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A

Report On

"STUDY ON CONSUMER BUYING BEHAVIOUR AND FACTORS AFFECTING THEIR BUYING BEHAVIOUR"

CENTRAL

BRAND.NEW

Submitted by

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Registration No: 2006258096

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In partial fulfillment of the recruitment for the degree of MBA under

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ROURKELA, ODISHA

Under The Guidance Of

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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 thank the entire Management of Central Mall for giving me the wonderful opportunity to work on a 30 Days internship project in their esteemed organization.

I am highly obliged to Mr. Atish Pradhan (Store manager) and Mr. Kunja Bihari Sathapati (Department Manager) for giving me this project and guiding me throughout my summer internship research. Their encouragement, time and effort motivated me to work sincerely in this project.

I would like to thank my project faculty guide Asst. Prof. Ipsita Dash, BIITM Bhubaneswar for her constant follow-up, support, encouragement and guidance to complete this project within the allotted time frame.

Date:

Place: Bhubaneswar Signature of Internal Guide

DECLARATION

I, students of BIITM (2020-22), hereby declare that the project report on "Consumer Buying Behavior And Factor Affecting Their Buying Behaviour" has been done under the guidance and involvement of Mr. Kunja Bihari Sathapati (Department Manager Central) BBSR and Asst. Prof. Ipsita Dash, (Academic Professor of HR dept.), Biju Patnaik IT & Institute of Management Studies, Bhubaneswar for the period 28th Sept 2021 to 28th Oct 2021

All information and data provided in this report are collected from primary and secondary sources that are true to the best of my knowledge.

Date:
Palce: Bhubaneswer

Jasmin Jena

CERTIFICATE OF COMPLETION

This is to certify that

Ms. Jasmin Jena,

Student of Biju Patnaik Institute of IT & Management Studies, Bhubaneswar, has successfully completed her Summer Internship Program 2021 conducted by CENTRAL MALL from 28th sept 2021 to 28th oct 2010 on project entitled, "Consumer Buying Behavior And Factor Affecting Their Buying Behaviour, BBSR"

During his summer internship program, the performance of him was excellent, based on our evaluation.

We wish his bright future.

Date: (Signature of Internal Guide)

EXECUTIVE SUMMARY

This study is intended to help Central Mall 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.

Research conducted was descriptive in nature. Descriptive research helped to develop the concept to clearly establish priorities, to divulge adequate information which helped 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. Simple random sampling is opted for this study. A sample size of 50 respondents was taken from Bhubaneswar. Data and every question in the questionnaire has been critically analyzed and then given the managerial implication. This analyzed data was later converted into bar diagrams for convenience. Later on the information were compiled to form a presentable report. Along with this, learned the basic store operation of `Central Mall. A better strategy to satisfy customer is only the way to gain customer attention and to penetrate more in own catchment area.

In conclusion Central Mall was spending lot of money for promotional activities for driving more customers into the stores but was not concentrating on converting the people who entered the store into a final customers, service attitude of Employee, Product Assortment should be improvised. It is found in the research that customers are price sensitive hence Reliance trends should give those offers which can facilitate more money saving as the customers are price sensitive.

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INTRODUCTION

INTRODUCTION

As customer's tastes and preferences are changing, the market scenario is also changing from time to time. Today's market scenario is very different from that of the market scenario before 1990. There have been many factors responsible for the changing market scenario. It is the changing tastes and preference of customer which has bought in a change in the market. Income level of the people has changed; life styles and social class of people have completely changed now than that of old days. There has been a shift in the market demand in today's world. Technology is one of the major factors which is responsible for this paradigm shift in the market. New generation people are no more dependent on haat market and far off departmental stores. Today we can see a new era in market with the opening up of many departmental stores, hyper market, shopper's stop, malls, branded retail outlets and specialty stores. In today's world shopping is not any more tiresome work rather it's a pleasant outing phenomenon now.

My study is based on a survey done on customers of a hypermarket name Central Mall. Central Mall is a new type of market which came into existence in India since 2004. It is a type of market where various kinds of products are available under one roof. My study is on determining the customer's buying behavior and factors influencing their buying decision at Central Mall. My study will find out the areas where Central Mall (Future Group) lacks behind the customer's expectations and determine what should be done to stands in the current market.
This field survey will help in knowing the present customers tastes and preferences. It will help me in estimating the customer's future needs, wants, demands and serving them better.

OBJECTIVES OF THE STUDY

1. To find out the buying behavior of the customers coming to Central Mall, Bhubaneswar.

2.To find out the customers response towards various attributes of Central Mall.

3.To study the satisfaction level of customers in different attributes of Central Mall.

SCOPE OF STUDY

The scope of this research is to identify the buying behavior of customers of Central Mall, Bhubaneswar. This research is based on primary data only. Due to time constraint only limited number of persons contacted. This study only focuses buying behavior of customers in Bhubaneswar. The study does not say anything about buying behavior of customer of other places. The scope of research is limited for Bhubaneswar. It provides help to further the research for organized retail sector in Bhubaneswar. It aim to understand the skill of the company in the area like technological advancement and competition in management.

IMPORTANCE OF STUDY

The study shows customers buying pattern with Central Mall, Bhubaneswar. Its provide guideline for further research in Bhubaneswar for organized retail. Research says about customer buying behavior towards Central Mall in Bhubaneswar. The study rate of customer satisfaction level with central mall for Bhubaneswar. The research is also important to identify Market size, growth and Market Potential of Central Mall in Bhubaneswar. The research shows future Scenario of Central Mall in current perspective.The study shows Opportunities and challenges for Central Mall in respect of internal & external environment. Research say about main competitors in the field of organized retail sectors. The study provide guideline to further extension of Central Mall in Bhubaneswar. The study provide help to know the customers satisfaction with Central Mall.

CONSUMER BEHAVIOUR AND BUYER BEHAVIOUR

Consumer behaviour is seen to involve a complicated mental process as well as physical activity (purchase decision). Consumer behaviour is a decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services.

Consumer behaviour reflects the totality of consumer's decisions with respect tothe acquisition, consumption and disposition of goods, services, time and ideas by (human) decision making units.

Buyer is the individual who actually makes the purchase transaction whereas user is the person most directly involved in the consumption or use of the purchased product. Buyer Behaviour particularly is the study of decision making units as they can buy for themselves or others. Thus, buying behaviour particularly involves collective response of buyers for selecting, evaluating, and deciding and post purchase behaviour. Buyer behaviour is the study of human response to services and the marketing of products and services . Buyer behaviour researches continuously investigate a broad range of human responses including human affective, cognitive and behavioural responses. The buying behaviour and purchase decisions are need to be studied thoroughly in order to understand, predict and analyse critical market variations of a particular product or service. The field of consumer behaviour is the broad study of individuals, groups or organisations and the process they use to select, secure and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processeshave on the consumer and society. Consumer behaviour studies are based on the buying behaviour of final consumers-individuals and households who buy goods and services for themselves. The collective behaviour of consumers has a significant influence on quality and level of standard of living. Buyer Behaviour is broadly defined by various scholars and researchers as:

1.It's the behaviour displayed by the consu1ners during the acquisition, use and disposition of products/services, time and ideas by decision making units.

2.It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various socialand psychological variables at play.

3. The process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires. The activities directly involved in obtaining, consuming and disposing off products and services, includingthe decision processes that precede and follow these actions.

CONSUMER BEHAVIOUR: AN EMERGING FIELD OF STUDY

In the highly specialised study of "business Management", "business admninistration" or just "management'' today, "Marketing Management" functionplays a very critical role in business activities. This is because this functional area of management:

1."Earns" the revenue and
2."Works" in the close proximity with the public or persons outside theorganisation.

Controlling these two attributes to have the desired benefits are the most difficultpart of the management, because none of these two are within the direct control of the marketers. This does not mean that the other functional areas are not useful,but they are not "directly'' involved in the activities 1nentioned above.

Marketing consists of an interaction between buyer and seller for the purpose ofexchanging something valuable to the mutual benefit of both the parties to the transaction. One cannot appreciate this marketing process by observing only theseller, knowledge about consumer is a sound basis for marketing strategies and decisions. Markets are selected on the basis of consumer wants, location, characteristics and expenditure patterns. To ignore the customer can lead to disaster in a modern economy.

Consumer behaviour has become an integral part of strategic market planning. It is also the basis of the approach to the concept of "Holistic Marketing". The belief that ethics and corporate social responsibility should also be integral components of every marketing decision is embodied in a revised marketing concept - the societal marketing concept - which calls on marketers to fulfil the needs of their target markets in ways that improve society as a whole.

Consu1ner or the "Customer" play a very critical role as these are the people who finally buy the goods and services of the organisation and the firm is always on the1nove to1nake the1nbuy so as to earn revenue. It's crucial from both the points of view as given below:

From the customer's point of view:

Today, in the highly developed and technologically advanced society, the customers have a great deal of choices andoptions (often very close and competing) to decide on or compare;

1. They have the products of an extreme range of products attributes (the 1stP - Product).
2. They have a wide range of cost and payment choices (the 2nd **P** - Price).
3. They can order them to be supplied to their door step or anywhere else (the 3rd P - Place) and
4. Finally they are bombarded with more communications from more channels of information than ever before with the invention of information technology (the 4th P - Promotion).

From the marketer's point of view:

"The purpose of 1narketing is to sell more stuff to more people more often for more money in order to make more profit." This is the basic principle of requirement for the marketers in earlier days where aggressive selling was the primary aim. It cannot be achieved by force, aggressionor plain alluring. Customer today are more informed, more knowledgeable, more demanding, more discerning and above all there is no dearth of marketers to buy from. The marketers have to earn them or win them over. The global marketplace is a study of diversity among consumers, producers, marketers, retailers, advertising media, cultures, and customs and of course the

individual or psychological behaviour. However, despite prevailing diversities, there also are many similarities. Consumer market is highly sensitive and driven by widely diversified culture in many countries.
The study of consumer behaviour is also very important to the marketers because it enables them to understand and predict buying behaviour of consumers in the marketplace. It is concerned not only with what consumers buy, but also with why they buy it, when, where, how they buy it, how often they buy it and also how they enjoy the services. Consumer research is the methodolog y used to studyconsumer behaviour; it takes place at every phase of the buying process: before the purchase, during the purchase and after the purchase.

Consumer behaviour is interdisciplinary approach based on concepts and theories about people that have been developed by behavioural scientists, philosophersand researchers in diverse disciplines such as psychology, sociology, social psychology, cultural anthropology and economics. The study of consumer behaviour also helps 1nanage1nent to understand consumer's needs so as to recognise the potential for the trend of development of change in consumer requirements and new technology and also to articulate the new thing in terms of the co11su1ner's needsso that it will be universally accepted in the market well.

BUYER ROLES

For making strategic decisions the marketers have to identify the buyers who make the final buying decisions. It is truly a big task before the marketers to identify the target buyers of the particular service.

Influencer: Several people may be involved in a particular purchase decision, but all of them are not consumers. A person who has int1uence, whose views or advice is given weightage while taking the final decision.
Gatekeepers: Family members who control the flowof information abouta product or service into the family.
Initiator: The person who is the first to suggest or think of the idea of purchasing a product or service.
Decider: The person who finally takes the decisions of whether to buy,what to buy, how to buy and from where to buy.
Buyer: The person who actually buy the product/service after makingpayments.
User: The person who actually uses or consumes the product or service.

Personal Factors That Affect People's Buying Behavior

The Consumer's Personality

Personality describes a person's disposition as other peoplesee it. The followingare the "Big Five" personality traits that psychologists discuss frequently:

1. **Openness.** How open you are to new experiences.
2. **Conscientiousness.** How diligent you are.
3. **Extraversion.** How outgoing or shy you are.
4. **Agreeableness.** How easy you are to get along with.
5. **Neuroticism.** How prone you are to negative mental state.

The Consumer's Self Concept

Marketers have better luck linking people's self-concept to their buying behavior. Your **self-concept** is how you see yourself-be it positive or negative. Your **ideal self** is how you would like to see yourself-whether it's prettier, 1norepopular or more eco-conscious.

Marketing researchers believe people buy products to enhance how they feel about themselves-to get themselves closer to their ideal selves, in other words. *The slogan "Be All That You Can Be," which for years was used by the US. Armyto recruit soldiers, is an attempt to appeal to the selj concept. Presumably, by joining the U.S. Army, you will become a better version of yourself, which will, in turn, improve your life. Many beauty products and cosmetic procedures are advertised in a way that's supposed to appeal to the ideal selves people are searching for. All of·us want products that improve our lives.*

The Consumer's Gender

Everyone knows that men and women buy different products. Physiologically speaking, they simply need different product-different underwear, shoes, toilet1ies, and a host of other products. Men and women also shop differently. One study by Resource Interactive, a technology research firm, found that when shopping online, men prefer sites with lots of pictures of products; women prefer to see products online in lifestyle context-say, a lamp in a living room. Women are also twice as likely as men to use viewing tools such as the zoom and rotate buttons and links that allow them to change the colour of products.

The Consumer's Age and Stage of Life

You have probably noticed that the things you buy have changed as your age. When you were a child, the last thing you probably wanted as a gift was clothing. As you became a teen, however, cool clothes probably became a bigger priority. Companies understand that people buy different things based on their ages and life stages. Aging baby boomers are a huge market that companies are trying to tap. Ford and other car companies have created "aging suits" for young employees to wear when they're designing auto1nobiles. The suit simulates the restricted mobility and vision people experience as they get older. Car designers can then figure out how to configure the automobiles to better meet the needs of these consumers.

The Consumer's Lifestyle

Two consumers (say, you and your best friend) can be similar in age, personality, gender, and so on butstill purchase very different products.

To better understand consumers and connect with them, companies have begun looking more closely at consumers' lifestyles. This often includes asking consumers to fill out extensive questionnaires or conducting in-depth interviews with them. The questionnaires go beyond asking people about the products they like, where they live, and what sex they are. Instead, researchers ask people what they *do-that* is,how they spend their time and what their priorities, values, and general outlooks on the world are. Where do they go other than work? Who dothey like to talk to? What do they talk about?

The Consumer's Decision-Making Process

Stage 1. Need Recognition

Stage 2. Search for Information

Stage3.Product Evaluation

Stage 4. Product Choice and Purchase

Stage 5. Post purchase Use and Evaluation

Stage 6. Disposal of the Product

Situational Factors That Affect People's Buying Behaviour

- The Consumer's Physical Situation
- The Consumer's Social Situation
- The Consumer's Mood

BUYING BEHAVIOUR OF CONSUMERS

There are 4 Major types of buying behaviors based on the consumer'sinvolvement as well as differences in related brands.

1.Complex buying behaviour
2.Variety seeking behaviour
3.Dissonance reducing buying behaviour
4.Habitual buying behaviour

INDUSTRY PROFILE

Industry Profile

Retail Industry in India

Retail industry as of June 2020

Introduction

The Indian retail industry has been thrown open to foreign majors and is packed with players who strive to offer great products and value-for-money to Indian consumers. The country holds vast promise for retailers with its burgeoning spending power and rising middle class.

The US$ 500 billion market, growing at an annual rate of about 20 per cent, is largely dominated by small shops and stores as of now. The organised segment is in its nascent stage and has huge potential to harness in the sub-continent. Foreign giants like Walmart and IKEA have recently received the Government's nod to enter the Indian market, after making all the necessary compliances.

Market Size

- India's retail market is majorly dominated by the un organised sector. Organised segment accounts for 8 per cent of the total retail landscape, according to a study by Booz & Co and RAI.
- The Indian retail industry has expanded by 10.6 per cent between 2018 and 2019 and is expected to increase to US$ 750-850 billion by 2019, according to another report by Deloitte. Food and Grocery is the largest category within the retail sector with 60 per cent share followed by Apparel and Mobile segment.
- The foreign direct investment (FDI) inflows in single-brand retail trading during April 2000 to December 2012 stood at US$ 95.36 million, as per the data released by Department of Industrial Policy and Promotion (DIPP).

Online Retail

Internet is the buzzword in India these days. People have online access 24x7 through their laptops, iPads and mobile phones. As a result they have continued access to online retail marketsas well.

Online retailers are emerging as important sales channels for consumer brands in India as more and more people, especially the young generation, are shopping online. From apparel to accessories, kids and infants' product lines and almost everything under-the-sun is available on the net these days. Apparel and accessory brands, such as Puma, Nike and

Wrangler, have recorded a big increment in online sales in 2018, led largely by purchases from smaller townsand cities with consumers paying the full price for these products.

For instance, footwear brand Nike has tie-ups only with online retailers such as Myntra in a very unique initiative, it recently launched its new range of cricket gear on Myntra. Such partnerships turn out to be very successful as online retailers provide greater visibility than a physical store. "Our online store can carry around 10,000 options, while an offline store can carry only 20 per cent of a given range," said an official.

Online retail in India is projected to grow to US$ 90 billion by 2030, accounting for over 5 per cent of the Indian retail industry, according to a report by advisory services firm Technopak. This forecast is encouraging more companies- big and small- to sell aggressively online. Experts believe that much of this growth will come from the rising purchasing power of consumers in smaller cities, who do not have access to brick-and-mortar stores stocking high-end brands.

Government Initiatives

The Cabinet Committee on Economic Affairs (CCEA) has recently approved Swedish furniture retailer IKEA's application to enter the Indian industry and set up a single brand retail venture in the country. FDI would be to the tune of Rs 10, 500 crore (US$ 1.76 billion), making it the largest investment to be made by a foreign brand in the Indian retail sector.

Moreover, the Government may further simplify investment norms in multi-brand retail to please foreign retailers who intend to invest in India but are a little hesitant on certain clauses. Mr Anand Sharma, the commerce and industry minister, has re-iterated that any FDI proposal in multi-brand retail will be fast-tracked for sure.

Road Ahead

The overall Indian retail sector is expected to grow 15 per cent in 2017-22, with organised retail growing at 24 per cent or three times the pace of traditional retail (which is expected to expand at 8 per cent), according to the report by Booz & Co and RAI.

Deloitte also seconds this forecast and expects that organised retail, which constitutes eight per cent of the total retail market, will gain a higher share in the growing pie of the retail market in India. Various estimates put the share of organised retail as 20 per cent by 2030.

COMPANY PROFILE

CENTRAL

BRAND.NEW

future group

Co-Founders
Of The New

FLF

FUTURE
LIFESTYLE
FASHIONS

Company Name	FUTURE GROUP INDIA
Ownership Type	PUBLIC
Registered Address	Knowledge House, Shyam Nagar Off Jogeshwari-Vikhroli Link Road Jogeshwari (East), Mumbai
Category	Company limited by shares
Sub Category	Non-Government Company
Corporate Identification Number (CIN)	L51909MH2007PLC268269
Year of Establishment	1987
Age of Company	32 Years
Primary Location	MUMBAI

CENTRAL

CENTRAL was built keeping in mind the proposition of offering the consumer the benefits of shopping, eating and celebrating, right in the heart of the city. Central is the best example of pooled insights and processes leading to new discoveries. A noticeable initiative was the formation of key brand relationship teams for the top tenperforming brands in terms of revenue and profits. This resulted in maximized returnsfor both the store as well as the brand owners. As on June 2007, there were 4 Centralsoperational in Bangalore, Hyderabad, Pune and Vadodara spread over nearly 0.60 million sq. The fourth Central mall spread over nearly 150,000 square feet was launched in Vadodara in January 2007.

Central also initiated the creation of a seamless technology integration experience between the merchandise management and brands retail team, as a pilot study. The important aspect of Inventory Management is also being addressed more effectively with the pilot implementation of RFID (Radio Frequency Identification Device) across some categories in all Central stores. This technology enhancement is expected to havea positive impact on inventory handling and reconciliation and will gradually includemost merchandise categories.

The existing stores will be upgraded through addition of new product categories. Efforts are also being made to forgestrateg alliances with other established international brands.

SWOT ANALYSIS

STRENGTH

- Everyday low price, which will attract consumers and had a wide benefit to the company.
- It offers a family shopping experience, where entire family can visit together. .
- Experienced work force.

WEAKNESS

- Too many offers at times confuse the customers
- General perception of the customers " Low price – low quality
- Less mall activities and events
- Less parking facility due to customer parking during show times in Inox cinemas on the 4th floor of Central

OPPORTINITIES

- Expansion of the product range.
- Rapid increase in the Mall culture of India
- Introduction of offers which will attract both lower and middle class of the society.
- Provide customers with purchase points in Future pay wallets, which can be redeemed onany purchases.

THREATS

- High competition.
- Change in customers taste and preferences.
- High price of branded products will not attract the lower class of the society.
- Online Retailers.

COMPETITOR ANALYSIS

Major Players in Indian Retail Industry:

- Shoppers' Stop:

Strength	Weakness
Brand image Quality of the products High conversion rates due to increasing footfalls	Not very focused on promotion Follows low risk strategy, where the company is going very steady, which might be very slow process for growth to company

- Westside

Strength	Weakness
Leveraging brand recognition in new segmentation	Investing into customers oriented services and supply chain

- Pantaloons

Strength	Weakness
Largest market share and capitalization Reputation for value for money, convenience and wide range of all in one store Invest time and money in training people and retaining them	Does not function internationally Faces more competitions

- Lifestyle

Strength	Weakness
Customer loyalty schemes with membership given to customers Shopping convenience for people and family shopping option all under one roof	Has not yet captured the complete market, quite a lot of segments need to be captured

- Provogue

Strength	Weakness
Celebrity advertising campaigns It has set up 40showrooms mainly in metro cities	No provision for kids wear Lack of showrooms in mini metro cities

International retailers:

There has been greater influence of brands like Wal-Mart, Tommy Hilfiger, Carrefour, Marks & Spencer's, Nike, etc in the big cities of India for long.

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Title of the project:

STUDY ON CONSUMER BUYING BEHAVIOUR AND FACTORS AFFECTING THEIR BUYING BEHAVIOUR", BHUBANESWAR

Methodology adopted for study

- Observing the working of various departments
- Discussion with executives, managers and employees.
- Visiting and surfing websites of the company

Meaning

Research Methodology is a set of various methods to be followed to find out various information's regarding market strata of different products. Research Methodology is required in every industry for acquiring knowledge of their products.

Area of study

The study is exclusively done in the area of marketing

Sources of Data

Primary Source- The primary data was collected by means of a survey. Questionnaires were prepared and customers of the Reliance trends at two branches were approached to fill up the questionnaires. The questionnaire contains 13 questions which reflect on the type and quality of services provided by the Reliance trends to the customers. The response o f the customer is recorded on a grade scale of strongly disagree, disagree, uncertain, agree and strongly agree for some questions. The filled up information was later analyzed to obtain the required interpretation and the findings.

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Secondary Source- In order to have a proper understanding of the customer service of Central a depth, a lot of data is also collected from the official websites of the Central and the articles from various search engines like Google

RESEARCH DESIGN

The research design is exploratory till identification of customer services parameters buying behaviour. Later it becomes descriptive when it comes to evaluating customer perception of customer service of the Central.

Descriptive research, describes data and characteristics about the population or phenomenon being studied. Descriptive research answers the questions who, what, where, when and how.

RESEARCH SAMPLE

SAMPLING PLAN :

Since it is not possible to study whole universe, it becomes necessary to take sample from the universe to know about its characteristics.

- Sampling Units: Customers of Reliance trends.
- Sample Technique: Simple Random Sampling.
- Research Instrument: Structured Questionnaire.
- Contact method: Personal interview

SAMPLE SIZE:

The work is a case of Central one of the Retail Sector industry together representing great per cent of the market share of Indian retail sector. The survey was conducted in the city of Bhubaneswar with one branch of central, with 50 customers as respondent.

DATA COLLECTION TOOL

Data is collected from various customers through personal interaction. Some other information is collected through secondary data also. Data was collected through a structured questionnaire.

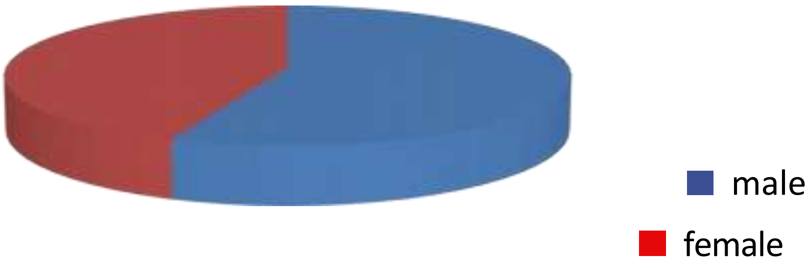
LIMITATIONS OF THE STUDY

- The study is only for the Central Mall confined to a particular location and a very small sample of respondents. Hence the findings cannot be treated as representative of the entire retail industry.
- Respondents may give biased answers for the required data. Some of the respondents did not like to respond.
- Respondents tried to escape some statements by simply answering "neither agree nor disagree" to most of the statements. This was one of the most important limitation faced, as it was difficult to analyse and come at a right conclusion.
- study we have included 50 customers because of time limit.

DATA ANALYSIS

1.Gender

Particulars	Frequency	Valid Percent
Male	28	56.0
Female	22	44.0
Total	50	100.0



Analysis:

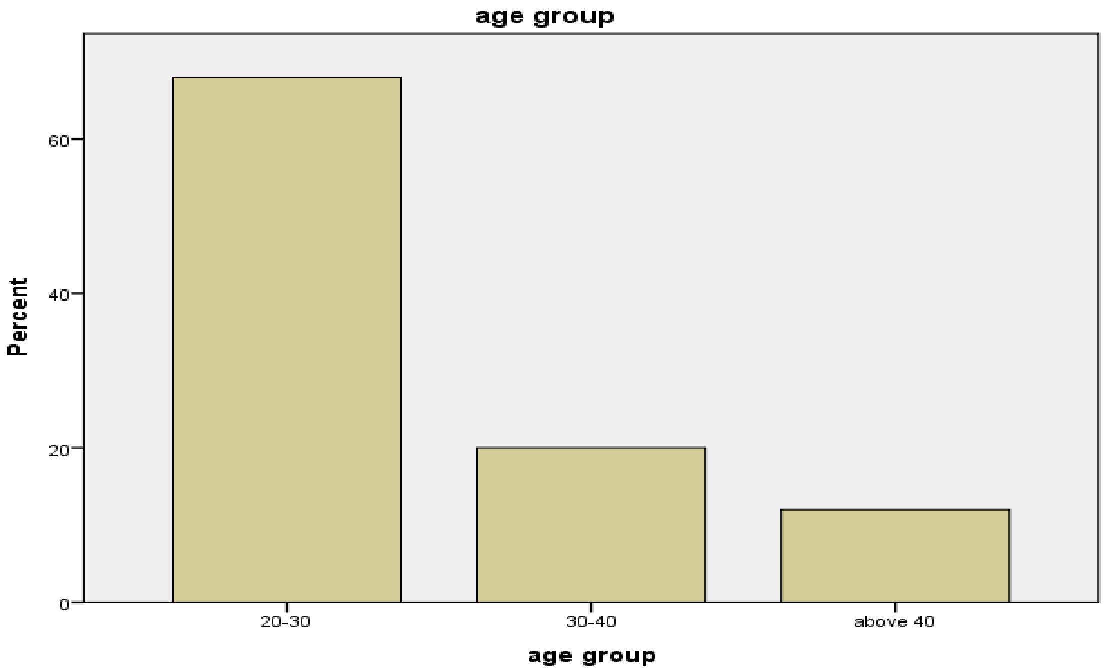
From the above table and the pie graph it is clearly observed that the number of males entering into the reliance trends stores are more when compared to that of females. But from the taken sample of 50 respondents, the number is quite same.

Interpretation:

From the taken sample of 50 respondents the number of males is higher than the number of females but the number is quite same, so reliance should not neglect on any gender as both are entering into the stores in almost same numbers

2.Age Group

Particulars	Frequency	Valid Percent
20-30	34	68.0
30-40	10	20.0
above 40	6	12.0
Total	50	100.0



Analysis:

From the above figure and the table it is clearly observed that most of the people entering into the FUTURE GROUP store belong to the age group of 20-30 years.

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Interpretation:

As it is clear that the people of age group between 20-30 years are visiting the stores mostly. So Central have to concentrate on attracting more people of this group. All the promotions should be done in the way to influence the people of this age group to come into stores. Also people of this age group will follow the fashion trends, and Central Mall stands itself as India's Largest Fashion Destination and family store.

3.Occupation

Particulars	Frequency	Valid Percent
Student	22	44.0
working professional	17	34.0
Business	6	12.0
House wife	5	10.0
Total	50	100.0

Analysis:

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.

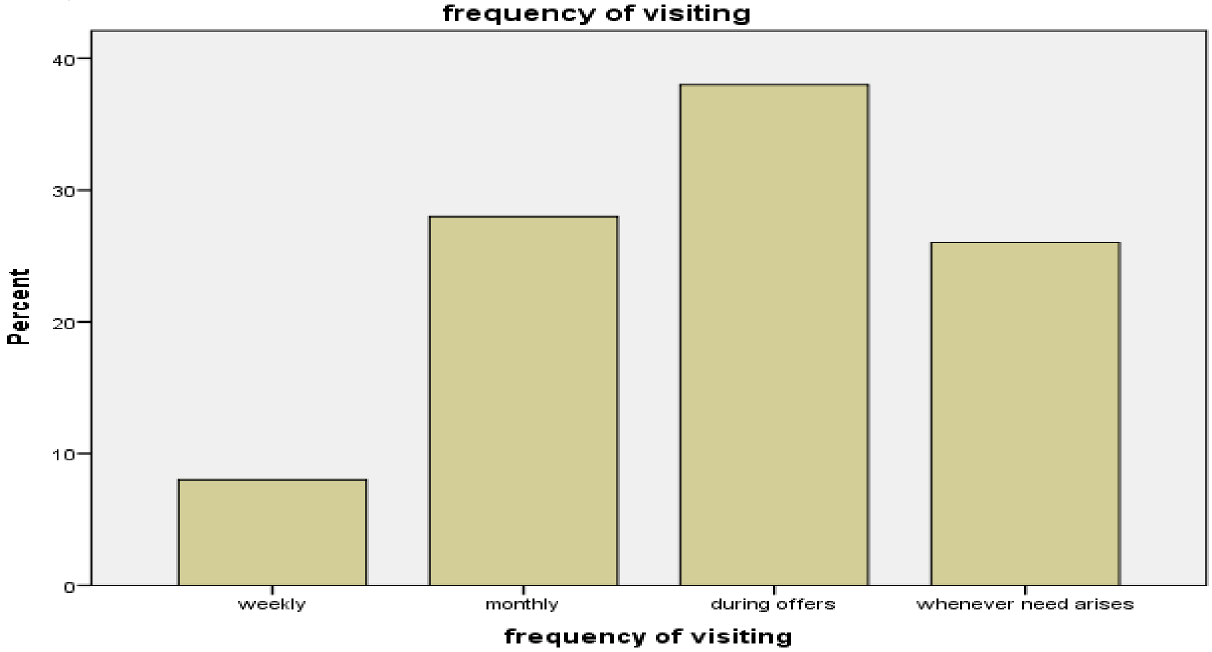
Interpretation:

Future Group was getting its targets customers and it has to concentrate more on doing different types of promotions for attracting the remaining classes of customers.

5. How frequently do you visit Central Mall?

Particulars	Frequency	Valid Percent
Weekly	4	8.0
Monthly	14	28.0
during offers	19	38.0
whenever need arises	13	26.0
Total	50	100.0

Analysis:



Analysis

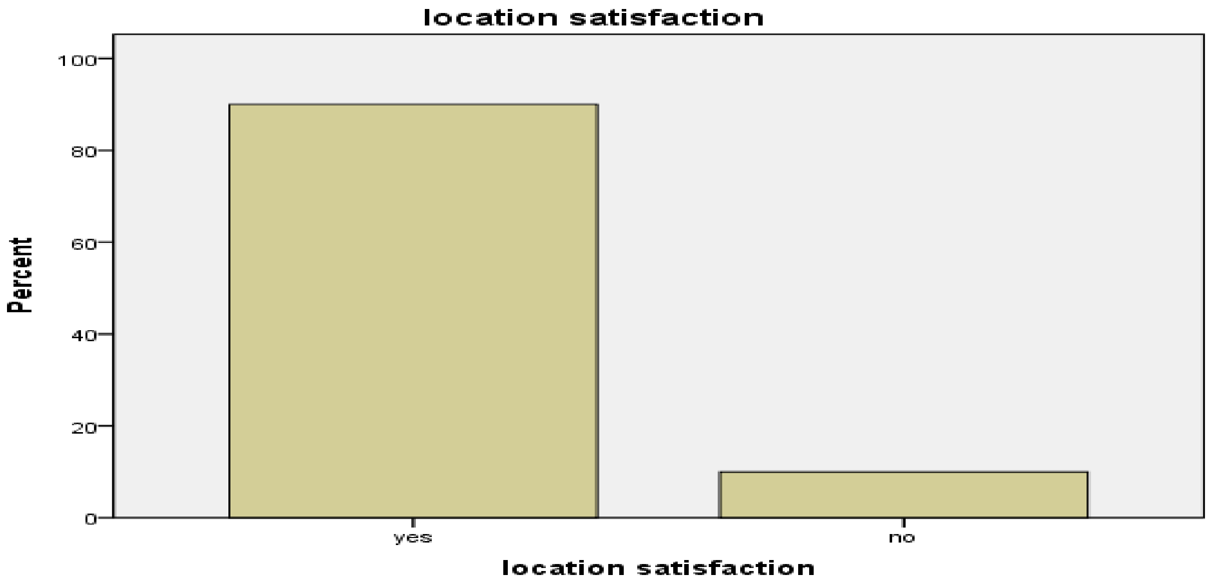
From the above graph it is observed that 38% people entering the stores at the time of special offers, 28% people are coming to reliance trends stores monthly and 26% are coming whenever they need and just 8% people were coming into the stores on weekly basis.

Interpretation:

Most of the people coming into the stores during special offers and some are coming monthly and when ever need arises for them. So, Central have to concentrate on maintaining the relationship with the customers in such a way that it should retain its customers.

6. Are you happy with the location of central stores in the city?

Particulars	Frequency	Valid Percent
Yes	45	90.0
No	5	10.0
Total	50	100.0



Analysis:

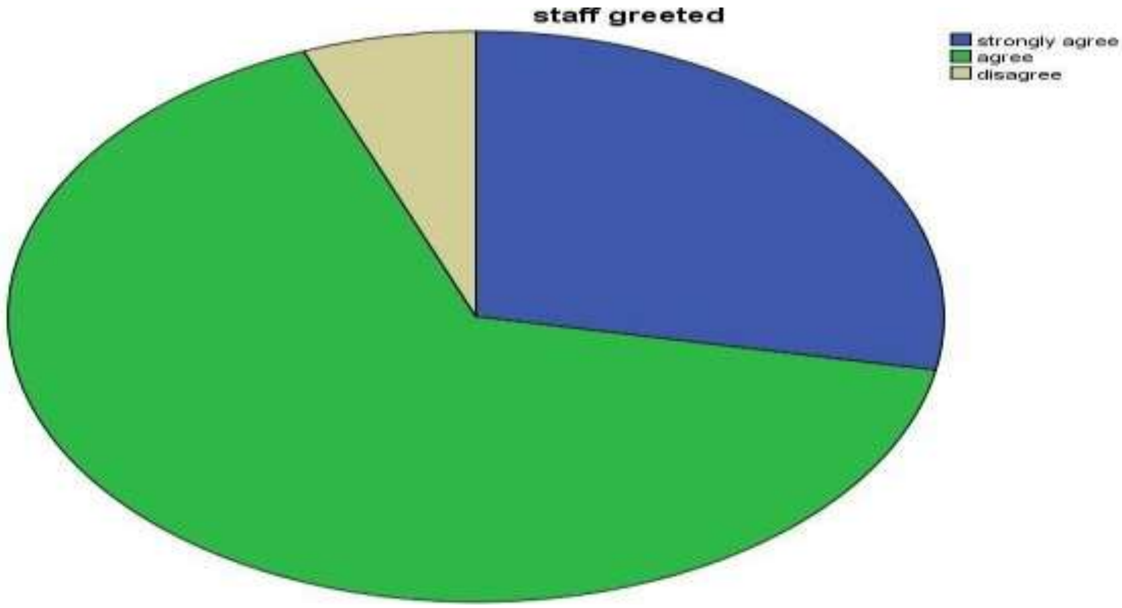
From the above figure it was clear that maximum people 90% feel that they were happy with the location of the stores in the city and remaining 10% were not happy with the location.

Interpretation:

It was clear that maximum of the respondents have told that Central Mall were located at the perfect locations in the city Central store can concentrate on bringing more customers into the stores as they were located in the right locations in the city.

7. Staff greeted you and offered to help you

Particulars	Frequency	Valid Percent
strongly agree	14	28.0
Agree	33	66.0
Disagree	3	6.0
Total	50	100.0



Analysis:

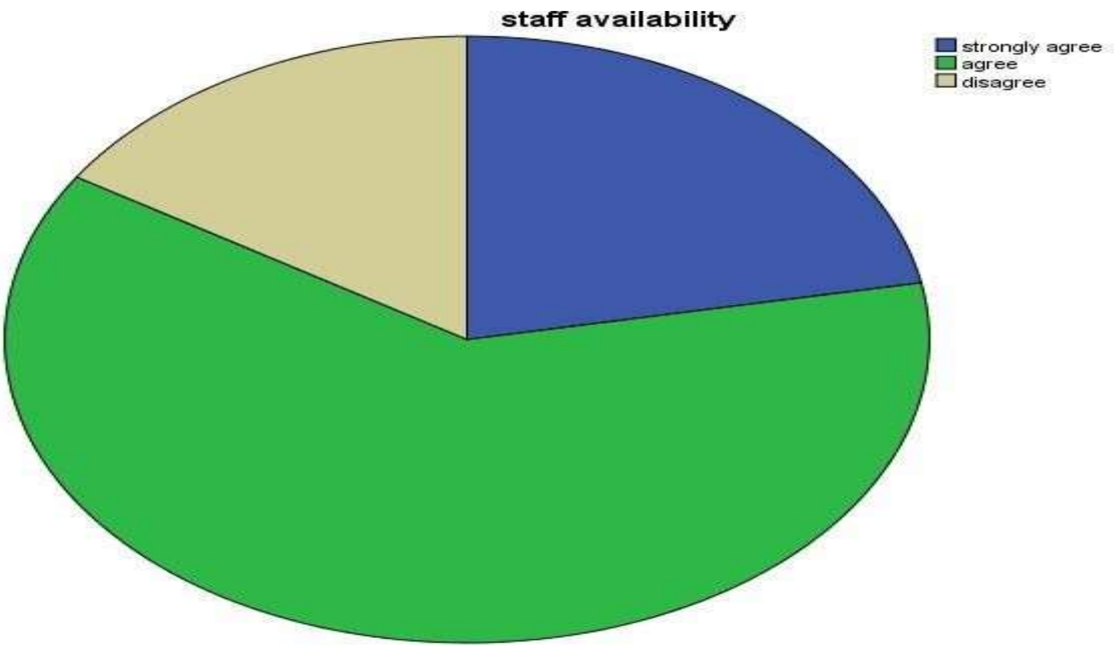
From the above table and figure it is clear that 66% of people agreed that staff greetedthem and offered to help them, 28% have strongly agreed, only 6% were disagree.

Interpretation:

From the total of 50 respondents no one has given the response as strongly disagree and very less have given disagree so, it is very good that no one have negative response regarding this. So central mall ca n concentrate on training the employees in a better way for assisting different types of customers, employees must be made to communicate in the language which was understandable to the customers.

8. Staff was available in a timely manner.

Particulars	Frequency	Valid Percent
strongly agree	11	22.0
Agree	31	62.0
Disagree	8	16.0
Total	50	100.0



Analysis:

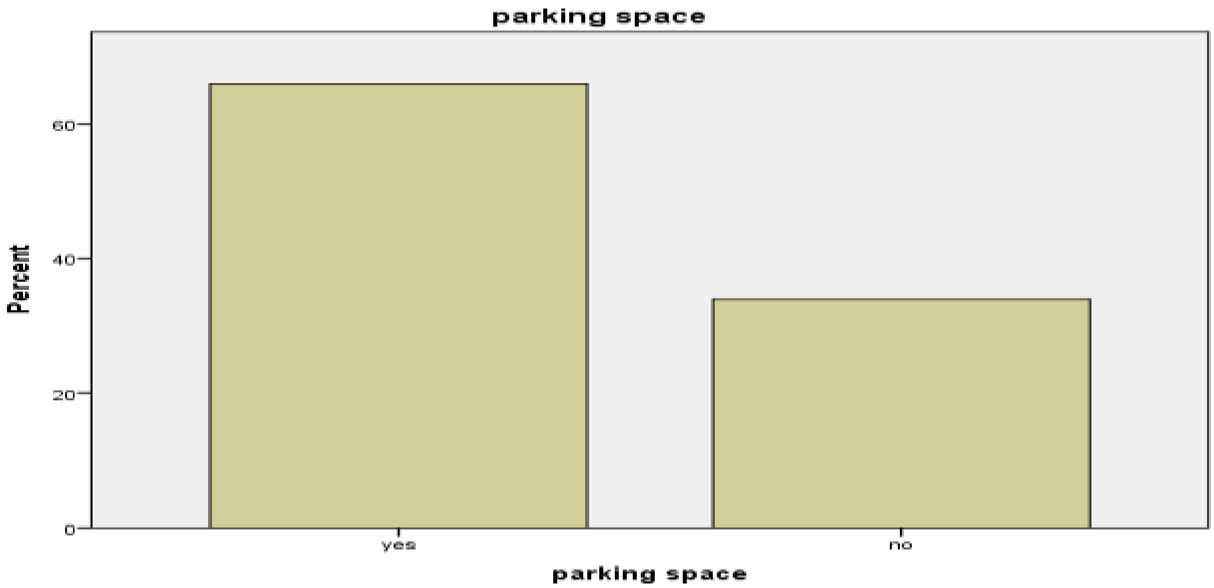
More than 60% of the respondents agreed that staff was available to assist them in timely manner and 22% of respondents have strongly agreed and just 16% of respondents disagreed.

Interpretation:

From the above data it is clearly understood that very few customers feel that staff was not available in timely manner and the maximum of the respondents feel that staff was available.

8. **Do the store provides convenient parking for customers**

Particulars	Frequency	Valid Percent
Ye s	33	66.0
No	17	34.0
Total	50	100.0



Analysis:

66% of the respondents feel that they have convenient parking space and 34% of respondents feel they don't have convenient parking space.

Interpretation:

Almost all the CENTRAL store in india are having enough parking space but some people are feeling that they don't have convenient parking. This may be because parking vehicles in the parking space is not properly managed. it the parking space is not available for customers there may be chance that they may get negative impression on entire CENTRAL MALL.

9.How did you come to know about Central mall.

Particulars	Frequency	Valid Percent
Newspapers	8	16.0
Leaflets	9	18.0
banners and hoardings	16	32.0
friends and relatives	17	34.0
Total	50	100.0

Analysis:

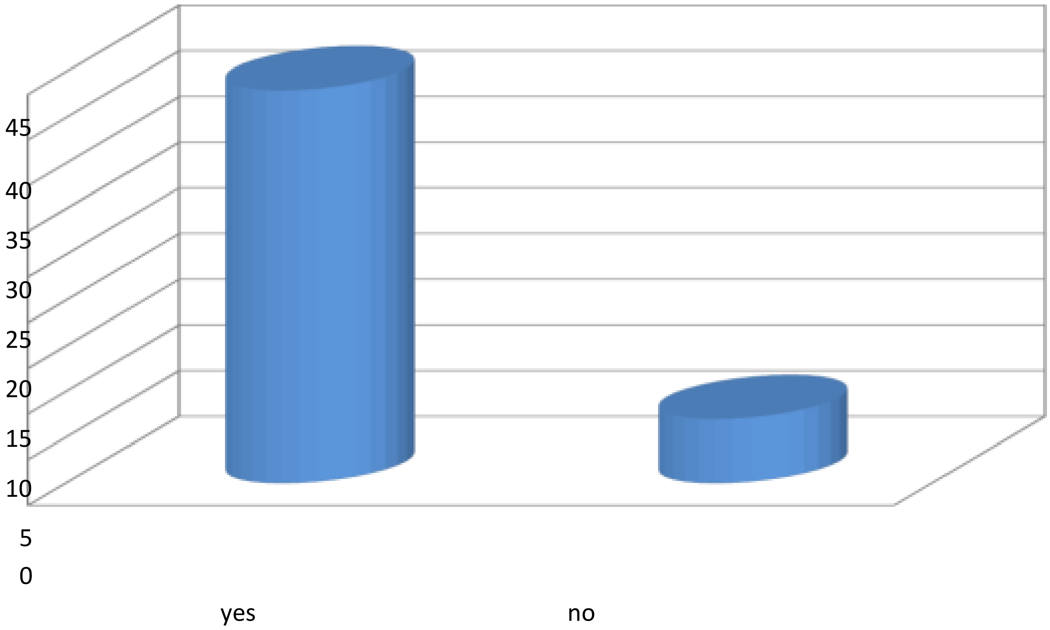
From the above data it was clearly observed that 34% of people came to know about reliance trends through their friends and relatives and 32 % of people through banners and hoardings, through leaflets is 18% and through newspaper advertisement is 16%.

Interpretation:

Central Mall is getting out publicity with out any cost to company, many customers came to know about central store from their friends and relatives. Branners and hoardings also helps central mall bring customers. We cannot neglect the number of customers coming by seeing the advertisements in newspapers and by receiving pamphlets, they both confine a total of 34%. So we can concentrate on doing these activities more effectively

10.Would you like to recommend Central to your friends and family?

Particulars	Frequency	Valid Percent
Yes	43	86.0
No	7	14.0
Total	50	100.0



Analysis:

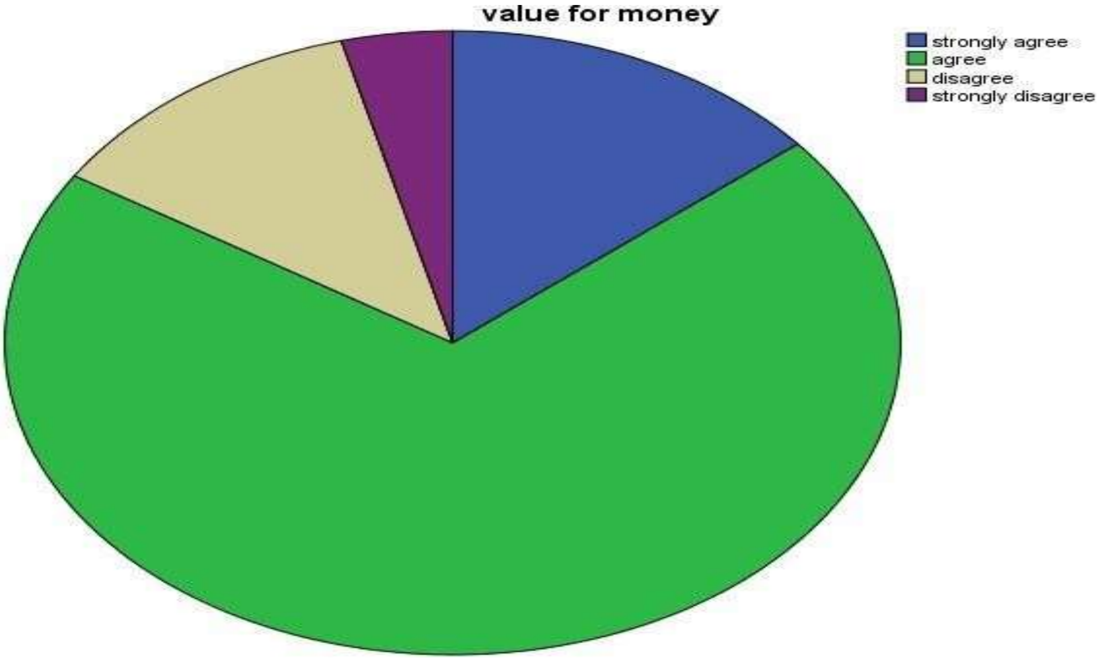
86% of respondents said that they would like to recommend central mall to their friends and relatives,only 14 % said that they would not like to recommend Central mall.

Interpretation:

It is very good for central that 86% of people who are coming into store like to visit the store again and also they would like to recommend central to others. So central can concentrate on the remaining people who are not likely to recommend central to others by assisting them in providing what they want.

11.The offers available in the store are good value for money

Particulars	Frequency	Valid Percent
strongly agree	7	14.0
Agree	35	70.0
Disagree	6	12.0
strongly disagree	2	4.0
Total	50	100.0



Analysis:

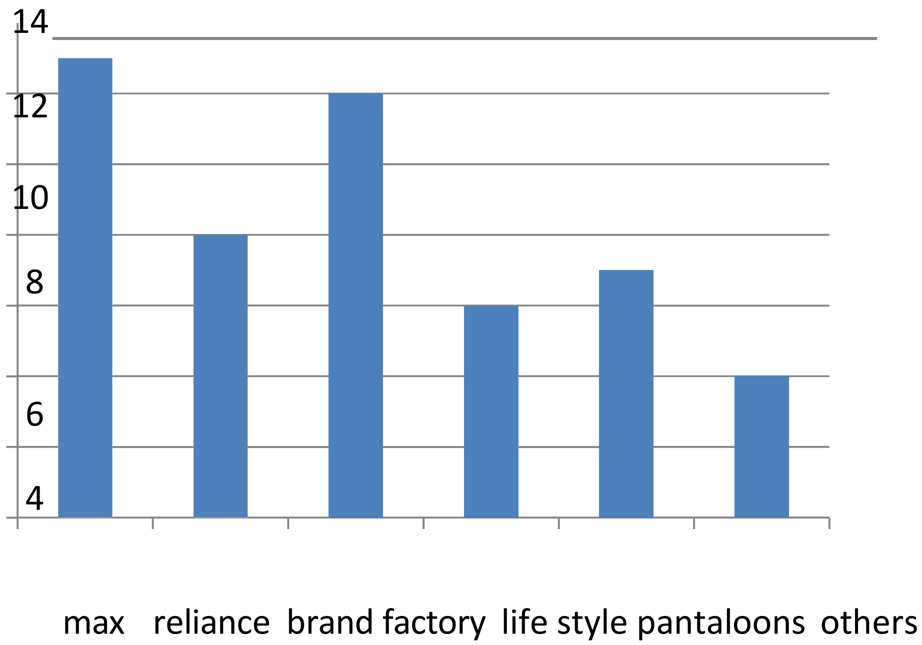
From the above data table it is clear that 70% of respondents feel that the merchandise offered by central mall was good values for money and 14% feel that they strongly agree and only 12% of respondents disagree and 4% strongly disagree.

Interpretation:

84% feel that the offers available in the store are good value for money. So maximum people find the pricing and offers in the central stores was good.

12.where do you usually shop for if not central mall.

Particulars	Frequency	Valid Percent
Max	13	26.0
Reliance trend	8	16.0
Brand factory	12	24.0
life style	6	12.0
Pantaloons	7	14.0
Others	4	8.0
Total	50	100.0



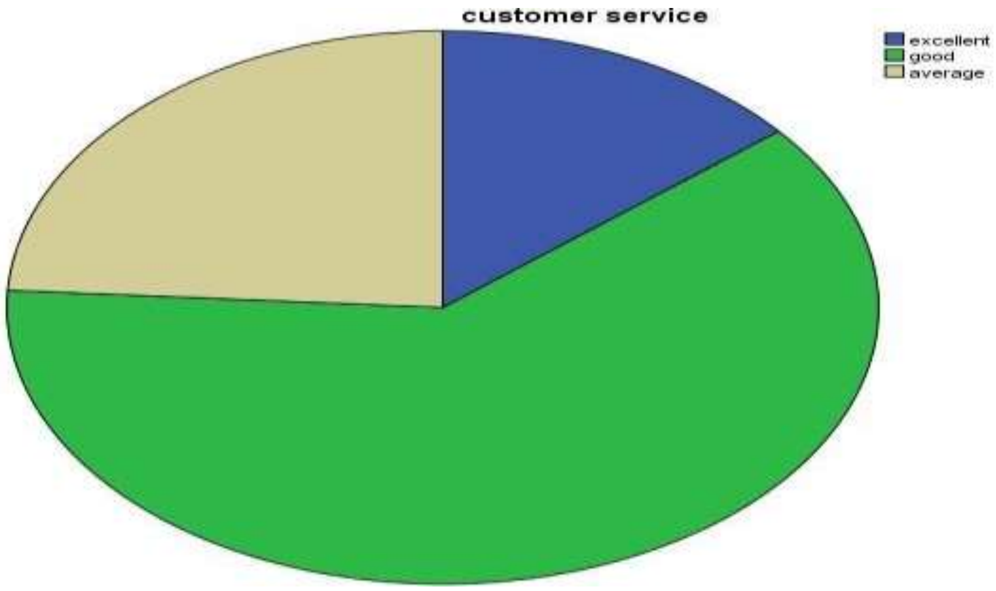
Analysis:

From the above data it is observed that 26% prefer shopping in max, 24% prefer to shop in brand factory, 16% in reliance 14% in pantaloons, 12% in lifestyle and 8% in other types of retail apparel stores

13.How do you rate your experience in Central with regard to

a) Customer service

Particulars	Frequency	Valid Percent
Excellent	7	14.0
Goo d	31	62.0
Average	12	24.0
Tot al	50	100.0



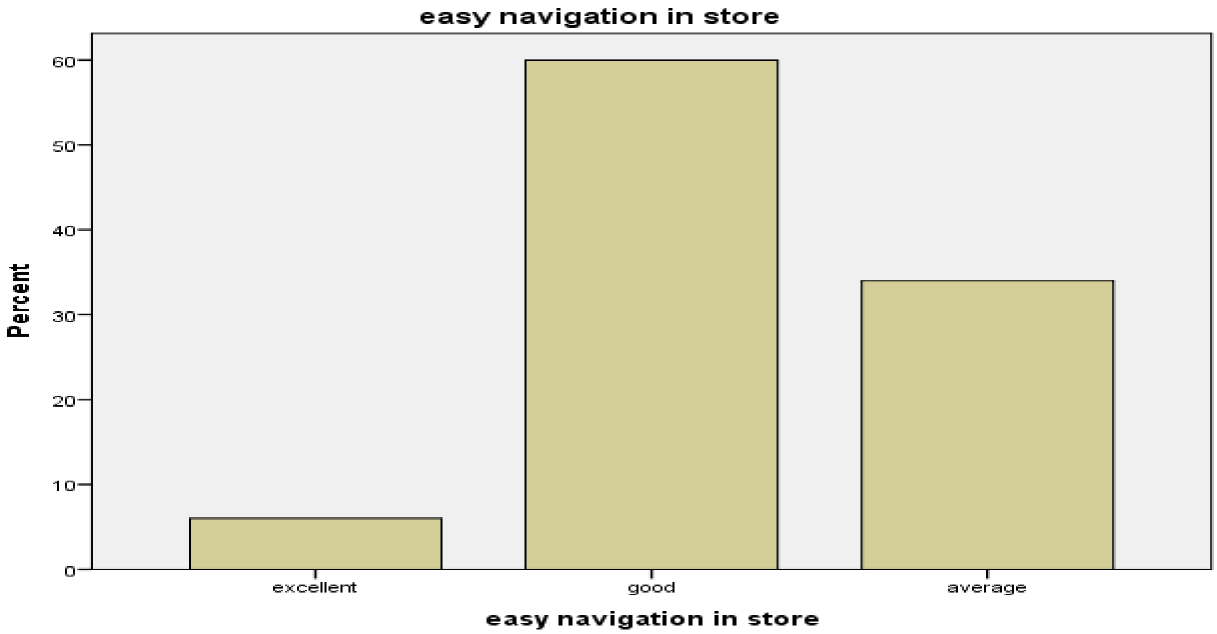
Analysis:

From the total respondents of 50, 62% feel that customer service at Central store was good, 24% of respondents feel it is average and 14% of respondents feel that it is excellent.

Interpretation:

From the analysis we can understand that no one customer from respondents feel that customer service at central is poor. Maximum of the respondents feel that customer service at central is good. Reliance trends can do better customer service for satisfying the remaining customers who feel it is not good b)Easy navigation

Particulars	Frequency	Valid Percent
Excell ent	3	6.0
Good	30	60.0
Avg	17	34.0
Total	50	100.0



Analysis

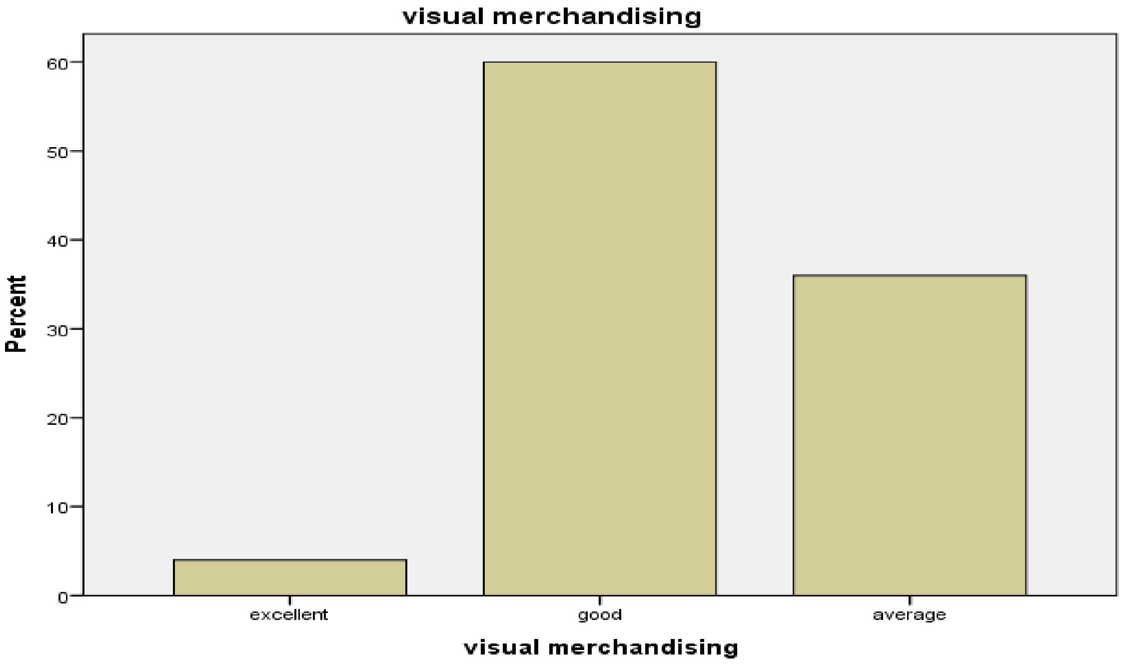
From the data it is clear that 60% of respondents feel that easy navigation in the store is good, 34% feel that it is average and 6% feel it is excellent.

Interpretation:

From the analysis it can be interpreted that 60% of respondents feel that they can move all around the store to find what they want. No one customer responded that easy navigation in the store is poor but very less number of customers feel that easy navigation in the store is excellent so, central store can arrange the store in such a way that it can allow the customers to movw around the store in finding what they want

c) Visual Merchandising

Particulars	Frequency	Valid Percent
excellent	2	4.0
Good	30	60.0
average	18	36.0
Total	50	100.0



Analysis:

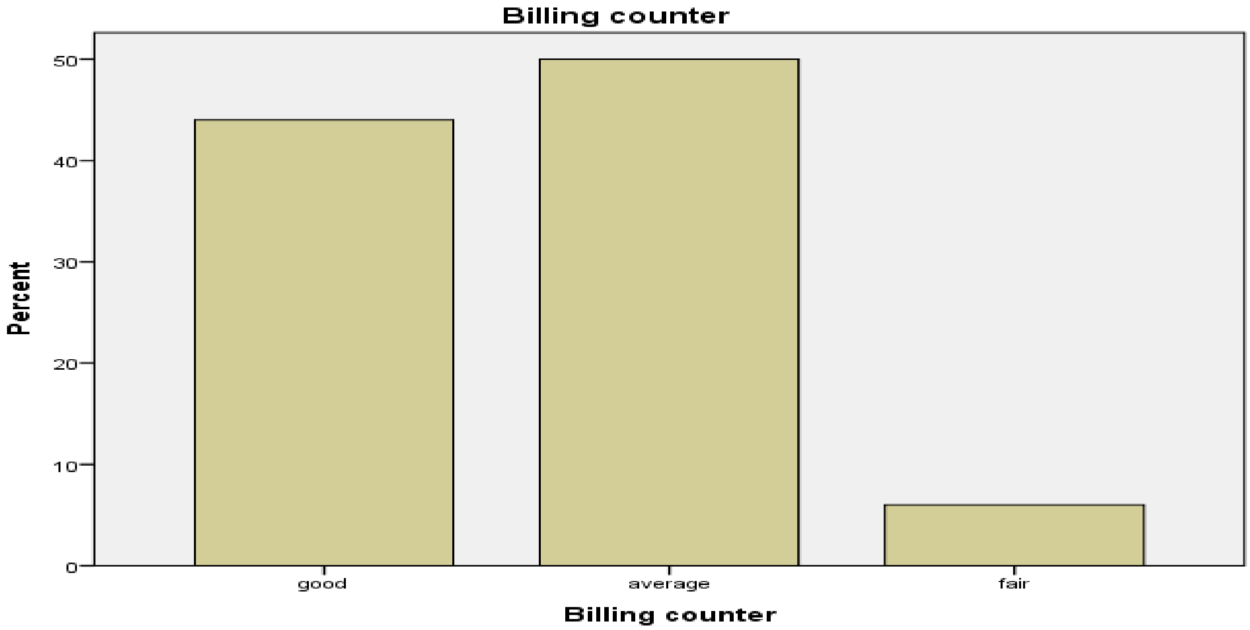
From the data it can be clearly observed that the 60% of respondents feel that visual merchandising is good and 36% feel it is average and just 4% of respondents feel that it is excellent.

Interpretation:

From that analysis it can interpreted that 60% of respondents feel that the visual merchandising in central mall is good and it attracts them to come into the store and try the merchandise. So, for the remaining customers who feel visual merchandising is no so nice in central mall, it can improve on arranging their merchandise in an attractive way which will bring in more customers.

d. Billing counter experience

Particulars	Frequency	Valid Percent
Good	22	44.0
Avg	25	50.0
Fair	3	6.0
Total	50	100.0



Analysis:

From the above data it can be observed that 50% of respondents feel that their Billing experience in reliance trends is average. 44% of respondents feel it is good and 6% feel it is fair.

Interpretation:

It can be interpreted that not even half of the respondents feel that their billing experience in central is good and 50% of people feel it is average. So, it can be clearly observed that there was negative impression on the billing. Central can increase the number of billing counters in the store and keeping the experienced staff for doing the faster billing and to reduce the waiting time for customers.

FINDINGS AND RECOMMENDATIONS

Summary of Findings

- Most of the customers were looking for more well known brands, where central mall concentrating on their own private labels.
- A feedback book was kept near the billing counter, but very less customers were writing in the feedback book.
- All the merchandise was not arranged according to their sizes.
- Some types of works like rebranding the different stalls in the store, electric works happening in the store in the working hours creating disturbance to the customers. Customers in the kids section feel that the collections for kids have to be increased. Some customers in the kids section said that the bottom wear for kids have to be more colourfull but the kids bottom wear in the store are plain colours, all are almost similar models.
- Some customers are asking for the footwear. Central was loosing some customers who were coming into the store for buying the footwear.
- Alteration time have to be reduced. Many customers are waiting in the store for alteration.
- Central was spending lot of money on promotional activities, but monitoring of promotional activities was very less.

RECOMMENDATIONS

- All the sizes must be made available in the stores. So central will not lose out some customers.
- More popular brands have to be kept in the store, more customers were asking for that brands.
- Customers must be asked by the staff to fill applications related to different offers in the stores.
- All the customers must be asked to write their feedback in the feedback book which was kept near the billing section.
- All types of works which were happening in the stores have to be done before or after the working hours of the store.
- Collections in the kids wear section can be increased.
- Alteration time can be reduced by hiring additional tailors or by doing the work fastly. So that customers waiting time for the alteration can be reduced.
- Promotional activities or marketing activities have to be monitored properly. So that they can help Central Mall to get more customers.

CONCLUSION

CONCLUSION

Central Mall is a major shopping complex for today's customers. It is a place where customers find variety of products at a reasonable price. Central Mall has a good reputation of itself in the market. It has positioned itself in the market as a discounted store. It holds a huge customer base. The majority of customers belong to middle class family. The teenagers and youth generation also likes shopping and moving around Central Mall. Volume sales always take place in Central Mall. Impulse buying behavior of customers comes in to play most of the times in Central Mall.

The customers entering into the store are happy with the offers available in the store that the offers are good value for their money. But from my observation i can conclude that Central Mall. was spending lot of money for different types of marketing and promotional activities for driving more customers into the stores, but central was not concentrating on converting the people who entered the store into a final customers.
.
Advantage to Central Mall is that it has been strategically located at the center point of a strategical!y developed sectors of Bhubaneswar, being in the center makes it affordable for the SAIL employees living in the different sectors to purchase their monthly Central Mall at higher discounts compared to general retail store.

After conducting a thorough survey and research on Central Mall it is observed that it has been perceived as a good brand. It has good customer loyalty and also attracts a large number of new customers. It also offers its customer a unique shopping experience a few brands can offer.
It also got an advantage of its locations situated in commercial locations. There are a good number of Central stores located across the city which makes it easy for customers to access the store. Customers seemed to be happy when it came to the layout of the store, the merchandise, and cleanliness of the store, ambience, etc.

Consumers have high expectations from Central Mall regarding pricing; they expect good collection of clothes at much cheaper price. A lot of awareness programs may help in getting better footfalls.
The future for Central Mall indeed seems to be bright and it should continue to do well as seems apparent from the response of the customers

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ANNEXURE

ANNEXURE

I am undertaking a research project on customer satisfaction with regard to Your feedback will be useful for my project. I assure that all the information from you will be kept confidential and will be used only for my project. Kindly give your feedback.

Name: .... **Occupation:** ....

Gender: .... **Age Group**: ....

Email: .... **Mobile**: ....

1. How frequently do you visit Central Mall store.

(a)weekly (b)Monthly (c) During offers (d)Whenever need arises

2. Are you happy with the location of Central Mall stores in the city.

(a)Yes (b) No

3. Staff greeted you and offered to help you.

(a)Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

4. Staff was available in a timely manner

(a)Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

5. Do the store provides convenient parking for customers.

(a)Yes (b)No

6. How did you come to know about Central Mall

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(a)Newspaper (b)Leaflets (c)Banners&hoardings (d)friends and relatives

7. Do you like to visit reliance trends store again

(a)yes (b)no

If no Please specify reason ____________________

8. Would you like to recommend Central Mall to your friends or family

(a)yes(b)no

If no Please specify reason ____________________

9. The offers available in the store are good value for money.

(a) Strongly agree (b) Agree (c) Strongly disagree (d) Disagree

10. where do you usually shop for if not Central Mall. please mention here

____

11. How do you rate your experience in Central Mall with regard to

1)Customer service

a) Excellent (b)Good (c)Average (d)Fair (e)Poor

2)Easy navigation

a) Excellent (b)Good (c)Average (d)Fair (e)Poor

3)Visual Merchandising

a) Excellent (b)Good (c)Average (d)Fair (e)Poor

4) Billing counter

a) Excellent (b)Good (c)Average (d)Fair (e)Poor

12. Any suggestions or comments on how trends can give you a better shopping experience.

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