A PROJECT REPORT ON PANTALOON FRESH FASHION.

SUBMITTED BY:
Mark
State University.
A CASE STUDY ON:
CONSUMER BEHAVIOUR IN
PANTALOON FRESH FASHION,
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PREFACE

Retailing is going through a transition phase in India. The retail trade sector comprises of establishments engaged in retailing merchandise, generally without transformation, and rendering services incidental to the sale of merchandise. Retailing process is the final step in the distribution of merchandise. The corner grocery store, which was the only choice available to the consumer, is now giving way to international formats of retailing. There had been a boom in retail trade in India owing to a gradual increase in the disposable incomes of the middle class households. More and more players were coming into retail business to introduce new formats like malls, supermarkets, discount stores, department stores and traditional looks of bookstores, chemist shops, and furnishing stores.

The traditional food and grocery segment has seen the emergence of supermarkets/grocery chains (Food World, Nilgiris, Apna Bazaar, Vishal Mega Mart, Spencer’s, Pantaloon), convenience stores (HP Speed mart) and fast-food chains (McDonalds, Dominos, Pizza Hut, Kfc, Papa John’s etc).

**Pantaloons Retail (India) Limited**, is a large Indian retailer, which is part of the Future Group, and operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai the company has over 1,000 stores across 71 cities in India and employs over 30,000 people, and as of 2010, it was the country's largest listed retailer by market capitalization and revenue.
ACKNOWLEDGEMENT

I would like to acknowledge the enormous help given to us in creating this project report. For their memories, their patience, and their guidance I wish to thank all those who contributed to my report by filling up questionnaires and providing me with desired information. I chose Pantaloon Fresh Fashion, Bangalore for my project work and the customers of that store helped me whole heartedly and provided me with all the necessary information.

Mostly my thanks to Mr. Mangla, Store Manager at Pantaloon and Ms. Megha, Hr at Pantaloon for allowing me to handle this Project and Letting me gain such a wonderful experience, Without their support and guidance this project would not have been possible.

Also I would like to thank all the staff specially the cash counter team for their helpful and co-operative behavior.
SUMMARY

This project report throws light on the reasons behind customer’s decision of choosing Pantaloon for purchase of Apparels and various other products from Pantaloon. Pantaloon is one of the emerging players in the Indian retail industry and offers a deep insight into the industry.

For completion of this report nearby Pantaloon store for conducting survey and fulfillment of questionnaires. A sample size of 100 was selected due to limitation of time. Among those who were interviewed consist of housewives, professionals, and even college going students. Though the sample size considered was small but it was so varied in order to overcome all the odds. Random stratified sampling method was considered to be best suited to fulfill the project hypothesis. A structured questionnaire was constructed in order to measure the responses of respondents on suitable scale so that they can be analyzed on SPSS. Primary data collection was done through questionnaire and interviews and secondary data collection through company websites and various previous research reports.

Through survey effect of various factors like ambience of store, low prices and convenience came in light and the reason of people choosing Pantaloon over other retail outlets became clear. Respondents gave many suggestions for Pantaloon like they should have more Staff especially during Sales, more Sitting area, more variety, etc. Feeding the data into SPSS for analysis gave interesting results which have been compiled and tabulated in this report.

INTRODUCTION
**Pantaloon Retail (India) Limited**, is a large Indian retailer, which is part of the Future Group, Whose **MD and Group CEO is Mr. Kishore Biyani**, and operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. With effect Jan. 1, the company separated its discount store business, which includes the Big Bazaar hypermarket and the Food Bazaar supermarket businesses, into Future Value Retail Ltd., its wholly-owned subsidiary, so that the company may be listed independently.

The company’s brands include Pantaloons, a chain of fashion outlets, Big Bazaar, a hypermarket chain and Food Bazaar, a supermarket chain. Some of the company's other regional brands include, Depot, Shoe Factory, Brand Factory, Blue Sky, aLL, Top 10 and Star and Sitara.

A subsidiary company, Home Solutions Retail (India) Limited, operates Home Town, a large-format home solutions store, Collection i, selling home furniture products and E-Zone focused on catering to the consumer electronics segment.

The first Pantaloon was opened in Gariahat in 1997. Over the years, it has undergone several transitions. When it was first launched, this store mostly sold external brands. Gradually, it started retailing a mix of external brands while at the same time introduced its own private brands. Initially positioned as a family store, it finally veered towards becoming a fashion store with an emphasis on 'youth' and clear focus on ‘fresh fashion’.

Today, the fashion store extends to almost all the major cities across the country. Pantaloons have established its presence with stores not just in the metros, but also in smaller towns. Pantaloons stores have a wide variety of categories like casual wear, ethnic wear, formalwear, party wear and sportswear for Men, Women and Kids.

It includes different varieties Bare Denim, Umm, John Miller, Provogue, Spyker, Agile, Rig, Lee Cooper, Anabelle, Honey, Jealous21, aLL, Urban Yoga.

'Fresh Fashion' an idea that has captured the imagination of young India. With a focus on the youth of today, Pantaloons offers trendy and hip fashion that defines the hopes and aspirations of this demography.
RETAILING IN INDIA

The Indian retail industry is the fifth largest in the world. Comprising of organized and unorganized sectors, India retail industry is one of the fastest growing industries in India, especially over the last few years. Though initially, the retail industry in India was mostly unorganized, however with the change of tastes and preferences of the consumers, the industry is getting more popular these days and getting organized as well. With growing market demand, the industry is expected to grow at a pace of 25-30% annually. The India retail industry was expected to grow from Rs. 35,000 crore in 2004-05 to Rs. 109,000 crore by the end of year 2010.

According to the 8th Annual Global Retail Development Index (GRDI) of AT Kearney, India retail industry is the most promising emerging market for investment. In 2007, the retail trade in India had a share of 8-10% in the GDP (Gross Domestic Product) of the country. In 2009, it rose to 12%. It is also expected to reach 22% by 2010-11.

According to a report by Northbridge Capita, the India retail industry is expected to grow to US$ 700 billion by 2010-11. By the same time, the organized sector will be 20% of the total market share. It can be mentioned here that, the share of organized sector in 2007 was 7.5% of the total retail market.

As a democratic country with high growth rates, consumer spending has risen sharply as the youth population (more than 33 percent of the country is below the age of 15) has seen a significant increase in its disposable income. Consumer spending rose an impressive 75 per cent in the past four years alone. Organized retail, which accounts for almost 5 per cent of the market, is expected to grow at a CAGR of 40 per cent from US$ 20 billion in 2007 to US$ 107 billion by 2013.

It is important to study the brand which is a store of all brands. The retail market in India is highly competitive and with major players such as Wal-Mart and Tesco entering the industry it is set to grow even further. It is thus important to see how well, which player in the organized retail industry manages to pull consumers in their stores. Especially in the Retail Industry there is more focus on repeated sales and sustaining the customers for a long time.
Aggregate Retail (USD) - CAGR -8%
COMPANY PROFILE
PANTALOON RETAIL CHAIN

Pantaloon Retail (India) Limited, is India’s leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai (Bombay), the company operates over 16 million square feet of retail space, has over 1000 stores across 73 cities in India and employs over 30,000 people.

The company PRIL’S leading formats include Pantaloons, a chain of fashion outlets, Big Bazaar, a uniquely Indian hypermarket chain, Food Bazaar, a supermarket chain, blends the look, touch and feel of Indian bazaars with aspects of modern retail like choice, convenience and quality and Central, a chain of seamless destination malls. Some of its other formats include Brand Factory, Blue Sky, aLL, Top 10 and Star and Sitara.

Future Value Retail Limited is a wholly owned subsidiary of Pantaloon Retail (India) Limited. This entity has been created keeping in mind the growth and the current size of the company’s value retail business, led by its format divisions, Big Bazaar and Food Bazaar.

Future Group

Pantaloon Retail is the flagship enterprise of the Future Group, which is positioned to cater to the entire Indian consumption space. The Future Group operates through six verticals: Future Retail (encompassing all retail businesses), Future Capital (financial products and services), Future Brands (management of all brands owned or managed by group companies), Future Space (management of retail real estate), Future Logistics (management of supply chain and distribution) and Future Media (development and management of retail media).

Future Capital Holdings, the group's financial arm, focuses on asset management and consumer finance. It manages two real estate investment funds (Horizon and Kshitij) and consumer-related private equity fund, In division. It also plans to get into insurance, consumer credit and other consumer-related financial products and services in the near future.
Future Group's vision is to, "Deliver Everything, Everywhere, Every time to Every Indian Consumer in the most profitable manner." One of the core values at Future Group is, 'Indianess' and its corporate credo is - Rewrite rules, Retain values.

**Core Values**

- Indianness: confidence in ourselves.
- Leadership: to be a leader, both in thought and business.
- Respect & Humility: to respect every individual and be humble in our conduct.
- Introspection: leading to purposeful thinking.
- Openness: to be open and receptive to new ideas, knowledge and information.
- Valuing and Nurturing Relationships: to build long term relationships.
- Simplicity & Positivity: Simplicity and positivity in our thought, business and action.
- Adaptability: to be flexible and adaptable, to meet challenges.
- Flow: to respect and understand the universal laws of nature.

**COMPETITION**

In the fashion segment, they face competition from Shoppers Stop, Vishal Mega Mart, Reliance Trendz, Trent, Westside and Lifestyle. Though the hypermarket is new only three to four years old in the country competition is faced from likes RPG (Spencer's), Trent (Star India Bazaar) and with Shoppers Stop.

Several other outlets which are giving competition to Pantaloon are Koutons, Charlie outlaw, Cantabil, etc.

Another competitor may prove to be a very potential, which is going to enter in the Indian market, and it is the WALL- MART coming to India, in partnership with Bharti.
PANTALOON’S BRAND vs. THEIR COMPETITOR

*Brand: The American Marketing Association describes a brand as* ‘name, term, symbol or design, or a combination of them intended to identify the goods and service of one seller or group of sellers and to differentiate them from those of competition’.

The company has its own brands but it focus on other multiple brands as well. It also provides various other brands to its customers. It has a collaboration with many different brands and it sales them under its name ,it provides benefit to both.

The Competitor Brands in the Market are:
Koutons, Tng, Cantabil, TQS, La FAnso, Charlie Outlaw, Reliance, Cobb Italy, Levi’s, etc.

As these are the small retail outlets placed nearby to the local markets, so they are giving competition to pantaloon.

These are the few famous brands which are available at Pantaloons:
1. ALL
2. ANABELLE
3. BARE DENIM
4. BIBA
5. GINI N JONY
6. GIOVANI
7. HONEY
8. INDIGO NATION
9. JEALOUS 21
10. JM SPORT
11. JOCKEY
12. JOHN MILLER
13. LEE
14. LEE COOPER
15. LILLIPUT
16. LOMBARD
17. MIX N MATCH
18. MONTE CARLO
19. PROVogue
20. RIG
21. SCULLERS
22. SPYKAR
23. TOMMY HILFIGER
24. UMBRO
25. UMM
MERCHANDISE MIX

Pantaloons has a wide range of products in its store- Men Casuals, Formals, Sports wear, Undergarments, Ethnic Wear, Children cloths, Girls and Ladies casual and Formals, Jeans and sports wear, traditional wear, Toys, Footwear, Cosmetics, Perfumes, Deodorants, Sunglasses, Wrist Watches, and Jewellery. Some brands are stated above others are:

COSMETICS : Maybelline, L’Oreal.
DEODORANTS : Playboy, Denim, Ferrari etc.
SUNGLASSES : Fast track, DG, and many others.
WRIST WATCHES : fast track, Titan, Espirit, TimeX etc.

VISUAL MERCHANDISING

- Activity of promoting the sale of goods, especially by their presentation in retail outlets.
- This includes combining product, environment, and space into a stimulating and engaging display to encourage the sale of a product or service.
- Visual merchandising is the art of implementing effective design ideas to increase store traffic and sales volume.

OBJECTIVES OF VISUAL MERCHANDISING

- A desire to attract customers to a place of business in order to sell the merchandise.
- It is offered to the customer through interior and exterior presentation.
- It helps create positive customer image.
- It helps to increase sales.
- It encourages impulse buying.
- The exterior appearance of a store silently announces what customers can expect inside.
- Good exterior visual merchandising attracts attention, creates interest, and invites the customer into the business.
Marquees:-
- A special type of sign is used to display the name of the store.
- An effective marquee must stand out from the other businesses to attract customers.

  ![Pantaloons Sign](image)

- It can be used to announce a change in season, sale, a special event or a promotion.

Banners:-
- These are used increasingly as an inexpensive but colorful, eye-catching means of promotion.
- Banners can be hung from flagpoles, projected from the building or hung flat against the exteriors.
- Where many signs compete for customer’s attention, design and logo become more important. They should be unique, noticeable and readable.

Walk Ways And Entries:-
- Approximately 75% of first time customers remember a store’s entrance, which provides the first and last view of the store’s interior.
- A cluttered entryway causes shopper’s to indefinitely postpone entering a store, while an attractive, well designed entrance is inviting to the customers.

Store Interiors:-
- Store interior is an important element of a store concept.
- The industry, product selection, price segment, customer group and company vision form the foundation of the concept.
Elements:

- **Atmospheric**:-
  - Lights
  - Music
  - Color
  - Fragrance

Space Allocation and Utilization:

- Furniture and fixtures----
  Goods can be effectively displayed on a variety of fixtures such as gondolas, tables, cubes, mannequins, waterfalls and other racks, display cases and manufacturer point-of-purchase display.

**Interior Signage**:-

Signage is a critical part of interior display and point-of-purchase promotion. Store signage that communicates a sales message can make up for a lack of sales personnel.
A good sign provides the most information in the fewest possible words.

**Layout Planning** :-

Planning of the internal arrangement of selling and sales supporting departments, and deciding on the amount of space for each department.

**Product Depth**:-

- The number of each item or particular style of a product.
- Under one product how many sub-products company provides or how many varieties company have for that product.
- **Examples**: To keep our inventory costs down, we have a shallow product depth. This means we only stock 3-6 SKUs of each product we carry.

**Private labels**:-

- Pantaloons have their own in house brands in Apparel as well as different sections some of them are:-
  - Honey
  - Annabelle
  - Bare
GREEN CARD MEMBERSHIP

There is a membership for customers in pantaloon, where customers become members and enjoy discounts on shopping.

1 STAR: To become one star member customers have to give Rs.100 With that they become one star customer and get Rs.200 discount coupon for next shopping and 5% discount on Fridays.

3 STARS: If the total purchase by a customer crosses Rs.8000 than they becomes 3star customer and enjoys 5% discount on all days and additional 5% on Fridays.

5 STARS: If purchase crosses Rs.20000 mark then they become 5 star customers and enjoys 7.5% discount with additional 5% on Fridays.

7 STARS: If the total purchase crosses Rs.40000 mark then they become 7 star customers and enjoys 10% discount with additional 5% on Fridays.

I took the response of 3, 5, 7 star customer in my questionnaire.
OBJECTIVES OF STUDY

This marketing research aims to study:

1. Consumer attitude towards Pantaloon and why people prefer visiting it over other retail outlets.

2. How much the factors like the distance of the store from consumer’s house affect the decision of a customer choosing to visit Pantaloon.

3. Does the availability of goods and variety of goods attract customers towards Pantaloon.

4. Measure the extent to which customers find discount and other offers at Pantaloon more exciting and attractive than those provided by other retail outlets.

5. Check the brand loyalty of customers towards Pantaloon.

6. To measure the satisfaction level of overall shopping experience at Pantaloon.
RESEARCH METHODOLOGY

A descriptive research design has been followed for this marketing research which highlights both the qualitative and quantitative aspects of the identified problem.

PRIMARY DATA

To collect primary data best way is to interact with people directly it can be through direct interviews and questionnaires. Both these methods have used for collection of primary data.

SECONDARY DATA

Secondary data is collected from company websites and various Literature reviews. As Pantaloons is daily in news because of its expansion plans, so I benefited a lot from articles on net.

SURVEY DESIGN/STUDY AREA

Random stratified sampling was chosen for research. Mall was selected as the study area and people from this area were selected for filling up of questionnaires and collecting responses due to convenience of location.

SAMPLING PLAN: Sampling plan for this research project is divided into following four steps:

- **Sample size:** A sample size of 100 respondents was chosen because of time constraint. Though small sample size but it consists of varied type of respondents so as to overcome any error at the time of generalization of result.
- **Sample unit:** Pantaloons store at Bangalore was chosen as sample unit. Survey was conducted in February- March 2010.
- **Sample procedure:** Due to time and various other constraints convenience was restored. But efforts were made to check the accuracy of responses.
- **Contact method:** Questionnaire method was used to establish direct contact with respondents.
ANALYSIS
**Q.1 where do you buy Your APPARELS from?**

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<th>Percent</th>
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<tr>
<td>Valid * Neaby Garment Shops</td>
<td>15</td>
<td>15</td>
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<td></td>
<td>85</td>
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<tr>
<td>TOTAL</td>
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</table>

This pie chart shows that 85% of people prefer PANTALOON for purchasing APPARELS; this may be because of convenience of location, low prices, discounts or other factors. The reasons of choosing Pantaloons over other retail outlets are specified later in this research report.
Q. 2 which of the following retail outlets you have visited?

- Vishal mega mart
- Reliance retail
- Westside
- Shopper’s stop
- Spencer

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<th>Frequency</th>
<th>Percent</th>
<th>Valid percent</th>
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<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>* Visited all</td>
<td>50</td>
<td>50</td>
<td>50</td>
<td>50</td>
</tr>
<tr>
<td>* Only 4</td>
<td>15</td>
<td>15</td>
<td>15</td>
<td>65</td>
</tr>
<tr>
<td>* Only 3</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>95</td>
</tr>
<tr>
<td>* Only 2</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td>* Only 1</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100</td>
<td>100</td>
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</tbody>
</table>

Which of the following retail outlets you have visited?
This bar graph shows that most of the respondents (around 50%) have visited All 5 Retail outlets. No respondent has visited Only 1 retail outlets. This question was included in the questionnaire in order to gauge the awareness among customers of Pantaloon regarding other retail outlets. Spss analysis shows that respondents are much aware of the retail outlets.

Q.3 How often you visit Pantaloon in a month?

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<tr>
<td>Valid</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>* 1-3 times</td>
<td>85</td>
<td>85</td>
<td>85</td>
<td>85</td>
</tr>
<tr>
<td>* 3-6 times</td>
<td>10</td>
<td>10</td>
<td>10</td>
<td>95</td>
</tr>
<tr>
<td>* 6-9 times</td>
<td>5</td>
<td>5</td>
<td>5</td>
<td>100</td>
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<tr>
<td>* more than 9</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>100</td>
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<tr>
<td>Total</td>
<td>100</td>
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</tbody>
</table>

This bar graph shows that around 85% of respondents visit Pantaloons 1-3 times a month and around 10% of respondents visited Pantaloons 3-6 times a month. It was observed that respondents, who buy APPARELS from Pantaloons, visit Pantaloons 1-3 times a month because people are in a habit of buying APPARELS collectively for some months. Those who visited more than 3 times a month were there to buy for themselves or for family shopping as they were green card holders.
Q.4. Do you visit Pantaloons because of variety of products available there?

<table>
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<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
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<tbody>
<tr>
<td>Valid yes</td>
<td>90</td>
<td>90.0</td>
<td>90.0</td>
<td>90.0</td>
</tr>
<tr>
<td>Valid no</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
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</tbody>
</table>

This pie chart clearly shows that 90% of respondents visiting Pantaloons are satisfied with the variety of products available at Pantaloons remaining 10% of respondents don't feel that Pantaloons provides variety of products. Majority of respondents was satisfied with the variety of Apparels and other products.
5. Do you visit Pantaloons because of low prices?

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<th>Percent</th>
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<tbody>
<tr>
<td>Valid</td>
<td>yes</td>
<td>70</td>
<td>70.0</td>
<td>70.0</td>
</tr>
<tr>
<td>No</td>
<td></td>
<td>30</td>
<td>30.0</td>
<td>30.0</td>
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<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100.0</td>
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This pie chart shows that 70% of respondents find Pantaloons economical and visit it because of low prices. Remaining 30% of respondents disagree with the fact that Pantaloons offers low prices than other retail outlets, they find the pricing strategy of Pantaloons at par with other retail outlets.
6. Do you visit Pantaloons because of convenience of location?

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<tr>
<td>Valid</td>
<td>yes</td>
<td>90</td>
<td>90.0</td>
<td>90.0</td>
</tr>
<tr>
<td></td>
<td>no</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
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<tr>
<td>Total</td>
<td></td>
<td>100</td>
<td>100.0</td>
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</tbody>
</table>

This bar graph makes it evidently clear that 90% of respondents visit Pantaloon because its location is convenient to them. Only 10% of respondents say that it’s location is not convenient to them as it is situated far from their home.
7. Do you visit Pantaloons because of prestige issue?

<table>
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<tr>
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<tbody>
<tr>
<td>Valid yes</td>
<td>65</td>
<td>65.0</td>
<td>65.0</td>
<td>65.0</td>
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<tr>
<td>no</td>
<td>35</td>
<td>35.0</td>
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<td>100.0</td>
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<tr>
<td>Total</td>
<td>20</td>
<td>100.0</td>
<td>100.0</td>
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Through this pie chart it is clear that 35% of respondents don’t feel for PANTALOON as a status symbol as the apparels present here, can be shop from any where as many brands available in market in low cost or comparable cost, so people don’t think it’s a status symbol. Other 65% feel that purchasing at pantaloons is a status symbol for them. so for majority it’s a status symbol.
8. How much satisfied are you with the services provided by Pantaloons?

<table>
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<th>Frequency</th>
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<th>Valid Percent</th>
<th>Cumulative Percent</th>
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<td>Very Satisfied</td>
<td>85</td>
<td>85.0</td>
<td>85.0</td>
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</tr>
<tr>
<td>Satisfied</td>
<td>5</td>
<td>5.0</td>
<td>5.0</td>
<td>90.0</td>
</tr>
<tr>
<td>Can't say</td>
<td>4</td>
<td>5.0</td>
<td>5.0</td>
<td>95.0</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>6</td>
<td>6.0</td>
<td>6.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Rate your satisfaction level of shopping at Pantaloons at 5-point scale.

This pie chart distribution shows that 85% of respondents lie in the max. region i.e. they are satisfied with the services provided by Pantaloons. Out of remaining majority of respondents i.e. 4% are neither satisfied nor dissatisfied which means that while shopping in Pantaloons they never paid attention to the factors like fast billing or queue of billing etc. Those who were dissatisfied by Pantaloons complained about sitting area and billing during sales.
9. How much satisfied are you with the Staff at PANTALOON?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>70</td>
<td>70.0</td>
<td>70.0</td>
<td>70.0</td>
</tr>
<tr>
<td>Satisfied</td>
<td>19</td>
<td>19.0</td>
<td>19.0</td>
<td>19.0</td>
</tr>
<tr>
<td>Can't say</td>
<td>6</td>
<td>6.0</td>
<td>6.0</td>
<td>6.0</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>5</td>
<td>5.0</td>
<td>5.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

This pie chart shows that majority of respondents lie in the max. region i.e. 70% of respondents are very satisfied with the staff of Pantaloons. 19% were not much but satisfied. 5% of the respondents, who were dissatisfied with the staff, complained that the staff was lacking in the technical knowledge of products and also shortage when sales.
10. How much satisfied are you with the Ambience of PANTALOON?

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Satisfied</td>
<td>85</td>
<td>85.0</td>
<td>85.0</td>
<td>85.0</td>
</tr>
<tr>
<td>Satisfied</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
<td>95.0</td>
</tr>
<tr>
<td>Can't say</td>
<td>5</td>
<td>5.0</td>
<td>5.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Majority of the Respondents i.e., 85% were satisfied with the Ambience of Pantaloons, Other 10% were just satisfied. And 5% were indifferent with the ambience.
### 11. How much satisfied are you with the Location of Pantaloons?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>85</td>
<td>85.0</td>
<td>85.0</td>
<td>85.0</td>
</tr>
<tr>
<td>Satisfied</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
<td>95.0</td>
</tr>
<tr>
<td>Can’t say</td>
<td>5</td>
<td>5.0</td>
<td>5.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Very Dissatisfied</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

*Rate your satisfaction level of shopping at Pantaloons at 5-point scale.*

For this question we got highest positive response i.e. 85% of customers were satisfied with the location of Pantaloons. This means that majority of visitors of Pantaloons belonged to nearby locality. This highlights Pantaloons’ strategy to open more stores so that they can attract local customers of every region and they have been successful in their plans to a great extent.
12. How much satisfied are you with the Parking space provided by Pantaloons?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid Very Satisfied</td>
<td>70</td>
<td>70.0</td>
<td>70.0</td>
<td>70.0</td>
</tr>
<tr>
<td>Satisfied</td>
<td>15</td>
<td>15.0</td>
<td>15.0</td>
<td>85.0</td>
</tr>
<tr>
<td>Can't say</td>
<td>5</td>
<td>5.0</td>
<td>5.0</td>
<td>90.0</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

This pie chart clearly shows that majority of respondents are satisfied with the parking space provided by Pantaloons. As such Pantaloon didn’t have much of its own parking space but since it is located in Mall which have ample parking place so they didn’t find any problem in parking their vehicles. One more reason that this problem wasn’t able to overshadow Pantaloons’ popularity was that its location is such that most of the people prefer coming there on feet as it is on walking distance from their home.
13. Does Pantaloon have better ambience than other retail outlets?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td>yes</td>
<td>85</td>
<td>85.0</td>
<td>85.0</td>
</tr>
<tr>
<td></td>
<td>no</td>
<td>15</td>
<td>15.0</td>
<td>15.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

This bar graph clearly shows that 85% of respondents like the ambience of Pantaloon. Other 15 were just satisfied as they think Pantaloon can improve much by providing sitting area.
14. Does Pantaloon give better discount/offers than other retail outlets?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid yes</td>
<td>65</td>
<td>65.0</td>
<td>65.0</td>
<td>65.0</td>
</tr>
<tr>
<td>Valid no</td>
<td>35</td>
<td>35.0</td>
<td>35.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

This pie chart clearly shows that 65% of respondents are satisfied with the discount or offers provided by Pantaloon. Remaining 35% of respondents don’t find Pantaloon’s discount attractive, they find it at par with other retail outlets.
15. How many times have you seen Pantaloon overcrowded?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rarely</td>
<td>86</td>
<td>86.0</td>
</tr>
<tr>
<td>Frequently</td>
<td>10</td>
<td>10.0</td>
</tr>
<tr>
<td>Never</td>
<td>4</td>
<td>4.0</td>
</tr>
<tr>
<td>Total</td>
<td>20</td>
<td>100.0</td>
</tr>
</tbody>
</table>

It was seen that due to ample shopping space 86% of respondents have rarely seen it overcrowded. Only 10% of respondents said that they have Frequently seen Pantaloon overcrowded and remaining 4% claimed that they have never seen Pantaloon overcrowded. This shows that Pantaloon is gaining popularity very fast and attracting crowd.
16. What do you do when PANTALOON is overcrowded?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go for purchase that moment.</td>
<td>65</td>
<td>65.0</td>
<td>65.0</td>
<td>65.0</td>
</tr>
<tr>
<td>Wait for sometime</td>
<td>15</td>
<td>15.0</td>
<td>15.0</td>
<td>80.0</td>
</tr>
<tr>
<td>Come next day.</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
<td>90.0</td>
</tr>
<tr>
<td>Go to some other retail outlet.</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

This question was structured in order to observe the effect of Pantaloon stores if staying overcrowded on respondents. Response to this question was dependent on the type and occasion for apparel. It shows that majority of the customers would have gone for purchase if Pantaloon is overcrowded.
17. **Rate your satisfaction level of shopping at Pantaloon at 5-point scale.**

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very satisfied</td>
<td>85</td>
<td>85.0</td>
<td>85.0</td>
<td>85.0</td>
</tr>
<tr>
<td>Satisfied</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
<td>95.0</td>
</tr>
<tr>
<td>Dissatisfied</td>
<td>5</td>
<td>5.0</td>
<td>5.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Very dissatisfied</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

**SATISFACTION LEVEL IN SHOPPING AT PANTALOON**

As far as overall shopping experience of people at Pantaloon is concerned then majority of respondents i.e. 85% are very satisfied and 10% are satisfied. And another 5% were dissatisfied as they demand more staff during sales, more sitting area, more variety and sizes of product, staff should be more trained, some demander book corner as well.
16. Do you feel shopping at Pantaloon is an exciting experience?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agree</td>
<td>75</td>
<td>75.0</td>
<td>75.0</td>
</tr>
<tr>
<td>Can't say</td>
<td>17</td>
<td>17.0</td>
<td>92.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>8</td>
<td>8.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

This pie chart clearly show that majority of people agree with the fact that shopping at Pantaloon is an exciting experience. Some 17% are indifferent and 8% are not agree with the fact. They think that pantaloon can make it more exciting by introducing more offers and other things as said above sitting area, books corner etc.
17. Do you feel shopping at Pantaloon is a joyful experience?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td>35</td>
<td>35.0</td>
<td>35.0</td>
<td>35.0</td>
</tr>
<tr>
<td>Agree</td>
<td>45</td>
<td>45.0</td>
<td>45.0</td>
<td>80.0</td>
</tr>
<tr>
<td>Can’t say</td>
<td>15</td>
<td>15.0</td>
<td>15.0</td>
<td>95.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>5</td>
<td>5.0</td>
<td>5.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

For this question also a mixed response was observed but majority of people still fall under the category who Feel shopping at Pantaloon is Joyful. Some 15% were indifferent and 5% were dissatisfied with the fact.
19. Do you feel shopping at Pantaloon is value for money?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Strongly agree</td>
<td>35</td>
<td>35.0</td>
<td>35.0</td>
<td>35.0</td>
</tr>
<tr>
<td>Agree</td>
<td>45</td>
<td>45.0</td>
<td>45.0</td>
<td>80.0</td>
</tr>
<tr>
<td>Can't say</td>
<td>15</td>
<td>15.0</td>
<td>15.0</td>
<td>95.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>5</td>
<td>5.0</td>
<td>5.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Strongly agree</td>
<td>0</td>
<td>0.0</td>
<td>0.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

This question was so structured so that to find whether respondents really feel that Pantaloon offers them low prices or not. 80% of respondents replied positively to this question by saying that they find shopping at Pantaloon value for money i.e. they have to pay less at Pantaloon as compared to other retail outlets.
20. Do you feel shopping at Pantaloons is a tiring experience?

<table>
<thead>
<tr>
<th>Valid</th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>5</td>
<td>5.0</td>
<td>5.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Can't say</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
<td>15.0</td>
</tr>
<tr>
<td>Disagree</td>
<td>10</td>
<td>10.0</td>
<td>10.0</td>
<td>25.0</td>
</tr>
<tr>
<td>Strongly disagree</td>
<td>75</td>
<td>75.0</td>
<td>75.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

Majority of respondents held the view that shopping at Pantaloons is not a tiring experience. Only 5% of respondents held the view that shopping at Pantaloons is a tiring experience. This is because Pantaloons is a big store and everything is organized due to which the shopper does not find it more difficult to search for the thing he is looking for.
21. Do you think PANTALOON is a complete retail outlet?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percent</th>
<th>Valid Percent</th>
<th>Cumulative Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Valid</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>yes</td>
<td>85</td>
<td>85.0</td>
<td>85.0</td>
<td>85.0</td>
</tr>
<tr>
<td>no</td>
<td>15</td>
<td>15.0</td>
<td>15.0</td>
<td>100.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
</tr>
</tbody>
</table>

This bar graph clearly shows that 80% of respondents feel that Pantaloon is a complete retail outlet. A very small % i.e. 20% of respondents are Dissatisfied and said that Pantaloon is a not a complete retail outlet. Majority of respondents were satisfied with what Pantaloon is and gave a large no. of suggestions which are discussed later in this report.
SCOPE AND LIMITATIONS.
SCOPE

This research will help Pantaloon to identify their competitors in Bangalore and above all the areas in which they can have an edge on them.

1. Pantaloon gives various discounts and offers. This report will also help in knowing whether various discounts and offers given by Pantaloon are enough for attracting customers or not.

2. This research will also be helpful in knowing the loyalty of customers towards Pantaloon. By green card status we can get an idea about it.

3. Very general attributes of customers like visits per month, importance given to attributes like ambience, parking also become clear.

Limitations:

This project report suffers from following limitations:

1. Questionnaires were filled in evenings, when most of the people are in hurry and they might not have responded truly to all the questions.

2. Our research is limited to only one store of Pantaloon and sample size is of 100 respondents so errors may crop in while generalizing the results.

3. Those who came out of Pantaloon Store after shopping were chosen for getting the questionnaires filled but they held bulky polyethylene bags due to which they found it difficult to stand for a long time and answer the questions.

4. Most of the retail outlets mentioned in our questionnaire may or may not be visited by respondents; this affected their response to various questions.
RESEARCH FINDINGS
This research helped us identify following problems where Pantaloon has an immense scope of improvement:

1. People were found to be very dissatisfied with the ambience of Pantaloon as compared to some other outlets but mostly were satisfied.

2. Majority of respondents were found complaining about the variety of products, Different sizes not available, footwear, and child section need improvement at Pantaloon.

3. Ladies complaint about jeweler variety is not there, Traditional wear should have more variety, and Footwear.

4. Location was one of the main reason which attracted people towards Pantaloon as it was situated just in the Mall and it took less time for majority of respondents to reach Pantaloon.

5. As Pantaloon deals in discount retailing, it was believed that Pantaloon’s discount and low prices were one of the main attractions for people but people feel that the discount is not enough and it should be more.

6. Some respondents’ complaint that there should be sitting space for ladies child and old age people and it was worked out during the project itself.

7. Some respondents demanded book corner should be there. And there should be ample staff and billing counter during sales to handle the huge no. of customers.

8. Parking is also a problem at Pantaloon and some of the customers were dissatisfied with the parking space at Pantaloon, as it does not provide much parking area to its customers. Customers of Pantaloon use the parking space provide by that mall only.
RECOMMENDATIONS
AND
CONCLUSIONS.
This research throws light on various strengths and weaknesses of Pantaloon and can also help Pantaloon to improve on different fronts in order to have an edge over its competitors. Based on the analysis and findings of my research I would like to give following recommendations:

1. Pantaloon needs to improve so that it can accommodate more kinds of products and also provide space for children coming with their parents to play and have fun so that for them visiting Pantaloon becomes exciting.

2. Pantaloon should incorporate more variety of products in its basket so that it provides the convenience of availability of all things under one roof to its customers. Variety of products should specially be increased in traditional wear for women, Footwear, jewelry, cosmetics and more varieties in watches. More varieties in sizes in jeans, Shirts.

3. Sitting area should be there for children and old people, so that they can sit while other family members doing shopping.

4. More computers should be included and number of billing counters should be increased especially during the festive season and sales, so as to speed up the process of billing and avoid large queues.

5. If possible more attractive discount and offers should be given in order to attract more customers.

6. Staff should be trained properly to assist people and to make them understand the benefits of green card membership, it will strengthen Customer loyalty.

7. Other Recommendations include introduction of a Book corner for the book lovers and making shopping more joyful.
CONCLUSION

This research report aims to study consumer attitude towards Pantaloon and highlights its strengths and weaknesses in order that Pantaloon can fight the competition in a better way. Though Pantaloon captures a different market and is giving competition to big players like Vishal mega mart and big bazaar. Retail in India is a booming sector nowadays and Pantaloon should try to benefit more from it. Recommendations given should be considered by Pantaloon in order to emerge as a winner in long run.
ANNEXURE
QUESTIONNAIRE
A CASE STUDY ANALYSIS OF PANTALOON RETAIL INDIA LTD. Bangalore

Dear Respondent,
I am a student of Maharaja Agrasen Institute of Technology, I am doing this marketing research to study consumer’s attitude towards Pantaloon and for that purpose I have designed following questionnaire. Needless to say that your information will be kept confidential and won’t be disclosed to anyone.

Q1. Where do you buy your Apparels from?
   1. Near by garment shops.
   2. Pantaloon.
   3. Any other retail outlet.

Q2. How many of the following retail outlets you have visited?
   ➢ Vishal Mega Mart
   ➢ Reliance Retail
   ➢ Westside.
   1. Visited all
   2. Only 4 of them
   3. Only 3 of them
   4. Only 2 of them
   5. Only 1 of them
   6. None

Q3. How often you visit Pantaloon in a month?
   1. 1-3 times
   2. 3-6 times
   3. 6-9 times
   4. more than 9

Q4. What do you think is the reason of visiting Pantaloon?
   Yes        No
   1. variety of products
   2. low prices
   3. convenience of location
   4. status symbol
   5. others

   If others then please specify ____________________________
Q5. How would you rate Pantaloon on 5-point scale based on following listed attributes?

1. Services
2. Staff
3. Ambience
4. Location
5. Parking

Where 1 = very satisfied  2 = satisfied  3 = can’t say  4 = dissatisfied. 5 = very Dissatisfied.

Q6. In which area you feel Pantaloon has an edge over other retail outlets?
   Yes  No

1. Ambience / Infrastructure
2. location
3. Discount / other offers
4. Any other attribute, specify __________________________

Q7. How many times have you seen Pantaloon overcrowded?
   1. rarely
   2. frequently
   3. never

Q8. What do you do when Pantaloon is overcrowded?
   1. go for purchase that moment
   2. wait for sometime
   3. come next day
   4. go to some other retail store

Q9. Define your overall shopping experience at Pantaloon on a 5-point scale.

1. Satisfactory
2. Exciting
3. Joyful
4. Value for money
5. Tiring

Where 1 - Strongly agree. 2- Agree. 3- Can’t say. 4- Disagree. 5- Strongly Disagree.

Q10. Do you think Pantaloon is a complete retail outlet?
   1. yes
   2. no
   If no then please give your suggestions__________________________________________________________
Please fill your details

Name:
Age: □ Below 20 yrs  □ 20 - 30 yrs  □ 30 – 40 yrs  □ above 40 yrs

Monthly Income: □ below 15,000  □ between 15,000 – 25,000
□ Between 25,000-35,000  □ Above 35,000.

Gender:  □ Male  □ Female
Ph. No.:  Yes  No  Star rating

Green card member:
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