



Study on the role of customer service and consumers response to pantaloons in Allahabad District, Uttar Pradesh

¹ Masaod Azizi, ² Ali Ahmad, ³ Navid Ahmadi, ⁴ Abdul Samad Khairandish

^{1,3,4} BBA Students, Dept. of Bachelor of Business Administration (Hons), Sam Higginbottom University of Agriculture Technology and Sciences, Allahabad, Uttar Pradesh, India

² Ph.D Graduated Student, Department of Agricultural Economics, SHUATS, Allahabad, Uttar Pradesh, India

² Assistant Professor, Helmand University, Afghanistan

Abstract

This study report throws light on the reasons behind customer's decision of choosing Pantaloons for purchase of Apparels and various other products from Pantaloons. It also describes the satisfaction of customer and their attitude towards various touch points in the Store. The work was accomplished at Pantaloons store, for conducting survey and fulfillment of Questionnaires. A sample size of 100 was selected & research was conducted. Among those who were interviewed consist of housewives, professionals, and even college going students. Though the sample size considered was small but it was so varied in order to overcome all the odds. Convenience sampling method was considered to be best suited to fulfill the study Report. A structured questionnaire was constructed in order to measure the responses of Respondents on suitable scale so that they can be analyzed on SPSS. Primary data collection was done through questionnaire and interviews and secondary data collection through company websites and various previous research reports. Through survey effect of various factors like ambience of store, low prices and convenience which is also known as customer's touch point came in light and the reason of people choosing Pantaloons over other retail outlets became clear. These surveys can provide management with the information they need to determine their customer's level of satisfaction with their products and with the services associated with those products. Employees and the management of the store can use the survey information to identify opportunities for ongoing process improvements and to monitor the impact of those improvements. Respondents gave many suggestions for Pantaloons like they should have more Staff especially during Sales, more Sitting area, more variety, etc.

Keywords: pantaloons, customer service, consumers response

1. Introduction

In India, organized retailing, is contributing 4.6% of total retail sector and is still evolving. However, it is expected to increase to 16%, by 2013. Retail sector forms 13-14% of GDP. It is alluring in terms of investment, employment opportunity, and usage of technology. Retailing is in a rapid state of change due to speedy technological developments, changing competitive positions, varying consumer behavior as well as their expectations and liberalized regulatory environment. In such a scenario, information is crucial to plan and control profitable retail businesses and it can be an important source of competitive advantage so long as it is affordable and readily available. The survey was distributed to all customers of the Store. The objective of this research is to identify the variability of customer satisfaction and the shopping experience in PANTALOONS. In addition the survey can be used in the future for evaluation of customer satisfaction at the distribution company. It was concluded that the customers were generally satisfied & their shopping experience with pantaloons was good. A customer is defined as an establishment that receives merchandise from the store. The customer also receives services. A service, as defined by the proposed research could be aid in stocking, promotions for the establishment, the delivery itself, other assistance or goods

provided by sales representatives and/or delivery personnel to the customer. Another form of service is the assistance the customer receives while at the distribution company. This can be in form of support by the staff, timeliness of response to needs and questions and many other forms that will be addressed.

2. Objectives of the study

1. To study consumer attitude toward pantaloons.
2. To measure the satisfaction level of overall shopping experience of customers at pantaloons

3. Materials and Methods

Research methodology

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

1. **Research Design:** Depending upon the objectives of the research the most suitable marketing research design is "Exploratory research". The purpose is to find out the experience of customers and consumer while shopping in pantaloons.
2. **Data Collection:** The information used in this project was through primary sources i.e. personally interacting

the customers in the outlet and getting the first hand information and secondary Sources i.e. Personal interview and observation.

3. **Sample Area:** Pantaloons retail India ltd outlet in Allahabad.
4. **Sample Size:** 100 customers
5. **Analyzing the collected data and reporting the finding:** finally the data has been collected was thoroughly analyzed and processed to obtain the required information. The data has been summarized in the form of graphs.
6. **Research Approach:** the approach adopted to complete this project was that of Customer Services and Consumer Response and the study secondary data is collected from various newspapers, internet, and books. The survey was done in Pantaloons retail India store Allahabad.
7. **Research Instrument:** The instrument that was chosen to conduct the market research was that of “structured questionnaire”. This has been done because data obtained in in structured studies are easier to tabulated and interpret then data gathered in other ways. A list of questionnaire was prepared which could give relevant information when answered by the respondents.

4. Results and Discussions

1. Age of the respondents

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

3. Buying status of Most Apparels

Table 1: Buying status of most of your apparels

S. No	Buy most of your Apparels	No. of Respondents	% of Respond
1	Nearby shops	38	38%
2	Pantaloons	40	40%
3	Central	0	0%
4	Others	22	22%
Total		100	100%

Interpretation

In the above table, we can clearly see that 38% of respondents

4. No. of outlets visited in Allahabad

Table 2: No. of outlets being visited

S. No	Outlets Visited	No. of Respondents	% of Respondents
1	Max	29	29%
2	Westside	21	21%
3	Central	0	0%
4	Big Bazar	50	50%
Total		100	100%

Interpretation

In the above table we can clearly see that 29% respondents for

decisions of consumers shown in fig.

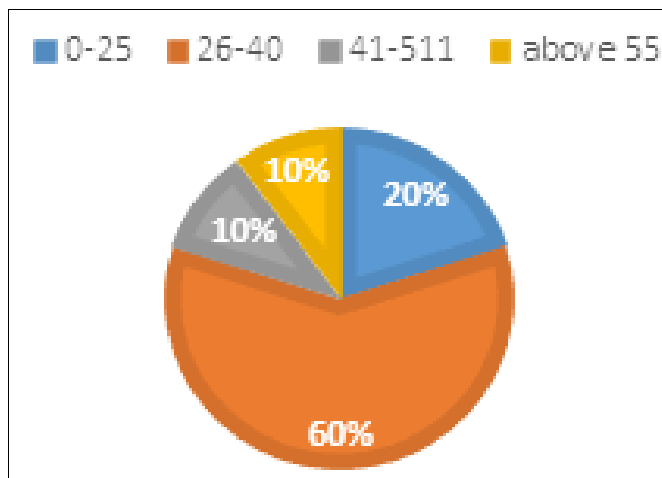


Fig 1: Age of respondent

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

2. Gender of the respondents

Consumers were asked to indicate their gender. The object of this question is to understand the demographics of the population under study. The highest numbers of respondents were female. The number of male respondents was less compared to the female respondents.

for nearly shop, 40% of respondents for pantaloons, 22% of respondents for others, 0% of respondents for central

Max, 21% respondents for the Westside, 0% respondents for the central, 50% respondents for Big bazaar.

5. Most important reason of visiting pantaloons

Table 3: Important reason of visiting Pantaloons

S. No	Reason of visiting pantaloons	No. of Respondents	% of Respondents
1	Quality of product	40	40%
2	Low price	10	10%
3	Location	20	20%
4	Range of products	30	30%
Total		100	100%

Interpretation

In the above table we can clearly see that 40% of respondents for quality of product, 30% of respondents for range of

product, 20% of respondents for location, and 10% of respondents for low price.

6. Purchases of pantaloons on different occasion

Table 4: On different occasion purchases of pantaloons

S. No	Occasion of Purchase	No. of Respondents	% of Respondents
1	Festival	10	10%
2	Marriage	28	28%
3	Party	32	32%
4	Regular use	30	30%
Total		100	100%

Interpretation

In the above table we can clearly see that 32 % of respondents

for party, 30% of respondents for regular use, 28% of respondents for marriage, and 10% of respondents for festival.

7. Reason for choosing pantaloons

Table 5: Reason for Shopping in Pantaloons

S. No	Reason of choosing Pantaloons	No. of Respondents	% of Respondents
1	Product variety	16	16%
2	You can find the rare product here	29	29%
3	Quality of the products	34	34%
4	Others	21	21%
Total		100	100%

Interpretation

In the above table, we can clearly see that 34% of respondents for quality of the product, 29% of respondents for rare

product, 21% of respondents for others, 16% of respondents for product variety

8. Buying status of pantaloons product

Table 6: Buying of Pantaloons Product

S. No	Percentage of buying	No. of Respondents	% of Respondents
1	All the time	12	12%
2	Often	17	17%
3	Sometime	55	55%
4	Rarely	16	16%
Total		100	100%

Interpretation

In the above table, we can clearly see that 55% of respondents

for some time, 17% of respondents for often, 16% of respondents for rarely, 12% of respondents for all the time.

9. Preferred Specification of Pantaloons

Table 7: Preferred Specification of Pantaloons

S. No	Prefer Pantaloons	No. of Respondents	% of Respondents
1	Quality of products	60	60%
2	Quality of service	19	19%
3	Low price	12	12%
4	Location	9	9%
Total		100	100%

Interpretation

In the above table, we can clearly see that 60% of respondents for quality of product, 19% of respondents for quality of

service, 12% of respondents for low price, 9% of respondents for location.

10. Influenced of Customers to Visit Pantaloons

Table 8: Influenced of customers to visit pantaloons

S. No	Influenced to visit Pantaloons	No. of Respondents	% of Respondents
1	Family	27	27%
2	Friends	47	47%
3	Colleagues	14	14%
4	Others	12	12%
Total		100	100%

Interpretation

In the above table, we can clearly see that 47% of respondents

for family, 27% of respondents for friends, 14% of respondents for colleagues, 12% of respondents for others.

11. Preferred products of pantaloons

Table 9: Preferred Products of Pantaloons

S. No	Preferred product	No. of Respondents	% of Respondents
1	Formal shirts	32	32%
2	Shoes	14	14%
3	Formal skirts	33	33%
4	Informal shirts	21	21%
Total		100	100%

Interpretation

In the above table, we can clearly see that 33% of respondents

for formal skirts, 32% of respondents for formal shirts, and 21% of respondents for, 14% of respondents for shoes.

12. Services of pantaloons towards customers

Table 10: Services of Pantaloons

S. No	Pantaloons services	No. of Respondents	% of Respondents
1	I feel happy	19	19%
2	Satisfied	44	44%
3	Average	27	27%
4	Poor	10	10%
Total		100	100%

13. Billing experience of pantaloons

Table 11: Billing Experience of Pantaloons

S. No	Billing experience	No. of Respondents	% of Respondents
1	Average	32	32%
2	Good	39	39%
3	Satisfactory	17	17%
4	Outstanding	12	12%
Total		100	100%

Interpretation

In the above table, we can clearly see that 39% of respondents

for good, 32% of respondents for average, 17% of respondents for satisfaction, 12% of respondents for outstanding.

14. Shopping at pantaloons again, view of customers**Table 12:** Shopping again at pantaloons

S. No	Shop again	No. of Respondents	% of Respondents
1	yes	60	60%
2	Certainly	22	22%
3	Maybe	12	12%
4	No	6	6%
Total		100	100%

Interpretation

In the above table, we can clearly see that 60% of respondents for yes, 22% of respondents for certainly, 12% of respondents for maybe, 6% of respondents for no.

5. Conclusion

As the data gathered through questionnaire suggests that the maximum number of customers fall between the age group of 20-35. The percentage in terms of number of customers that fall in 20-35 is 65%. As the Indian customers have different mindset. And they have the tendency to spent little and get more. And they always expect Value for there every penny. And Pantaloons in that context fulfil there all their expectations. Now there are 25% of the customer's falls in between 35-50. Therefore information suggests that the customers mainly fall between 20-50 year age group and that constitute 80% of the total sample size. 40% of the customer believes that Pantaloons has their own branded products to offer to the customers within a good price range. 80% of the sample size believe that they get good variety and product range. 55% of the sample size believes pricing is good enough to come again. 70% of the sample size has had good experience with CCA. 10% responded that they have not had satisfying experience with CCA's. 75% of the sample sizes have said that their billing experience has been excellent. 8% responded that their billing experience had bad experience. 95% have said that their experience has been good and to 5% of the sample size this has been satisfactory.

6. References

1. Karuppasamy SP, Elavarasi R, ArunShankar G. An empirical investigation on consumer's perception towards retail Hypermarkets in Tiruchirappalli City Tami, Asia Pacific Journal of Research in Business Mngement. 2012; 3(4):25-37.
2. Mishra S. New Retail - Models in India: Strategic Perspective Analysisl, Journal of Marketing and Communication. 2012; 4 (2):39-47.
3. Mitul Deliya, Bhavesh Parmar, Patel KK. An study on impact or Organized Retailer on Unorganized Retailerl, International Journal of Research in Management, Economics and Commerce. 2013; 2(5):64-82.
4. Rathod KL. Retailing in India: An Analytic View of Sunrise Industryl, Excel International Journal of Multidisciplinary Management Studies. 2011; 1(2):168-184.

5. Sanjay Manocha, Anoop Pandey. Organized retailing in India: Challenges and Opportunitiesl, VSRD International Journal of Business and Management Research. 2012; 2(3):65-80.
6. Venu Gopal K, Santosh Ranganath N. Behavioral Changes of Consumers on Indian Organized Retailingl, Asian Journal of Research in Business Economics and Management. 2012; 2(1):57-66.