A STUDY ON CUSTOMER PERCEPTION TOWARDS PANTALOONS

Rupam Majumder
Assistant Professor, Salesian College, Jalpaiguri.

Abstract
*Research in common man is language refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic, infact research is an art of scientific investigation. Research is done to gain familiarity with a phenomenon event / product / service or to determine the frequency with which something occurs, with which is associated with something else or to test a hypothesis of casual relationship between variables. In short customer perception research is the objective and formal process of systematically obtaining, analyzing and interpreting the data for actionable decision making in customer perception towards an organization (**Big Bazaar,** in my study).The basic objective of this study is to analyze the customer perception towards **Big Bazaar** in Siliguri West Bengal..Research was carried out for Siliguri customers who were main targets for this study. Customers were asked about their perception towards Big Bazaar.*

Introduction
Perception is defined as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world (Schiffman and Kanuk, 2004, p.158). Meanwhile customer perception according to Cutlipp (1999, p.120) is the interpreted of scene of actions, included people, places, actions, and entire range of phenomena, which is give perceptions of that scene to the customer and respond based on the perception.

Although there are so many retail outlets even in the same area, however each of outlets has its own image in the customer perception. Pantaloons attributes created distinctive image as the result of the combination of several attributes performance within the mall. Based on the survey of urban shoppers, the study analyzes the cognitive attributes of the shoppers towards attractiveness of pantaloons and intensity of shopping. The results of the study reveal that ambiance of shopping malls assortment of stores, sales promotions and comparative economic gains in the mall attract higher customer traffic to the malls.

Literature Review
This study focuses on the shopping mall preferences, a trendsetting segment that trends to be heavy users of enclosed shopping malls.
Sample: A sample of 110 teens on both the west and East cost of U.S participated in the pilot study.
Research: Conjoint analysis and web survey are used to address the primary research questions or objectives.
- What are the important attributes that teens consider when choosing among shopping malls?
- What does an ideal shopping mall look like to teens?
- What trade-offs are teens willing to make among different mall attributes levels?

Analysis: The findings indicated that the most important attribute in teens choice of a mall to frequent are how friendly and welcoming is the malls to teens and whether the mall contains cool stores. Further the most preferred or ideal mall across all respondents is one that has lots of everything (entertainment, food, parking convenience, cultural and live music events, theaters etc).

Findings confirm the importance that people place on rather uncontrollable (from a mall perspective) and challengeable perception of coolness when choosing a mall to frequent that is how trendy, unique, fashionable and full of entertainment is the mall.

Objective
The project aimed at providing in-depth knowledge of the market and better modes of communicating to customers what Pantaloons has in store for them. The objective of the survey was to determine the customer awareness. This helped to know
- Whether Customers visit pantaloons or not.
- Are the customers satisfied with the shopping in the store?
- The reasons for their visits to the store.
- Their feedback and recommendations.

Research Design

A Research Design is a frame work for blue print for conducting the marketing research project. It details the procedure necessary for obtaining the information needed to structure or solve marketing research problems. A Research Design lays foundation for conducting the project.

In today's scenario Research Design is an important tool. It comprises one of the most significant and fascinating facts of marketing. It plays a vital role in producing information for the marketing decision. Research helps to answer the unsolved problems. The aim is however common to go far deeper than others, to deliver incisive sights and ideas be accountable for results. The Research process incorporates Qualitative Analysis. This multi-pronged Approach helps us to provide superior risk-adjusted for the clients. It includes the sources from which information and data are collected.

Type of Data

In this study Primary Sources were used for the collection of data. Primary Sources are eyewitness accounts. Primary data are collected by sampling respondents. Secondary data from the internet. It refers to the data that has been already published.

Research Instrument

After conducting a preliminary testing, structural questionnaire was used as an instrument. The questionnaire was framed and I was asked to collect information from the customers of Pantaloons. The survey was extensive and I visited the Pantaloon Shop.

Sample Size

The questionnaires were given to only a small sample of the entire population of the Siliguri. Out of total population only a very small sample size i.e. 100 respondents was surveyed.

Statistical Tools Used

The various types of statistical tools were used in this project for data collection, tabulation and analyses are:-

- **Chi-Square Test:** In chi-square test we have to deal with attributes, although the members can be divided into two or more categories with respect to the attributes. Here the two attributes are customer perception and age.
- **Pie-Chart:** It is a pictorial diagram in the form of circles where the whole area represents the aggregate an area of different sectors of the circles when divided into several parts. In this work, pie-charts have been used to show the values in percentage, of the respondents, regarding a particular question
- **Cross Tabulation:** A cross tabulation can be done by combining any two of the questions and tabulating the data. This is a two variable cross tabulation. Here, cross tabulation is done on the basis of age group and sex.
- **Z- Test:** Z-Test is valid for large sample sizes (say, more than 30). These tests are also called "approximate tests", because the sampling distributions used are only approximately true, when the number of observations in the sample is large.
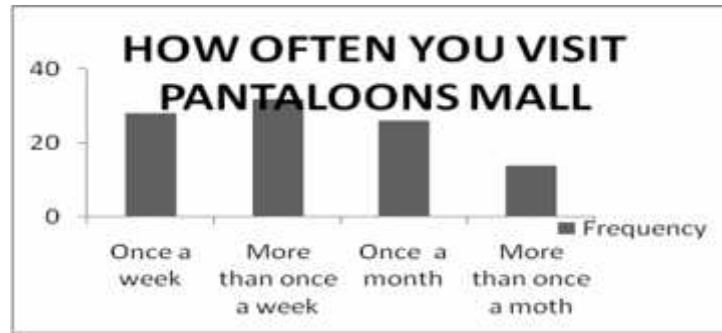
Limitations of the Study

During carrying out the project certain limitations which came to my way are enumerated as following-

- The research is confined to particular areas.
- Since the project involves interacting with customers, it is time consuming to convince them to participate and cooperate in surveys and interviews of the project.
- The project requires the data on the customer's purchasing power, which is reluctant to provide salary or income details. Hence the true picture of the consumers there is an assumption on the basis of the data collected.
- The response of individual may not be reliable.
- Qualitative aspects of purchase behavior of customers can't be measured accurately.
- The respondents may not have a very complete and clear picture of their purchase behavior and spending patterns, which affects the precision of the research.
- The objectives of the project can be modified as per the requirement of the Organization.

Data Analysis and Interpretation

Q1. Approximately how often you visit Pantaloon Mall?

Variables	Frequency	Percentage
Once a week	28	28%
More than once a week	32	32%
Once a month	26	26%
More than once a moth	14	14%

Research Paper
Impact Factor: 3.996
Peer Reviewed & Indexed Journal

IJMSRR
*E- ISSN - 2349-6746*
ISSN -2349-6738

Analysis: With respect to the above question we see that 28% of the respondents visit the mall once a week, 32% of the respondents go more than once a week ,14% more than once a month while 26% of the respondents visit only once a month.

Interpretation: As it is evident from the above findings that maximum respondents visit the mall more than once a week. So, the mall is quite preferable to the respondents of Siliguri.

Q2. What is your expenditure per visit?

Variables	Frequency	Percentage
Less than Rs. 1000	24	24%
Rs. 1,001-5000	32	32%
Rs. 5,001-9999	26	26%
Above Rs. 10,000	18	18%
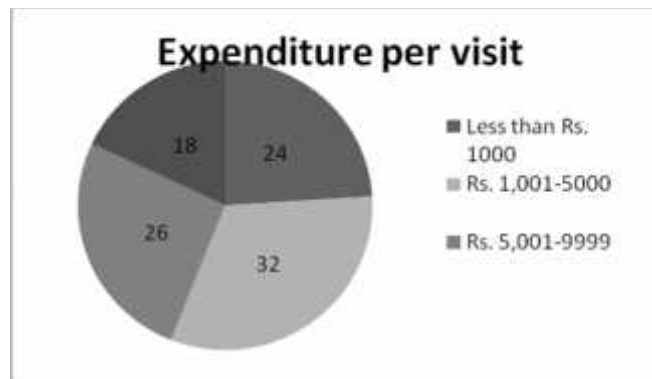
Analysis: With respect to the above question we see that 24% of the respondents spends less than Rs. 1000 per visit, 32% of the respondents spends money between Rs.1001-5000, 26% between Rs. 5001-9999 while only 18% above Rs. 10,000.

Interpretation: From the above findings it is clear that only few people shop for maximum while average number of people shop between Rs. 1001-5000.

Q3.Basically what type of product do you buy from Pantaloon?

Variables	Frequency	Percentage
Luxury Items	15	15%
Consumer durables	10	10%
FMCG products	25	25%
Fashionable items	20	20%
Services	15	15%
Others (specify)	15	15%

Analysis: With respect to the above question we see that 15% of the respondents prefer luxury items, 10% consumer durables, 25% FMCG products, 20%fashionnable items, 15% services, 15% go for others.

Interpretation: From the above findings it is clear that maximum people prefer buying FMCG products from Pantaloons while same percent of the respondents prefer luxury items, services.

Q4. What do you think is the reason of visiting Pantaloons? (Please rank them)

Variables	Frequency					
Discount and Offer	25	10	15	20	10	20
Lower price	10	15	20	15	25	15
Convenience of location	30	10	15	20	10	15
Status Symbol	15	18	22	8	12	25
Store appearance and atmosphere	10	25	15	25	13	12

Analysis: From the above graph it is clear that 1st position is for discount and offer, 2nd for status symbol, 3rd convenience of location, 4th for lower price, 5th is for stores appearance and atmosphere.

Interpretation: From the analysis we see that the respondents gives more importance for the discount and offer and least importance is given to the lower prices.

Q5. Do you think the prices charged in Pantaloons are cheaper than traditional shops?

Variables	Frequency	Percentage
Yes	40	40%
No	45	45%
Indifferent	15	15%

Analysis: From the above graph it is clear that 40% of the respondents feel that the prices charged in the Pantaloons is cheaper while 45% of the people do not agree. 15% of the respondents feel that the prices are indifferent.

Interpretation: Of the 100 respondents maximum of them think that the prices are not indifferent while minimum respondents think that the prices charged are not indifferent.

Q6. In which area you feel pantaloons has an edge over other retail outlet?

Variables	Frequency	Percentage
Ambience	15	23%
Location	10	16%
Offer and Discount	25	38%
Others (specify)	15	23%

Analysis: From the above question we find 23% of the respondents' favorites' ambience in Pantaloons, 16% for location, 38% for offer and discount, 23% prefers apart from the mentioned in the question.

Interpretation: As it is clear from the above findings that the respondents like the offer and discount in Pantaloon.

Q7. Are you satisfied with the customer services at the shops in Pantaloon?

Variables	Frequency	Percentage
Yes	46	46%
No	54	54%

Analysis: From the above graph we find that 46% of the respondents are satisfied with the customer service at Pantaloons while 54% of the respondents are not satisfied with the services in shops.

Research Paper
Impact Factor: 3.996
Peer Reviewed & Indexed Journal

IJMSRR
E- ISSN - 2349-6746
ISSN -2349-6738

Interpretation: From the findings we can clearly state that the maximum number of respondents is not satisfied with the customer services at Pantaloons .Therefore to attract more customers one should focus more on customers.

Q8. What are your recommendations to make Pantaloon better?

Variables	Frequency	Percentage
Enhancement of quality	20	20%
Lower price for branded items	25	25%
More entertainment during holidays	20	20%
Other service need to be opened	20	20%
Others	15	15%

Analysis: From the above graph we find that 20% of the respondent wants the enhancement of quality, 25% recommends for lower prices for branded items, 20% wants more entertainment during holidays, 20% feels other services need to be given while 15% made other recommendations.

Interpretation: As it is clear from the findings maximum respondents recommended lower prices for branded items and average number of respondents recommended for enhancement of quality, more entertainment during holidays .and other services.

Q9. Do You Think Pantaloon is a complete Retail Outlet?

Variables	Frequency	Percentage
Yes	46	46%
No	54	54%

Analysis: From the above graph we find that 46% of the respondents agreed that Pantaloon is a complete retail outlet while 54% of the respondents are not agreed with Pantaloon as complete outlet.

Interpretation: From the findings we can clearly state that the maximum number of respondents are not satisfied Pantaloon as complete retail outlet .Therefore to make a complete retail outlet focus must be on availability of all products.

Q.10 How many times have you seen pantaloon overcrowded?

Variables	Frequency	Percentage
Rarely	15	30%
Frequently	25	50%
Never	10	20%

Analysis: From the above graph we find that 50% of the respondents agreed that Pantaloon is overcrowded while 30% and 20%of the respondents agreed that Pantaloon is rarely and never crowded.

Interpretation: From the findings we can clearly state that the maximum number of respondents are satisfied Pantaloon as overcrowded .Therefore to make a more diversified products needs to be launched.

Q11. What company you think is competitor of pantaloons?

Variables	Frequency	Percentage
Shopper Stop	25	28
West Side	10	11
BigBazar	30	33
Max	15	17
Reliance Trend	10	11

Analysis: From the above graph we find that 33% of the respondents Visited Bigbazar,28% of the respondents visited hopper Stop, 17% of the respondents visit Max while 11% of the respondent visit West Side and Reliance

Interpretation: From the findings we can clearly state that the maximum number of respondents visits BigBazar .Therefore main competitor of Pantaloon is Bigbazar.

Chi Square Test

For knowing whether the customer perception depends upon the age variable or not, I am going to conduct the chi square test.

I have taken two age groups above 30 and below 30 depending on which I have formed the following table.

Age Group	Yes	No	Total
Below 30	25	15	40(**B**)
Above 30	38	22	60
	63(**A**)	37	100

Let us take the hypothesis customer perception and age groups are independent attributes.

Expectation of (AB) = A*B / N

$$= 63 * 40 / 100$$
$$= 25.20$$

The table of expected frequencies shall be:

25.20	14.80	40
37.80	22.20	60
63	37	100

Applying Chi-Square Test

O	E	$(O – E)^2$	$(O – E)^2/ E$
25	25.2	(+)0.04	0.0016
38	37.8	(+)0.04	0.0011
15	14.2	(+)0.04	0.0027
22	22.2	(+)0.04	0.0018
			$\{(O – E)^2/ E\}=0.0072$

$$^2 = [\{(O – E)^2/ E] = 0.0072$$
$$= (r - 1)*(c – 1)$$
$$= (2 – 1)*(2 – 1)$$

For,

$$= 1, \quad ^2{}_{o.o5}=3.84.$$

The calculated value of ^{2} is less than that of the table value. The hypothesis is thus accepted. Hence it can be concluded that the attributes, customer perception and the age group are independent attributes i.e., they both do not depend on each other.

What is Your Expenditure Per Visit?

Variables	Frequency	Cumulative Frequency	Calculation (for percentage)	Percentage
Less than Rs. 1000	24	24	(24/100)*100	24%
Rs. 1,001-5000	32	56(median class)	(32/100)*100	32%
Rs. 5,001-9999	26	82	(26/100)*100	26%
Above Rs. 10,000	18	100 (**N**)	(18/100)*100	18%
	f =100			

$$\text{Median} = \frac{N+1}{2}$$
$$= \frac{100+1}{2}$$
$$= 50.5$$

Analysis

In the above table shows, 24 out of 100 respondents (24%) are of the opinion that they spent less than 1000, other 32 out of 100 respondents (32%) are of the opinion that that they spent between 1000-5000, another 26 out of the 100 respondents (26%) or to say the majority believes that it is satisfactory, and the last 18 out of 100 respondents (18%) spent above 10000.

Z- Test
62 Out of 100 Respondents are satisfied with the Services in Pantaloon
Null Hypothesis is that the proportion of satisfied respondents is 50% i.e. 50/100 =0.5

$$H_o \ (p = 0.5)$$

The proportion the unsatisfied respondents 50% i.e. alternative hypothesis

$$H_i \ (p > 0.5)$$

The proportion of respondents in a sample out of n =100,
According to sample proportion

$$\text{Observed Value (p)} = 25/40 = 0.62$$

If the null hypothesis H_o is true

$$\text{Expected value } (P_o) = 0.5$$

S.E of p = Square root of $\dfrac{0.5(1-0.5)}{100}$ => 0.05

$$Z = \dfrac{\text{observed value- expected value}}{\text{S.E of p}}$$

$$= (0.62-0.5)/0.05 \quad => 2.4$$

Z   2.33(5% Level of significance)

Analysis
The value of test statistics Z lies in the critical region and hence is significant.
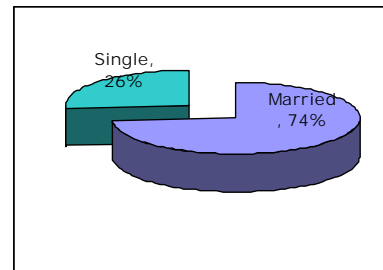
We therefore reject the alternative hypothesis at 5% level of significance and conclude that the data supports the hypothesis; the majority of the respondents are satisfied with the services in Pantaloon.
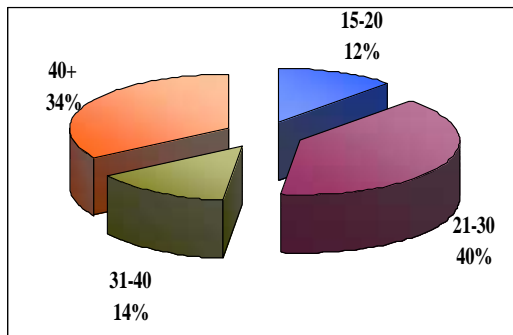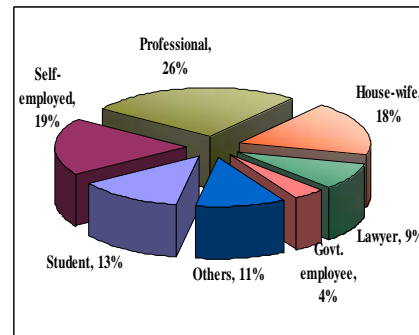
Cross-Tabulation

Gender
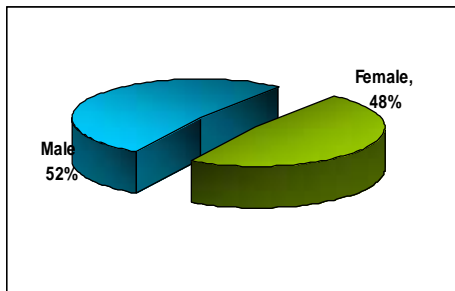
Marital Status

Age Group

Occupation

Analysis

Out of the surveyed sample, 52%were the male & 48% were the female & out of them 26% were single & 74% were married.

As per the survey the age group of 21-30 visited the most to Pantaloons which comes to 40%, next is 34% which is of the age group of 40+, 14% is for 31-40 & 12% is for 15-20 age group.

Findings

The report on market study prepared by me would act as eyes and ears to the company on developing further marketing plans or category purchase based on this report.

- People in the surveyed zone are aware of Pantaloon
- Majority of people had shopping experience in Pantaloon.
- Many of the customers responded that it was their first visit to the store. That means that the store has yet the opportunity to attract more customers.
- They also shop from local markets & shops. They are not very particular or loyal to any particular shop.
- The mix of products should be of medium range and basic in requirement i.e. the demands for such products should be relatively inelastic
- The priority should be given to those categories, which are very basic in necessity.
- Pantaloons have moderate business potential in the area in the present scenario. However, it is a strategic place to capture the customers of northern parts of Siliguri.
- Most important thing is that it is the most accessible road. The infrastructure in this area is developing and so many of the basic requirement goods are not available in the area. So, the customers of the immediate area can be easily captured.
- The Urban Area is the place where customers have money. But they have option to go to other places in search of variety. So, along with Urban Area the focus should also be on Rural Area because the rural area people do not have much option available.
- Survey helped in understanding that people like the ambience and range of merchandise in the store was good.
- Maximum people were satisfied with the customer service at Pantaloon.
- Few of them suggested that more entertainment should be given during the holidays, frequent discounts should be given in the branded items.

Conclusion

Nowadays the development of shopping mall is growing very fast especially in the developed and developing countries that leads to tight competition within shopping centers, but although there are so many competitors even in the same area, however each of competitors has its own image in the customer perception. Shopping mall attributes created distinctive shopping mall image as the result of the combination of several attributes performance within the mall.

My study on the preference of people towards Pantaloons in Siliguri will be a great help in knowing the reasons and attributes why people actually prefer going to pantaloons.

Bibliography

1. Marketing Research by G.C Beri: 2003 edition, New Delhi.
2. Marketing Research by Philip Kotler.
3. Marketing Research by Rajendra Nargundkar: 2003-2nd Edition, New Delhi.
4. Statistical Methods by N.G Das-2003, 2nd edition.
5. Google search engine.
6. http://www.mbaskool.com/brandguide/lifestyle-and-retail/4784-pantaloon-retail.html.
7. https://www.scribd.com/doc/29861276/.
8. http://www.referenceforbusiness.com/history2/10/Aditya-Birla-Group.html.
9. http://adityabirla.com/businesses/Profile/aditya-birla-fashion-and-retail-limited.