



# Summer Internship Project 2022



## REPORT TITLE

Study Of loyalty Programme at  
PANTALOONS

## Submitted by

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I-MBA Batch: 2018-2023  
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# **DECLARATION**

I Priyanka Sahoo, am a bonafide student of BIITM, pursuing I-MBA, do hereby declare that the study entitled “**STUDY OF LOYALTY PROGRAMME at Pantaloons**” is my authentic work, I have completed my study under the guidance of **Prof. Kamesh Chivukula and Ms. Santoshi Baratam Dept. Manager**, Pantaloons, Patia, Bhubaneswar. I have put my valuable efforts for the preparations of this project. Hope my project and inner ability which I have applied may be appreciated during my tenure of summer internship project I have vividly gone through the mission of PANTALOONS, PATIA, **BHUBANESWAR.**

**Priyanka Sahoo**

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**BIITM, Bhubaneswar, Odisha**

# **INTERNAL GUIDE CERTIFICATE**

This is certified that Priyanka Sahoo, a student of I-MBA of BIITM, Bhubaneswar has successfully completed her summer Internship Project on the topic of “**STUDY OF LOYALTY PROGRAMME AT PANTALOONS.**” She has worked on the Summer Internship Project from **15th of April, 2022 to 30th of May, 2022.** Her performance during the project was satisfactory.

**Signature: Priyanka Sahoo**

**Name of the Guide: Mr. Kamesh Chivukula**

**Dt:**

# **ACKNOWLEDGEMENT**

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

I would like to thank my project supervisor and guide Mr. Kamesh Chivukula, the Faculty Member, BIITM, for his invaluable guidance and assistance in preparing the project report and also contributing a lot for accomplishment of this Project.

I am highly indebted to Ms. Bartaram Santoshi (Dept. Manager), PANTALOONS, Patia, my corporate guide, who guided me during the internship period and suggested many issues which has been taken care in my project work.

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

# **PREFACE**

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

The objectives of preparing this report are as follows:

- To find out the influence of the loyalty programme on consumer perception.
- A detail study on impact of loyalty programme on consumer buying behaviour.
- To know about the current trends regarding loyalty programme and how they can be implemented.
- Analysis of sales performance as a result of loyalty programme.
- Measures to improve the performance of loyalty programme and make it more efficient and updated.

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## SUMMARY

The title of the SIP is **STUDY OF LOYALTY PROGRAMME AT PANTALOONS**. The study was conducted in between 15<sup>th</sup> April - 30<sup>th</sup> May during summer internship training at Pantaloons Retail (Ltd) in Bhubaneswar.

Primarily the study aims to give the reader an insight into the Indian retail industry. Marketing theory and practice has become more and more customer centered, and managers have increased their emphasis on long-term client relationship associated with a greater degree of cross-buying, a more significant level of transactions and therefore higher profits. This makes customer retention rates and customer share of category purchase as important metrics in customer retention management. To maximize these frequency reward programs. But these programs along with being beneficial are also highly costly. Thus, it is important to find out whether these loyalty programs are influencing the buying behaviours of customers or not and if they are influencing then how impactful is there influence.

The following study was conducted in between 15<sup>th</sup> April - 30<sup>th</sup> May during summer internship training at Pantaloons Retail (Ltd) in Bhubaneswar.

### Definition Of Loyalty Card Program:

The loyalty program provides gratification to those who require rewards for purchases and avoids additional costs for those who would buy even without them. Loyalty card program is an integrated system of marketing actions that aims to make customers more loyal by developing personalized relationships with them. Relationship business relations with existing prospects and customers.

Retailing is one of the oldest business activities in India. But until the liberalization and deregulation of the Indian economy in the 1990s. It was dominated by small one-man retail units. Today's customer s have more choice, are better informed and are more demanding of value and return for their spending money. They look not only for the products and services that meet their needs at the price they are willing to pay. But for the merchant that recognizes, appreciates and rewards their patronage. Now a day's all big apparel retailers have started the Loyalty program with different benefits in order to satisfy customer needs and wants.

Top retail players like Pantaloons, Central, Reliance trend, Westside, Max etc adopted loyalty card and the loyalty Program is used as a tool for retaining a customer now a in India the retailers. plays vital role in selling goods to the ultimate customer and day by day number of retailers are increasing tremendously and ultimate end users are being confused and customers keep on changing the retail store.

The questionnaire survey was taken from 150 customers randomly and most of them have purchased before at Pantaloons. The Loyalty program at Pantaloons plays a vital role in retailing customers are using the green card for more than two year's satisfaction level in shopping experience, services, quality, and discount are very high.

69.8% customers who are using Pantaloons Green card and Insignia for more than 2 year say that the current Loyalty Program is excellent.

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

# **CHAPTER - 1**

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



# INTRODUCTION

***“Loyalty is one of the great engines of business success”***

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

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

## LOYALTY PROGRAMME BASICS: -

Companies typically have several goals when launching loyalty programs, all of which are focused on generating greater profits from the loyalty program’s members. These goals include –

- **Improving knowledge of the customer.**
- **leveraging that knowledge to increase the sales of undersold and/or highly profitable products/services.**
- **Increasing customer retention and purchase frequency.**
- **The most common type of loyalty program begins.**

The most common type of Loyalty program begins when a customer enrolls. From that point forward, the organisation accurately tracks information about that **“member,”** captures the member’s purchases, credits points to the member based on the rules stored in a loyalty “engine,” categorizes the member to redeem points for products or services when various point levels are attained. The specific types of behaviour that are tracked and rewarded are unique to each industry/company and are typically linked to the organisation’s profitability drivers.

Top retail players like Pantaloons, Central, Reliance trend, Westside, etc adopted loyalty membership and the loyalty program is used as a tool for retaining a customer now in India the retailers plays vital role in selling goods to the ultimate customers and day by day number of retailers are increasing tremendously and ultimate end users are being confused and customers keep on changing the retail store.

The questionnaire survey was taken from 180 customers randomly and most of them have purchased before at pantaloons. The loyalty program at pantaloons plays a vital role in retaining a customer and nearly 75% of the customers are using the green card and insignia membership for more than two years Satisfaction level in shopping experience, services, quality and discount are very high.

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

## **BENEFITS OF LOYALTY PROGRAM:**

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

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

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

## **OBJECTIVES OF THE STUDY:**

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

- To find out the influence of the loyalty programme on consumer perception.
- What are the reasons for customers becoming loyal to pantaloons?
- To know about the current trends regarding loyalty programme and how they can be implemented.

## **SCOPE OF THE STUDY:**

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

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

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

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

## **RESEARCH BACKGROUND:**

- Research - Quantitative
- Research design - Descriptive study
- Data collection - Primary Data
- Sample area - Pantaloons, Patia, Bhubaneswar
- Sample size - 100 Customers
- Sampling design - non-probability technique
- Research approach - Survey method
- Research instrument - Questionnaire
- Sampling tool - Structured Questionnaire method
- Analytical tool - Percentage

## **RESEARCH METHODOLOGY:**

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

## **RESEARCH DESIGN:**

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

## **DATA COLLECTION DESIGN:**

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

## **PRIMARY DATA:**

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

## **SECONDARY DATA:**

The secondary data are collected through various sources like:

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

## **QUESTIONNAIRES:**

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

## **CHAPTER – 2**

### **COMPANY PROFILE**



## ADITYA BIRLA GROUP



### HISTORY:

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

India's family store Pantaloon was launched in Kolkata during the year 1997. In the year 2001 Big Bazaar '**Is se sasta aur achha kanhi nahin**' India's first hypermarket chain was launched after this a supermarket chain also launched in the period of 2002 under the name and style of Food Bazaar.

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

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

## **About Aditya Birla Fashion and Retail Ltd.**



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

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

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

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

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

Pantaloons Fresh Fashion stores have presence with stores not just in Metros but also in smaller towns. All stores have a wide variety of categories like casual wear, ethnic wear, formalwear, party wear and sportswear for Men, Women and Kids.

### **About Pantaloons:**

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

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

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

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



## PANTALOONS, PATIA, BHUBANESWAR

### Vision:

To passionately satisfy Indian consumer needs in fashion, style and value, across wearing occasions in Apparel and Accessories through strong brands and high-quality consumer experience with the ultimate purpose of delivering superior value to all our stakeholders.

### Mission:

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

### Values:

Integrity

Commitment

Passion

Seamlessness

Speed

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

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

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



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

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



## **ORGANIZATION STRUCTURE:**

### **→ Store manager**

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

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

### **→ Department manager**

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

### **→ Team members**

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

## **PRODUCT PORTFOLIO:**

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

**There are some PT and NPT brands mentioned in below:**

### **PANTALOONS IN HOUSE BRANDS**

#### **➡ Women's Ethnics**

- Rang Manch
- Akkriti
- Saris

#### **➡ Women's Western**

- Annabelle
- Ajile
- SF Jeans
- Bare Denim
- Honey

#### **➡ Kids**

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

#### **➡ Men's Ethnics**

- Indus route

#### **➡ Men's Western**

- John Miller
- Byford
- Sf Jeans
- Bare Denim

## **Non-Pantaloons Brand**

### **➡ Women's Ethnics**

- Biba
- W
- Global Desi
- Aurelia
- Dream

### **➡ Women's Western**

- Vanheusen
- Allen Solly
- AND
- Zink London
- Latin Quarters
- Dreamz
- Kraus
- Jealous 21

### **➡ Men's Western**

- Wrogn
- Pop Eye
- Pepe Jeans
- Spykar
- Levis
- Moustache
- Turtle
- Blackberry
- Allen Solly
- Peter England

### **➡ Kids**

- Allensolly
- Doodle



SARIS



GLOBAL DESI



RANG MANCH



HONEY



JRALOUS 21



DREAMZ

## **Competitor Analysis:**



### **Max:**

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

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

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

### **Trends:**

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

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

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

### **Easy Buy:**

Easybuy is the new initiative from Landmark group conceptualized and launched in September 2014 with a sole aim to make fashion aspirations affordable for Neo-India, who aspire for trendy fashion, but at reasonable prices. Easybuy promises 'Super styles' at 'Super prices' which is achieved through its innovative fibre-to-fashion eco-system. Easybuy stores offer more than 1000 styles in the price range of Rs.69 to Rs 699 in Menswear, Womens western & Ethnic wear, Kids Wear, Footwear and accessories.

## **SWOT Analysis of Pantaloons:**

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

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

### **➤ Strength:**

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

### **➤ Weakness:**

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



### **➤ Opportunities:**

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



## ➤ Threat:

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

## **Industry Analysis:**

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

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

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

It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years. Pantaloons is one of India's largest fast fashion store brand.

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

## **PORTER'S FIVE FORCES OF PANTALOONS:**

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

## **Intensity of rivalry**

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

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

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

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

## **2. Threats of new entrants**

There is a high expense of entryway in the media and entrainment market. The show business requires a large capital amount as the companies which are engaged in providing entertainment service have larger start-up cost, that includes:

**Legal Cost**

**Market Expense**

**Distribution Cost**

**Licensing Cost**

In contrast, the existing home entertainment service provider has actually been extensively dealing with their targeted sectors with the particular expertise, which is why the danger of new entrants is low.

Another crucial factor is the intensity of competitors within the essential market gamers in the market, due to which the new entrant think twice while getting in into the market. The innovation and patterns in the media industry are progressing on consistent basis, which is adjusted by market competitors and Porter's Five Forces of Pantaloons Retail (India) Limited: The Indian Retailing Giant Case Analysis.

## **3. Threat of substitutes**

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

## **4. Bargaining power of buyer**

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

## **5. Bargaining power of suppliers**

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



## **CHAPTER – 3**

### **THEORITICAL BACKGROUND**

THEORY OF THE FIRM

## **LOYALTY PROGRAMME OF PANTALOONS:**

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

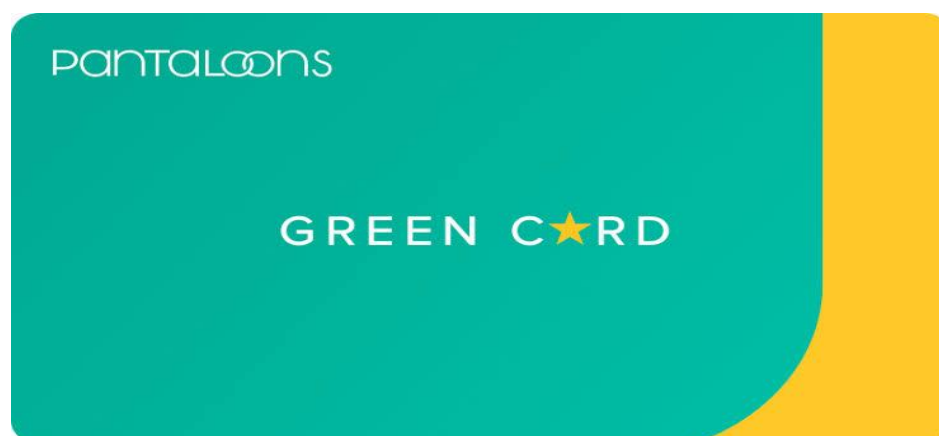
### **These are as follows:**

•Green card

•Insignia membership card

### **GREEN CARD:**

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



### **Benefits Of Green Card Programme:**

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

Greencard benefits	1	3	5	7
	★	★	★	★
Annual spends to maintain tier	A	B	C	D
Earn Cashback as Reward Points	0.5%	3%	5%	7%
Extended Exchange Period: 90 Days	○	○	○	○
Same day Earn and Redeem	○	○	○	○
Convenient Mobile based program	○	○	○	○
VIP access to SALE – Preview for members		○	○	○
Exclusive Billing Counters			○	○
Free Paper Bags (as points credited)			○	○
A Upto ₹ 7999	B ₹ 8000 - ₹ 19999			
C ₹ 20000 - ₹ 39999	D ₹ 40000+			

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

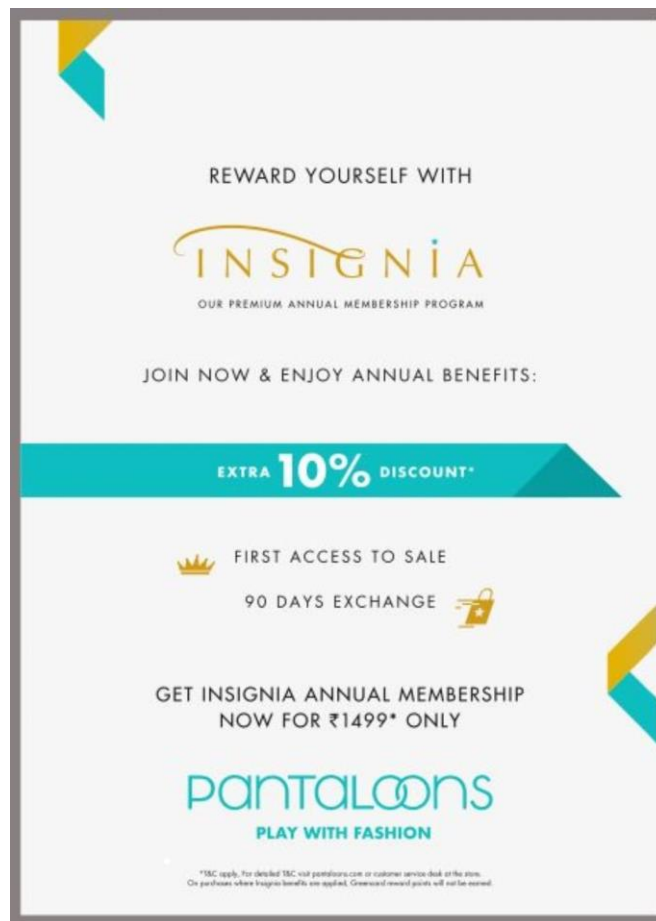


### **INSIGNIA MEMBERSHIP CARD:**

Insignia has been designed to give you maximum benefits and make your shopping journey delightful, all year around. Special features have been thoughtfully included in the program, so you get the very best. **10% INSTANT DISCOUNT ALL YEAR ROUND** and Even during sale, over and above an promotion, discount at all over India Pantaloons Store.

At Aditya Fashion retail ltd we believe in building long-lasting relationship with customers. We encourage repeat customer visits through our unique offers and special sale days. Pantaloons have taken the whole concept of customer loyalty to the next level by joining hands with Insignia.

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



**By applying these loyalty programmes Pantaloon's retain customers.**

### **Summary:**

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

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

## **CHAPTER – 4**

### **DATA ANALYSIS AND INTERPRETATION**

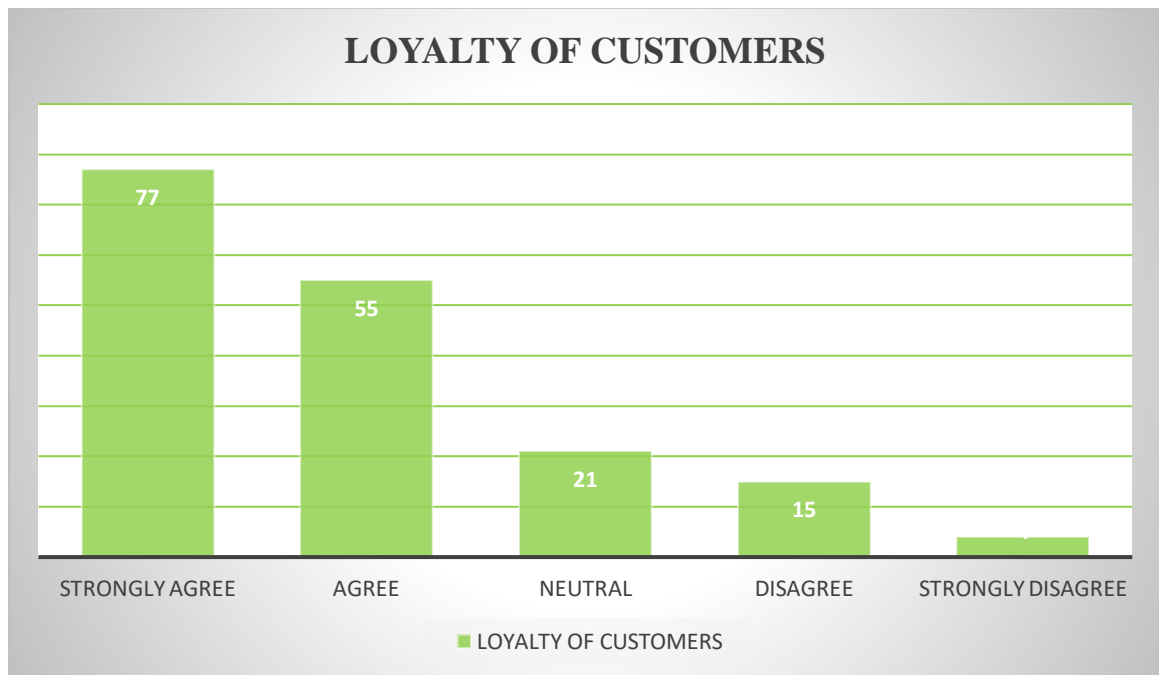
## **DATA ANALYSIS:**

- Are you aware of the loyalty programmes available at PANTALOONS?

**TABLE 1:**

Strongly agree	77
Agree	55
Disagree	21
Neutral	15
Strongly disagree	4

**CHART 1:**



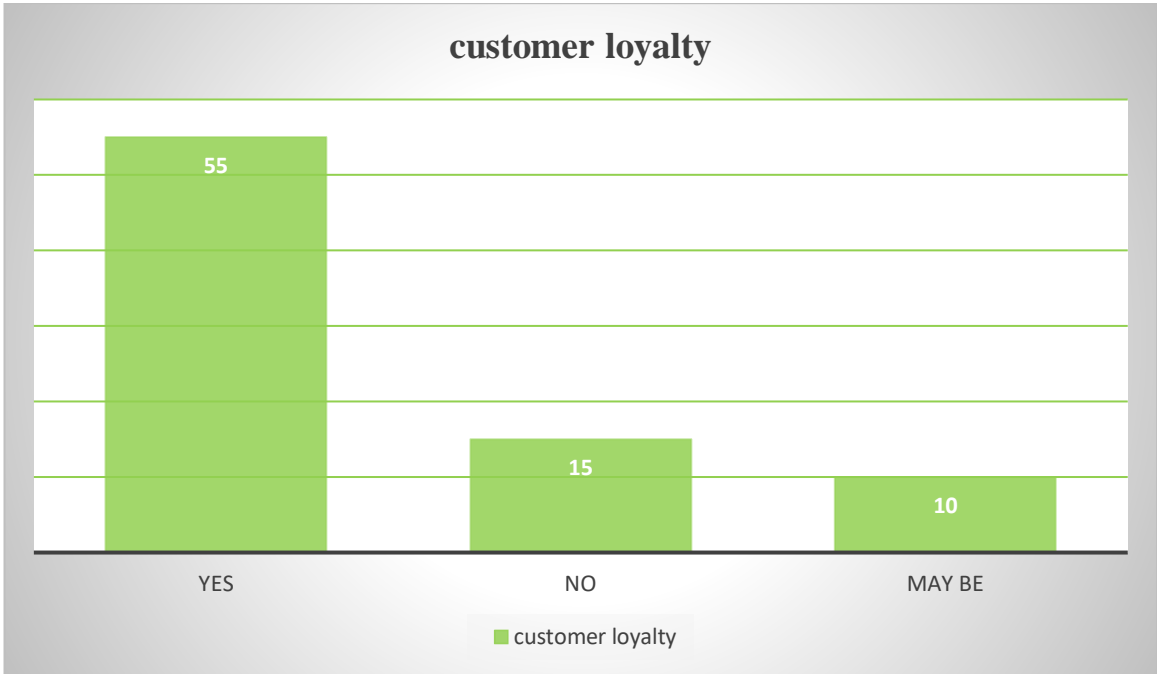
**Interpretation:** From above picture it is clear that 77 strongly agrees, 55 agrees, 21 disagrees, 15 is neutral and 4 strongly disagrees.

- Are you Green Card members of Pantaloons?

**TABLE 2:**

Yes	55
No	15
May be	10

**CHART 2:**



**Interpretation:** From above picture it is clear that 55 is yes, 15 is maybe and 10 is no.

- What influenced you to shop in pantaloons?

**TABLE 3:**

Product quality	40
Pricing	25
Offers	35
Store Services and appearances	8
Others	7

**CHART 3:**



**Interpretation:** From above picture it is clear that 40 customers prefer to Product quality, 25 customers prefer to pricing and 35 customers prefer to Offers, 8 customers prefer to store appearance and 10 customers prefer to other.



▪ **Frequency Purchase from Pantaloons**

**TABLE 4:**

As per need	45
Monthly	55
Once in 3 months	15

**CHART 4:**



**Interpretation:** From the above picture it is clear that 45 customers are purchasing as per needs, monthly purchase 55 customer, 15 of customer purchase once in 3 months.

- Are you an insignia member of Pantaloons?

**TABLE 5:**

Yes	45
No	28
May be	15

**CHART 5:**



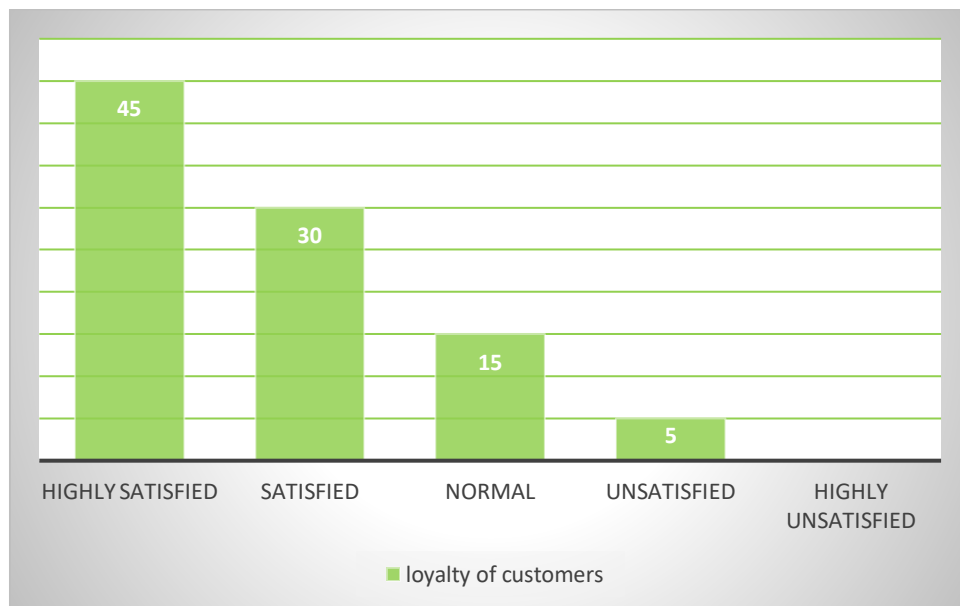
**Interpretation:** From above picture it is clear that 45 customers are insignia member, 28 customers are not and 15 customers are may be.

- Satisfaction level on all over shopping experience.

**TABLE 6:**

Highly satisfied	45
Satisfied	30
Normal	15
Unsatisfied	5
Highly unsatisfied	0

**CHART 6:**



**Interpretation:** From the above picture it is clear that 45 customers are highly satisfied, 30 are satisfied, 15 are normal, 5 are unsatisfied and 0 are highly unsatisfied.

## **CHAPTER – 5**

### **FINDINGS, SUGGESTION AND CONCLUON**

## **FINDINGS:**

The information related to my analysis in quantitative data is presented in the form of pie-chart.

- 53% of people are greeted by staff at entrance. 45% of people are staff behaviour towards customer is good.
- 64% of people prefer Pantaloons while taking purchase decision.
- 55% of people agrees that Pantaloons that they built strong relationship with customers.
- 60% customers have trust on the quality provided.
- 55% customer has green card member.
- 65% has satisfaction and purchases in future.
- 46% customer has insignia membership and they are satisfied with this premium membership.

## **SUGGESTIONS:**

- Expand more brands
- (Customers are searching some brands like-united colours of Benetton Which is available in the Saheed Nagar store but Patia store doesn't have.)
- Convey all the details about offers to the customers (During offers festival
- pantaloons in house brands and external brands having their different offers so
- that customers are getting confused).
- At least one more system require on Customer Service Desk.
- Sitting area should be there for children and old people.
- Entertainment games should be conducted in store.

## **CONCLUSION:**

- The research report aims to study consumer attitude towards Pantaloons and highlights its strength and weaknesses.
- Retail in India is booming sector now a days and Pantaloons should try to benefit more from it.
- The store has been well maintained in accordance with the latest demands of the consumers.
- Pantaloons offers a wide variety of product of different prices and different qualities.
- Their in-house brand availability and value for money are the main factors that attracts more to the customers to their stores.

- Customer get exhausted if they stand in a queue to get the billing done, even for 10 minutes and so billing time is removed.
- Customers are satisfied and expecting more brands and loyalty programme so they can get benefits more from pantaloons while shopping.

## **CHAPTER-6**

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## **CHAPTER-7**

### **ANNEXURE (QUESTIONNAIRES)**

## **ANNEXURE:**

### **Questionnaire:**

#### **1. PERSONAL INFORMATION:**

**Name** \_\_\_\_\_

**Gender:**

- A. Male
- B. Female

**Age:**

**Occupation Student**

- A. Self-employed
- B. Govt job
- C. Other

**Marital status**

- A. Single
- B. Married

**Monthly income**

- A. (20k)
- B. (21k – 35k)
- C. (36k-50k)
- D. (Above 50k)

#### **2. How frequently do you shop in Pantaloons?**

- A. As per need
- B. Weekly
- C. Monthly
- D. Once in 3 months

#### **3. Are you a member of Green Card of Pantaloons?**

- A. Yes
- B. No

#### **4. Are you an insignia member of Pantaloons?**

- A. Yes
- B. No
- C.

#### **5. Do you receive periodic and proper update regarding offer and promotion(mail/sms/calls) from Pantaloons?**

- A. Yes
- B. No

**6. Would you recommend your friends to get enrolled into the insignia membership program in Pantaloons?**

- A. Yes
- B. No

**7. How was your buying experience?**

- A. Excellent
- B. Good
- C. Average
- D. Bad

**8. In a year how much do you purchase in Pantaloons?**

- A. Less than 5000
- B. 5000 – 7000
- C. 8000 – 10000
- D. Above 10000

**9. All problems and queries are solved and answered satisfactorily at the customer service desk?**

- A. Strongly agree
- B. Agree
- C. Neutral
- D. Disagree
- E. Strongly disagree

**10. What do you think about current loyalty program?**

- A. Excellent
- B. Good
- C. Average

**11. Are you happy with available offers at the store?**

- A. Satisfied
- B. Slightly satisfied
- C. Dissatisfied

**12. Did the fashion assistant explain about the product?**

- A. Yes
- B. No

**13. What things you would like to see in pantaloons so that you can shop more from here?**

- A. Discounts
- B. Quality
- C. Verity
- D. Services provided

**14. Do you face any issue while you are in a billing counter?**

- A. Yes
- B. No

**15. Does your feedback take into consideration?**

- A. Yes
- B. No

**16. Wil you like to shop again?**

- A. Certainly
- B. Maybe
- C. Not very likely