



# CUSTOMER SATISFACTION AND MARKETING OF PANTALOONS

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The present exploration work is limited to study the consumer preferences and satisfaction towards Pantaloons. The exploration process consists of stages or way that guide the design from its generality through the final analysis, recommendations and ultimate action. The exploration is grounded on primary and secondary data collection styles and the exploration type is descriptive. A structured questionnaire will be designed to gather information for primary data and, for secondary data internet, books and websites. Statement of problem In moment's competitive world, consumers play an important part in every business. The main purpose of every business is to know what guests preference is and satisfy its living guests and attract a new client which is also known acquiring guests. Research Hypothesis 1. There's lower significant difference in consumer preference towards online shopping mode. 2. There's significant difference in consumer preference towards virtual trial apartments. 3. There's no association between gender of consumer and the factors of purchase decision. 4. There's no association between age of the consumer and product of purchase. 5. There's significant difference towards consumer preference towards patterns. 6. There's significant difference towards consumer preference towards colour. 7. There's significant difference in satisfaction situations towards pantaloons products. 8. There's significant difference in satisfaction situations towards pantaloons guests service. DATA ANALYSIS INTREPRETATION This pie map shows that out of 71 replier,64.8 of replier shop from pantaloons because of his product quality while15.5 shop because of reduction and offers and remaining purchase for store appearance and price. INTREPRETATION This pie map shows that out of 71 replier,74.6 of replier shop from pantaloons formerly in a month while9.9 shop formerly in three-two week and remaining people protect every week. INTREPRETATION This pie map shows that out of 71 replier,59.2 of replier mean about quality when pantaloons comes to their mind while15.5 mean about reduction and offer and remaining mean about other factors. INTREPRETATION This pie map shows that out of 71 replier, 62 of replier there's good vacuity of brands and products in Pantaloons and22.5 consider excellent while12.7 replier consider its average and remaining consider it bad. INTREPRETATION This pie map shows that out of 71 replier,71.8 replier get to know about Pantaloons through word of mouth, while16.9 and9.9 replier get to know through review and TV independently. INTREPRETATION This pie map shows that out of 71 repliers,38.8 replier suppose Reliance Trends is the contender of Pantaloons while28.2 replier consider Max as contender of Pantaloons and remaining26.8 and11.3 repliers consider Globus and Madame independently as contender of Pantaloons. INTREPRETATION This pie map shows that out of 71 repliers,49.3 replier consider position cleanliness and hygiene Maintain in Pantaloons is good,36.6 replier consider it excellent while remaining consider it average. INTREPRETATION This pie map shows that out of 71 repliers, 38 of replier were satisfied with the cost of product affect coping choice and23.9 of repliers weren't satisfied. INTREPRETATION This pie map shows that out of 71 repliers,52.1 of repliers consider prices of products are slightly overpriced at Pantaloons and32.4 consider it impeccably priced while remaining9.9 and5.6 of repliers consider it largely overpriced and underpriced independently. INTREPRETATION This pie map shows that out of 71 replier,32.4 of repliers do n't visit pantaloons because of vacuity reason while23.9 of repliers for price, 7 of repliers for ignorant of brand while36.6 of repliers for other reasons. exploration FINDINGS 1. People were set up to be satisfied with the product quality of pantaloons as this factor impact them to shop in pantaloons. 2. 85 of repliers were satisfied with the cleanliness and hygiene maintained in Pantaloons. 3. Ladies complaint about jewelry variety isn't there, Traditional wear and tear should have further variety. 4. maturity of repliers were set up to be satisfied with colorful

brands and product vacuity in Pantaloons. 5. Pantaloons need to borrow different promotional mediums like internet, magazines, TV, announcements etc, so that large no. of people can reach to pantaloons fluently. RECOMMENDATIONS AND CONCLUSIONS Recommendations This exploration throws light on colorful strengths and sins of Pantaloon and can also help Pantaloon to ameliorate on different fronts in order to have an edge over its challengers. Grounded on the analysis and findings of my exploration I would like to give ensuing recommendations 1. Pantaloon needs to ameliorate so that it can accommodate further kinds of Products and also give space for children coming with their parents to Play and have fun so that for them visiting Pantaloon becomes instigative. 2. Pantaloon should incorporate further variety of products in its handbasket so That it provides the convenience of vacuity of all effects under one roof to its guests. Variety of products should especially be increased in traditional wear and tear for women, Footwear, jewelry, cosmetics and further kinds in watches. further kinds in sizes in jeans, Shirts. 3. Sitting area should be there for children and old people, so that they can Sit while other family members doing shopping. 4. further computers should be included and number of billing counters should be increased especially during the gleeful season and deals, so as To speed up the process of billing and avoid large ranges. 5. If possible more seductive reduction and offers should be given in order to attract further guests. 6. Staff should be trained duly to help people and to make them understand the benefits of green card class, it'll strengthen. CONCLUSION This exploration report aims to study consumer satisfaction towards Pantaloon and highlights its strengths and sins in order that Pantaloon can fight the competition in a better way. The retail requests in India is largely competitive due to increase in number of guests belonging to middle and advanced income class, change in consumption pattern and opening up of frugality due to liberalization, privatization, globalization.

