iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 10 **Issue:** IV **Month of publication:** April 2022

DOI: https://doi.org/10.22214/ijraset.2022.41164

www.ijraset.com

Call: 08813907089 | E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 10 Issue IV Apr 2022- Available at www.ijraset.com

A Research on Customer Service Quality and Customer Satisfaction of Organized Apparel Sector: a Case of Pantaloons, Kolkata

Grahadish Sarma[1], Sumit Chakraborty[2]
[1]*Bachelor of Technology (Mechanical Engineering), Master of Business Administration in Human Resource Management (NIT Silchar); UGC- NET*
[2]*Master of Business Administration in Marketing Management (NIT Silchar); Professional Experience- Cumulative experience of more than 3 years in FMCG & Retail Industry*

Abstract: ***Customer loyalty and C.S(Customer Satisfaction) have a proven relationship with supply chain, procurement. Availability of various services at store adds incentives to the customers of how they feel about a particular retail outlet. Product mix and range with intensive market survey and promotional stunts are necessary to tap customers' reluctance towards buying. Physical appearance and employee behavior are also directly incident to how customers perceive how good or effective a retail outlet is. Pantaloons, an Aditya Birla Group flagship entity have marked its prominence in the recent years; thanks to the brilliance in promotions, store operations, etc. It is needless to mention that a certain class of the consumer Diaspora has found their buying sentiments and product match overtly at Pantaloons. An industry which has been on and off chartered by big players like Future Group is hard to penetrate and create market space.***
Keywords: C.S, Products, Service, Customer Loyalty

I. INTRODUCTION

Retailing claims to be the biggest privately fragmented industry that contributes planet economy with the worldwide industry at an estimate above six dollars trillion. A most recent review declared that our nation is the most ideal target for retail speculators. India presently is the twelfth biggest customer avenues in the world. A report cited in McKinsey says that the rise of Indian Consumer Market can be an evaluation of the fact that the Indian purchasing activity is probably going to grow quadruple times by 2025. A decent ability lot, seamless openings, hugely widening markets and accessibility of considerably valued crude materials at an affordable expense are anticipatory of consequences that would influence this nation to be at-par in comparison to the leading economies, as indicated by relevant participants.

Indian Retail trade is a zone of radical events energized by various business undertakings. With prospects of China getting drowned, we proclaim ourselves as leading 30 rapidly emerging funded economy across this globe. Business land administrations organization, CB Richard Ellis' discovers that India can express itself as a ladder climber settling its footprint at 39th position as a retail hub with its operating efficiency measured feasibly as a prominent outcome to a surge that has begun 44 years ago.

Moreover more than 1000 retail sectors in India enable it to be at the epitome of having the most noteworthy economy of trade retailing.[3].

TABLE 2: COUNTRY RETAIL SECTOR'S SHARE IN GDP

COUNTRY	RETAIL SHARE IN GDP (%)
India	10
USA	10
China	8
Brazil	6

The India Retail Industry is crawling its way in precedence towards turning into the next booming zone of profit making.

©IJRASET: All Rights are Reserved

A. Objectives of the Study

1) To point out S.Q dimensions for C.S in apparel industry.

2) To find the impact of S. Q dimensions on C. S.

Hypothesis:

H0: no association between S. Q dimensions and C. S

H1: an association between S.Q dimensions and C.S.

H2: an impact of Physical aspects on C.S.

H3: an impact of Reliability on C.S.

H4: an impact of Physical interaction on C.S.

H5: an impact of Problem solving on C.S.

H6: an impact of Policy on C.S.

II. LITERATURE REVIEW

A. Review Of Literature

The four SERVQUAL measurements (compassion, responsiveness, affirmation and tangibility) are critical drivers to fulfillment, and influence the aftereffects of client dependability, for example, positive informal exchange and repurchase. It additionally analyzes and approves the connections between benefit quality, consumer loyalty and store reliability. It expresses that fulfillment affected WOM and purchaser re-purchasing expectation. It additionally mirrors that responsiveness, affirmation, substantial quality and sympathy had noteworthy impact on consumer loyalty, while on account of dependability, and importance, it was never a set up certainty. The measurement of unwavering quality is an element of adequate and tried and true administration. [12]

Administration Quality has been the vital showcasing apparatus for the retailers to create upper hands and improve client shopping knowledge. It additionally centers around the reasonableness of estimating retail benefit quality recognitions and its effect on the future utilization conduct. The physical appearance and approach have the most noteworthy effect on the general administration quality and on future utilization individually. Worldwide retailers ought to be receptive to the neighborhood needs and requests while making and controlling the administration techniques. [13]

Clients do advocate for a departmental store as it cultivates both re-patronage and unwaveringness towards the store. Administration quality alongside fulfillment positively affects buyers probability of prescribing the store to others. This training brings about expanded repurchase aims, which cultivates store devotion. In this way administrators should configuration programs that improve shopper probability of prescribing the store to others. Impetus programs (free coupons or uncommon rebates or convey a companion to the store program) or promoting that supports shoppers in accepting what they have a craving for sharing to companions is the key. [14]

Sympathy has the ideal effect over the store picture took after by substantial quality, affirmation, responsiveness and unwavering quality. Clients opined that successive limited time offers, great quality and roomy format ought to be engaged to enhance benefit quality and thusly affect store picture. [20]

The most mainstream type of shopping incorporates those that are snap and-mortar which implies stores with both physical substance and an online nearness. The quantities of entirely online stores will just continue developing in number due to the developing notoriety in internet shopping and purchasing. The reason can be referred to as the expanding number of innovatively smart purchasers who need to look into their items, get them quickly, and gets them now. It is hurried to foresee that web based shopping will assume control for structures of stores and strip malls right away. This is doubtlessly in light of the fact that shopping centers have now turned out to be something other than a place to shop. Shopping centers now give different types of excitement, infotainment including motion picture theaters, eateries, craftsmanship shows, video delight edifices, and even event congregations. [21]

Customer purchasing conduct is identified with occupation. Understudies bear less inclination for Ethnic attire. Administration and expert classes have much inclination when contrasted with understudies' classification. [6]

Retailer is a middle person between a maker and a buyer, who guarantees simple stream of products and ventures to the client. That time has passed when clients used to move just to the shops adjacent to their living arrangement and the fast modernization of Indian culture has expanded the offer of sorted out retail in the whole retail industry. The fast development of this segment has welcomed a ferocious rivalry between the retail players to maintain and upgrade the piece of the overall industry they are attempting to keep clients more joyful and fulfilled by offering more qualities to the clients to their scarcely earned cash. [7]

The chaotic retail location has a minimal effort structure, advantageous area, connection with client and client closeness while then again, offer composed nourishment and supermarket long scope of item with aggressive costs, quality item and great buy climate. Disorderly retailers are having a near favorable position as a result of credit office to clients, bartering and home conveyance and in addition closeness with clients while composed retailers having a more noteworthy preferred standpoint of one quit shopping office, store picture, aggressive cost, and an assortment of items. [11]

The greater part of the shoppers is ignorant of the sorted out retail area. This is the reason the retail segments need to make mindfulness about the sorted out retail parts by utilizing store shows. Shoppers go for items in the road slows down adjacent their home. So the sorted out retail shops can be opened in divisions considered as advantageous place for simple buy. There must be great system association between retail associations and the other channel individuals to utilize perfect innovation so they can develop solid circulation set to fulfill the clients. [15]

The vital parameters that impact consumer loyalty are Ambience of store, staff obligingness, Quality of item, assortment of items. It can likewise be reasoned that general fulfillment is veritable from outlets to outlets. [17]

The improvements that have risen because of web based business exercises all through the world are tremendous and a large portion of the created nations have grabbed the fullest favorable circumstances of web based business action. In any case, the online business situation of creating countries of the world is a long way from development thus much that it harbors tremendous development possibilities in particular parts of web based business like e-retailing and e-administrations. To the extent Indian situation is concerned, the volume of web based business is paced to develop each year and still isn't at-standard by a few extents when contrasted with created countries.

Client please is a more mind boggling and maybe more capable develop than to what degree conceptualizations in the advertising and brain research writing propose. For advertisers, there might be n number of ways to charming clients than offering lovely astonishments. Encouraging relational warmth, making tastefully pleasurable encounters, and organizing occasions helpful for relaxation encounters may empower repeating experiences of joy as-enchantment. [22]

Client please is apathetic regarding sexual orientation, put, conjugal status, month to month salary, pre-budgeting yet it contrasts with number winning part in the family, event of procurement and shopping partner. Clients are charmed much amid the buy of ethnic wear, Branded shirt and wedding suits. Client charm hits low with Suiting and Shirting and Dhotis and Kurtas. Client please contrasts amid the season of procurement moreover. They are pleased amid Weddings, Discount Sales. Texture assortments, assortment of accumulation effectiveness of its support, Mastercards offices, regular offers, merchandise ambiences and stopping offices, all real brand under one rooftop in the retail chain, aeration and cooling systems and ventilation office essentially impact the client please. [23]

Purchaser deals advancements are showed with, nearly everybody utilized rebate, coupon projects and few utilized fortunate draws and challenges, blessing, and get one get one free kind of advancements. Just Pantaloons had a one of a kind plan of a trade offer which is regularly pervasive in strong products industry. Relating it to a reason giving old sets gathered in return plan to philanthropy would improve the brand an incentive among the shoppers. Each retail outlet measures effect of offers advancement exercises by taking a gander at deals made amid the limited time frame. Scarcely any others additionally take a gander at the footfalls, transformation from footfall to purchasers, normal bill estimate amid advancements and so forth. Not very many measure benefits made amid advancements by relating incomes to cost of promotions.[9]

Purchasers are ending up all the more requesting, and accordingly, retailers keep on placing more spotlight on the shopper shopping background. This shopper driven system, requires retailers continue testing the way they work together with a specific end goal to separate themselves in new and imaginative ways. It endeavored to relate effect of late patterns in retailing on consumer loyalty with statistic factors like age, sexual orientation, conjugal status, and occupation and salary levels of clients and name of the grocery store. While the vast majority of clients are working in private associations, general impression demonstrates that a decent store format and administration makes a sound impression and inspirational state of mind toward a retail location. It is watched that retail clients in India have positive feelings towards the nature of items at sustenance retailers, and concur that markdown stores like Big Bazaar and D Mart offer some incentive for cash. It likewise demonstrates that the patterns in retailing lead to change in unwavering quality of administrations as far as mistake free exchanges upgrades in work force administrations; while a few clients are nonpartisan and some of them concur for the physical offices as far as item accessibility and arrangement. Retailers like More, Reliance crisp and Spencer's hypermarket are focusing on clients offering different rebates on certain item extends and are finding which benefit territories should be enhanced with a specific end goal to increase upper hand and give benefit quality, that prompt client satisfaction.[10]

In the event that an association needs to win benefit internationally and especially in Pakistan, at that point it should endeavor to expand client enchant. Charmed clients can be more productive for an organization. This uncovers client joy can turn into a key premise of upper hand and gainfulness. There are a few things that can be effortlessly turned by contenders. All the separation methodologies are anything but difficult to copy like change by adjusting offices and dropping costs to upgrade the request of items and brand steadfastness. Superb administrations can't be effectively imitated. The concerned administrators have for the most part centered around consumer loyalty to improve unwaveringness. [16]

These days, consumer loyalty is distinct amongst the most essential concerns for relatively every group, particularly for benefit associations. Thus consumer loyalty ought to be broke down, assessed and converted into the principle parameters. Consumer loyalty is regularly known in two courses: fulfillment as a result and fulfillment as a procedure of administrations. The "key" markers which decide fulfillment is benefit value, its quality, coordinate contact with staff, understanding the client, inviting staff and their state of mind and thoughtfulness regarding clients, likewise physical condition et cetera. It ought to be said that those parameters are subjective so consequently the quantity of consumer loyalty components can proceed with in light of our training, sentiments amid (or after) the given administration. Thusly, this is additionally imperative for all associations to comprehend what makes their clients the most fulfilled, intrigued. Right off the bat, assessment of consumer loyalty is the most ideal approach to draw in potential clients and make them faithful to association. Also, it is the way which helps less demanding comprehension of client conduct and breaks down their desires and wants. At last, it raises association's notoriety and fulfilled clients more react great words to potential customers. [19]. To accomplish higher consumer loyalty, it is important to decide the ideal blend of showcasing instruments (i.e. not only the item) and as for rivalry, as well as specifically with respect to the character, inclinations and choices of the client. This isn't conceivable without refined research of client traditions, qualities and inclinations. Numerous organizations don't know about it and always belittle these actualities. That is the thing that the reason might be of an alternate point of view on item quality by the business and its client. The client dependably faculty's appreciation to the association that is swore to do the trick the necessities of any of the client portions without fizzle. [19]

III. RESEARCH METHODOLOGY

A. *Introduction to Research*

Research methodology is the systematic method/process dealing with identifying problem, collecting facts or data, analyzing these data and reaching at certain conclusion either in the form of solutions towards the problem concerned or certain generalization for some theoretical formulation. Moreover, research methodology describes the methods used to collect he data and analyzed it by following the research design, sampling technique, measurement and instrumentation, data collection.

B. *Research Design*

Research design is a ground breaking strategy indicating the strategies and techniques managing scientist to gather their information and investigation for their exploration. The most well-known research outlines that the specialist dependably utilizes are exploratory, elucidating and causal. In the present examination, exploratory and expressive investigation is utilized as a motivation behind the examination to get and break down the information. Descriptive research is normally more formal and organized than exploratory research. [3] It depends on extensive agent tests and the information acquired are subjected to quantitative investigation. The discoveries from this exploration are utilized as contribution to administrative basic leadership. In this examination, descriptive research is undertaken keeping in mind the end goal to learn and depict the attributes of the factors of the respondents' discernments about the administration quality gave by composed retailers, prompting respondents' steadfastness.

C. *Population and Sampling*

The population included retail customers as characterized in comparative examinations (Kaul, 2007; Boshoff and Terblanche, 1997; Dabholkar, Thorpe, and Rentz, 1996). Be that as it may, in the greater part of the inquire about investigations, it turned out to be relatively difficult to look at the whole universe; the main elective along these lines is to fall back on examining. The present investigation is likewise of a similar sort. A sample is taken from the objective populace being looked into. A sample is a piece of the populace which is examined so as to make inductions about the entire populace. On the off chance that the example is sufficient it will have similar qualities of the populace (Zikmund, 2003) and the discoveries are normally used to make decisions about the populace. My area of study was Pantaloons Merrill Residency, Pantaloons Sodepur, Pantaloons Aurobindo Mall, Pantaloons Diamond Plaza of Kolkata. For collecting the sample, I have targeted 50 respondents from each mall and so total respondents will be 200.

©IJRASET: All Rights are Reserved | SJ Impact Factor 7.538 | ISRA Journal Impact Factor 7.894 |

D. Sampling Techniques

Sampling techniques are used to choose an example from the population by diminishing it to a more reasonable size (Saunders, Lewis and Thornhill, 2007). As per de Leeuw, Hox and Dillman (2008) these examining methods are utilized when derivations are made about the objective population. In the present study Judgmental Sampling has been used for the election of respondents.

E. Sources of Data

The Study is based on the primary data from Pantaloons Merrill Residency, Pantaloons Sodepur, Pantaloons Aurobindo Mall, Pantaloons Diamond Plaza.

F. Questionnaire Design

Questionnaire is an accumulation of composed questions, which is masterminded putting all the fundamental factors for the examination and can be finished by the respondents in nearness, in nonattendance, straightforwardly or in a roundabout way. The inquiries in a poll are the way to the review look into. Accordingly, they should be created with alert and be fundamental to the study. Additionally, the poll needs to keep short or else it would alarm the respondents. The questionnaire used in this study comprised of six items consisting a total of 24 questions. One dependent variable (Customer Satisfaction) was chosen and other five were independent items (Physical Aspects, Reliability, Personal Interaction, Problem Solving and Promises). The designed questionnaire has also been attached as an Appendix II.

For independent items, the diagrammatic rating scale used in the questionnaire is as follows: Strongly disagree
Disagree Neutral Agree
Strongly agree

For Dependent variable, the diagrammatic rating scale used in the questionnaire is as follows: Extremely unlikely
Unlikely Neutral Likely
Extremely likely

IV. DATA ANALYSIS AND RESULTS

A. Demographics

1) Distribution of respondents on the basis of gender.

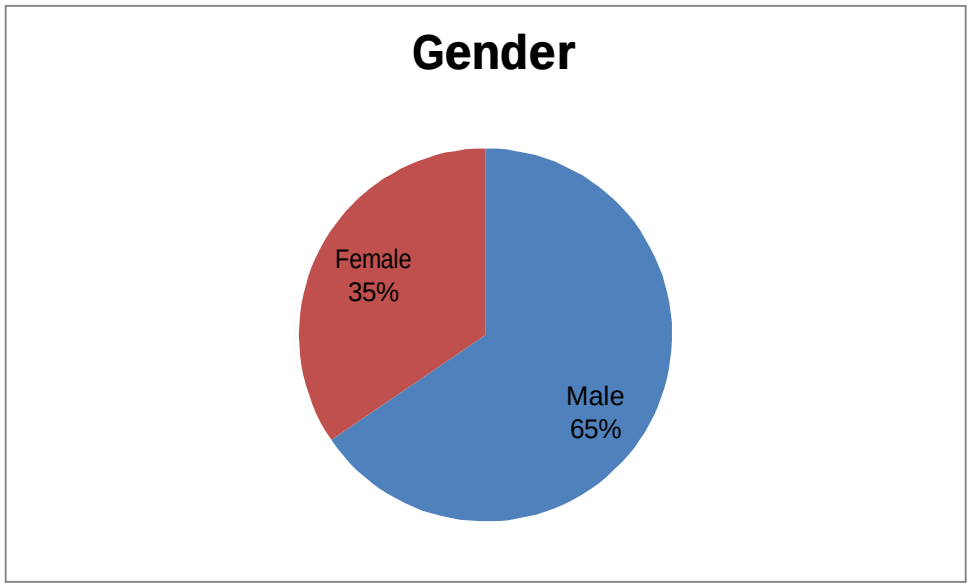


Fig 2: Pie chart showing the gender distribution

The above table shows that the study recorded a higher participation from males than females.

2) Distribution of respondents on the basis of age.

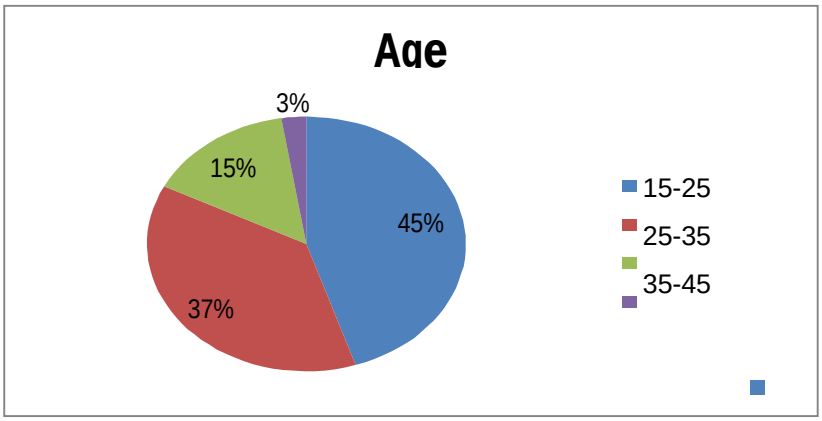


Fig 3: Pie chart with age distribution

The above table shows that the study recorded a higher participation from age group of 15- 25.

3) Distribution of respondents on the basis of occupation.

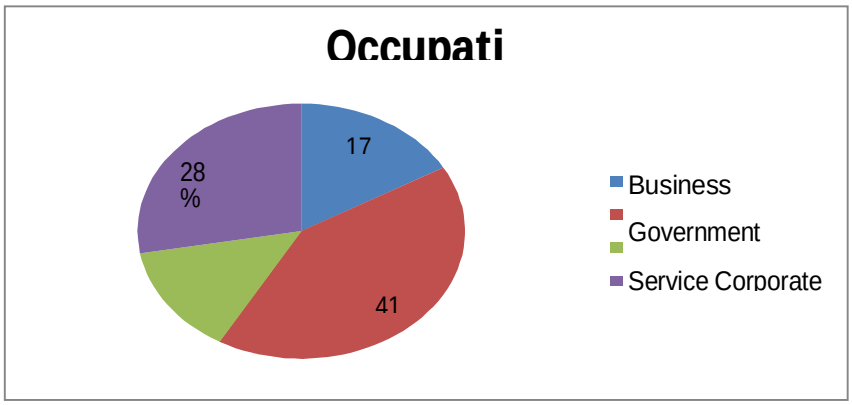


Fig 4: Pie chart showing occupation distribution

The above table shows that the study recorded a higher participation from Government Service Employees.

4) Distribution of respondents on the basis of Residential Status.

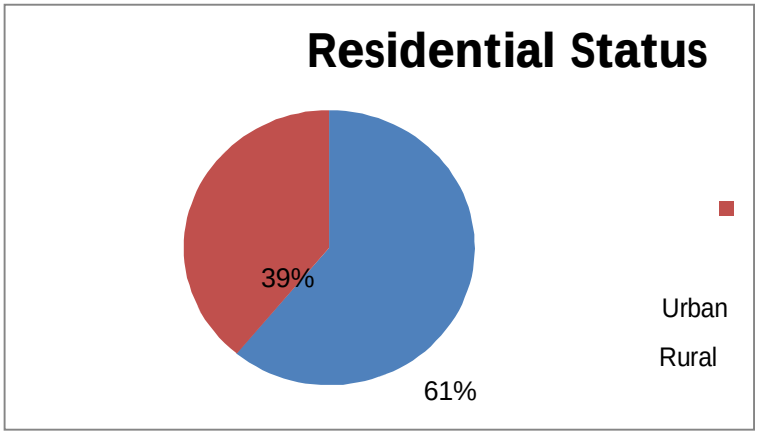


Fig 5: Pie-chart showing distribution of residential status

The above table shows that the study recorded a higher participation from Urban Residents.

B. Factor Analysis

Table 3: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.951**
Bartlett's Test of Sphericity	Approx. Chi-Square	5.565E3
	Df	276
	Sig.	.000

Here, the KMO Value measures the sampling adequacy which should be either 0.6 or higher than 0.6 for a satisfactory factor analysis to proceed. From the above table it is found that KMO value is 0.951 which is higher than 0.6. So, we are in a position to do factor analysis.

Table 4: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	15.928	66.366	66.366	15.928	66.366	66.366	4.698	19.576	19.576
2	1.283	5.348	71.713	1.283	5.348	71.713	3.767	15.695	35.271
3	.857	3.572	75.285	.857	3.572	75.285	3.639	15.162	50.433
4	.761	3.172	78.457	.761	3.172	78.457	2.987	12.446	62.879
5	.625	2.606	81.063	.625	2.606	81.063	2.660	11.082	73.961
6	.540	2.250	83.313	.540	2.250	83.313	2.244	9.352	83.313
7	.520	2.168	85.481						
8	.440	1.834	87.316						
9	.408	1.702	89.018						
10	.372	1.549	90.567						
11	.351	1.461	92.028						
12	.304	1.268	93.296						
13	.264	1.101	94.397						
14	.217	.906	95.303						
15	.175	.731	96.034						
16	.152	.632	96.665						
17	.145	.604	97.270						
18	.119	.496	97.766						
19	.116	.485	98.251						
20	.104	.433	98.684						
21	.099	.414	99.098						
22	.084	.350	99.448						
23	.069	.289	99.738						
24	.063	.262	100.000						

Extraction Method: Principal Component Analysis.

From the above table, we can easily find the cumulative percentage of variation explained by the extracted components. It is mentioned in the Rotation Sum of Squared Loadings column. Here, 83.313% of variation is explained by the extracted components.

Table 5: Rotated Component Matrix[a]

	Component					
	1	2	3	4	5	6
20.The outlet provides plenty of convenient parking for customers	.728					
19.The outlet accepts all major credit cards	.714					
24.Do more business with this pantaloons store in the next few years	.672					
18.Overall the quality of the service in the retail outlet is excellent	.649					
23.Consider pantaloons store as your first choice to buy apparels	.639					
13.The outlet willingly handles returns and exchanges	.527					
14.The outlet has operating hours convenient for all their customers						
9.Employees in the outlet have the knowledge to answer customer's questions		.703				
8.The outlet insists on error-free sales transactions and records		.644				
10.The behaviour of employees in the outlets instills confidence in customers		.638				
7.The outlet has merchandise available when the customers want it		.608				
11.Employees in the outlet are never too busy to respond to customer's requests		.565				
1.The outlet has modernised equipment			.857			
2.The outlet is clean and visually attractive			.765			
3.The outlet's service are visually appealing			.661			
4.The store has clean, attractive and convenient physical facilities			.582			
15.Employees in the outlet are able to handle customer complaints directly and immediately				.663		
16.The outlet offers high quality merchandise				.631		
12.Employees in the outlets are consistently courteous with customers				.520		
14.When a customer has a problem, the outlet shows a sincere interest in solving it					.756	
21.Say positive things about this pantaloons store to other people					.838	
22.Recommend pantaloons store to someone who seeks your advice					.778	
5.The layout of the outlet makes it easier for customers to find what they need						.622
6.The outlet provides the services at the time it promises to do so						.708

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

Rotated Component Matrix is generally used to reduce the number factors on which the items have highest loadings. From the above table, we find that items 20, 19, 24, 18, 23 and 13 are loaded on Factor 1. This factor has highest loading of 0.728 which represents Policy (IV).

In the next factor which includes items 9, 8, 10, 7 and 11. Here, the highest loading is of 0.703 which represents Personal Interaction (IV). Then, in Factor 3 items found are 1,2,3 and 4.

Here, the highest loading 0.875 which represents Physical Aspects (IV). Next factor has the highest loading is of 0.663 which represents Problem Solving (IV). After that the next factor 5 has the highest loading is of 0.838 which represents Customer Satisfaction (DV). And at last, Factor 6 has the highest loading is of 0.708 which represents Reliability (IV).

IV- Independent Variable DV- Dependent Variable

C. Reliability Test

Table 6: Classification of Alpha Value made by different researchers-

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Reliability Test for all the 5 independent items-

Table 7: Reliability Statistics

Cronbach's Alpha	N of Items
.974	20

The above table shows the value for Cronbach's Alpha 0.974 and indicates an excellent level of internal consistency with respect to the no. of samples

D. Correlation

H1:There is an association between Service quality dimensions and Customer Satisfaction.

Table 8:

		Say positive things about this pantaloon s store to other people	The outlet provides plenty of convenient parking for customers **(Policy)**	Employees in the outlet have the knowledge to answer customer's questions **(Personal Interaction)**	The outlet has modernised equipment **(Physical Aspects)**	Employees in the outlet are able to handle customer complaints directly and immediately **(Problem Solving)**	The outlet provides the services at the time it promises to do so**(Reliability)**
Say positive things about this pantaloons store to other people	Pearson Correlation	1	.543**	.580**	.461**	.558**	.560**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200

**. Correlation is significant at the 0.01 level (2-tailed).

From the above table we find that all the service quality dimensions have p-value less than 0.01. So, we can say that the result is statistically significant and **null hypothesis can be rejected**. Hence, there is an association between Service quality dimensions and Customer satisfaction.

E. Regression

H2: There is an impact of Physical Aspects on customer satisfaction.

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.461[a]	.212	.208	.954

a. Predictors: (Constant), The outlet has modernised equipment

Table 10: ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.643	1	48.643	53.414	.000[a]
	Residual	180.312	198	.911		
	Total	228.955	199			

a. Predictors: (Constant), The outlet has modernised equipment

b. Dependent Variable: Say positive things about this pantaloons store to other people

Table 11: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.155	.259		4.456	.000
	The outlet has modernised equipment**(Physical Aspects)**	.591	.081	.461	7.309	.000

a. Dependent Variable: Say positive things about this pantaloons store to other people

Simple linear regression analysis table indicates the results of the effect on Customer Satisfaction. The correlation coefficients value R=0.461 suggests a positive relationship between independent factor Physical Aspects and dependent factor Customer Satisfaction.

The value of R^2 shows how much the independent variable explain to the variance of the dependent variable, upon this idea the facilities explains (21.2%)of the variance of selection. Since the p-value (0.000) is less than 0.05 (5%) in the ANOVA Table so therefore the model is statistically significant. Also, from the Coefficients Table we find that p-value is less than 0.05 therefore we can say that Physical Aspects significantly contributes to the model.

Y= 1.155 + 0.591 X1, here X1= Physical Aspects Y= Customer Satisfaction

H3: There is an impact of Reliability on customer satisfaction.

Table 12: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.560[a]	.313	.310	.891

a. Predictors: (Constant), The outlet provides the services at the time it promises to do so

Table 13: ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	71.720	1	71.720	90.315	.000[a]
	Residual	157.235	198	.794		
	Total	228.955	199			

a. Predictors: (Constant), The outlet provides the services at the time it promises to do so

b. Dependent Variable: Say positive things about this pantaloons store to other people

Table 14: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.053	.213		4.950	.000
	The outlet provides the services at the time it promises to do so**(Reliability)**	.659	.069	.560	9.503	.000

a. Dependent Variable: Say positive things about this pantaloons store to other people

Simple linear regression analysis table indicates the results of the effect on Customer Satisfaction. The correlation coefficients value R=0.56 suggests a positive relationship between independent factor Reliability and dependent factor Customer Satisfaction. The 2 value of R shows how much the independent variable explain to the variance of the dependent variable, upon this idea the facilities explains (31.3%)of the variance of selection. Since the p-value (0.000) is less than 0.05 (5%) in the ANOVA Table so therefore the model is statistically significant. Also, from the Coefficients Table we find that p-value is less than 0.05 therefore we can say that **Reliability** significantly contributes to the model.

Y= 1.053 + 0.659X2, here X2= Reliability Y= Customer Satisfaction

H4: There is an impact of Personal interaction on customer satisfaction.

Table 15 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.580[a]	.337	.334	.876

a. Predictors: (Constant), Employees in the outlet have the knowledge to answer customer's questions

Table 16: ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	77.124	1	77.124	100.576	.000[a]
	Residual	151.831	198	.767		
	Total	228.955	199			

a. Predictors: (Constant), Employees in the outlet have the knowledge to answer customer's questions
b. Dependent Variable: Say positive things about this pantaloons store to other people

Table 17: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.793	.134		13.374	.000
	Employees in the outlet have the knowledge to answer customer's questions**(Personal Interaction)**	.457	.046	.580	10.029	.000

a. Dependent Variable: Say positive things about this pantaloons store to other people

Simple linear regression analysis table indicates the results of the effect on Customer Satisfaction. The correlation coefficients value R=0.580 suggests a positive relationship between independent factor Personal Interaction and dependent factor Customer Satisfaction.

The value of R shows how much the independent variable explain to the variance of the dependent variable, upon this idea the facilities explains (33.7%)of the variance of selection. Since the p-value (0.000) is less than 0.05 (5%) in the ANOVA Table so therefore the model is statistically significant. Also, from the Coefficients Table we find that p-value is less than 0.05 therefore we can say that **Personal Interaction** significantly contributes to the model.

Y= 1.155 + 0.591 X3, here X3= Personal Interaction Y= Customer Satisfaction

H5: There is an impact of Problem solving on customer Satisfaction.

Table 18: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558[a]	.311	.307	.893

Predictors: (Constant), Employees in the outlet are able to handle customer complaints directly and immediately

Table 19: ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	71.184	1	71.184	89.335	.000[a]
	Residual	157.771	198	.797		
	Total	228.955	199			

a. Predictors: (Constant), Employees in the outlet are able to handle customer complaints directly and immediately

b. Dependent Variable: Say positive things about this pantaloons store to other people

Table 20: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.675	.152		11.002	.000
	Employees in the outlet are able to handle customer complaints directly and immediately**(Problem Solving)**	.506	.054	.558	9.452	.000

a. Dependent Variable: Say positive things about this pantaloons store to other people

Simple linear regression analysis table indicates the results of the effect on Customer Satisfaction. The correlation coefficients value R=0.558 suggests a positive relationship between independent factor Problem Solving and dependent factor Customer Satisfaction.

The value of R shows how much the independent variable explain to the variance of the dependent variable, upon this idea the facilities explains (31.1%)of the variance of selection. Since the p-value (0.000) is less than 0.05 (5%) in the ANOVA Table so therefore the model is statistically significant. Also, from the Coefficients Table we find that p-value is less than 0.05 therefore we can say that **Problem Solving** significantly contributes to the model.

Y= 1.675 + 0.506X4, here X4= Problem Solving Y= Customer Satisfaction

H6: There is an impact of Policy on customer Satisfaction.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.543[a]	.295	.291	.903

a. Predictors: (Constant), The outlet provides plenty of convenient parking for customers

Table 21: ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	67.471	1	67.471	82.728	.000[a]
	Residual	161.484	198	.816		
	Total	228.955	199			

a. Predictors: (Constant), The outlet provides plenty of convenient parking for customers
b. Dependent Variable: Say positive things about this pantaloons store to other people

Table 22: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.828	.142		12.836	.000
	The outlet provides plenty of convenient parking for customers**(Policy)**	.454	.050	.543	9.096	.000

a. Dependent Variable: Say positive things about this pantaloons store to other people

Simple linear regression analysis table indicates the results of the effect on Customer Satisfaction. The correlation coefficients value R=0.543 suggests a positive relationship between independent factor Policy and dependent factor Customer Satisfaction. The value of R shows how much the independent variable explain to the variance of the dependent variable, upon this idea the facilities explains (29.5%)of the variance of selection. Since the p-value (0.000) is less than 0.05 (5%) in the ANOVA Table so therefore the model is statistically significant. Also, from the Coefficients Table we find that p-value is less than 0.05 therefore we can say that **Policy** significantly contributes to the model.

Y= 1.828 + 0.454X5, here X5= Policy Y= Customer Satisfaction.

The regression equation thus shows how significantly or nominally the independent variables impact the dependent variable. The regression analysis achieved through the SPSS software depicts their interdependence on each other.

V. LIMITATIONS AND FUTURE SCOPE

Any research work that is based on an analytical mode will pertain to various limitations. Be that as it may, affirmation of these restrictions additionally recommends new bearings for future examinations. Albeit each assertion is made to embrace a delegate contemplate, still the accompanying limitations could peep throughout think about:

1) The instrument is approved by gathering the information from respondents living in Kolkata. The sample size is too small and the responses are taken from Pantaloons Kolkata North Circle.

2) There might be a probability of ecological and social contrasts assuming a part in the result of the analysis. It is vital for retailers to be receptive to culture since there are contrasts in the way the respondents see the physical angles of the shop, the store design and the administration benchmarks (Baker and Hart, 2008). Future investigates requirements to address this basic issue before embraced inquire about into benefit quality and respondents unwaveringness in Indian Retail.

3) The present examination concentrated on respondents faithfulness expectations just and these goals are a fragmented intermediary for genuine conduct (Keaveney, 1995). Keeping in mind the end goal to build up a composite record of respondents' steadfastness, it ought to be supplemented by behavioural measures (Dick and Basu, 1994). Hence, additionally research should take into thought the real reactions of customers to apparent administration quality (Bloemer et al., 1999).

4) The discoveries of this experimental examination are speculative in nature as they depend on cross-sectional information. As all develops were estimated at one purposeof time. Rather than gathering information at one minute, it might be beneficial to embrace longitudinal inquire about which centres around the correct idea of the connection between benefit quality and respondents dependability over a day and age (Bloemer et al., 1999).

5) The research was conducted in four months. Four months is never enough for a researcher to collect substantial amount of data from a big city like Kolkata for this research.

VI. CONCLUSION

Aiming to understand what actually caters to the customer needs at Pantaloons, the research could throw light on several aspects as to why customer delightedness is severely niche to Pantaloons' store operations. Though a few antecedents were previously established as very much apposite to the cause, few other dimensions cropped up which could infer the purpose of this research.

1) Availability of modernised equipments and other fixtures were an enticing factor for the customers as they felt that their choice of selection of Pantaloons store over others has been valued upon.

2) The knowledge of employees and how well they could make the customers aware of a product in not a nascent manner but in a properly defined style.

3) Customer support does play an important role in appealing the customers' outlook for a store. The stature of a store is figuratively dependent on how customers are attended off with their queries and concerns.

4) Pro-activeness in problem solving is a tool to harbour customers' obedience towards a store and turning the footfall in stores into potential buyers.

5) Amenities such as parking facility especially in big cities, availability of drinking water, baggage counters etc are major drivers to an implied section of customers' bucket list of expectations.

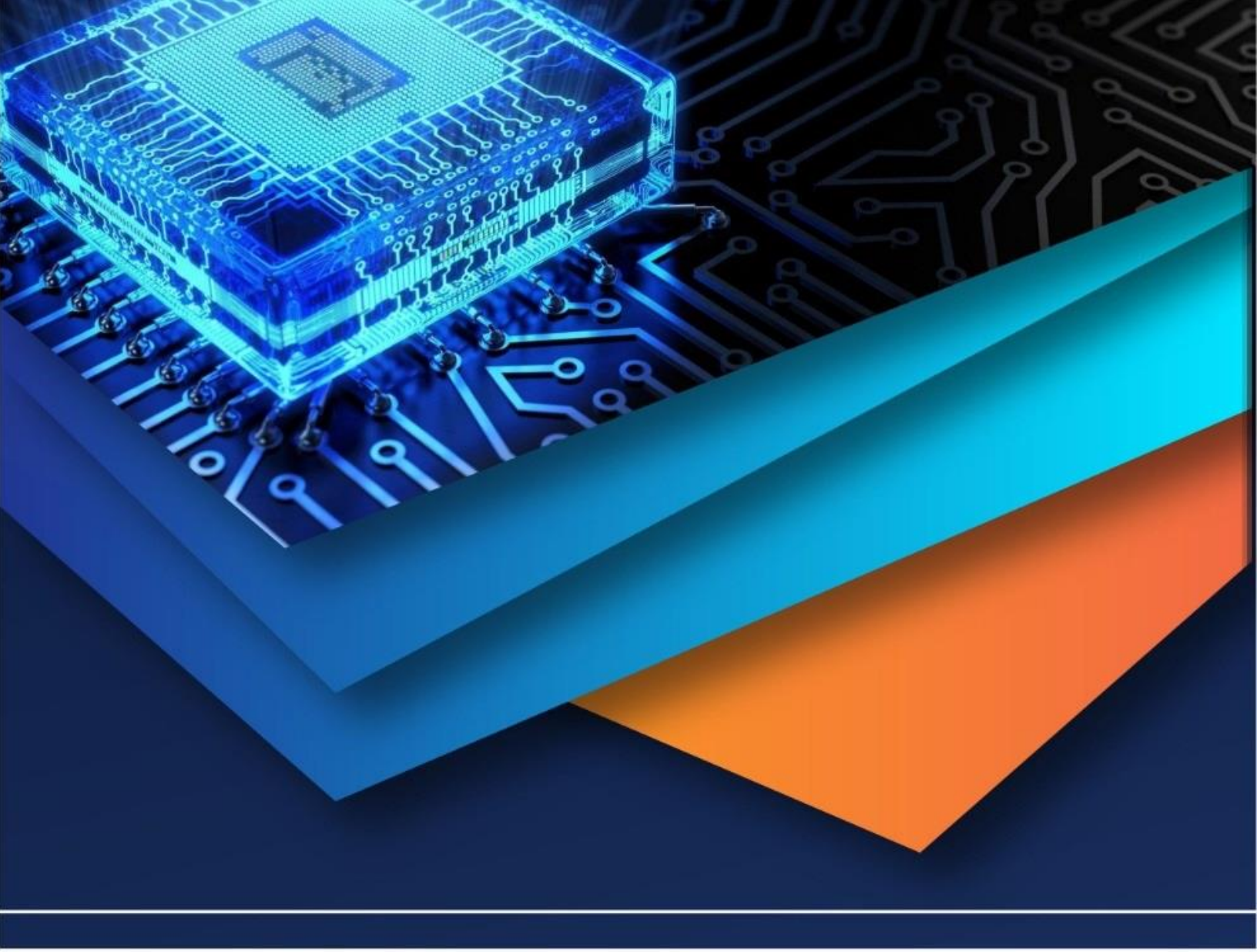
A. Words of Wisdom (WOW at Pantaloons)

Pantaloons, a profitable venture of Aditya Birla Group promises to offer a variety of clothing apparels and other accessories. It has managed exceedingly well to allure customers to go and shop at Pantaloons. Having said that, irresponsiveness in the supply chain of this flagship venture dooms a dim which acts as a fractional hindrance as far as store outreach and responsiveness towards customers are concerned. Those who shop at Pantaloons are contributing immensely to what the group has actually been striving for and those who don't contain the performance gap of Pantaloons and expectation gap of buyers. A little consolidation on the same and Pantaloons will be an incredible player in the retail industry.

REFERENCES

[1] http://business.mapsofindia.com/india-retail-industry/
[2] http://business.mapsofindia.com/sectors/retail.html/
[3] http://www.equitymaster.com/research-it/sector-info/retail/
[4] http://en.wikipedia.org/wiki/Retailing_in_India
[5] Marketing Management by Kotler,Keller,Koshy,Jha(14E)
[6] Manish Kumar Rai, Dr.R.Gopal(2008). Study of consumer buying behavior on Branded ethnic apparel, 43-49.

[7] Sameera.P(2015). A Study On The Customer Satisfaction In The Organised Retail Outlets.
[8] Amrita Pani,Mahesh Sharma(2012). Emerging Trends in Fashion Marketing: A Case Study of Apparel Retailing in India.
[9] Preeta H. Vyas(2007).Sales Promotion Practices in Apparel Retail Sector and Challenges Ahead.
[10] Sailaja V, Suryanarayana A, Surya NarayanaR(2016). Emerging Trends in Food Retailing:An Empirical Study on Customer Satisfaction
[11] Dr. D. D. Bedia, Mr. Rajesh Gupta(2017). A Comparative Study Of Customer Perception Towards Organised And Unorganised Food Retailing In Madhya Pradesh.
[12] OlgunKitapci, Ibrahim TaylanDortyol, ZühremYaman, Mustafa Gulmez, (2013). The paths from service quality dimensions to customer loyalty: An application on supermarket customers, 239-255.
[13] Noel Y.M. Siu, Jeff Tak-HingCheung(2001). A measure of retail service quality, 88-96.
[14] Eugene Sivadas, Jamie L. Baker-Prewitt(2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty, 73- 82.
[15] Er.R.Shenbagasuriyan, Dr.G.Balachandar(2016). A Comparative Study On Consumer Perception Towards Organized Retail Sector With Unorganized Retail Sectors.
[16] Hera Anam, Dr.RafiaFaiz(2016). An Empirical Examination Of Brand Loyalty ViaCustomer Delight In Pakistan.
[17] K.S UsmanMohideen. Dr. R.Suresh(2016).Comparative Study on Consumer Satisfaction towards Select Branded Quick Service Retail Outlets with Special Reference to Chennai City, 81-86.
[18] Kenneth K. Kwong, Oliver H. M. Yau(2002).The Conceptualization of Customer Delight:A Research Framework.
[19] K.Vidhya,Dr.C.SamudhraRajkumar(2013). Satisfaction To Delight– A Review.
[20] Dr. C ThirumalAzhagan, Cynthia Napoleon(2017).A study on the influence of service quality on retail store image with reference to organized retail sector, Trichy, 42-47.
[21] M. SulthanaBarvin(2014). A Comparative Study On Customer Satisfaction Towards Online Shopping And Traditional Shopping With Special Reference To Tirunelveli District, 1-6.
[22] Yannik St-James and Shirley Taylor (2004). Delight-As-Magic: Refining the Conceptual Domain of Customer Delight, 753-758.



10.22214/IJRASET

45.98

IMPACT FACTOR: 7.129

IMPACT FACTOR: 7.429

INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089 (24*7 Support on Whatsapp)