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Measuring Customer Satisfaction: Pantaloons Bhubaneswar Patia

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ABSTRACT

People often used to love shopping. When shopping is confined within a neat and clean limited geographical area with air conditioned environment, then obviously shopping will have its own charm. That's the reason behind emerging existence of organised retaling. As per real estate consulting firm ANAROCK the share of organized retail space is set to grow upto 19% by 2020.Bhubaneswar is capital of Odisha. Bhubaneswar tier -1 city which is going to hit the market around 39 million sq ft (msf) of organised retail space between 2019-2022 which roughly 71%. The aim of present study is to find out the gap between expectations and perceptions of customers regarding different services are provided by pantloons, patia, bhuabneswar, Odisha.simple random sampling techniques used to collect the data from customers. This study has found inspite of few shortcoming people used to visit pantaloons store and enjoy their shopping.

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INTRODUCTION:

Organized retailing is normally undertaken by licensed retailer for trading activity. Entire retail set ups are owned by companies. Most of the developed growing, emerging economies are adopting organized retail in various sector. In india organized retailing also emerged as a booming sector. Organized retailing comprised of shopping malls, multi store mall and huge complex that offers a large variety of products in terms of quantity and value of money. As per real estate consulting firm ANAROCK the share of organized retail space is set to grow upto 19% by 2020. Bhubaneswar is capital of Odisha. Bhubaneswar tier -1 city which is going to hit the market around 39 million sq ft (msf) of organised retail space between 2019-2022 which roughly 71%. For every sector service quality plays an important role. As a qualitative phenomenon it is difficult to assess service quality from both company and customer aspect. Quality can be measured by setting different measurement tools and techniques.

Theoretical framework

Quality is a qualitative phenomenon. Quality can be defined in various ways by various people and organizations. According to the American Society for Quality (ASQC) "Quality is the totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs.

Parasuraman, Zeithaml, and Berry (1985) have defined service quality as "the degree and direction of a discrepancy between consumer's perceptions and expectations in terms of different but relatively important dimensions of service quality which can affect their future purchasing behavior."

Blešić, Tešanović&Psodorov (2011) pointed out that developing measures for improving the management quality of hotel services is a basic prerequisite for successful business and survival in the market. Service quality is of paramount importance for keeping the guests and critical indicator of future economic activity.

Li &Krit (2012) revealed four important conclusions in their empirical study. First: Service quality has a positive effect on customer satisfaction, second: Customer satisfaction has a positive effect on customer loyalty, third: Service quality has a positive effect on customer loyalty, fourth: Customer loyalty, service quality & customer satisfaction has a positive effect on brand image.

Objective of study

1. Find out the gap between customer expectations and customer perception.
2. Analyze the theoretical aspect of emerging organized retailer in Bhubaneswar.
3. Analyse overall customer satisfaction.

Research methodology

Descriptive research design has adopted for this research and research is completely based on both primary data and secondary data. Entire research process divided into two parts primary research and secondary research. For primary

research survey method has been considered. All the respondents are visitor to Pantloons, Patia, Bhubaneswar and they shopped at that retail store. Convenience sampling technique is used to select the respondents. To carry on the survey a questionnaire administered personal-contact approach has been used. The statistical populations of this study are all who had their visit to Pantaloons, patia, Bhubaneswar at least once and prefer to purchase at that particular retail store. A convenience sample of 100 respondents who had their visit to pantaloon, patia, Bhubaneswar, Odisha had been chosen for the research. No restrictions were made on the age, background, sex or location. Secondary data are collected from available literature, print media like books, magazines, research articles on Google scholars and such other websites other relevant publications to find out the theoretical framework and to know what early research mentioned regarding selected topic. To analyse the data descriptive statistics were employed.

In this research paper the process of measuring customer satisfaction two different evaluations are required from customer's; the first one finds out the level of a service expected from service provider in the given branch and the second one reflects their perception of actual service provided by a certain organization(Zeithaml, Bitner, 2000). The difference between the evaluation of expectation and perception is formulated by means of so called Servqual score. If the real quality evaluation is higher than expected, it is a sign of quality.

Data Analysis

Data analysis includes both demographic analysis of respondents and specific analysis for research. In this research paper entire data divided into two tabular form for better understanding of analysis. Data analysis also includes some graphical presentation of data. Pie chart also used to describe certain information.

Table no 1:Demographic profile of respondents

GENDER:		
1.	Male	35%
2.	Female	65%
AGE:		
1.	20-30	45%
2.	30-40	22%
3.	40-50	18%
4.	50 and above	17%
OCCUPATION:		
1.	Employed (Government & Private)	55%
2.	Student	45%

The demographic characteristics showing from the table no 1 most of the female customers are found in the store. It is also found that most of the customers are belonging from (20-30) age group, who are visiting the store. Most of the respondents are employed in private and government sector.

Table no 2: factors taken into consideration to measure overall satisfaction

Sl No	Factors taken into consideration to meaure overall satisfaction	Perception	Expectations	satisfied / not satisfied	weight in points	Weighted Score
1	impact of brand name on customers (who have visited)	4.78	4.56	0.22	10	2.2
2	appearance of physical facilities of the store	4.86	4.82	0.04	10	0.4
3	shopping experience of pantaloons brand in that mall as compare to other brand	4.18	4.34	-0.16	10	-1.6
4	services provided by pantaloons such as exchange alteration etc.	4.76	4.44	0.32	10	3.2
5	time, value, effort, money spend at pantaloons	2.54	2.28	0.26	10	2.6
6	price of pantaloons brand product	3.26	3.62	-0.36	10	-3.6
7	fashionable and trendy product available at patia store	4.74	4.84	-0.1	10	-1
8	sincerity and support of staff at patia pantaloons	4.6	4.56	0.04	10	0.4
9	overall satisfaction on service provided by patia pantaloons as compared to other competitors in patia	4.54	4.5	0.04	10	0.4
10	overall shopping experience at patia pantaloons	3.75	3.68	0.07	10	0.7
	Overall Satisfaction Score					**3.7**

Here, in the table no2 -ve sign shows dissatisfaction where as +ve sign shows satisfaction among customer. It has been found those customers (who are visited store during survey period) are satisfied with their perceived brand image about pantaloons. Physical facilities such as surrounding, cleanliness are satisfied with customers. But customers are highly satisfied with other services provided by pantaloons such as exchange of purchased items , alterations etc. sincerity and support of staff at patia, pantaloons is also satisfactory. Overall experience is also satisfactory.

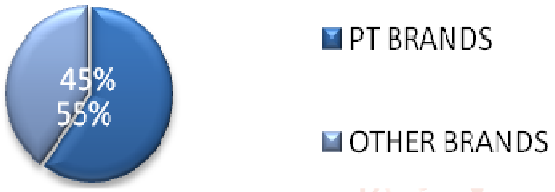
From the table no 2 it has been found most of the customers are dissatisfied with price of pantaloons branded product, availability of trendy product at patia pantaloons store as well as towards pantaloons brands product over non pantaloons branded product.

Apart from that most of people are highly influenced by product quality followed by price provided by Patia pantaloons at Bhubaneswar. Availability of different brands and offers are in equal position to influence customers. This is graphically presents in below diagram 1

Diagram 1

Most of customers are visiting patia pantaloons store to purchase other brands rather than pantaloons in house brand which is shown in diagram 2

It also has been found from survey most of customers would like to suggest other people to shop at patiapantaloons.



Findings

From this study it has been found that overall satisfaction rate 3.7 which shows that, people who are visiting patia pantaloons are neither dissatisfied nor satisfied. They will be satisfied if organization will able to satisfy them by fulfilling certain requirements. Store needs to keep trendy cloth stocks and prices of own brands needs to be reasonable as compare to other brands which are there available. It is also found that 98% customer who has visited shop would like to refer other people to shop at this pantaloons store.

Scope of further study

There are plenty opportunities to extend this study. In future research, more factors can be added to understand different dimensions of service quality. This type of research can be done in various store to know different kinds of services quality offered by them.

Limitations of the study

- Time period for the present study is limited.
- The sample size for present study is limited to 100 respondents only which is a very small portion to the entire population.
- A single retail outlet is taken for study which is a major constraint for study.
- Questionnaires were distributed during the summer months which can be a cause limited perceptions of service quality.
- Service quality measurement model is a conceptual in nature which is also a major limitation of this study.

Conclusion

In conclusion, knowing how customers perceive the service quality and being able to measure service quality can benefit retail industry professionals in quantitative and qualitative ways. The measurement of service quality can provide specific data that can be used in quality management; hence retail organizations would be able to monitor and maintain quality service. Assessing service quality and better understanding how various dimensions affect overall service quality would enable organizations to efficiently design the service delivery process. In this study, service quality were reviewed by an analytical approach for evaluating the differences between customers' expectations and perceptions of service quality. From the present study it can be conclude that retail organization should go for some adoptable changes which will be helpful for them to please their customers.

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[2] Parasuraman, A., Zeithaml V, and Berry, L 1985, „A conceptual Model of Service Quality and its implications for Future Research", *Journal of Marketing*, pp. 41-50.

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