

Case Study

Analysis of Customer Satisfaction at “Aditya Birla Fashion and Retail Ltd.” (Pantaloon): Research Methodology

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A B S T R A C T

This paper examination of consumer loyalty, done at pantaloons store Allahabad. This was led on premise of translation of information and pie diagram dependent on different survey. At that point research finding and ideas are made. At last, paper closes with end. For the finish of this paper a review was led an organized survey was arranged and test size of 100 was taken. Among them who were met was housewives’ experts and even undergraduates.

Despite the fact that the example size taken was little, yet it was changed to beat all the chances. To gauge the reaction of the respondent on appropriate scale to examine them and decipher it an organized poll was readied. This was essential information assortment and optional information assortment was done through organization’s site.

Keywords: Satisfied Customers, Qualitative, Customers, Stratified Sampling

Introduction

It is not, at this point enough to fulfil client. You should charm them.”

This Paper “A Study of Customer Satisfaction at Pantaloon Fashion and Retail Ltd, Allahabad.” Includes considering the clients fulfilment inside the store, with the atmosphere, with the brands and administration gave by the Pantaloon and to this it is important to comprehend to the requirements of the clients and associate with them.

It is fundamental to comprehend the need of the client’s and to serve them better and to do as such, the board should attempt to comprehend the key variables which are influencing the clients in settling on their purchasing choices. Fulfilled Customers are the resources of the business concerns and Customer fulfilment is the vital factor in the development of the buyers future buy goals. To acquire dependability of the clients and to ensure there

are rehash buys it is important to fulfil and encourage clients with the estimation of the item.

The most ideal approach to discover the degree of fulfilment of clients is to do study on purchaser utilizing a poll through which the executives can find out about the progressions that clients need and can recognize openings and screen effect of the key variables. A fulfilled client will give their great reactions and positive experience to different people and a disappointed client will misrepresent about the contrary experience. Along these lines, the retailer should attempt to fulfil and enchant them with the help which upgrades separation.¹

Research Methodology

The information has been gathered through various offices, diverse segment of same division, books accessible in the library and perspectives are gathered through the client. Issue Statement.²

An examination issue overall alludes to some issue trouble which an analyst encounters in setting of either a hypothetical or common-sense circumstance and needs to discover the answer for the equivalent. In these Era of rivalry and progression in the innovation the retail area is developing at a high speed. Each organization or firm are attempting to give their clients best administrations. For these reasons, this paper is readied. This paper encourages the Pantaloons store to think about the client’s assessment towards the item quality, client’s conduct for buying the item.

The different issues of the study are:

- To see if the client is fulfilled or not
- To locate their degree of fulfilment
- To discover what they feel about the administrations at Pantaloon

Research Design³

An exploration configuration is theoretical system inside which examination is directed, it establishes the outline for the assortment, investigation and estimation.

Choice with respect to what where how much and by what means concerning a request establishes an examination plan.

“An exploration configuration is the plan of condition for assortment and investigation of information in a way that means to explore reason in the economy in methodology for this paper, illustrative exploration is attractive to discover consumer loyalty at store, the inquiries like were posed to who, where when and what sort of inquiries to the client and attempted to discover the ascribes that influenced them while settling on their buy choice.

Data Sources

There are mostly two types of sources of data collection:

Primary Data

Primary data is the one which is collected by the detective himself for the objective of a specific inquiry or study.

Method of Primary Data Collection

- Surveillance technique
- Survey technique, Interview system, Questionnaire method, Schedules
- Other technique, Distributor or store audits, Mechanical techniques, Depth interview

Secondary Data

Optional information are those information which have been now gathered and examined by some previous offices for its own utilization and later a similar information are utilized by various organization.

Techniques for Secondary Data Collection

- Interior auxiliary information. Sales examination Invoice investigation Accounting records
- Outer optional information Libraries Literature Periodicals Website

Table 1. Research Plan⁴

Research type	Descriptive
Data Collection Method	Primary
Type of Questions	Close ended
Research approach	Survey Method

Sampling Design

Sampling Design is one of the very crucial aspects where the layout must be suitable to get the required results. There are a variety of methods of sample which are as follows:

Types of sampling⁵

- Simple random Sampling
- Graded sampling
- Methodical Sampling Quota Sampling
- Custer Sampling
- Area Sampling
- Accessibility Sampling
- Multistage Sampling

For This Research Paper Sample Design is:

- Sample Size Customers at Pantaloons store
- Sampling Unit Each customer at Pantaloons
- Sample Size 100 Customers
- Type of Sampling Random Sampling Method
- Sampling Survey Area Allahabad

Restriction of Research⁶

- The study is restricted uniquely to the guests of Pantaloons
- The study is limited to the Rajkot City and the example size taken was taken 100 and because of that there are odds of mistake while breaking down the information
- Many buyers are in rush while giving their reaction, so they probably won’t have the option to give real Responses

Table 2. Data analysis of customer according to gender

Particular	No of Respondent
Male	55
Female	70

Data Analysis and Study⁷

For the Research at Pantaloons Fashion and Retail Ltd. Rajkot Used Graphical Data Evaluation Method.

Gender

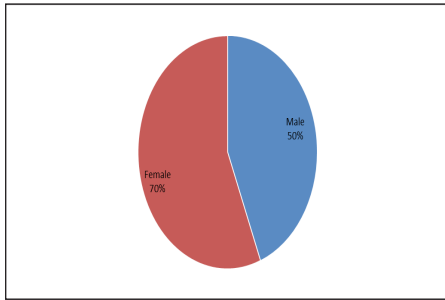


Figure 1. Pie Chart Drawn from above Table

Interpretation

From the above data we can say that female Customers visiting pantaloons is 70% and male Customers visiting pantaloons is 55%.

Age

Table 3. Data analysis of Customer According to Age

Particular	No. of Respondent
15-25	32
25-35	28
35-45	24
45 Above	16

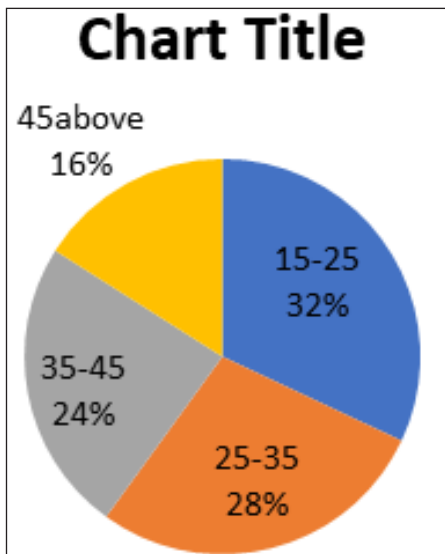


Figure 2. Pie Chart Drawn from above Table

Interpretation⁸

From the above information we can say that 45% of the clients visiting Pantaloons are 22-26 years of age which implies they are youthful age individuals keen on benefiting items giving more limits and offers, trailed by 27% clients are 15-21 years of age, 20% are 27-34 years, 7% are 35-45 years, 1% are 45 years or more from Table 2 and Figure 2.

Occupation

Table 4. Data Analysis According to Occupation

Particular	No. of Respondent
Housewife	11
Salaried Person	27
Businessman	19
Student	39
Others	04

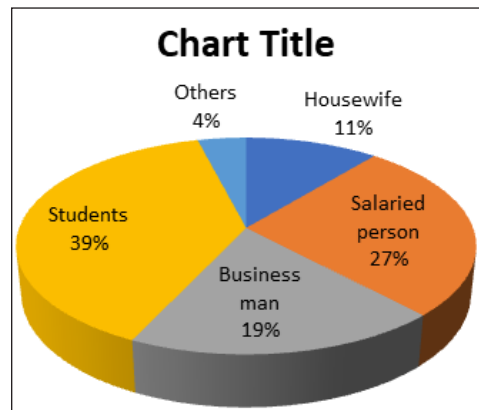


Figure 3. Pie Chart Drawn from above Table

Interpretation

From the beyond data we can say that 41% are students, 28% people are salaried persons, 20% Businessman, 8% housewife, 3% others. (Table 4 and Figure 3).

Are you aware of Pantaloons Brand?

Table 5. Data Analysis According Awareness about Panataloons

Particulars	No. of Respondent
Yes	97
No	03

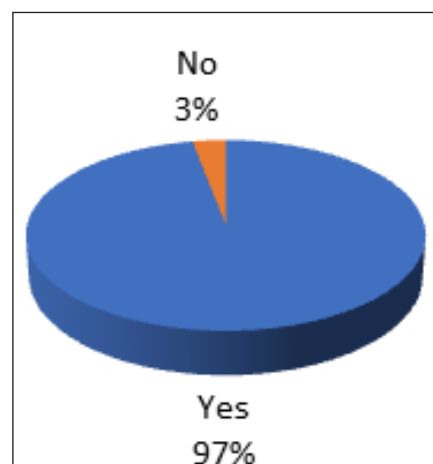


Figure 4. Pie Chart Drawn from above Table

Interpretation

From the above outline we can say that profoundly of the Customers visiting pantaloons know about the pantaloons brands and items for example 97% clients know about the brand at pantaloons. Through which media do you get to know about End of Season Sale?⁹ (Table 5 and Figure 4).

Table 6

Particulars	No. of Respondent
Newspaper	11
Hoardings	09
Friends and Relatives	23
Calling	33
SMS	24

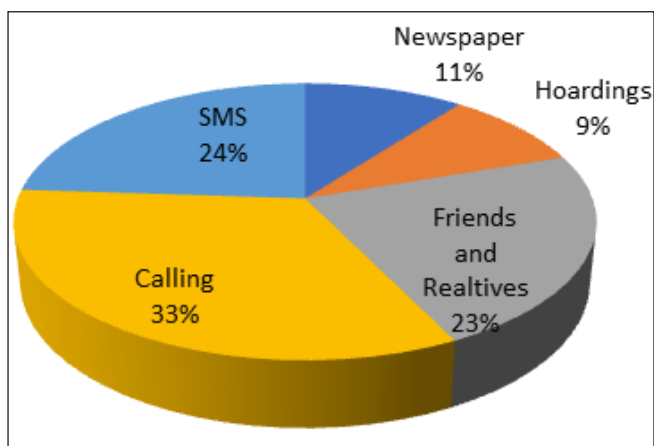


Figure 5. Pie Chart Drawn from above Table

Interpretation

From the above portrayed we can see that the significant wellspring of mindfulness for clients at pantaloons is Friends and family members and SMS administration given by the pantaloons for example 32% so it should attempt to zero in additional on it by sending ideal messages to the Customers, trailed by 17% by Callings, 10% by hoardings, etc. What comes to your mind when you think about Pantaloons?¹⁰

Table 7. Data Analysis of what Comes in Mind when You Think about Pantaloons

Particulars	No. of Respondent
Product quality	50
Store appearance and atmosphere	05
Discount and offers	39
Price and term of payment	06

Interpretation

From the above Table, the greater part of the clients is

quality cognizant so Pantaloons should zero in additional on quality. It is obvious from the diagram that half of the respondents picked quality out of the 100 respondents, while 32% consider limits and offers, 5% are keen on Price and terms of instalment. How frequently you shop at Pantaloons?¹¹

Table 8. Data Analysis of Frequency of Shopping in Pantaloons

Particular	No. of Respondent
Every week	08
Once in two weeks	18
Once in month	69
Once in year	05

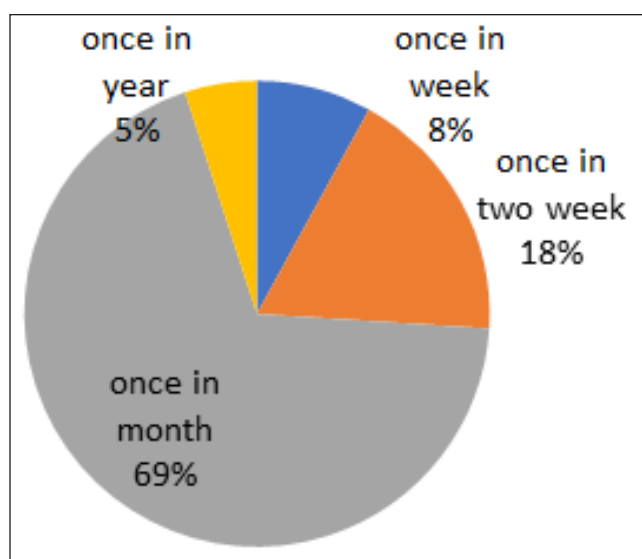


Figure 6. Pie Chart Drawn from above Table

Interpretation

The above study shows that most the Customers visiting pantaloons is before a month for example 69%, 18% Visits once in about fourteen days which is positive for the business, 8% visits once in three weeks and 5% visits each week. Which section you like the most with respect to quality, price and variety?

Table 9. Data Analysis of Most Liked Section in Pantaloons

Particular	No. of Respondent
Women's	49
Men's	40
Kids	07
Accessories	04

Interpretation

From the sexual orientation understanding we came to

realize that 55% clients visiting Pantaloons are females in this manner structure the above information is certain that the most favored area is ladies' i.e 51%, Followed by Men's, Kids and embellishments. Brand and Product availability at Pantaloons Is?

Table 10.Data Analysis of Brand and Product Availability in Pantaloons

Particular	No. of Respondent
Excellent	41
Good	46
Average	10
Poor	03

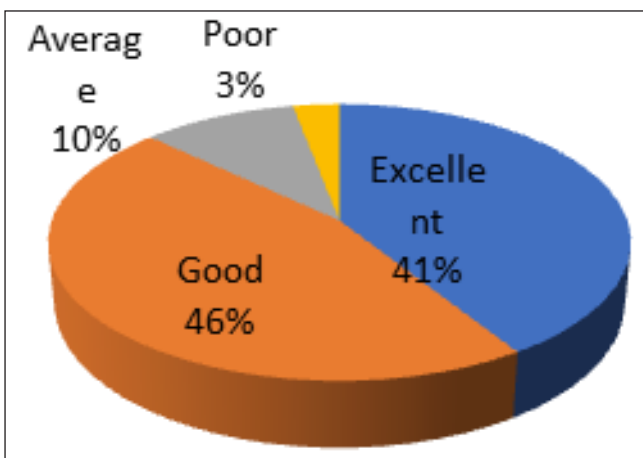


Figure 7.Pie Chart Drawn from above Table

Interpretation

From the above Table, plainly Brand and item accessibility at Pantaloons is sufficient. As out of 100 respondents 41 of them preferred the superb alternative and 46 of them saw it as great. It implies the brand and Product accessibility at Pantaloons is acceptable, Qualitative and doing great job. Are you satisfied with the service facility provided by the Service Staff?

Table 11.Data Analysis of Satisfaction with the Service Facility in Pantaloons

Particulars	No. of respondent
Highly satisfied	29
Satisfied	62
Dis-satisfied	05
Neutral	04

Interpretation

From the portrayed Chart Service given by Staff individuals is acceptable, they are playing out their Duties well as 62%of the clients are happy with the Service Staff office and 29% of the Respondents are profoundly fulfilled.

Table 12.Data Analysis from Comparison of Pantaloons Brand to Another Competitor

Particulars	No. of Respondent
Excellent	28
Good	59
Average	12
Poor	01

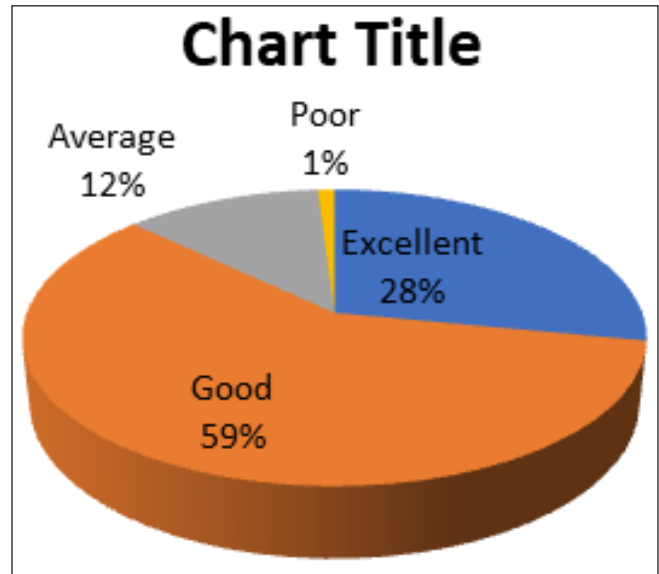


Figure 8.Pie Chart Drawn from above Table

Table 13. Data Analysis from Buying Experience of Pantaloons

Particulars	No. of Respondent
Excellent	28
Good	63
Average	7
Poor	02

Interpretation

The overall Buying experience of the Customers outranks the Product and Price. Here this chart clearly shows that 63 respondents out of 100 had good buying experience which means they are satisfied with the service facility, Quality and Prices of the Product, followed by 29% Viewed it as excellent.

Exploration Findings

The exploration discoveries of the examination are:

- Most of the Customers visiting the Pantaloons Fashion and Retail Ltd. are females and the most favoured Brand by the Customers is Honey

- From the above understanding I have discovered that the most favoured Section is ladies' i.e. 51% and 61% of the clients visit pantaloons once in a month
- Pantaloons is a state of fascination in Customers because of limits offered and plots given by the store, however the Customers didn't think that its Promising or good and needed upgrade in the Discounts
- Most of the Respondents visiting pantaloons did not discover various sizes and footwear needs improvement
- Employees at the Pantaloons were utilizing the parking spot of the shopping center and accordingly respondents were not getting sufficient space and in this way they were disappointed

Ideas

- More assortment of items with various sizes ought to be made accessible and space ought to be given for kids coming their folks for no particular reason and amusement
- Pantaloons should expand assortment in the items in its container. It ought to be extraordinarily expanded in Traditional wears for women's, beautifying agents and footwear. Number of charging counters ought to be expanded during the deals and some extraordinary events to attach the charging Process and limit the huge Queues and a more noteworthy number of PCs ought to be introduced
- To reinforce the client dependability, the staff individuals ought to be prepared with the goal that they can make clients mindful about the green card participation and can get the advantage
- Before actualizing or offering any plan or offer it ought to be dissected prior to creating it to the clients and if conceivable more rewarding limits ought to be given to pull in more clients

Conclusion

More than 65% of the customers come in between the age of 22-35 and according to these data store should give more importance to this segment and attract more customers to maximize their revenue and make loyal consumers. Customers should be provided a good billing experience is vital for a retailer. Sometimes Customers get exhausted standing in a queue for long. The factor that affects the customers to the pantaloons, as in the store mainly focus on their in-house brand availability and value of money. Most of the customers believe that pantaloons have their own branded products and are offering to the customers at reasonable price.

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