

Research Article

Beyond Fashion: Unveiling the Tapestry of Consumer Satisfaction with Pantaloon's Female Apparel in Ahmedabad

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A B S T R A C T

This study is about customer satisfaction for female apparels in Ahmedabad city. In this study determination of this research remains to check satisfaction of female apparel customer of pantaloon's. In this research various aspect related to customer satisfaction will check like satisfaction related to fashion of the cloth, quality of product, offers and discount, customer care response, employee behaviour etc. In this research report research methodology used that is question air filling method and data collection method is simple random sampling. Objective of the learning is to know satisfaction level of the customer. For that 138-sample size is taken. In this research after collecting data chart is made to draw out conclusion from this raw data. That chart helps to analyse data after that statistical test also made to prove drawn conclusion. This test also helps to check the probability of conclusion. This research finding is common of the respondent fall between age group of 25 to 35. Majority of the respondent have the income between 46 thousand to 75 thousand. From this study reveal that most of the customer prefer to shop within two months. The main thing that come out is customer is satisfied with product quality, product availability, offer and discount, also seems that customer is satisfied with fashion of the product but respondent not seems to be satisfied with customer care response and employee behaviour. This study will help pantaloon's to take corrective action to improve service so goodwill is created and business will grow that is over all conclusion of the report. This study completes its objective for which it is made.

Keywords: Customer Satisfaction, Female Apparel, Fashion, Pantaloon's, Products Availability, Quality, Fitting

Introduction

In this competitive market satisfaction of customer is very important to retain customer (Vidani, 2018). It defines by how well products complete the need of customer (Vidani, 2015). Customer satisfaction is related to quality, fitting, size, products availability, employee's behaviour etc (Saxena & Vidani 2023).

In this competitive age to retain customer is very important and that happen only when customer is satisfied (Vidani, Chack, & Rathod, 2017). Satisfied customer not only become loyal to the brand but also spread positive word of mouth (Vidani & Dholakia, 2020). As this positive word of mouth help company to grow its business (Vidani, Meghrajani, & Siddarth, 2023). To retain customer good customer care response also important because it enhance convenience of customer that result in satisfaction level of customer (Vidani & Solanki, 2015).

Customer satisfaction is mainly depending on few things that are products performance and assistance (Vidani, 2015). Products performance is how good products quality (Biharani & Vidani, 2018). if the product quality is good customer will satisfy (Vidani, 2018). The products quality is first for most thing that customer look for (Vidani, 2015). Products availability and products design is also come under products performance does products availability is good and does products design is trendy and does the price is justifiable (Rathod, Meghrajani, & Vidani, 2022). Customer assistance is also important in which employees' behaviour and customer care response is two important aspects does employees behave well and provide information to customer and does the customer care respond well (Solanki & Vidani, 2016). This are the aspect that effect overall satisfaction level of customer (Sachaniya, Vora, & Vidani, 2019).

In the apparel industries of India female customer contribute about 35 percent of total market. So, study about satisfaction of female apparel customer is very important (Vidani, 2016). because female customer not only shop for themselves but for their children and family member and if they are satisfied, they spread good image of brand that will create goodwill of the company (Vidani, 2022).

In apparel industries customer satisfaction mainly depend on how well they are guided by employee (Vidani, 2016). does they get the product for that what amount they are spending (Vidani & Das, 2021). Another important thing in apparel industry is does they get fashionable cloth so study of customer satisfaction of female apparels is necessary (Bhatt, Patel, & Vidani, 2017).

Statement Problem

In current situation female consumer market is very

competitive. Brand want maximum profit and to maximize profit company need to have strong and loyal customer base and that happen only when customer is satisfied. And to be in competition it is necessary to have customer satisfaction. So, to study customer satisfaction of female apparel is necessary.

Research Objectives

Objective of the Study

To study preference of the female consumer in terms of western or ethnic

To study frequency of purchase of women

To know about competitiveness about fashion in female apparel

To know about how customer compare with competitor

Literature Review

Dheeraj sharma (2015)

In this research study conducted on satisfaction of c store (Niyati & Vidani, 2016). The study conducts to know service quality of store and effect of service quality on customer satisfaction (Vidani, 2020). In this researcher study various aspects of service quality and conclude that service quality positively affects customer satisfaction (Pradhan, Tshogay, & Vidani, 2016). So, service quality of c store must be good for customer satisfaction (Modi, Harkani, Radadiya, & Vidani, 2016).

N. Bhaskar, B. Shekhar (2011)

Retail industry in India grow day by day and retail sector is growing from 4 hundred billion to 6 hundred billion (Srivastava 2008) (Vidani, 2016). In retail sector apparels industry has large opportunity to growing in organized form (Sukhanandi, Tank, & Vidani, 2018). In this paper researchers' study about service and quality impact on customer satisfaction as it becomes strategy for majority of the players in segment (Sukhanandi, Tank, & Vidani, 2018). This paper study the effects of service and quality of product on customer satisfaction of apparels (Vidani, 2019). Study finds that there is large impact of service and quality on customer satisfaction (Singh, Vidani, & Nagoria, 2016).

Eunyong chang, L. Burns, Sally K. Francis (2004)

The study undertakes the shopping value with reference to gender difference in apparel shopping satisfaction (Vidani & Plaha, 2017). They examine various aspects like store environment, variety of products etc (Mala, Vidani, & Solanki, 2016). They have taken 786 Korean respondent to test equation (Dhere, Vidani, & Solanki, 2016). For male respondent there is no relation in satisfaction and store ambiance (Singh & Vidani, 2016). For female respondent there is direct relation in satisfaction and store ambiance (Vidani & Plaha, 2016). This study implies that male

respondent looking for quality and other aspects while female respondent looking for store ambiance and for customer satisfaction to take care of both the product and service is necessary (Pathak & Vidani, 2016).

M D Rushid khan (2008)

This study undertakes customer perception on marketing strategy of pantaloons for brand building (Solanki & Vidani, 2016). This study suggests how customer react in different ways (Vidani & Singh, 2017). This term different behavior of customer (Vidani & Pathak, 2016). The study conclude that customer satisfied when they get value of what they have paid, so customer satisfaction and brand building have direct relation (Vidani, 2016). So, when customer satisfied the good brand image is created (Vidani, 2018).

Ruccienill, Nancy. M. Goodstein, Ronald (2009)

Research done on customer experience management in retail industry and understand how customer thinking while buying (Vidani, Jacob, & Patel, 2019). The study conclude that retailers have good communication with customer so they can understand customer needs better than other (Odedra, Rabadiya, & Vidani, 2018). Customer satisfaction achieve when their need fulfil that retailers can do well (Vasveliya & Vidani, 2019).

Research Methodology

Research Methodology for the Study

Research Design

- The study uses descriptive research design to collect data.

Sampling

- A non-probability convenient sampling method is used to ensure representation from different socio-economic backgrounds.
- The target population consists consumers of Pantaloons store living in Ahmedabad.
- Sample size = 138

Data Collection

- Primary data is collected through designed questionnaires circulated to the selected participants.
- The questionnaire consists of demographic questions and other related questions

Data Analysis

- Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

Tools Used

- Excel
- SPSS

Nature of Data

The study is based on primary data and secondary data

Source of Data

The primary data is collected through questionnaire which is right for the study

Nature of Population

Population is pantaloons customer in Ahmedabad

Sample Unit

Sample unit is female apparel customer of pantaloons Ahmedabad

Methods of Sampling

Simple random method is used for sampling.

Size of Sample

Sample size is 138

Hypothesis

H1: there is relation between customer age and fashion preference

H2: there is relationship between product quality and brand

H3: there is relationship between store location and frequency of purchase

H4: there is relationship between employee behaviour and frequency of purchase

Hypothesis TestiWWng

H1: there is relationship between fashion and age

Table I. Correlation between age group and satisfied with fashion of the cloth

	age Group	3. Do you satisfied with fashion of the cloth?
Mean	3.818841	2.514493
Variance	2.28081	1.127526
Observations	138	138
Hypothesized Mean Difference	138	
Df	246	
t Stat	-869.807	
P(T<=t) one-tail	0	
t Critical one-tail	1.651071	
P(T<=t) two-tail	0	
t Critical two-tail	1.969654	

Source: SPSS Software

Interpretation: in the above table we can see that p value is 0 which is less than alpha (0.05) so we do not accept the null hypothesis which means there is relationship between fashion and age group.

H2: there is relationship between product quality and family income

Table 2. correlation between Family Monthly income and satisfied with the products quality

	V. Family Monthly income	6. Are you satisfied with the products quality?
Mean	3.688406	2.072464
Variance	1.675923	0.812229
Observations	138	138
Hypothesized Mean Difference	138	
Df	245	
t Stat	-1015.7	
P(T<=t) one-tail	0	
t Critical one-tail	1.651097	
P(T<=t) two-tail	0	
t Critical two-tail	1.969694	

Source: SPSS Software

Interpretation: in the above table we can see that p value is 0 which is less than alpha (0.05) so we do not accept the null hypothesis which means there is relationship between product quality and family income.

H3: there is relationship between store location and family income

Table 3. correlation between Family Monthly income and satisfied with the store location

	V. Family Monthly income	8. Do you satisfied with the store location?
Mean	3.688406	2.608696
Variance	1.675923	1.188829
Observations	138	138
Hypothesized Mean Difference	138	
Df	266	
t Stat	-950.307	
P(T<=t) one-tail	0	

t Critical one-tail	1.650602	
P(T<=t) two-tail	0	
t Critical two-tail	1.968922	

Source: SPSS Software

Interpretation: in the above table we can see that p value is 0 which is less than alpha (0.05) so we do not accept the null hypothesis which means there is relationship between store location and family income

Table 4. correlation between Age group and satisfied with employee behaviour

	Age group	Are you satisfied with employee behaviour?
Mean	3.818841	3.297101
Variance	2.28081	1.641013
Observations	138	138
Hypothesized Mean Difference	138	
Df	267	
t Stat	-815.51	
P(T<=t) one-tail	0	
t Critical one-tail	1.650581	
P(T<=t) two-tail	0	
t Critical two-tail	1.968889	

Source: SPSS Software

H4: there is relationship between employee behaviour and age

Interpretation: in the above table we can see that p value is 0 which is less than alpha (0.05) so we do not accept the null hypothesis which means there is relationship between employee behaviour and age group

Discussion

Occupation Trends: Research shows that 37.7% of respondents have occupations in the service industry, while a substantial 42.8% depend on others for financial support. This nearly equal split between service professionals and those dependent on others is quite remarkable. What do you think could be driving this balance (Vidani, Das, Meghrajani, & Singh, 2023)?

Age Demographics: Another interesting insight is the age distribution of respondents. It's notable that 26.8% fall in the 31-35 age bracket, with the second-highest group being in the 26-30 range. Only 20% are under 20 years old.

How might these age demographics impact their fashion preferences and shopping habits (Vidani, Das, Meghrajani, & Chaudasi, 2023)?

Income Levels: Income plays a significant role in fashion choices. A whopping 58% of respondents have incomes between 46k to 75k, while 24% have incomes above 75k. How do you think income influences their motivations for shopping, especially in terms of quality and discounts (Bansal, Pophalkar, & Vidani, 2023)?

Shopping Motivations: Quality seems to be the primary motivator for 42% of respondents, with 26% being motivated by discounts and offers. How can retailers strike the right balance between quality and affordability to cater to these varied motivations (Chaudhary, Patel, & Vidani, 2023)?

Shopping Frequency: It's interesting to note that 36.2% of respondents purchase apparel every 1-2 months, while only 6% shop once a year or more. How does this information impact inventory management and marketing strategies for fashion retailers (Patel, Chaudhary, & Vidani, 2023)?

Product Satisfaction: Regarding product satisfaction, 62% of respondents seem content with the fashion of their clothing, while 19.5% express dissatisfaction. What factors do you believe contribute to this polarization in consumer sentiment (Sharma & Vidani, 2023)?

Store Experience: In terms of the in-store experience, the majority of respondents are satisfied with store location, but 21% are dissatisfied. How might store location impact overall customer satisfaction and loyalty (Sharma & Vidani, 2023)?

Brand Preferences: Data indicates that 55% of respondents purchase mixed brand products, with Pantaloons home brand products and non-Pantaloons products following. What strategies can fashion retailers employ to capture a larger share of this mixed brand market?

Employee Behavior and Customer Care: Employee behavior and customer care also play a crucial role in consumer satisfaction. 41% express dissatisfaction with employee behavior, while 40% are satisfied. How can retailers work on improving employee-customer interactions to enhance overall satisfaction?

Overall Satisfaction and Loyalty: Lastly, 41% of respondents state they would visit the store again, while 21.7% are uncertain.

Conclusion

The primary objective of this study was to evaluate customer satisfaction with Pantaloons' female apparel products across various dimensions, including product quality, design, price, employee behavior, and promotional

offers. The findings provide valuable insights into the areas where the company excels and where it can make improvements. From the study, it is evident that Pantaloons performs well in several crucial aspects, leading to high customer satisfaction. These areas include:

Product Quality: Customers express contentment with the quality of the female apparel products offered by Pantaloons, indicating that the company has successfully maintained product standards.

Discounts and Offers: The presence of attractive discounts and offers motivates customers to shop, contributing to overall satisfaction.

Fashion and Design: Pantaloons successfully aligns with customer fashion preferences, with the majority of respondents satisfied with the fashion and design of the clothing.

Product Availability: Customers find products readily available, indicating efficient inventory management and a positive shopping experience.

Store Location: Most customers are satisfied with the store locations, suggesting good accessibility and convenience.

However, the study also highlights two areas where Pantaloons can enhance customer satisfaction:

Employee Training: The dissatisfaction with employee behavior implies a need for improved training programs and an emphasis on creating positive interactions between employees and customers. Addressing this aspect can lead to higher satisfaction levels.

Customer Care Response: Customers express dissatisfaction with the responsiveness of customer care services. Enhancing the efficiency and effectiveness of customer care can play a pivotal role in retaining and satisfying customers.

In summary, this study underscores Pantaloons' success in various critical aspects of customer satisfaction, particularly in product quality, discounts, fashion, availability, and store locations. To further elevate customer satisfaction and loyalty, Pantaloons should prioritize employee training and customer care response. By doing so, the company can build stronger customer relationships, drive repeat business, and maintain its position as a trusted fashion retailer in the market.

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