges and complaints, or will perform related functions at the point of sale.

Customer service may be provided by a person (e.g., sales and service representative), or by automated means called self-service. Examples of self service are Internet sites. The experience a customer has of a product also affect the total service experience, but this is more of a product direct feature than what is included in the definition of customer service.

Customer service is normally an integral part of a company's customer value proposition. From the point of view of an overall engineering effort, customer service plays an important role in an organization's ability to generate income and revenue . From that perspective, customer service should be included as part of an overall approach to systematic improvement.

Some have argued that the quality and level of customer service has decreased in recent years and that this can be attributed to a lack of support or understanding at the executive and middle management levels of a corporation and/or a customer service policy. Customer service is an organization's ability to supply their customers' wants and needs. excellent customer service (is) the ability of an organization to constantly and consistently exceed the customer's expectations."

It Consists of all those activities by the retailer that influence

(1) the ease with which a potential customer can shop or learn about the store's offering.

(2) the ease with which a transaction can be completed once the customer attempts to make a purchase, and,

(3) the customer's satisfaction with the transaction.

Activities undertaken by a retailer in conjunction with the basic goods and services it sells.

† Store hours

† Parking

† Shopper-friendliness

† Credit acceptance

† Salespeople

† In store announcement

† Gift Wrapping and packaging

† Personal Selling

† Merchandise Availability

† Complaint handling

† Merchandise returns

† Servicing and repair

† Deliveries

† Alteration

# Gap Model for Improving Retail Customer Service Service Gap

## Communications

Customers' Perception Of  
Service Quality

Gap

Customers' Expectation Of  
Service Quality

Retailer's Perception of  
Customers, Expectations Customer  
Service Stds.

It Sets

Actual Service

Provided

Retailers' Communication  
About Service Quality

- Knowledge Gap -- knowing what the customer wants
- Standards Gap -- setting service goals
- Delivery Gap -- meeting and exceeding service goals
- Communications Gap -- communicating the service promise

## Closing the Knowledge GAP

- Customer research
- More interactions between managers and customers
- Better communications between managers and service providers

## Closing the Standards GAP

- High quality service commitment
- Define the role of service providers
- Innovative solutions

- Set service goals
- Measure service performance

### **Closing the Delivery GAP**

- Information and training
- Instrument and emotional support
- Internal communications
- Reduce conflicts
- Empower employees
- Providing incentives

### **Closing the Communications GAP**

- Realistic commitments
- Managing customer expectations

### **What is customer satisfaction?**

We are in the midst of a revolution in business. Some call it a customer revolution, others a quality revolution, others a service revolution. Organizations are attempting to obtain increased customer satisfaction by focusing on the quality of their products and the service provided. This movement toward quality has produced significant benefits but just like other business fads, joining and adopting the religion does not insure that the real objective of producing customer satisfaction will be obtained.

### **What exactly customer Satisfaction is?**

Customer satisfaction is a key ingredient to the success of any business. It is the most important factor that creates repeated customers. Some people know it but do not realize its importance. If a customer of yours is satisfied with one of your products or services, chances are this customer will purchase more of your products or services, which will increase your revenue. Therefore, in order to have your new or existing customers buy more from you, you will have to follow techniques that work. Customer satisfaction takes a very important place in Marketing. As much as you think that your marketing strategies should help you generate sales, think about how the same marketing strategies could help you achieve Customer satisfaction. There are a lot of elements involved with Customer satisfaction.

### **Levels of Customer Satisfaction**

- † Customer**
- † Satisfaction**
- † Much Better than expected**
- † As expected**
- † Worse/Different than expected**
- † Delighted**
- † Satisfied**
- † Dissatisfied**
- † Loyal**
- † Vulnerable**
- † Walk & Talk**

Know the problems of your customers and what they are looking for, then offer them the right products. Products that the customers receive are also an area that was assessed because of a high value that is placed on satisfaction in the product. Satisfaction of the product is evaluated by content, display and delivery of the product.

Customers' purchasing habits would include such issues as: who do they usually go shopping with, how often, how long do they spend in a shop, etc. Psychographic portraits of many customers allow customer segmentation in terms of purchase frequency, respondents' experience of various shopping centres or service organisations, as well as benchmarking against competitors.

# **CHAPTER-2**



### **IMPORTANT FACTORS:**

The Store covers various aspects to fulfil the need of customer as well to

Making the shopping a great experience for them. From the First factor where in customer enters into the store till he or she Purchases and moves out of the parking for his or her way should be remember able one and a great experience for the customers. Even from security staff to Housekeeping everyone should be well groomed.

As we all know that First impression is the last impression so its important for every retailer to package its staff, The better we groom ourselves, the more we are pleasing to our customers.

1. Judgement is made about people based on the performance image they display.
2. Physical appearance plays a vital role in determining how others perceive us.

Then is the customer interaction which is very demanding and plays a very crucial role in any retail store. Every customer interaction is an opportunity for us to contribute to customer satisfaction. The customer may look in for something specific or have a question about a product, our store or our policies customer may be looking around. Sometimes customer could have dissatisfaction against our system.

Effective and courteous interactions about all our customers go a long way in ensuring success of our store. If we are able to handle solution to them we win a loyal customer to life.

Also Customer Service desk which is specially mend for the judgement of customer behaviour. Where in customer come along with there complaints,

Exchange, Wrong billing, other staff complaints. This is the place where the customer service executives have to be very polite, patient, and understand the problem of customer and try to resolve them so that we don't loose that customer. And retain them and convert them into our loyal customer.

It has been observed in the training period that the percentage of customer complaint in PANTALOONS is 4%.

As dissatisfied will tell to other 10 more customers. Which is not good for the company as we have risk of loosing those 10 other customers also?

The customer retention leads to

- ☐ Loyalty
- ☐ Profit
- ☐ Repurchases

So for Excellent customer service it's important to have following things:

- ☐ Help
- ☐ Respect & Recognition
- ☐ Comfort, Competition
- ☐ Friendly Smile
- ☐ Understanding
- ☐ Fulfilling the requirement

A good Customer service leads to:

- ☐ Boost repeat business
- ☐ Creates new demand from new customers
- ☐ Cut Customers

There are various ways to delight the customers a customers demand or basic needs are fulfilled above there expectation but it becomes important to know what exactly delight means? When and the courtesy they get in return then comes the **DELIGHT**.

- ☐ To ensure the customer by setting up the Customer help lines.
- ☐ Making a one point contact with the customers.
- ☐ Bridging the gap in between Communication gap between the customers & stores.
- ☐ Telephones services that include promptness, courtesy and accuracy.
- ☐ Customer Service executives should be selected by C.S.D Manager.

# **CHAPTER-3**

# LITERATURE REVIEW

- 1.) Literature on the relationship between customer satisfactions.
- 2.) To summarize, research on customer satisfaction views employees as facilitators of the sales process who are critical to improving the conversion ratio, by providing information to the customers on prices, brands, and product features and by helping customers to navigate store aisles, finding the product and even cross-selling other products. The unique feature of the retail store execution problem is that it combines the factory and the sales components, but this stream of literature focuses only on the latter.

The customer is an integral part of a company's workings.

The legendary Indian, **Mahatma Gandhi** expressed the importance of the customer by stating: "Customer is the most important visitor to our premises. He is not dependent on us. We are dependent on him. He is not an interruption on our work. He is the purpose of it. He is not an outsider on our Business. He is part of it. We are not doing him a favour by serving him. He is doing us a favour by giving us an opportunity to do so. To understand this quote and to adhere to its wisdom can increase success by obtaining, retaining and satisfying customers.

There are different definitions of **quality service**. "World class customer service" as including the following: courtesy, competency, responsiveness, professionalism, attractiveness, reliability, completeness of product, and good communication. There are many techniques that are used to identify, assess and create a positive experience for the customer. The first is "information sustains relationships"; by collecting information you can better understand wants and needs of the customer.

Secondly, "**doing it right**"; this is explained by pleasing the customer, by helping them achieve their goals as well as achieving the

Organization's goals in the process

Good customers are satisfied will enhance long-term consumer loyalty. Keeping current customers satisfied reduces the costs and efforts of attracting new clients. The cost of obtaining new customers is about five times more than that of retaining existing customers. An effort to retain customers should be based on the fact that customers are loyal to value and quality. There is needs for concentrating on aspects that customers feel is valuable.

## **Customer service “strategic plan or vision”**

**Customer service is not only part of a strategic plan or vision; it is the plan or vision.** Setting performance standards for customer service, creating a setting for commitment to service that starts at the top of the organization chain, training employees in service quality, measuring the level of service (this is important for improving customer service), Creating an environment for the customers to define what “service is to create a benchmark, setting service standards and abide by them, rewarding those employees that perform well, encouraging an excellent internal communication process, and lastly thanking the customer for their business. There are several factors that contribute to customer retention.

These can include competitive prices, high quality products and service.

### **1. Articles- A Simple, Effective Approach to Delivering Quality Customer service**

**Author** -Dave Ratner owns Dave’s Soda & Pet City, three-store chain in Massachusetts.

**Sources** - [www.DaveRatner.com](http://www.DaveRatner.com)

**Review**- In this Article author mentions that your employee is very important for providing customer service. Good salespeople give customers a reason to return to your store. And that’s important because no retailer sells anything that customers can’t get from another retailer. And you have to know how much customer service should you provide, and how should you train your customers as well as your employees to provide that service. And you must find out how much and what kind of service your customers expect.

There are certain things that are to be clearly be known to the sales associates.

These are the following.

- ✦ To treat customers the way you would like to be treated.
- ✦ Make sure the customer comes back.
- ✦ Never ignored your customers.
- ✦ Promise to smile while answering.
- ✦ Always to say ‘Thank you’ to all customers.
- ✦ Feel empowered to solve customer problems.

**Author**- Mr. Liz Tahir is an international marketing consultant

**Source**- [www.aboutretail](http://www.aboutretail)

**Review-** Always Think of customers as individuals. Once we think that way, we realize our business is our customer, not our product. Putting all the focus on the merchandise in our store, or the services we offers, the most important component: each individual customer. Keeping those individual customers in mind, here are some easy, down-home customer service tips to keep them coming back to your store.

**These are the Mr. Tahir's 10 tips for Good customer service.**

1. Know who your customers are?
2. Do your customers know who you are?
3. There is no way that the quality of customer service can exceed the quality of the people who provide it
4. Realize that your people will treat your customer the way they are treated
5. Good customer service, go the extra mile
6. Are your customers greeted when they walk in the door
7. Give customers the benefit of the doubt
8. If a customer makes a request for something special, do everything you can to say yes.
9. Are your customer service associates properly trained in how to handle a customer complaint or an irate person?
10. Want to know what your customers think of your company? Ask them!

**3.) Principles to Cement Customer Trust**

**Author-** Anne M. Obarski- She is an author, professional speaker, retail consultant and Executive Director of Merchandise Concepts.

**Source -** [www.merchandiseconcepts.com](http://www.merchandiseconcepts.com).

**Review-** In this Article Ms. Obarski focused on the *Trust*. It is main thing while making relationship with customer. "Trust is probably the most basic human value," She believes people do business with people they trust. People do business with people who are knowledgeable, efficient and will deliver what they promise. She believes it will be with those businesses that have earned the customers trust.

How did companies develop and cement that trust? They promised and delivered the following principles of building and maintaining trust.

T – Truth- Trust and solid relationships are built on telling the truth. Companies must maintain this principle both with internal and external customers.

R – Responsibility- Trust is built when everyone within an organization realizes what their responsibilities are and that they are held accountable for them.

U – Unselfishness- Trust is built when employees give of their time and talent in the workplace and do it, unselfishly. Customers appreciate the employee who goes out of their way to satisfy the customer.

S – Security- Trust is built on a feeling of security. Good lighting in the parking lot and store entrance, fitting rooms with doors that lock, employees that handle ringing up a sale with accuracy, and alarm systems that are visible are all ways to make the customer feel safe in your place of business.

T – Teamwork- Trust is built when everyone within the organization feels a sense of ownership. How well do your employees work together? Are they willing to go out of their way to help each other out?

#### **4.) Most Retail Companies are dead wrong about Customer Service!**

**Author-** Anne M. Obarski- She is an author, professional speaker, retail consultant and Executive Director of Merchandise Concepts.

**Source -** [www.merchandiseconcepts.com](http://www.merchandiseconcepts.com).

**Review-** The service a customer expects and what they actually receive can be two totally different things more companies are marketing that they offer great customer service but in reality what they are delivering is merely the efficient services

She said that good customer service is like a light switch. You can turn it off or on and but it is all about the energy flowing between two sources that is *required* to make a positive connection.

She focused on the 5 Positive which customer look to retailer. and retailer should provide them to customer.

"Strive for a POSITIVE 5"!

1. POSITIVELY Greet me!

A greeting doesn't even have to be verbal! An acceptable greeting in today's workplace can be a head nod or a smile or just eye contact!

2. POSITIVELY speak to me!

90% of unhappy customers leave a place of business because of inattentive, impolite employees. And almost all of them never tell anyone in management

3. POSITIVELY listen to me!

Plug in to what I am saying and really listen to me. Be able to repeat back my needs, wants or even my problem so that I know you are really listening. Practice listening with both ears and both eyes.

4. POSITIVELY inform me!

Share your knowledge of your product and services with me. Customers keep coming back based on the trust they have built with you.

5. POSITIVELY invite me back!

If a customer likes the connection they have with a business they will come back.

Take Your Customer Service Personally!

Author- Anne M. Obarski- She is an author, professional speaker, retail consultant and Executive Director of Merchandise Concepts

According to her service should be personalized when customers are unhappy with the service, or lack of service, that they have received. So, let them ask you, who actually cut the training budget, cut staffing, reduced benefits, increased the work load and put the blame somewhere else?

She suggests you get a little "personal" with the following 3 tips.

Personally Make it a Priority:

If you don't make customer service a priority, you are doomed to failure, make customer service your number one priority.

Personally make it your model:

She shared her experiences in it and tell that training of your employee is very crucial so you have to make a model for their service.

M = Memorable

Develop a customer service training model that is simple and repeatable.



O = Ongoing

Develop a customer service training program that allows your employees to learn new skills and to be aware of the changing needs of their customers.

D = Different

Develop a training program that incorporates different learning styles through seminars, e-learning, videos and focus groups.

E = Effective

Develop an assessment tool to survey your customers to find out whether your employees current customer service skills are effective.

L = Learned

Develop customer service training skills that your employees can be held accountable for having learned. Make those skills part of a review system that your employees know they must become proficient at and will be held accountable for.

Personally reward: How do you reward your employees when they have done a good job? Challenge your management staff to think of on-going and unique ways to say a simple "thank you" to those employees who are helping to build your business. And very important to motivate them.

## **6.) 8 Rules For Good Customer Service**

**Author-** Susan Ward,

**Source-**Small Business: Canada.

**Review** – Good customer service is lifeblood of business. Good customer service is all about bringing customers back. And about sending them away happy – happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

The essence of good customer service is forming a relationship with customers – a relationship that that individual customer feels that he would like to pursue. "You will be judged by what you do, not what you say." If we truly want to have good customer service, all you have to do is ensure that your business consistently does these things

- 1) Don't make promises unless you WILL keep them 2) Listen to your customers.
- 3) Deal with complaints.
- 4) Be helpful - even if there's no immediate profit in it.

- 5) Be courteous, and knowledgeable.
- 6) Train your staff (if you have any) to be ALWAYS helpful, 7) Take the extra step.
- 8) Throw in something extra.

## **7.) 4 Ways To Provide Customer Service That Outshines Your Competitors**

**Author-** Susan Ward,

**Source-**Small Business: Canada

**Review** –In this article there are 4 ways to provide better service from your competitors. First, list the following services given to customer that outshine competitor services. Second, customer service that provided will be flexible that can change according to customer and better from competitor. Third, choose any customer ideas that will implement by retailer, it help people to know what you are doing. Fourth, stay and conform with peoples ideas and gather them to implement new ideas for outshine competitor service.

- 1) Putting Your Customer Service Ideas Into Action
- 2) Study the customer service ideas on your list and examine their feasibility.
- 3) Choose one or two of your shiny customer service ideas and implement them.
- 4) Stay proactive and keep gathering customer service ideas.

## **8) Managing the Total Customer Experience**

**Author-** Leonard L. Berry, Lewis P. Carbone and Stephan H. Haeckel

**Review** – Providing a product is not so competition now a days but a good customer service is the key for doing a business. Competing on this dimension means orchestrating all the clues "that people detect in the buying process."

Customer always have experience of good, bad and excellent so company main aim to manage this experience

To manage this experience company first step to recognize what customer wants. the signals or messages given off by everything that touches on the buying process. Clues can include the product itself?, the layout of a retail outlet (are the signs easy to follow?), the tone of voice of the salesperson, ("Have a nice day"?), and so on.

## Negative Customer Service Phrases to Avoid

We all know that a positive tone and language are highly important when it comes to good customer service, but many retailers still use phrases that may give the wrong image and negatively impact our customers' shopping experience.

The following phrases used in a customer service setting can kill a sale and possibly lose a customer. Here are some sayings retailers should avoid.

### 1. I Don't Know

Customers don't expect retailers to know everything, but when it comes to answering a product question or other inquiry, they do expect the salesperson to be confident enough in their knowledge of the business to provide an answer.

Better: "That's a good question. Let me find out for you."

### 2. All Sales Are Final

Your shop's policy may not allow returns on clearance merchandise or other items. It's fine to let the customer know this, but retailers need to be flexible and allow a return or exchange against company policy if it comes down keeping a customer.

Better: "Let us know if you're not satisfied and we'll make it right."

### 3. Calm Down

There may not be a more infuriating phrase in customer service than this one. If a customer has reached a boiling point and is ranting away, the best thing to say is nothing. Let the customer finish. Once he or she has gotten everything out, they will begin to feel better and may be more receptive to a solution.

Better: "I apologize."

### 4. Did You See Any?

If a customer asks for a particular item you carry, chances are he/she already looked for it and didn't see it. This could mean it's out of stock or possibly still in the stock room. Even if they haven't looked for it yet, the best customer service would be to either take them to the product or go get it for them.

Better: "Yes, we stock that. I'll go see if we have any."

## 5. We're Closed

At the end of the day, the last thing a closing-shift employee wants to do is allow a shopper in after hours. Before turning away a potential sale, keep in mind that either the customer doesn't know the store hours or possibly the customer's doesn't know what time it is. Neither is a reason to be abrupt.

Better: "We close at \_\_ o'clock and reopen at \_ o'clock. Is there something I can quickly help you with now?"

## 6. Will That Be All?

Not many customers would find anything negative about this phrase. However, not only is it overused but the retailer is passing up a sales opportunity.

Better: "Did you see our \_\_ that goes with this?" or "Have you tried \_\_?"

## 7. It's Over There

We've all heard this bad customer service phrase used by the busy or indifferent sales clerk. Sometimes they may point in the general direction. Other times they don't even lift their head to acknowledge the shopper. Make sure all store staff knows using this phrase is a big no-no.

Better: "Follow me, I'll show you right where it is."

## 8. I Can't Do That

This is another negative customer service phrase that should be banned from all store staff. Either empower the employees or train them to take issues to a supervisor or store management.

Better: "What I can do is \_\_\_\_."

## 9. That's Not My Department

It may be true, but it is also definitely something a customer doesn't want to hear. Retailers should train their staff to be familiar with all areas of the store operations or at least understand who to contact for help in various departments.

Better: "I'll be happy to get you to the person who knows more about that department."

#### 10. We're Out of That

It's inevitable that a store will run out of a product and customers know this. Unless you let the customer know if and when it will be restocked, they will probably go buy it elsewhere. Be proactive and offer to contact the customer when it's back on the shelf. Don't ask them to call you.

Better: "That item is currently out of stock but will be back in on \_\_\_\_\_. Can I get your name/number and call you when it comes in?"

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.

Good customer service is all about bringing customers back. And about sending them away happy – happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

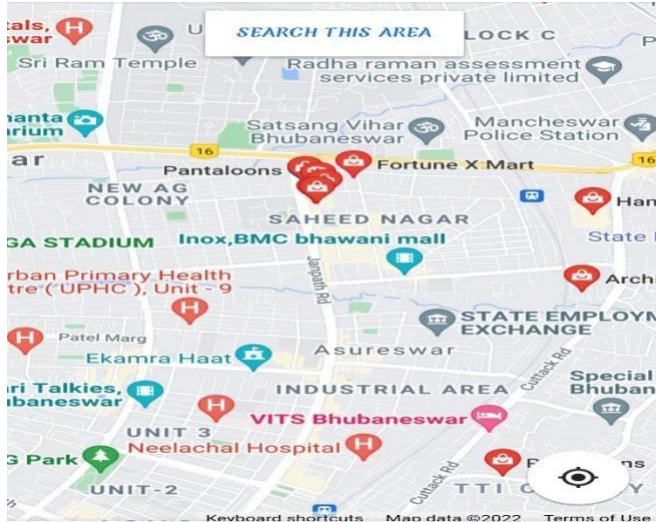
If you're a good salesperson, you can sell anything to anyone once. But it will be your approach to customer service that determines whether or not you'll ever be able to sell that person anything else. The essence of good customer service is forming a relationship with customers – a relationship that that individual customer feels that he would like to pursue.

# CHAPTER-4

## RESEARCH METHODOLOGY

It is necessary to adopt a particular method to complete a project successfully. The steps that have been taken to complete this project are as follows:

- 1.) **Research Approach:** The Approach adopted to complete this project was that of "CUSTOMER SERVICES AND SATISFACTION". And the study secondary data is collected from various news papers, internet, books. The survey was done in pantaloon retail India store
- 2.) **Research Design:** Depending upon the objectives of the research the most suitable marketing research design is "Exploratory research". The purpose is to find out the experience of customers while shopping in pantaloon.
- 3.) **Data Collection:** The information used in this project was through primary sources i.e. personally interacting the customers in the outlet and getting the first hand information and secondary Sources i.e. Personal interview and observation.
- 4.) **Research instrument:** The instrument that was chosen to conduct the market research was that of "structured questionnaire". This has been done because data obtained in structured studies are easier to tabulated and interpret than data gathered in other ways. A list of questionnaire was prepared which could give relevant information when answered by the respondents.
- 5.) **Target Segment:** customer
- 6.) **Sample area:** Pantaloon retail India ltd outlet in Citi Center .ABFRL Pantaloon Suruchi Plaza Plot No- 29 & 35, A/B, Janpath Rd, Saheed Nagar, Bhubaneswar, Odisha 751007



7.) **Analyzing the collected data and reporting the findings:** Finally the data has been collected was thoroughly analyzed and processed to obtain the required information. The data has been summarized in the form of graphs.

8.) **Sample size:** 50 customers



# CHAPTER-5

### **Research methodology and analytical tools.**

For doing any kind of research, it is very essential for us to determine in advance as to what is going to be the sample size for us. Because of the simple reason that one can not simply do the research on the whole population due to the constraints like time, money & energy . Therefore when the field of inquiry is large, this method difficult to adopt because of the resources involved. It is possible to obtain sufficiently accurate results by studying only a part of total population.

First step in the research process is to single out the problem we want to study. One kind of research problem, those which relate to states of nature. The formulation of a general topic into a specific research problem, thus, constitutes the first step in a specific enquiry. In my topic the main problems is to study the customer experience of the services provided by Pantaloon retail India ltd., are they satisfied with services, what are there expectations of services from retailers, is there anything new that the customer is looking for, what Indian retailer are doing about it.

In this project I have decided to use both the primary and secondary data. Because I believe that lot articles and research paper have been done on this topic and these could provide us with a lot of information on various service parameters. These articles will give us a totally different view of the service standards and what all require to be done.

It becomes very much essential for us to develop a working hypothesis because it has to be tested. I also need some kind of primary data through questionnaire filling.

I have decided to use deliberates and simple random sampling because to know the reaction of customers for different services we need to target the people who regularly goes for shopping in organized formats and then we have decided to pick 100 people randomly.

I have also decided to use other data collection techniques like observation and personal interviews. I have decided to use structured close ended questionnaire so that the response could be properly coded and analyzed. It would become easier for us to understand the customer experience and what are the areas of improvement he is looking for.

# CHAPTER-6

## OBJECTIVE OF THE STUDY

Objective of the study of customer services as a part of customer experience is to put things in mind as to how customer service affects the whole shopping experience of the customers and what all is needed on the part of retailer to make that experience a remembering one for every individual customer.

I have got an idea that before setting up any services it is very much essential to know certain things and these are as follows:

- Objective of the Retail store Marketing was to make customers aware about the Sale offers during Denim Exchange and EOSS i.e. End Of Season Sale provided by Pantaloon and also to achieve the Green Card target of Customer loyalty Program during EOSS.
- To provide extra privileges to Pantaloon's Payback Green Card customers - keeping in mind that they get extra privileges not only inside the store of Pantaloon, but also outside the store and to make the Pantaloon Customer Loyalty Program more powerful by doing tie-ups with Restaurants, Health-Clubs, Saloons, Pubs, colleges, Laundries, Tattoos Makers.
- To make Payback Green Card Members realize that they are Special customers for the company.
- To find out customer loyalty for Pantaloon store.
- To Migrate the Green card into Payback Green Card according to discount level.

# CHAPTER-7

## **NEED OF THE STUDY**

Customer service is normally an integral part of a company's customer value proposition. This is one of the benefits that describe what is the level of focus of any retailer to provide services to the customers. It is very important to make a point that unless a retailer is not aware of the customer expectations of the services, it becomes quite a tedious task for any retailer to set his own service standards for his store. Because of the simple fact that all the efforts are in vein if the provided services are of no use to the customers.

One should clearly understand that the whole concept of retail mix comes into picture for the simple reason of providing all that a retailer had thought of, and the level of services he had planned. Customer service is the provision of service to customers before, during and after a purchase.

Customer service may be employed to generate such competitive advantage as a particular service proposition can be harder to copy for competitors a company may attempt to differentiate itself from its competition through the provision of better customer service. The consistent delivery of superior service requires the careful design and execution of a whole system of activities that includes people, technology, and processes. Technology has made available a wide range of customer service tools. They range from support websites and the ability to have live chats with technical staff to databases tracking individual customers' preferences, pattern of buying, payment methods etc., and tailoring products and service responses based on this advanced data. Specialist software that is designed for the tracking of service levels and for helping recognize areas for improvement are often integrated into other enterprise operational software tools such as ERP software.

Customers tend to be more forgiving of organizations that acknowledge and apologize for their mistakes rather than denying them. Taking responsibility for mistakes and correcting them is considered an important aspect of good customer service.

# CHAPTER-8

## **DATA DESCRIPTION**

Our study requires detailed store-level and customer survey data which is not publicly available.

The data comes from Pantaloons store over a period spanning 2 months. The number of questions in questionnaire were about 10 with customer feedback.

Answer scales varied over the years as well. To overcome this problem, we decided to focus only on 10 key questions that remained unchanged over a 2 month period and that, we believe, are most closely related to store execution policies. Thus, I limit our study to 2 months starting from May 2008.

RETURN is the Rupees value of all products that were returned per month and for which there was exchange scheme to the customer. Exchange might be reflective of store execution policies, because they are often caused by the lack of communication between customers and employees regarding merchandise' size, price and variety.

## **ANALYSIS AND INTERPRETATION**

The tools and methods of data collection identified earlier were employed to gather data on the consumer perception . The data accrued, especially from the interviews and questionnaires circulated, are tabulated and depicted on graphs in the following pages. The data thus gathered and tabulated is analysed. The data is then scrutinized and relevant interpretations are drawn.

The major objectives of analysis of data are:

1. To evaluate and enhance data quality
2. Describe the study population and its relationship
3. Examine effects of other relevant factors
4. Seek further insight into the relationships observed or not observed
5. Evaluate impact or importance



### **Age of the respondents**

The first criteria respondents were asked to indicate was the age group they belonged to. Respondents were asked to choose among four age group categories. The age groups were identified as key factors impacting shopping and purchase decisions of consumers.

The highest number of respondents falls in the age group 25-40. It can be deduced that most of the consumers who visit retail outlets regularly are the youth. They make up almost half of the population who shop at retail stores. 5

30

10

5

#### **Age of respondents**

0-25

26-40 41-55

above 55

### **Gender of the respondents:**

Consumers were asked to indicate their gender. The object of this question is to understand the demographics of the population under study.

The highest number of respondents were female, as is depicted by the chart presented above. The number of male respondents was less compared to the female respondents.

Consumers approached were asked an open-ended question to indicate the reasons they select a particular store to shop at as against any other retail outlet. Their responses were a broad idea of the factors that influence shopping and buying decisions was formed.

By analysing the responses to this question, we, the researchers, as well as companies, can identify customer preferences among the varied choices of stores, and can calculate how much market share they hold.

### **Gender of Respondents**

Male

Female 46.67%

53.33%

The highest number of responses has been attributed to Pantaloons. Pantaloons attracts people of many income groups, and offers products that appeal to a wide array of consumers.

### **satisfaction level based on the given parameters for the following stores:**

By analysing the responses to this question, we, the researchers, as well as companies, can identify the effectiveness of advertisements, location, brand, price, promotion, product variety etc., on the target consumers. This helps to understand the current consumer perception of the three stores identified and the corresponding satisfaction levels. From the tabulated data depicted above and responses of the consumers, it is evident that a good number of target consumers are satisfied with the stores at large. However, there are those who are unsatisfied or who have never visited the store at all. Such consumers form the potential market that the companies must strive to attract

There are also quite a few respondents who were highly satisfied with the retail chains. It is imperative for the stores to find out why this is so. They can modify and apply the same attractions towards the consumers who are less satisfied.

This goes to show that Pantaloons is doing many things right. It seems to enjoy a reasonable amount of goodwill. The marketing strategies, advertisements, promotions, quality, pricing, product variety etc., seem to be very appealing and also translate into sales and repeat purchases.

# CHAPTER-9

## CUSTOMER SURVEY DATA

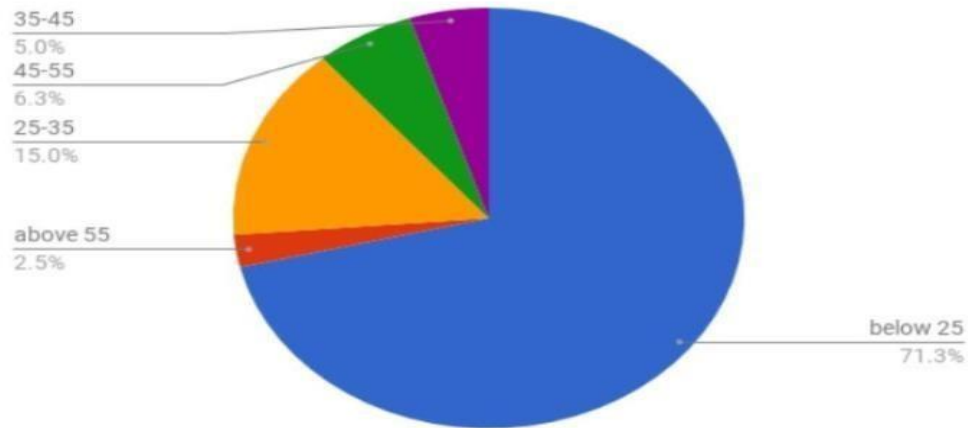
When customers paid their bill at the checkout, we chose them randomly to answer a satisfaction survey. I obtained customer surveys over a 2 months period. Around 100 Questionnaire were filled with the customers in 2 months time duration. With the different responses from every customer Negative to positive. The questionnaire contained around 10 questions keeping in mind the **10** Parameters of the store that are:

- 1.)Quality
- 2.)Service
- 3.)After Sale services
- 4.)Billing
- 5.)Variety
- 6.)Availability
- 7.)Convenience
- 8.)Service experience with store associates
- 9.) Price
- 10.) Navigation of the store

With the number of responses varying from highly satisfactory to Poor. I tried to target the customers of Pantalooons inside as well outside the store at Customer service Desk, at the cash counters, in the different sections or departments while handling them as sale staff, attending them at home delivery counters.

## 1.Age

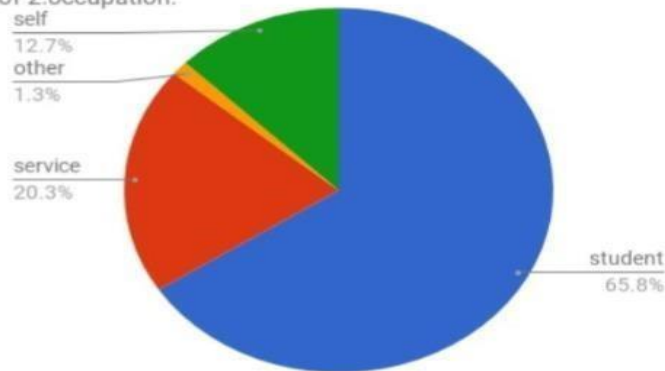
Count of 1.Age.



As we can see, the age below 25 is 71%, which is much more than that of other segments. The young population is dominant if we consider the numbers. The maximum number of footfalls, are due to the young population.

## 2.occupation.

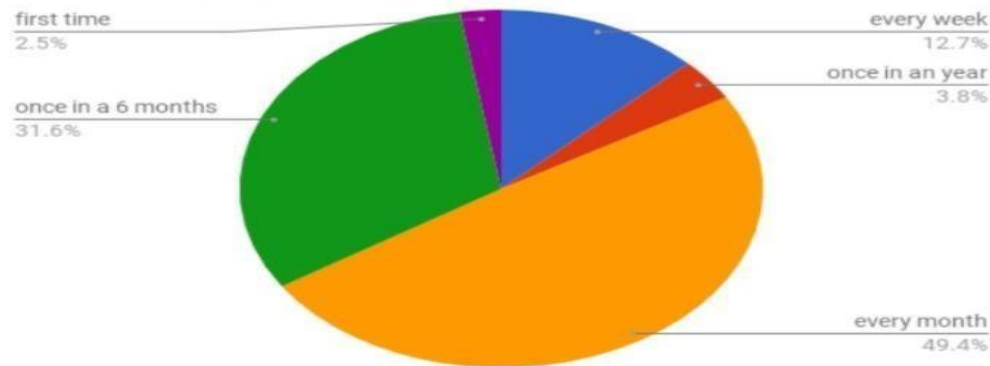
Count of 2.occupation.



The student segment that is 65.8%, dominates the footfall especially on weekends. So, offers should be modified and approach can be friendlier for their conversion and retention. The service sector gets a 20% of vote because of the festive occasions and sales.

### 3.Frequency of visiting pantaloons.

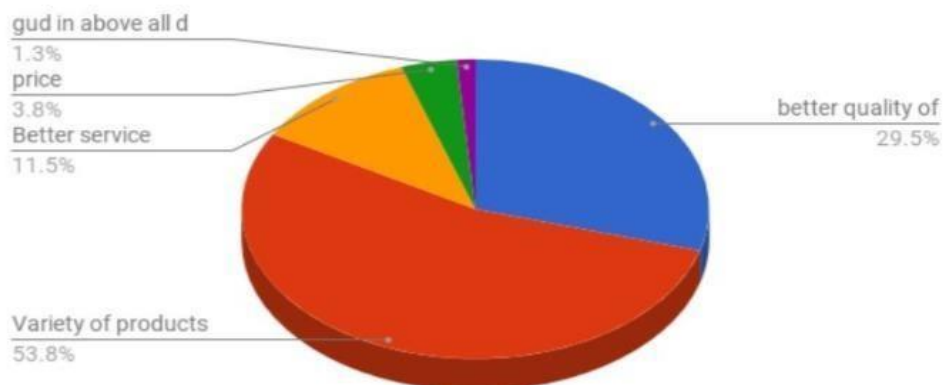
Count of 5.Frequency of visiting pantaloons.



Most of the respondents have visited pantaloons every month as it covers 50%.the other segment that visits pantaloons once in a 6 month are 32%. The reasons being pantaloons is easily reachable and covers a large variety of apparel and cosmetics.

### 4.What is the most important factor that influence you to buy from pantaloons?

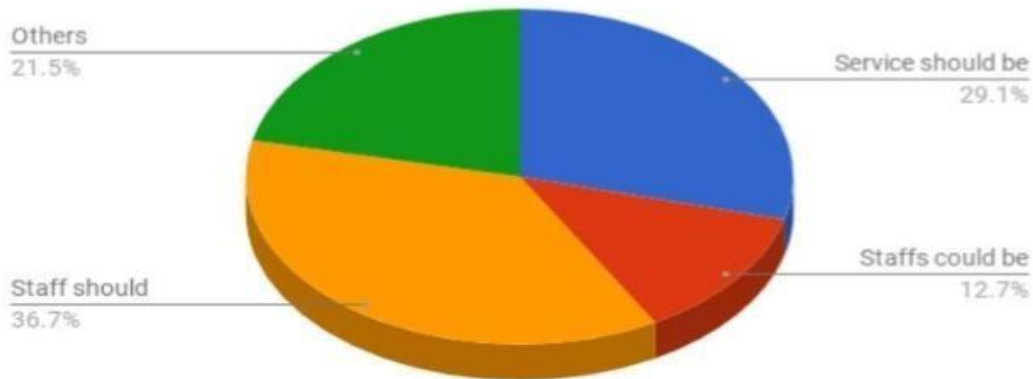
Count of 6.What is the most important factor that influence you to buy from pantaloons?



Evidently pantaloons have a wide variety of products and the coverage is 54%. Better quality has been voted 30% better services 11%. Customers prefer to shop at pantaloons rather to for an exclusive store having lesser variety.

5.Which of the following point you want improvement?

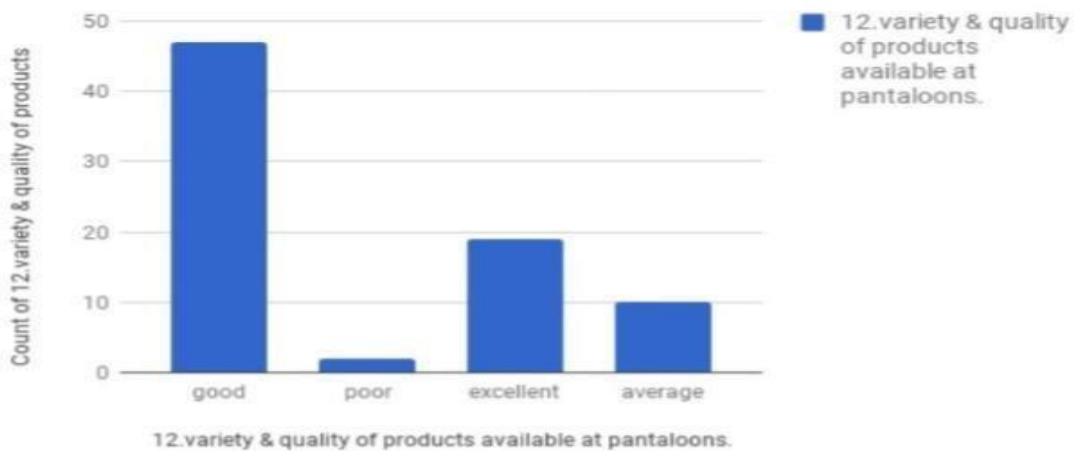
Count of 8.Which of the following point you want improvement?



As we see in this chart,37%of respondent's complaint the staffs be reminding them of the products and service along with the terms and conditions.29% of the customer suggest that the services should be a little faster

6.variety & quality of products available at pantaloons.

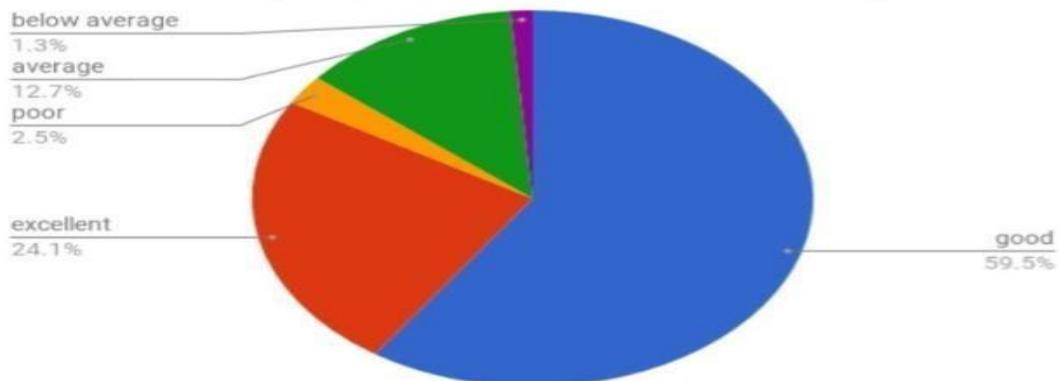
Count of 12.variety & quality of products available at pantaloons.



48 out of 80 respondents have rated good with the existing variety and quality of products, 19 respondents have voted excellent and 10people have chosen average.

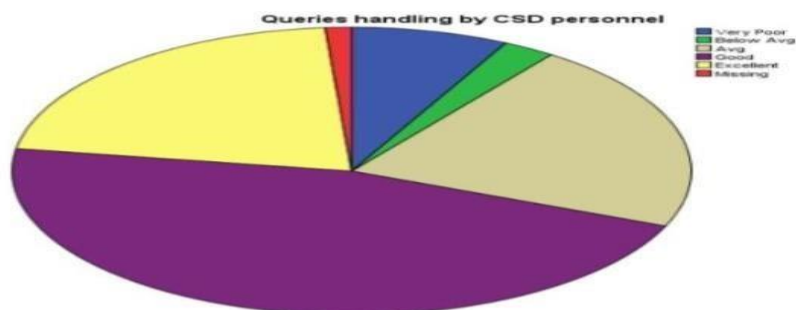
7.How is your experience at CSD (customer service desk)?

Count of 13.How is your experience at CSD(customer service desk)



The service quality of a store can be sensed from the service desk and 60% of the respondents are satisfied with the CSD where as 24.1%of customers reacted excellent.12.7% of customers rated average. The personal interaction with the respondents revealed that they had mainly some minor issues regarding cards and points which was handled immediately.

8.Rate your opinion about CSD personnel when answering your queries



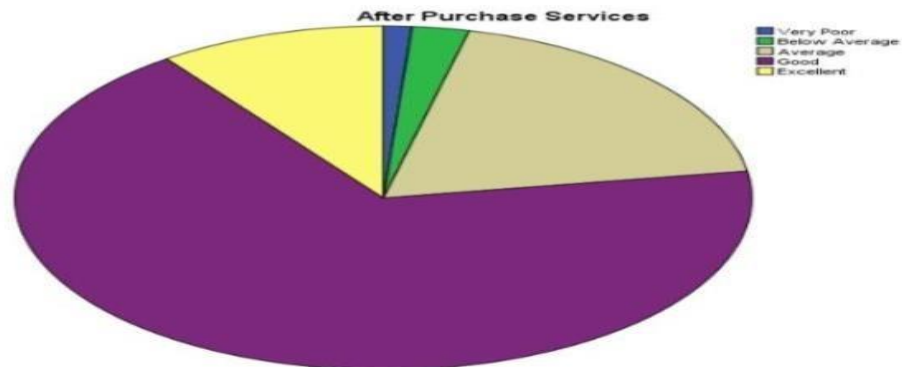
Queries handling by CSD personnel

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Poor	6	7.5	7.6	7.6
	Below Avg	2	2.5	2.5	10.1
	Avg	17	21.3	21.5	31.6
	Good	37	46.3	46.8	78.5
	Excellent	17	21.3	21.5	100.0
Total		79	98.8	100.0	
Missing	System	1	1.3		
Total		80	100.0		

As stated in the chart, 46.3% of respondents validated good where as 21.3% of the respondents termed excellent and average. sometimes, the customer has some issues with the policy and CSD helps in resolving them. An unsatisfied customer can demote the brand value so the CSD personnel takes that to consideration.



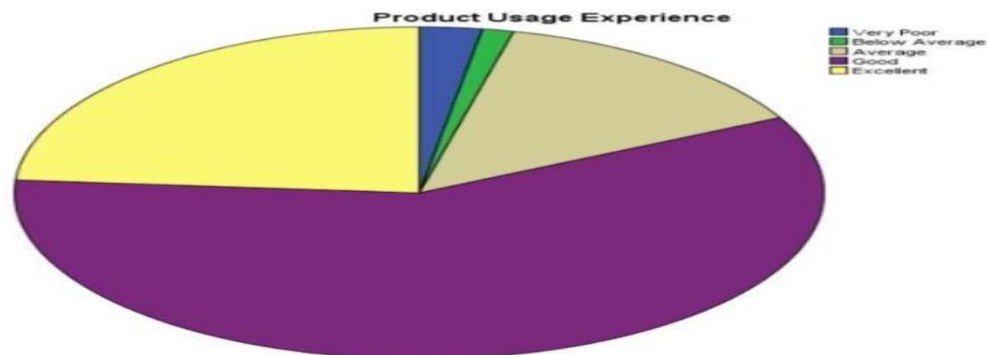
9.what is your opinion about after purchase services at pantaloons?



After Purchase Services				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very Poor	1	1.3	1.3	1.3
Below Average	2	2.5	2.5	3.8
Average	15	18.8	18.8	22.5
Good	54	67.5	67.5	90.0
Excellent	8	10.0	10.0	100.0
Total	80	100.0	100.0	

77% of the total respondents are satisfied with the after purchase services of pantaloons mainly because of the better quality of the products and services.

10. what is your usage experience of pantaloons products?

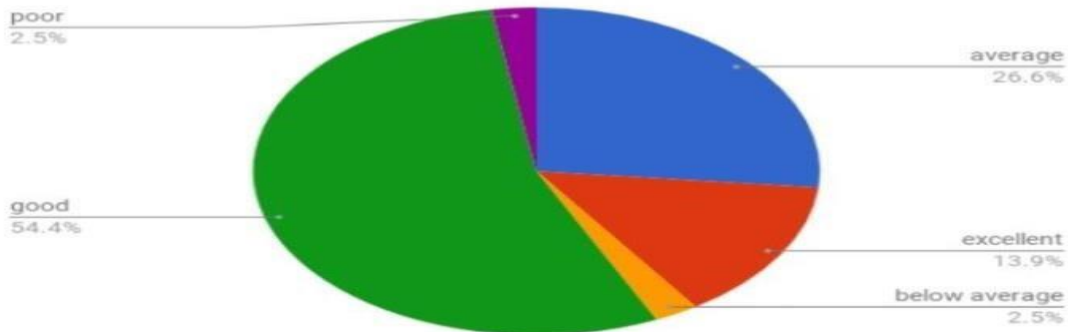


Product Usage Experience				
	Frequency	Percent	Valid Percent	Cumulative Percent
Very Poor	2	2.5	2.5	2.5
Below Average	1	1.3	1.3	3.8
Average	11	13.8	13.8	17.5
Good	47	58.8	58.8	76.3
Excellent	19	23.8	23.8	100.0
Total	80	100.0	100.0	

82% of the respondents have a positive view on the usage experience of the products because of the better quality standards.

11. Please rate the exchange policy of Pantaloons.

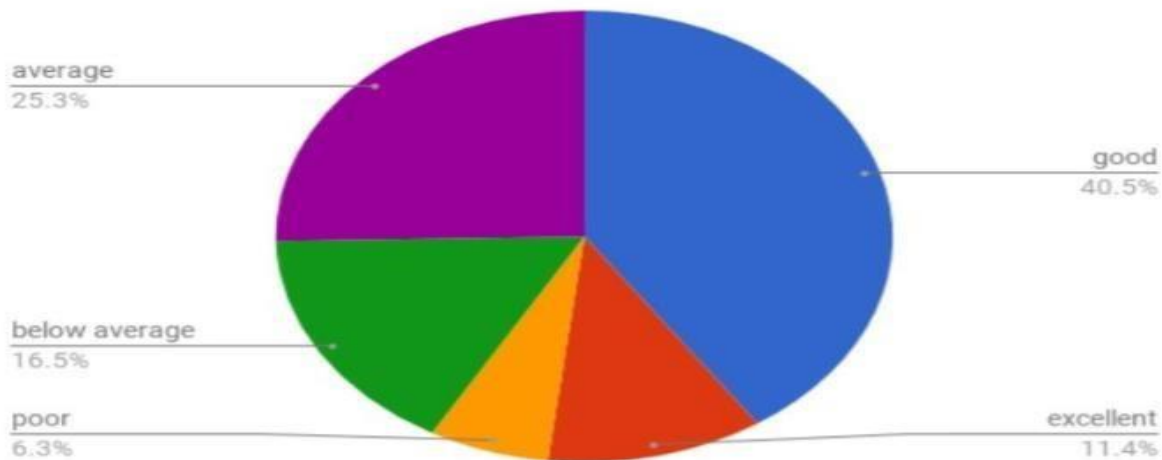
Count of 16. Please rate the exchange policy of Pantaloons



Exchange policies have certain facilities for loyalty members as in they'll get a 90 days extension for exchange and 54.4% of respondents rated good whereas 26.6% of the customer voted average and the reason being no exchange on footwear and selected garments. credit note issuance is another aspect of it.

12. How is your billing experience at pantaloons?

Count of 17. How is your billing experience at pantaloons ?



Among 80 respondents, 40.5% are satisfied with the billing experience whereas 25.3% of the respondents have stated average because of the numbers of counter available. 16.5% respondents have below average of experience level because of the time factors. excellent and poor rating is 11.4% and 6.3% accordingly.

# **CHAPTER-10**

### **suggestions by Customers:**

More Communication Should be there to guide the customers who visit for the first time.

There should be separate counter for senior citizen for cashiering.

The paging should be clear and soft so that it is audible to the customers.

The schemes and offers should be properly checked before applying to customers.

The payment made by credit card to the cashiers by customers should be taken special care of. The card should be swiped once only to the Banks system not to the system of the store.

The Cashiering Should be done fast so as to save time of customers.

The size should be always be available in the store for customers as mostly they are out of stock.

More cost effective clothes should be there in women section.

There were less variety in accessories. So it should be more in that section.

Space problem. Should be more spacious.

The range of denim jeans was limited. so this thing should be improved.

Good variety of merchandise should be there. should be trendy and keep pace with the market trend.

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# **CHAPTER-11**

## QUESTIONNAIRE

Name -

Gender- Male/Female

Contact No. –

Age Group- a) 15-25 yrs b) 26-35 yrs c) 36-45 yrs d) above 45 yrs.

Q1.Which retail store is more comfortable for your shopping?

(a)Pantaloons (b) Central (c) Reliance Trend (d) Globus(e) Westside

Q2. Which store products/merchandise collection available is more trendy or latest?

(a)Pantaloons (b) Central (c) Reliance Trend (d) Globus(e) Westside

Q3. Which retail store's coordination of staff members is more comfortable for you?

(a)Pantaloons (b) Central (c) Reliance Trend (d) Globus(e) Westside

Q 4. From where you heard about the sale available at pantaloons store?

(a)TV (b)Radio (c) Newspapers (d) Hording (5)others.

Q.5 Are you happy with the available offers at the store –

(a)Satisfied (b) Highly Satisfied (c) Dissatisfy

Q.6 you prefer to shopping with us due to-

(a) Attractive offers (b) High Quality (c) Variety (d) Better Assistant Q.7 on which time you prefer for shopping apparels?

(a) During offers (b) fresh stock (c) on festivals (d) anytime Q.8 which store is having the best ambience in Indore? (a)Pantaloons (b) Central (c) Reliance trend (d) Globus

(e) Q9. How often you visit Pantaloon in a month?

1.1-3 Times 2. 3-6 times 3. 6-9 times 4. More than 9

# CHAPTER-12



## CONCLUSIONS

As the data gathered through questionnaire suggests that the maximum number of customers fall between the age group of 20-35. The percentage in terms of number of customers that fall in 20-35 is 65%. As the Indian customers have different mind set. And they have the tendency to spend little and get more. And they always expect Value for their every penny. And Pantaloons in that context fulfil all their expectations.

Now there are 25% of the customer's falls in between 35-50. Therefore information suggests that the customers mainly fall between 20-50 year age group and that constitute 80% of the total sample size.

Talking about the factors that motivate customers to come to the Pantaloons store mainly focus on their own in house brand availability and value for money. 40% of the customer believes that Pantaloons has their own branded products to offer to the customers within a good price range.

Considering the fact that this project is focussing on customer experience while shopping led us to study whether they are satisfied with the variety and the product range available and 80% of the sample size believe that they get good variety and product range.

Pricing also becomes an important factor for customer to take in to consideration for evaluating their shopping experience. 55% of the sample size believes pricing is good enough to come again.

One of the important factors that can make or destroy the customer shopping experience is interface with customer care associates. 70% of the sample size has had good experience with CCA. 10% responded that they have not had satisfying experience with CCA's.

Providing a good billing experience to the customers is a must for every retailer. This is a point where customer can really get frustrated if they spend lot of time to get billing done. 75% of the sample sizes have said that their billing experience has been excellent. 8% responded that their billing experience had bad experience. Taking in to consideration all the above mentioned factors when customers were asked to rate their overall shopping experience, 95% have said that their experience has been good and to 5% of the sample size this has been satisfactory.

# CHAPTER-13

## RECOMMENDATION

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

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

# **CHAPTER-14**

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**THANK YOU**

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