

CUSTOMER'S SATISFACTION OF FEMALE ETHNIC WEAR SECTION IN DURGAPUR - PANTALOONS

A SUMMER INTERNSHIP REPORT

Submitted by

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in partial fulfilment of Summer Internship for the award of the degree of

BACHELOR OF BUSINESS ADMINISTRATION

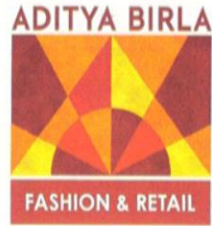


Mittal School of Business

LOVELY PROFESSIONAL UNIVERSITY

Phagwara, Punjab

June, 2022



Dated - 16th July 2022

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr Subhajit Ghosh**, son of Late-Mr. Nimai Ghosh, is a student of integrated BBA-MBA from Lovely Professional University, has successfully completed his project named "**Customer's Satisfaction of Female Ethnic Wear Section at Pantaloons Durgapur**" based internship for **45 Days** as a part of fulfillment of his course.

Throughout the project we found him to be sincere and hardworking and smart working.

We wish him all the best in all his future endeavors.

For Aditya Birla Fashion & Retail Ltd.

A handwritten signature in blue ink, appearing to be "Rajib Chakraborty".

Rajib Chakraborty
Store manager
Pantaloons Durgapur



pantaloons

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DECLARATION

I, Subhajit Ghosh, hereby declare that the work presented herein is genuine work done originally by me and has not been published or submitted elsewhere for the requirement of a degree programme. Any literature, data or works done by others and cited within this dissertation has been given due acknowledgement and listed in the reference section.

Subhajit Ghosh

Reg. No.:- 12000632

Date:- 07/07/2022





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A few typewritten words of thanks cannot really express the sincerity of my gratitude. But I am still trying to put into words my gratefulness towards all who have helped and encouraged me in carrying out this project. This project of mine bears the imprint of many people who have an important impact on my thinking, behavior, and acts during the course of study.

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In the end, I can say only this much that “**ALL ARE NOT MENTIONED BUT NONE IS FORGOTTEN**”

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CHAPTER 1

INTRODUCTION



1.1 TOPIC DEFINITION

1.1.1 BACKGROUND

Aditya Birla Fashion and Retail Ltd. (ABFRL) formerly known as Pantaloons Fashion & Retail Limited was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post consolidation; PFRL was renamed as Aditya Birla Fashion and Retail Limited with effect from 12 January 2016. ABFRL is India's No 1 Fashion Lifestyle entity. It altogether hosts India's largest fashion network with over 8000 points of sale in over 750+ cities and towns which include more than 2161 exclusive brand outlets (EBOs) and 245 value stores. The Company is engaged in the business of manufacturing and retailing of branded apparels and runs a chain of apparels and accessories retail stores in India. Pantaloons Fashion & Retail Limited (PFRL) was listed on the bourses and trading in the company's share commenced 17 July 2013 after implementation of a Scheme of Demerger. The Scheme of Arrangement under Sections 391 - 394 of the Companies Act 1956 entered into between Future Retail Limited (earlier known as Pantaloon Retail (India) Limited) (FRL) PFRL and their respective shareholders and creditors and Indigold Trade and Services Limited (ITSL) (as the shareholder of PFRL) regarding the demerger of 'the Pantaloons Format Business' (Demerged Undertaking) of FRL (Scheme) was made effective by the Board of Directors of PFRL at its meeting held on 8 April 2013 after receipt of all the requisite approvals and on completion of all the conditions precedents enumerated in the Scheme. Accordingly as per the terms of the Scheme the entire Demerged Undertaking was transferred to and vested in PFRL with effect from 1 July 2012. In terms of the Scheme the name of the company was changed from Peter England Fashions and Retail Limited to Pantaloons Fashion & Retail Limited (PFRL) and the Authorised Equity Share Capital of the company was increased from Rs 10 crore to Rs 100 crore. Upon this Scheme coming into effect in consideration of the transfer of the Demerged Undertaking PFRL allotted 1 Equity Share of Rs. 10/- (each credited as fully paid) in the capital of the company to all the Equity Shareholders of FRL for every 5 (five) fully paid up FRL Equity Shares/FRL DVRs held by them (the Share Entitlement Ratio). Also the 800 OFCDs (Optionally Fully Convertible Debentures) of Rs 1 crore each of the company issued to ITSL which were



convertible into 4.59 crore Equity shares of Rs. 10/-each on effectiveness of the Scheme were converted into 4.59 crore Equity shares of Rs. 10/- each of the company on 8 April 2013. Also pursuant to the terms of the Scheme ITSL and Aditya Birla Nuvo Limited (ABNL) (i.e. Ultimate Holding Company of PFRL) made an Open Offer to the shareholders of PFRL for acquiring 2.31 crore Equity Shares representing 24.91% of Voting Capital of PFRL. On completion of the Open Offer ITSL along with ABNL acquired 1.65 crore Equity Shares of Rs. 10/- each constituting 17.87% of post issue paid up capital of PFRL. On 3 May 2015 Aditya Birla Nuvo Ltd (ABNL) announced consolidation of its branded apparels businesses under its listed subsidiary viz. Pantaloons Fashion & Retail Limited (PFRL). The Board of Directors of ABNL PFRL and Madura Garments Lifestyle Retail Company Limited (MGLRCL) - a subsidiary of ABNL at their respective meeting held on 3 May 2015 approved the consolidation of branded apparel businesses under PFRL through a composite scheme of arrangement. To reflect the enhanced scope of the operations post consolidation the Board of PFRL approved PFRL to be renamed as Aditya Birla Fashion & Retail Limited (ABFRL). On 13 May 2016 Aditya Birla Fashion and Retail (ABFRL) announced that it has signed an exclusive deal to bring the Simon Carter designer wear brand into the country. On 5 July 2016 ABFRL announced that it has executed a Business Transfer Agreement with Diana Retail and DLF Brands Limited (the promoter of Diana Retail) for the acquisition of the business undertaking of Diana Retail relating to the business of operating retail stores in India for the sale of clothing artificial jewellery accessories and related merchandise under the Forever 21 brand and also through e-commerce channels on a going concern by means of a slump sale for a lump sum consideration of Indian rupee equivalent of USD 26 million. The company also executed a franchise agreement with Forever 21 Inc. in terms of which the company has been appointed the exclusive franchisee for the brand Forever 21 for the Indian market. On 22 July 2016 Madura Fashion & Lifestyle (MF&L) a division of Aditya Birla Fashion and Retail Limited announced that it has partnered with India's largest public sector bank - State Bank of India (SBI). On 4 November 2016 Aditya Birla Fashion and Retail Ltd (ABFRL) announced that it has signed an exclusive deal with UK's most successful fashion brand Ted Baker'. ABFRL's portfolio of brands spans luxury premium sub-premium and fast fashion segments. On 28 February 2017 ABFRL announced that its leading fast fashion brand Forever 21 has strengthened its foothold in Mumbai with the launch of its 4 store at Phoenix Market City Kurla taking the total count to 15 stores in India. On 17 March 2017 ABFRL



announced that its leading fast fashion brand Forever 21 has debuted in West Bengal with a store launch in Siliguri. The brand is focusing on strengthening its foothold in the country by exploring newer markets like West Bengal. On 21 April 2017 ABFRL announced its Van Heusen brand innerwear and athleisure business has registered rapid growth in a record time of 6 months i.e. since its foray into the innerwear and athleisure market in September 2016. ABFRL announced the opening of a new store of its youth fashion brand 'People' in Nashik in Maharashtra on 22 April 2017 taking its presence to a total of 11 People brand stores in the state. On 16 August 2017 ABFRL entered into a strategic alliance with American Eagle Outfitters Inc. The Board of Directors of Aditya Birla Fashion and Retail Limited (ABFRL) vide their Circular Resolution passed on 30 January 2018 approved entering into a Store License and Distribution Agreement with Ralph Lauren Asia Pacific Limited (RLAPL) which offers apparel and accessories for both men and women under the brand name 'Polo Ralph Lauren' and 'Ralph Lauren' and such other name(s) as may be designated by RLAPL from time to time.

1.1.2 PRACTICAL PROBLEM AND TOPIC RATIONALE

Customer satisfaction is very important point in any organization as it can result in customer loyalty and retention. It is a measurement to determine how well a company's product and services meet customers expectations. Loyalty and knowledge are very important parameters in order identify the actual needs of the customer especially in apparel industry where the dynamics changes with every day. Organizations in the fashion business also diversifying their business and marketing strategies to satisfy the needs of the consumers.

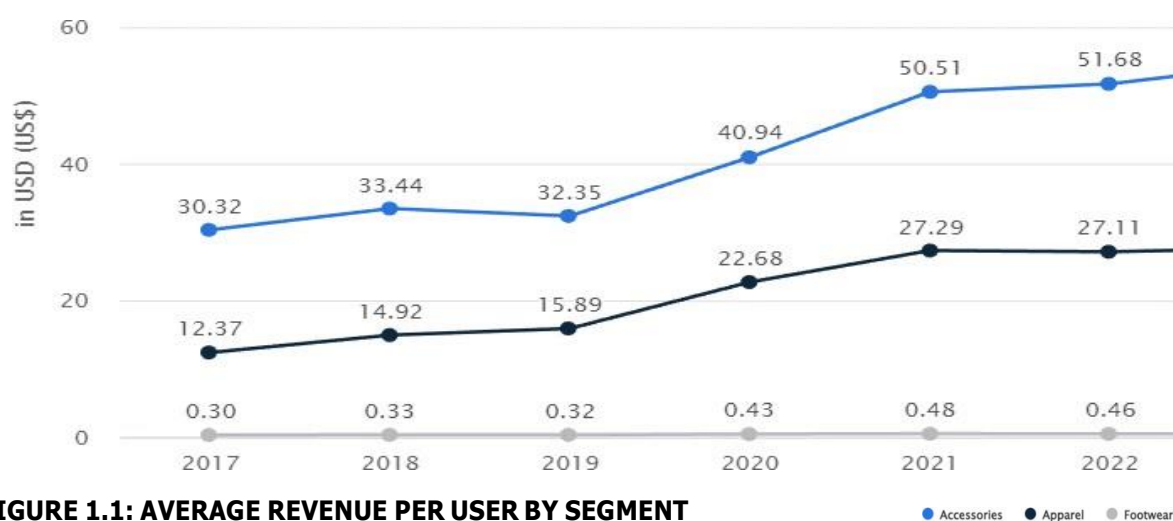


FIGURE 1.1: AVERAGE REVENUE PER USER BY SEGMENT



Source: Statista

Revenue is expected to show an annual growth rate (CAGR 2022-2025) of 18.92%, resulting in a projected market volume of US\$33.11bn by 2025 [date is collected from Statista]. India is one of growing and emerging market. So those company will able to meet customer's attentions and satisfy to the customers, they are going to win in this segment.

1.2 RESEARCH OBJECTIVES AND RESEARCH QUESTIONS

1.2.1 RESEARCH OBJECTIVES

There are three main research objectives of this study:

- Determining customer's satisfaction of female ethnic wear section in Durgapur – Pantaloons
- Identifying and analysing the data which I have collected from customers at female ethnic wear section in Durgapur – Pantaloons
- Proposing suggestions to improve of customer's satisfaction of female ethnic wear section in Durgapur – Pantaloons

1.2.2 RESEARCH QUESTIONS

There are three main research questions to clarify those objectives:

- What is customer's satisfaction ?
- What is the situation of customer's satisfaction of female ethnic wear section in Durgapur – Pantaloons?
- How can customer customer's satisfaction of female ethnic wear section be improved in Durgapur – Pantaloons?

1.3 SCOPE AND LIMITATION

In this research, we concentrate on group of customers of ethnic wear section in Durgapur – Pantaloons. This group includes female, male and other who are students, workers, officers, and many others who are over 14 years old. In addition, this scope is carried out in at Pantaloons, Junction Mall, Recol Park, Durgapur, West Bengal and limited around 160 samples for 4 weeks.

1.4 METHODOLOGY AND DATA OVERVIEW



Quantitative approach is the research approach which is applied in our research. Quantitative approach helps test theory and collect data to analyse the real situation.

This study uses both primary data and secondary data. Primary data: The data is collected via google form survey with 160 responds who are customer of ethnic wear section of in Durgapur – Pantaloon. Secondary data: The data is referred to newspapers, television, website, research report and the other public resources.

1.5 THESIS OUTLINE

Research of customers of ethnic wear section in Durgapur – Pantaloon by five chapters.

Chapter 1: Introduction.

This chapter shows information about customer's satisfaction of female ethnic wear section in Durgapur pantaloon. Besides that, this part also gives information about topic rationale, research objectives, research scopes and limitation, methodology, practical implications and thesis outline.

Chapter 2: Literature review and theoretical models.

This chapter clarifies the key concepts and theoretical framework. It also mentions about specific examination methods about the correlations between customer satisfaction and relevant factors to propose the research framework.

Chapter 3: Methodology.

This chapter presents the methodology to conduct the research, which includes research philosophy, research approach includes quantitative and qualitative method, questionnaire design, data analysis method and the limitations of research method.

Chapter 4: Data analysis and finding.

This chapter analyses data which is collected from the research process. Data analysis methods are used which include Reliability Test-Cronbach Alpha, Exploratory Factor Analysis (EFA), Correlation, Linear Regression, T-Test, ANOVA and Confirmatory Factor Analysis (CFA). Those operations are utilized by using MS Excel.

Chapter 5: Conclusion and recommendations.

After answering the research questions by using the results of data analysis, the researchers evaluate the findings combine actual situation of customers of ethnic wear section in Durgapur – Pantaloon to find out good solutions to enhance customer's satisfaction. This chapter also gives some suggestions for future research.



1.6 Conclusion

In this chapter, we describe an overview of customer's satisfaction of female ethnic wear section in Durgapur pantaloons. This report link to research objectives and research questions to clarify the factors which affecting to customer's satisfaction of female ethnic wear section in Durgapur pantaloons.



CHAPTER 2

METHODOLOGY



This chapter describes how the researchers conduct the survey, how the hypotheses are tested and how the findings are evaluated through the process. The end of the chapter also discusses reliability and validity. Ultimately, limitation of research method is presented.

2.1 METHODOLOGY

2.1.1 RESEARCH PHILOSOPHY

According to Saunders et al. (2009) research philosophy is the development of knowledge and the nature of knowledge. Hence, when the researchers conduct a research, they have to explain the basic meaning definition precisely. Then they will have more choices and I creativity in research method after clearly understanding the basic information of research philosophy. According to Guba and Lincoln (1994) and Saunders et al. (2009) the research philosophy was divided into four groups: positivism, realism, interpretivism and pragmatism. The positivism group tends to apply scientific methods to research. The realism group also applies scientific method to research, but the result is usually based on their mind. Unlike previous groups, the interpretivism use social view to prove their point of view. The last group is pragmatism, they collect data and use relevant data to support their viewpoint.

In this study, our team determines the research philosophy is pragmatism. The result of pragmatism philosophy refers to the way of collecting quantitative and qualitative data. Therefore, basing on the collected information, the researchers use relevant data to evaluate point of view in both subjective and objective way.

2.1.2 RESEARCH APPROACH

According to Kothari (2007), there are two approaches to research the project, which is a quantitative approach (or deductive approach), and qualitative approach (or inductive approach). Inductive approach involves with constructing the theory and theoretical framework after process of data clarification. Base on Saunders (2008) deductive approach is applied to test theory, collect quantitative data, but still use qualitative data to refer. This study is based on quantitative approach (deductive approach) due to the researchers have already established theory and framework to investigate the result with reality which involves compiling statistics, surveys, then examining the results base on collecting data.

2.1.3 RESEARCH PROCESS



The process is conducted and edited to fit our project based on the research process model of Creswell (2012).

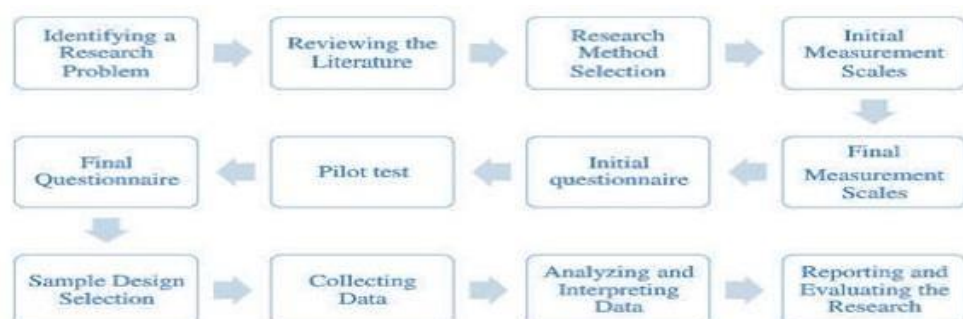


Figure 2.1: Research Process Model Of Creswell

Source: Creswell (2012)

1. Identifying A Research Problem: consists of specifying an issue to study, developing a justification, suggesting the importance of the study.
2. Reviewing The Literature: locating summaries, books, journals relates the research topic, selecting literature which includes in your review, then summarizing in a report.
3. Research Method Selection: researcher consists of quantitative approach and qualitative approach, then they choose which approach can apply in their research.
4. Initial Measurement Scales: base on the concepts which is collected from previous research, provide the concept of scales for conducting research for this study.
5. Final Measurement Scales: base on the initial measurement scales, choose the most suitable scale for the research.
6. Initial Questionnaire: base on the definition and variable table which is inherited and collected from previous researches and other authors, create questionnaire.
7. Pilot Test: a small-scale trial is used to collect ideas and experience of some participants to check the initial questionnaire.



-
8. Final Questionnaires: base on the initial questionnaire and pilot test, propose the final survey and send to research participants.
 9. Sample Design Selection: collect previous sampling methods and compare them together to select the most reasonable sampling methods for analysis.
 10. Collecting Data: selecting individuals for a study, obtaining their permission to study them, and gathering information by asking questions.
 11. Analyzing And Interpreting Data: involves drawing conclusions, representing it in tables, figures to summarize, and explaining the conclusions.
 12. Reporting And Evaluating Research: Reporting research involves deciding on audiences, structuring the report in a specific format, and then writing the report. Evaluating research involves assessing the quality of a study bases on standards of previous researchers.

2.2 DATA COLLECTION METHOD

According to Saunders et al. (2009), data collection is an important stage in academic studies. In this paper, we use both primary and secondary data. In primary data analysis, qualitative and quantitative method are applied since both of them are appropriate for any research model (Guba and Lincoln, 1994), Quantitative data need to be processed and analyzed to turn to be useful data or information because before processed, quantitative data just have little meaning (Saunders et al., 2009). Secondary data not only informing the primary research design but also allows understand the topic area. Moreover, Saunders et al. (2009) state that secondary data also provide a useful source to answer the research question.

2.2.1 PRIMARY DATA

Base on Saunders et al. (2009), primary data includes information collected from interviews, experiments, surveys, questionnaires, measurements and observations. When using primary data, researchers can collect the raw data for a specific research problem and the objective, it was designed to the need of researchers (Hox and Bocije, 2005:593). Questionnaire/survey is the basic tool for collecting primary data. The purpose of survey is collecting information and data of customers about the service or product so the language of the questions must be clearly, understandable and simple in order to get the nearest accurate answer from customers or users, the clearly language also helps customers understand correctly about the survey.



According to Hair et al. (2010), a set of questions which are employed to gather data from numerous and diverse people is a questionnaire.

2.2.2 SECONDARY DATA

Secondary data provides a standard to compare with the results of the primary data and in some cases, secondary data also is helpful to design a research. Saunders et al. (2009) claim that documents, surveys and sources are three main groups of secondary information. Researchers do not collect secondary data directly, but gather from variable sources, it is widely available and obtained from previous researches, publications.... Secondary data offers an advantage that primary data does not have: it is cheaper and obtain more quickly. In some cases, secondary data is available when primary data cannot be obtained at all (Ranjit Kumar, 1996). In this study, secondary data is mostly collected from the previous researches and articles. Secondary data in this research is collected from online documentaries, articles, report and some published sources

In conclusion, both primary and secondary data are used in this thesis. Our team can collect effective and trustworthy primary data from using the questionnaire. In this paper, the primary data only used to detect the customer's satisfaction of female ethnic wear section at Durgapur Pantaloon, prompted mainly in chapter four. Besides that, secondary data is also important in this paper, chapter two mostly bases on theories of previous studies from other researchers while maintain information of chapter one are also provided by statistic, articles from companies, organizations and associations..

2.3 QUESTIONNAIRE DESIGN

2.3.1 TYPES OF QUESTIONNAIRE

The questionnaire is a list of many questions that is collected from respondents (Malhotra & Birks, 1999). Saunders et al. (2009), Gorard (2001) and Neuman (2003) claim that there are two different types of questionnaires: self-administrated and, interviewer-administrated. Interviewer-administrated questionnaire is completed by the interviewer afterwards and is recorded during the interview. The self-administrated questionnaire is completed by the respondent (Saunders et al., 2009). According to Neuman (2003), the advantage of self administrated questionnaires is that researchers can send the questionnaire to huge number of



people. The questionnaire can also send by e-mails which is anonymous. However, the disadvantage of self-administrated questionnaire is that the researchers must spend time to wait the result from the respondents so that the study needs time to investigate (Neuman, 2003). In our thesis, we choose self-administrated questionnaire to research because it helps us easily approach participants in North Central South Area of Viet Nam, reduces investigation time and gain the ideas from huge quantity of participants.

2.3.2 TYPES OF SELF-ADMINISTRATED QUESTIONNAIRE

The self-administrated questionnaire has three types such as: Internet and intranet-mediated questionnaires, postal questionnaires, delivery and collection questionnaires (Saunders et al., 2009). In this study, Internet and intranet-mediated questionnaire is applied because our target research participants are customers of Traveloka who usually use the Internet. As a result, sending survey to them on the internet is a feasible approach.

2.3.3 MEASUREMENT SCALES

The questionnaire includes three parts: screening question, survey question and personal information. In our research, we use both of these parts. Screening question part and personal information part use nominal scale to select respondents while survey questions part uses 5 point Likert scale to define agreement of customers in 8 factors in this research. Nominal scales: requires the respondents answer to collect raw response (Hair et al. 2010). It uses only to discriminate the type of a particular variable such as gender, income, literacy, race and so on (Saunders et al., 2012). Likert scale: is used popularly as a summated rating scale which is developed by Rensis Likert (1931). This scale contains 5-point which asks respondents about the agreement with the statements based on their behaviour. Likert scale has five rating levels: "strongly disagree", "disagree", "neutral", "agree", and "strongly agree". Likert scale. is considered as the most universal method for survey collection, which helps participants understand easily. We use 5 points Likert scale, mainly for three reasons: firstly, the data are more objective and unbiased because the respondent has a chance to measure personal opinion freely. Secondly, it gives us easily analyse and apply statistical tools. Finally, 5 point Likert scale helps reduce time for participants and increase their attention while they answer 8 rating question in our survey.

2.3.4 SURVEY QUESTION



Questionnaire includes multiple choice questions, rating questions and open-ended questions. We just use multiple choice questions, rating questions and the detailed survey are performed in Appendix . In rating question part, the content is carefully designed. Additionally, the Likert scale with five rating levels applies to this part to reduce the confusion for the participants.

3.3.5 PILOT TEST

Pilot testing is a small-scale trial that the survey is checked and commented. There are 5 examiners who worked independently with the guidance of researchers to check the survey. Furthermore, our team also discusses with supervisor to optimize this survey. By doing this, the survey is made sure about the format, logic level of questions, grammar, spelling and other typographical errors. Moreover, our team can gain the experience for the official survey through pilot test. When all of problems are solved and the test items are ready, the official surveys will be published in large-scale field.

2.4 SAMPLE

2.4.1 SAMPLING TECHNIQUES

According to Saunders et al (2003), sampling techniques provide methods which support researchers to reduce information overload by focusing on sub-group instead of whole situations.

Hair (2010) claim that there are two types of sampling method: non-probability and probability. Probability samples are selected from the population, which is possible to answer research questions. It achieves objectives that require researchers to estimate statistically the characteristics of the population of the sample. Non-probability samples are selected from total population that is not mentioned and hard to respond investigative questions or accomplish objectives. Investigators are required to conjecture numerical data about the characteristic of the population. In the scope of research, there is no comprehensive quantity of the population or customer database of female ethnic wear section in Durgapur – Pantaloon. Thus, non probability sampling method is suitable to apply for this research.

2.4.2 SAMPLE SIZE



According to Comrey (1973) and Roger (2006), the minimum sample size was 100 and greater than or equal five time of variables.

$$\left. \begin{array}{l} n > 100 \\ m = 5n \end{array} \right\}$$

n: sample size

m: amount of question

Thus, the minimum sample size: $5 \times 30 = 150$ samples, Moreover, Comrey and Lee (1992), Tabachnick and Fidell (1996) state that the quantity of respondent reflects the reliability which bases on different levels of result in the below table:

Quantity	50	100	200	300	500	1000+
Quality	Very poor	Poor	Fair	Good	Very good	Excellent

Table 2.1: Reliability of Sample Size

Source: Comrey and Lee (1992), Tabachnick and Fidell (1996)

In conclusion, after comparing between two methods, our group decides that the sample size is higher than 200 respondents. Furthermore, we collect data base on the data from female ethnic wear section in Durgapur – Pantaloon. Here, n is 130 and m is 16.

2.4.3 SAMPLE CHARACTERISTIC

Sample characteristic is the most vital requirement of the research because the researcher must understand customer information, to have the ability to achieve research objectives. This research primarily concentrates on customers who have bought the product from female ethnic wear section in Durgapur – Pantaloon. Their age is over 14 years old because from this age, people have knowledge about Indian Culture, Indian dress and usually spends time to buy Kurtas, Kurtis & Tunics, Tops & Cholis, Kurta Sets, Dresses, Dupattas, Leggings, Skirts & Lehengas, Pants & Palazzos, Churidars & Salwars, SARIS and so on. Finally, this is primary data and is collected through google survey form which created by me to research customer's satisfaction of female ethnic wear section in Durgapur-Pantaloon.



Time of survey: from 27/05/2022 to 07/05/2022.

Research area: Female Ethnic Wear Section at Pantaloons, Junction Mall, Recol Park, Durgapur, West Bengal, 713216

2.5 DATA ANALYSIS METHOD

3.5.1 SOFTWARE

After collecting raw data from 160 samples, this study uses SPSS and AMOS to examine and estimate. Following to Muijs (2011), SPSS and AMOS are the most preferable analyze software. With SPSS, this study runs Descriptive Analysis, Reliability Analysis, Exploratory Factor Analysis (EFA), Correlation, Linear Regression, T-Test and ANOVA. After that, I use AMOS to run Confirmatory Factor Analysis (CFA).

2.5.2 DESCPTIVE STATISTICAL ANALYSIS

Descriptive statistics are used to illustrate the basic characteristics of data as a percentage of invalid and valid respondents, mean, mode, variance of variable by using descriptive and frequency. SPSS also summarizes simply about the samples and the measures.

2.5.3 RELIABILITY ANALYSIS

This study uses the rule of Cronbach (1951) to approximate the reliability of measurement scales. This method is also improved to provide a measure of internal consistency. In addition, it clarifies the relationship between factors within a group. According to Nunnally and Bernstein (1994), there are two circumstances can happen when applying the rule of Cronbach alpha Cronbach's alpha at least 0.6 (a 20.6) and corrected item-total correlation higher 0.3. In case that both circumstances are satisfied, the reliability analysis of the research will be accepted. The rule of alpha value is performed as the following table:

Alpha Coefficient Range	Strength of Association
$0.5 \leq \alpha < 0.6$	Poor
$0.6 \leq \alpha < 0.7$	Acceptable
$0.7 \leq \alpha < 0.8$	Good
$0.8 \leq \alpha < 0.9$	Very Good
$0.9 \leq \alpha \leq 0.95$	Excellent
$\alpha > 0.95$	Redundant

Figure 2.2: Values of Crobach's Alpha Coefficient

Source: Hair et al., 2003:172.



In case that the Cronbach alpha is too high ($\alpha > 0.95$), it means redundant observed variable may be existed in the scale. Redundant observed variable is a concept that almost seems between two variables so that it should be rejected.

2.5.4 EXPLORATORY FACTOR ANALYSIS (EFA)

Exploratory factor analysis (EFA) is a procedure to define groups of variables. The main function of EFA is to understand the construction of the relationship between a large set of variables to cut down a data group to a more controllable size or smaller group of elements (Field 2013).

2.5.5 CONFIRMATORY FACTOR ANALYSIS (CFA)

Confirmatory Factor Analysis (CFA) first developed by Jöreskog. It is a multivariate statistical procedure which mostly used in social research. In fact, this method is applied to examine if the data is consistent with a hypothesized measurement model, which based on theory and/or previous analytic researches. By that way, the measurement theory can be confirmed or rejected. For measuring about suitable level of model with information of market, the previous researchers use the indexes such as: Chi-square (CMIN); (CMIN/df); Comparative Fit Index (CFI); Tucker & Lewis Index (TLI); Root Mean Square Error Approximation (RMSEA). If a model has the indexes such as: GFI, TLI, CFI ≥ 0.9 (Bentler & Bonett, 1980); CMIN/dfs ≤ 2 , in other cases CMIN/df ≤ 3 (Carmines & Mervin, 1981), RMSEA ≤ 0.08 , RMSEA ≤ 0.05 , it will be considered as a good model and fit with the information market (Steiger, 1990). Tho & Trang (2008) claim that if a model gets TLI, CFI ≥ 0.9 , CMIN/dfs ≤ 2 , RMSEA ≤ 0.08 , is becomes model fit. Besides that, M. W. Browne and R. Cudeck (1993) and Hair et al., (2009) claim that values for fit indices: TLI and CFI ≥ 0.8 are good enough for structural validity of the model.

2.5.6 LINEAR REGRESSION ANALYSIS

Multiple regression analysis is an approach for modeling the relationship among a dependent variable and one or more independent variables. By this procedure, the researchers can understand if the value of independent variables impacts the level of dependent variables.



Hence, in this study, the simple linear regression is applied to evaluate the strength of the relationship among factors and examine the hypotheses.

2.5.7 INDEPENDENT T-TEST

T-Test applied to check whether there is a difference between groups' averages. It allows users to assess the discrimination between two independent demographic variables (Maths Statistics Tutor, 2010). Because of the random chance in the selection of sample, it is unlikely to occur. A difference is meaningful if:

There is a significant difference between the averages.

The sample size is large.

Responses are not overly spread out and are close to the average value (the standard deviation is low).

2.5.8 ANALYSIS OF VARIANCE (ONE-WAY ANOVA)

Analysis of Variance (ANOVA) is a statistical technique by which we can test if three or more means are equal (Lacrd statistics, 2013), ANOVA can be used by the researchers in order to determine if the group means are unlike whether they compare it to the variance inside the groups or calculate the variances between groups.

2.6 ETHICAL CONSIDERATION

The purpose of this procedure is supplied contributors and also team members some ethical rules as follows. Firstly, there is essential to make sure that it is impossible to draw advantages from "group of people easy to approach" (case of children) during the research because they are not the main object should be approached likewise not in the representative cross section. Hence, it is important to find and choose suitable articles that have great value and bring the most advantage to support for efficient research. Secondly, it shows precisely the consideration and acquirement of time for reporting conclusion. The result will be eliminated if it has incorrect responses, unconnected content or insignificant discussion of the research. Finally, the research activities have to guarantee that not a single person be damaged or be affected. Before doing research, there is necessary to have the agreement from participants. It explains that they will be recognized correctly about the requirements and be



clarified the hazards or benefits of the research. Their personal rights and information will be secured. The intent of these stages is to express respect and sincerity. It creates comfortable and happy feeling for the participants who support and collaborate in the research.

2.7 LIMITATION OF RESEARCH METHOD

There are some limitations in the operating process and data collection. For the duration of the research, respondents are interrogated in a random style. Therefore, some people check the answer without reading clearly the question. It means they select the neutral or random ones. By the way, some respondents might not be interested or be concentrated because of the length of the survey. For that reason, there are some surveys cannot bring great value of information as desired, the level of belief is not high, and also have some invalid sample which cannot input into SPSS program. Our group must check carefully and remove unreasonable survey to make sure the quality of data.



CHAPTER 3

ANALYSIS AND FINDING



This chapter analyses the result from survey then the hypotheses are tested. The processing of SPSS gives the results in Reliability test-Verify Cronbach Alpha, Exploratory Factor Analysis EFA. The processing of AMOS gives the results in Confirmatory Factor Analysis (CFA).

3.1 DATA DESCRIPTIVE ANALYSIS

In the first stage of investigation process, we collected 190 samples. When the filtering collective sample occurred, 35 invalid samples were removed so that we just had 155 samples. However, our group wanted sample size to be in good status so that we continued collecting 5 samples. All in all, our sample size is 160 samples.

3.1.1 GENDER

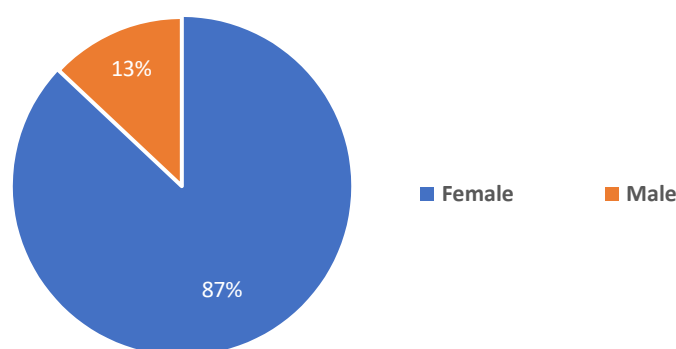


Figure 3.1: Frequency of Gender

Source: Research Survey

Following the figure above, we able to easily can see that 23% male and 77% female come to lady's ethnics section in Pantaloons - Durgapur to buy the ethnic dress.

3.1.2 AGE

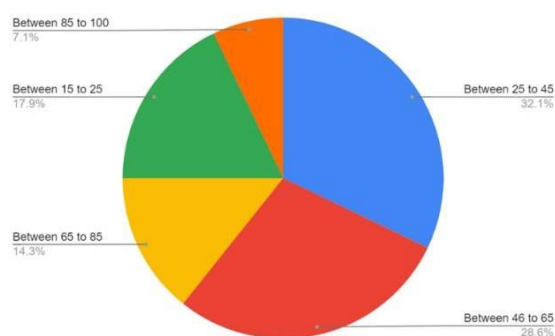


Figure 3.2: The Age Of That Person For Whom Customer Want To Buy Clothes

Source: Research Survey



It is clear that the two group of age are much greater than others. People who are from 25 to under 46 accounted for 32.1% and from 46 to under 66 is 28.6% of total respondents who mostly like to come Durgapur – Pantaloon's ethnic sections.

3.1.3 WHEN CUSTOMER LIKE TO DO SHOPPING FROM FEMALE ETHNIC SECTION

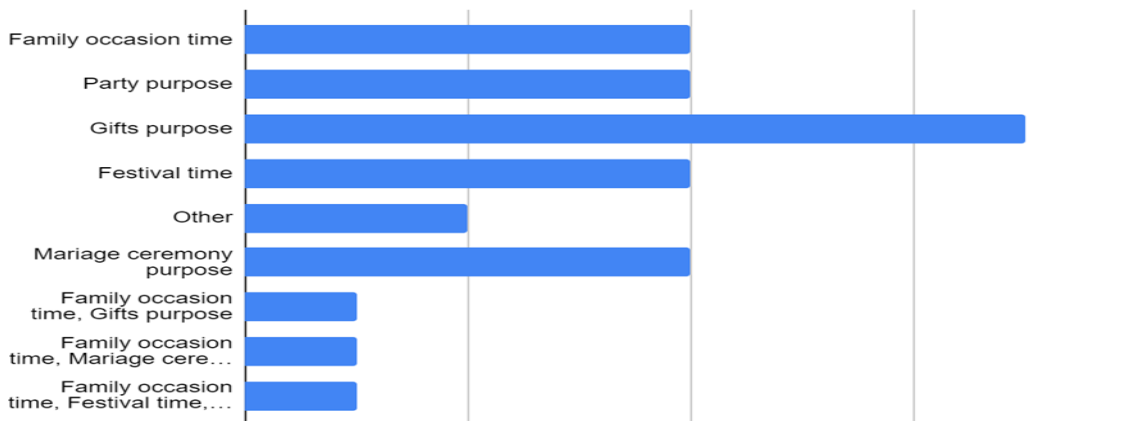


Figure 3.3: When Customer Like To Do Shopping

Source: Research Survey

Mostly people come to buy cloths form Durgapur – Pantaloon's ethnic sections for gift purpose then people are like to do shopping for occasion purpose, party purpose, festival time and marriage ceremony purpose.

3.1.4 WHICH TYPE OF DRESS CUSTOMERS ARE LOOKING FOR IN LADY'S ETHNIC SECTION

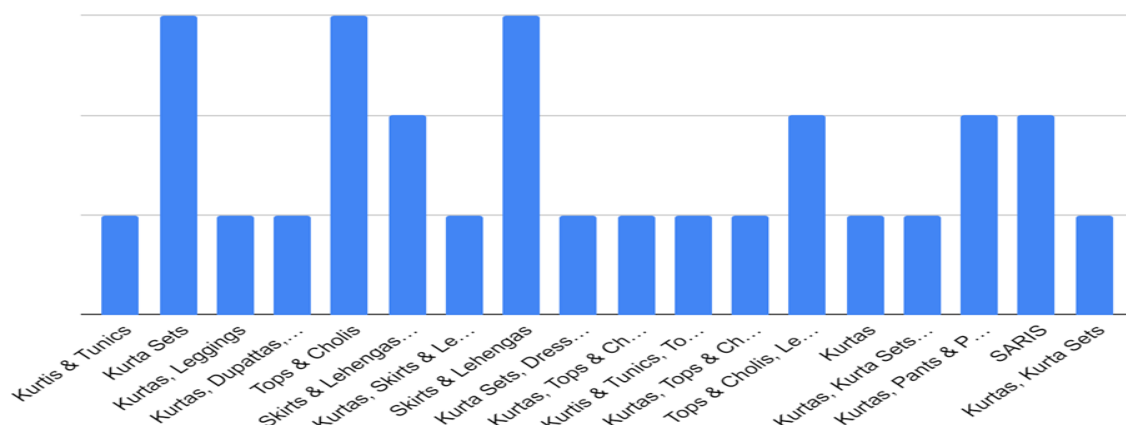


Figure 3.4: Which Type Of Dress Are Customer Looking For In Lady's Ethnic Section

Source: Research Survey



Customers want to buy all types of products, but most probably when customers come to buy products from lady's ethnic section, they bought kurta sets, skirts & lehengas, tops & cholis.

3.1.5 WHERE CUSTOMER FOUND PROBLEM WHILE BUYING THEIR DESIRED PRODUCT

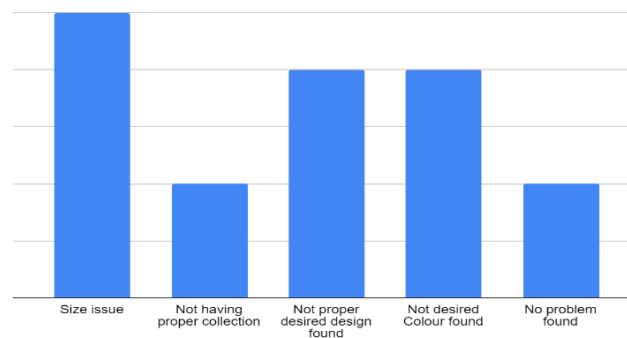


Figure 3.5: Where Customer Found Problem While Buying Their Desired Product

Source: Research Survey

We can see that the main problems are size issue, disine issue, colour issue while buying customers their desired cloths.

3.1.6 MOST PRODUCT SELLING BRAND

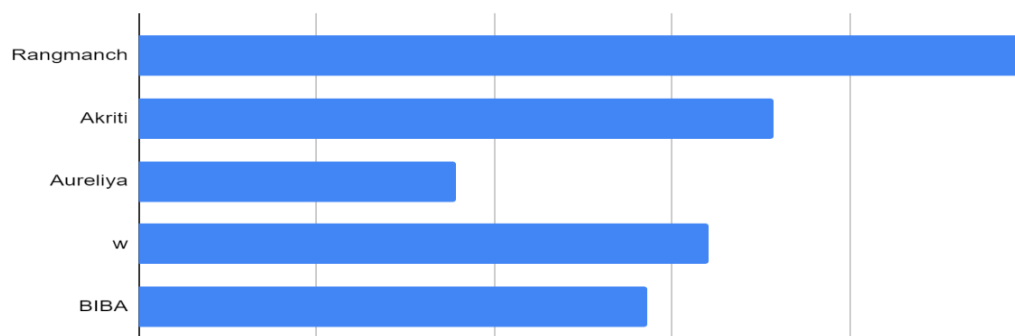


Figure 3.6: Most Product Selling Brand

Source: Research Survey

At Durgapur-Pantaloons ethnic section, Rangmanch is in first position to sell their product at large amount then Akriti then W then BIBA then Auriliya.



3.1.7 MOST FAVORITE BRAND IN ETHNIC SECTION

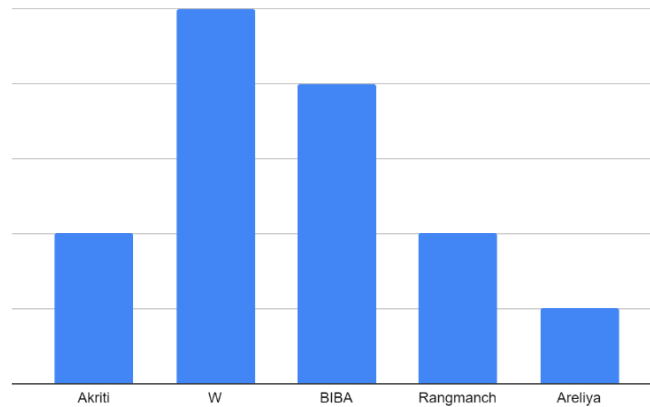


Figure 3.7: Most Favorite Brand In Ethnic Section

Source: Research Survey

According to customer's feedback, customer like w brand because of their design, look, quality and so on.

3.2 QUANTITATIVE DATA ANALYSIS

3.2.1 CORRELATION BETWEEN RECOMMEND TO A FRIEND OR A COLLEAGUE OR FAMILY MEMBER, PLEASE RATE OUR SERVICE AND LIKELY TO PURCHASE AGAIN

	Recommend to a friend or a colleague or family member	Please rate our service	likely to purchase again
Recommend to a friend or a colleague or family member	1		
Please rate our service	0.601842794	1	
likely to purchase again	0.263830617	0.824068827	1

Figure 3.8: Correlation Between Recommend To A Friend Or A Colleague Or Family Member, Please Rate Our Service And Likely To Purchase Again

Source: Generating from Ms excel 360

From this analysis, we can say that service which is provided by stuffs have good impact with customer visit again as well as customer may recommend our ethnic section to their friend, family and so on. But likely to purchase again and Recommend to a friend or a colleague or family member are this two factors are not effect much to each other.



3.2.2 REGRESION AND ANOVA CALCULTION BETWEEN LIKE TO PUCHASE AGAIN AND OVERALL CUSTOMER SETISFACTION

Here, X is overall customer satisfaction and Y is like to purchase again.

SUMMARY OUTPUT

<i>Regression Statistics</i>					
Multiple R	0.990617				
R Square	0.981322				
Adjusted R Square	0.975072				
Standard Error	0.603116				
Observations	161				

<i>ANOVA</i>					
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	3057.8	3057.8	8406.353	1.4535E-139
Residual	160	58.1998	0.363749		
Total	161	3116			

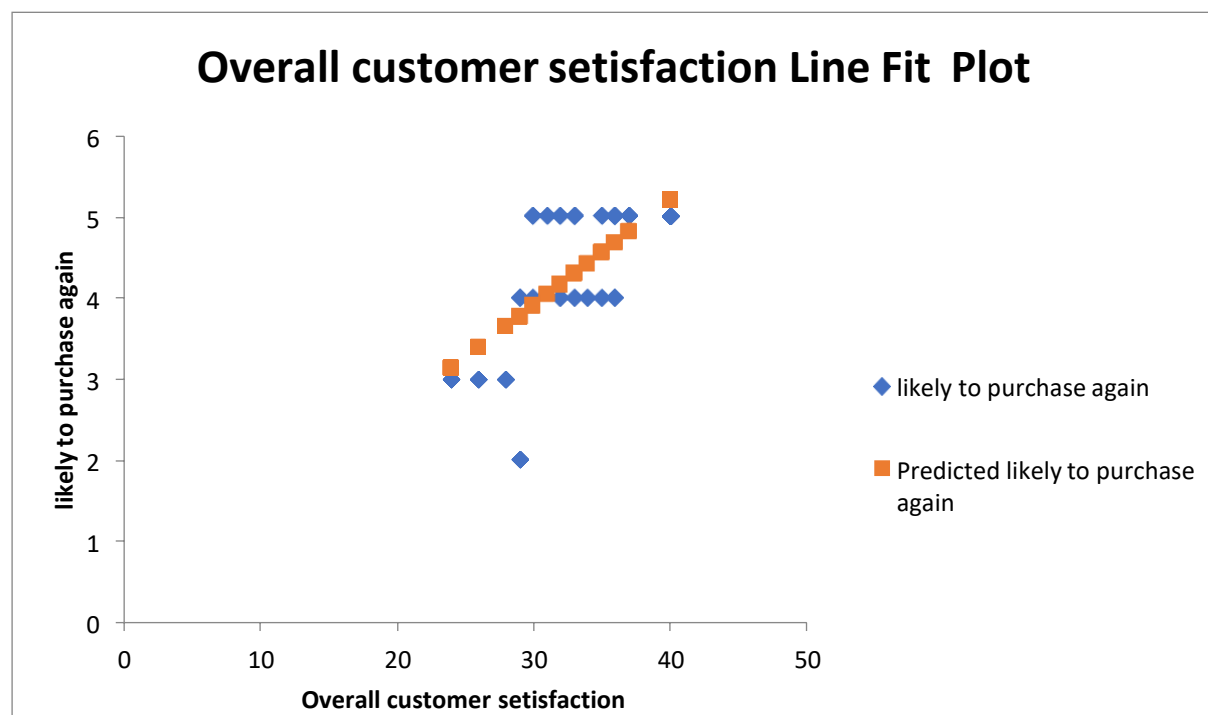


Figure 4.9: Regresion And Anova Calcultion Between Like To Puchase Again And Overall Customer Setisfaction

Source: Generating from Ms excel 360



CHAPTER 4

CONCLUSION AND RECOMMENDATIONS



4.1 KEY FINDING – ANSWER OF RESEARCH QUESTION

Base on the result of Chapter 4, I have some key findings and can answer three research questions of this study.

4.1.1 What is customer's satisfaction ?

Customer satisfaction is a measurement of how happy customers are with a company's products and services. Customer satisfaction includes a customer's perceived quality, value and expectations of a company and what it offers. Companies use this data, which they can gather through methods like surveys and focus groups, to help them determine how they can improve their products or services to gain and keep more customers. This data also can reveal major insights into how customers relate to a brand and how they will interact with it in the future.

Companies in many industries focus on these metrics to ensure they're meeting their customers' needs. Customers can include anyone to whom a company provides products, services or experiences. Great customer satisfaction and high customer retention have a strong correlation, and customer retention powers sales and helps businesses. Although metrics like sales and shares can show important details about how well a company is performing, customer satisfaction scores are one of the most reliable indicators to reveal how a company will perform in the future.

4.1.2 What is the situation of customer's satisfaction of female ethnic wear section in Durgapur – Pantaloon?

Female ethnic section is in ground floor of Durgapur pantaloon what why people are like to visit this section once, if they want to buy ethnic product or to see the collection that Durgapur Pantaloon have. During my internship, I have observed that this section has lot of potential because Indian females have a deep connection with Indian culture and Indian dress. I also have observed that those who are come from other country, they also like our Indian dress. Female ethnic section of Durgapur Pantaloon try to fulfil this demand by offering female ethnic product to females who want to buy Indian dress.

In my survey I took data from the customers and I try to analyse that customers are satisfied or not ? Overall result is positive, people are happy and satisfied. From figure 4.9, we get to



know that people are want to come again because they are happy with the products. In this survey, we got to know that they also very happy with our service.

4.1.3 How can customer customer's satisfaction of female ethnic wear section be improved in Durgapur – Pantaloons?

It is vey true that this section doing fantastic job but everywhere, there are a chance of improvement. I also want to highlight some point here, those are –

- Customer who age are more then 45, they want different type of Shari, but in Durgapur ethnic section have limited options in term collections of Shari. According to me, ABFRL introduce a different brand for Shari, it could be great for ABFRL.
- People are not that much buying clothes from female ethnic section of Durgapur pantaloons for marriage ceremony purpose but demand is high . Durgapur pantaloons should serve those cloth which can be use in marriage ceremony purpose.
- From survey, customer main complains are proper size, design and colour are not available. Durgapur pantaloons should take care of this.
- More than 40% existing customer is not coming pantaloons after receiving discounts and offer from WhatsApp and calling, and 20% existing customer is in confuse that they should visit Durgapur pantaloons or not. So to solve this problem Durgapur pantaloons can maintain propre CRM .
- Customer mostly like W brand but customer mostly buy product from Rangmanch, if company use GTM strategy and introduce or relaunch some product in unique way to fill the gap, it could increase company's revenue.
- ABFRL should use their own liva fabric in their cloth and in this way they should target a different segment of people.
- Durgapur pantaloons should hire a DS to forecast the growth and which product is on demand and what is on trending.
- Durgapur pantaloons can host a fashion related some even so that they able to create word to mouth advertisement for their store.
- They take help a digital marketer to promote their business locally.
- ABFRL was in loss from last 3 years, if they do automate through technology then their overall cost can be minimised, and profit could be maximised.



- When metaverse will be for affordable that time people will want to buy product
- ABFRL should focus on AR and VR technology to provide best customer experience through virtual mode. In this way customer able to feel the product and when metaverse will be affordable that time ABFTL can got fast mover advantage as well as can capture larger market share.



APPENDIXES



QUESTIONNAIRE

Survey on Customer's Satisfaction of Female Ethnic Wear Section at Durgapur Pantaloons

I am doing project on Customer's Satisfaction of Female Ethnic Wear Section for my internship at Pantaloons, Junction Mall, Recol Park, Durgapur, West Bengal, 713216 which is part of Aditya Birla Fashion and Retail.

Please give your answers honestly...

1) What is your name ?

_____ Your answer _____.

2) When do you like to do shopping from female ethnic section ?

- ☐ Family occasion time
- ☐ Festival time
- ☐ Party purpose
- ☐ Marriage ceremony purpose
- ☐ Gifts purpose
- ☐ Other

3) What is the age of that person for whom you are looking for dress from lady's ethnic section ?

- ☐ Between 15 to 25
- ☐ Between 25 to 45
- ☐ Between 46 to 65
- ☐ Between 65 to 85
- ☐ Between 85 to 100



4) Today, which type of dress are you looking for in lady's ethnic section ?

- ☐ Kurtas
- ☐ Kurtis & Tunics
- ☐ Tops & Cholis
- ☐ Kurta Sets
- ☐ Dresses
- ☐ Dupattas
- ☐ Leggings
- ☐ Skirts & Lehengas
- ☐ Pants & Palazzos
- ☐ Churidars & Salwars
- ☐ SARIS

5) Why did you not buy which you have check boxed ?

- ☐ Bought all checkboxed product or products
- ☐ Size issue
- ☐ Not desired Colour found
- ☐ Not proper desired design found
- ☐ Not having proper collection
- ☐ Other:_____

6) You bought your clothes from

- ☐ Rangmanch
- ☐ Akriti
- ☐ Aureliya
- ☐ W
- ☐ BIBA
- ☐ None

7) Which is your favourite brand ?

- ☐ Rangmanch



- ☐ Akriti
- ☐ Aureliya
- ☐ W
- ☐ BIBA
- ☐ None

8) Please share your experience with Rangmanch

	1	2	3	4	5	
Don't like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Love it

9) Please share your experience with Akriti

	1	2	3	4	5	
Don't like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Love it

10) Please share your experience with Aureliya

	1	2	3	4	5	
Don't like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Love it

11) Please share your experience with W

	1	2	3	4	5	
Don't like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Love it



12) Please share your experience with BIBA

	1	2	3	4	5	
Don't like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Love it

13) How likely are you to recommend female ethnic section of Durgapur Pantaloon to a friend or a colleague or family member ?

	1	2	3	4	5	
Don't like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Love it

14) Please rate our service

	1	2	3	4	5	
Don't like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Love it

15) Please rate our service How likely are you to purchase again from us?

	1	2	3	4	5	
Don't like	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Love it

16) Did you get any sale information regarding lady's ethnic section through WhatsApp or calling ?

- ☐ Yes
- ☐ No
- ☐ Maybe

