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**Analytical Study On Impact Of Retail Marketing On Customer With Respect To Pantaloon Store**

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**Abstract**

By increasingly evolving internet purchasing and mainstream shopping, consumer engagement has steadily been the primary source for retailers to have durable strategic advantages by differentiating. Retailers must consistently enhance their customers experience in multiple retail settings to ensure and gain competitiveness and customer loyalty in the long term. The goal of the analysisto assesses what types of shopping situations affect customer satisfaction and experience. A selection of a random sample of 96 respondents from consumers examines the effect of retail format on the quick move of consumer goods market. The survey showed that the respondents are aware of the various retail formats that increase their customer potential for fast transportation of consumer products (FMCGs).

**Introduction**

Since it began, retail marketing has undergone intensive changes as an order and consequently, we need to understand and analyze its various components deliberately. The fast flood in a new retail format is a fascinating situation that we've experienced over the last 20 years. There has been a great deal of analysis of both the old and the new parts in the retail sector in India's evolution and investment situations, both in the retail format. Two prominent retail formats in the current market structure are hypermarkets and food stores. "Globalization," which has made retail a completely new measurement, continues to take on a key role when it comes to changing and rebuilding retail formats throughout the world. This segment offered roads in all retail stores around the world to freely develop goods and ventures.

Certain administrative relaxations have opened entrances for unfamiliar retailers in India, which has given rise to even harder competition between new and existing retailers, which has therefore called on these retailers to attempt to increase their product and thus to expand their wishes for permanent retailers. India's retail market has been enthusiastic about a few players and has been relying on floods rapidly over the next few decades to achieve a growth rate of $1.3 trillion by 2020, according to the evaluations and the investigations conducted by the Global Retail Development Index in 2015. One fascinating thing is that buyer patterns have changed quite strongly, especially in the ASEAN economies, due to the rapid

development of the retail sector. Despite the fact that India's retail sector is in its fundamental phase, the opportunities for this industry are enormous later. The world's created economies have shown that this industry is flourishing under constant rivalry which thus provides a definitive buyer with better products and administrations. As India is the 10th largest retail market worldwide, its retail design continually fluctuates from uneven to composed formats has changed enormously in India. This has drawn into the eyes of practically all Indian corporate goliaths and giant business enterprises in the retail sector and has therefore become their primary concern to consider and separate buyer behavior in India today.

The retail sector and their environment have changed considerably in just a few decades. In addition to the passage of biggest monsters in the retail sector, such as Wall Mart, K Mart and Carrefour, a large number of these advances were recorded as socioeconomic developments, social turn of events and business conditions. Moreover, the increasing payments of buyers have also played a key role in the extension of the retail sector. One of the fascinating realities about shopping with regards to the current time is that the buyers don't seek after shopping as the main methods for purchasing commodity and enterprises however as a methods for associating with companions and various individuals, as a pressure reliever and fun and subsequently these elements have gotten very significant for thinking about retail marketing in the advanced period.

Retail is one of the biggest sector all over the globe and has so far assumed a monstrous function in improving the efficiency level of an assortment of merchandise and ventures, as well as can be expected be found in countries, for example, Mexico, United Kingdom, China, Thailand and U.S.A., different countries which have contributed essentially in the development of this sector are Dubai, Hong Kong, Sri Lanka, Malaysia, Singapore. Retail comprises the second biggest industry in the United States when considered for the quantity of outlets and business age. This monstrous industry utilizes around 22 million individuals all over U.S.A with a yearly income age of $3 trillion.

**Literature Review**

Dr. Ashish Pandey (2020) focuses on the basics and specific building squares of the retail marketing as order in this comprehensive examination. The work plans to identify and explore topics such as the way new retail formats in our country took off, a thorough insight into the Indian retail industry, a perception of the different confrontations that our organized retail industry faces, an analysis and discussion of the different successful strategies of organized retailers so far. Furthermore, the work also seeks to determine and dissect a number of other marketing elements.

The main economic area, since it has to deal directly with shopper, is the retail sector possible in KujtimHameli (2018). It fuses all businesses from stalls and mini-basic goods to advertising chain and strip malls, offering individual and nuclear family use items and administrations to separate buyers. This work aims to evaluate the retail sector and its type of business. Second resources were used to collect the data. There has been a significant screening of the composition. The assessment shows that the retail sector is usually coordinated in two main social events: in-store retailers and out-store retailers. The store features different characteristics; the main types of arrangements, however, are those that depend on the type of ownership, product and costs. The main sorts are free shops, chain stores, expanded and leased retail foundations, as shown by owner-based characterization. As shown in the order, retail chains, stores, helpful stores, supermarkets, and retailer managers are the most important types of retail. The main types

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of retail are discount shops, plant sources, characterization killers, off-esteem shops, warehouse clubs and hypermarkets as the cost-based order demonstrates. The main type of shopping centers is shown by the spot-based grouping. Primary selling, direct exhibition and modified sweets from the shop are the main types of retailing.

DebdattaSaha (2016) This work researches the effect of late value limits offered by web based business substances, for example, Flipkart on consumer inclinations and on discount physical dealers for Knowledge and Technology (IT) commodity, explicitly PCs, PCs and related accessories. Our outcomes depend on a consumer review in Delhi and a gracefully side study of dealers at Asia's biggest electronic and IT merchandise market for this product class (Nehru Place market, New Delhi). The Chi-square Automatic Interaction Detection (CHAID) choice tree investigation is utilized to comprehend the determinants of consumers' preferred shopping objective. We discover proof of a significant move away from physical shops for online purchases with exorbitant cost decision affectability among consumers. Business strategies that traditional shops are following to counter the online value challenge are explored. It is discovered that enhancement of the product container and value hazard, instead of merchant experience, is a powerful system to counter Bertrand value rivalry in retail.

Joseph and Gupta (2010) analyzed that the Indian retail area is impacting and modernizing rapidly as per India's monetary turn of events. In this review the maker examined the impact of coordinated retailing on customary retailing. With the expansion in number of various arrangements for shopping like strip malls, departmental stores and hypermarkets, the Indian shopper's tendencies are changing towards and that is the clarification new theorists like the ruler of retail Wal-Mart moreover came into the Indian retail ground as a group with Bharti. There is a massive unfamiliar market is accessible in India right now which contains different open doors for retailers. The above examination reveals that there is a huge unfamiliar market of retail in the natural similarly as in metropolitan region. In any case there is gigantic number of disorderly retail kirana store in the common domains similarly as in metropolitan districts yet since of the coordinated retail their perseverance is at genuine danger .This assessment doubtlessly reveals what are the effects of introduction of coordinated retail on sloppy retail locations.

Deepika and Ravikiran (2012) in their assessment included a critical connection between present day or growing retail arranges, its credits, changing tendencies of shoppers and the advertising methodologies followed by the retailers for practicality and improving the deals of the retail sources. Energetic and high residents favor malls and specialty stores. Quality item, arrangement of brands and various kindnesses are attracting customers to the strip malls. Despite the fact that supports techniques, restricted time methodologies, redirection offices, assessing procedures, brand building systems are contributing for the improvement of present day retail arranges in India.

**Objectives**

1. To explore the influence of store image on consumer behavior

2. To understand the customer satisfaction of store image

3. To analyze the Customer experience with the shopping procedure has a positive influence on customer satisfaction.

**Research Methodology**

Research design of the questionnaire is a prerequisite for good quality data collection. Data were collected via questionnaires for this study, mainly online. The questionnaire was mainly aimed at those 18 to 55 years of age who bought clothes from both Internet and physical stores, based on the objective and topic of this study. This study separates the analysis of online shopping from that of store shopping and provides separate online and in-store clothing selling questionnaires in order to highlight the benefits and the disadvantages of all customers to achieve better indicators of customer experience in online and shop shopping. A total of 150 completed questionnaires, including 12 invalid questionnaires, were collected for each situation. 288 valid questionnaires, or 96 per cent of the total collected questionnaires, were finally used.

**Data Analysis**

Pantaloon Retail (India) Ltd. is the driving retailer in India which works on a number of retail plans in both the Indian buyer's value and lifestyle segments. The association operates over 12 million square meters of retail space in the Indian metropolitan region has more than 1000 stores including lodgings, corners and different sources, with over 30 000 employees. Pantaloon, a chain of plans, Huge Bazaar, the unbelievably Indian Hyper Market Chain, food bazaar, a shop chain, combine the look and feel of Indian bazaars with current retail parts such as choice, solace and quality, and the chain of steady target strip malls Focal.

Blue sky, all the best 10 and the star and sitara consolidate a few of his various organizations. The company works in the same way online for future bazaar.com. Home Arrangements Retail (India) S.R. works in Old Area, an enormous stores for design plans for homes, combinations, sales of home furniture and ozone to oblige the buyer's electronic segment Pantaloon retail lately started, the US-based Public Retail Alliance (NRF), the "Overall Retailer of the year 2007" and the creation of 2007 market retailers Pantaloons retail is a pioneer in future business affairs that, for example, requires the whole Indian area of use.

**TABLE 1:  financial operating results**

| Year | Sales and Operating Income | Cost of Goods sold | Total cost | Profit |
|------|------|------|------|------|
| 2010 | 105.24 | 73.32 | 97.21 | 2.35 |
| 2011 | 137.28 | 97.19 | 126.53 | 4.92 |
| 2012 | 180.58 | 117.98 | 166.27 | 6.40 |
| 2013 | 285.29 | 186.11 | 262.98 | 7.03 |
| 2014 | 444.83 | 303.5 | 407.44 | 11.41 |

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| 2015 | 658.31 | 438.01 | 602.50 | 19.78 |
| 2016 | 1052.80 | 700.31 | 961.94 | 38.55 |
| 2017 | 1868.97 | 1243.43 | 1722.34 | 64.16 |
| 2018 | 3236.74 | 2245.05 | 3021.14 | 119.99 |
| 2019 | 5048.91 | 3512.19 | 4588.39 | 125.97 |

**FIGURE 1: Deals and Operating Income of Pantaloon Retail India Ltd**
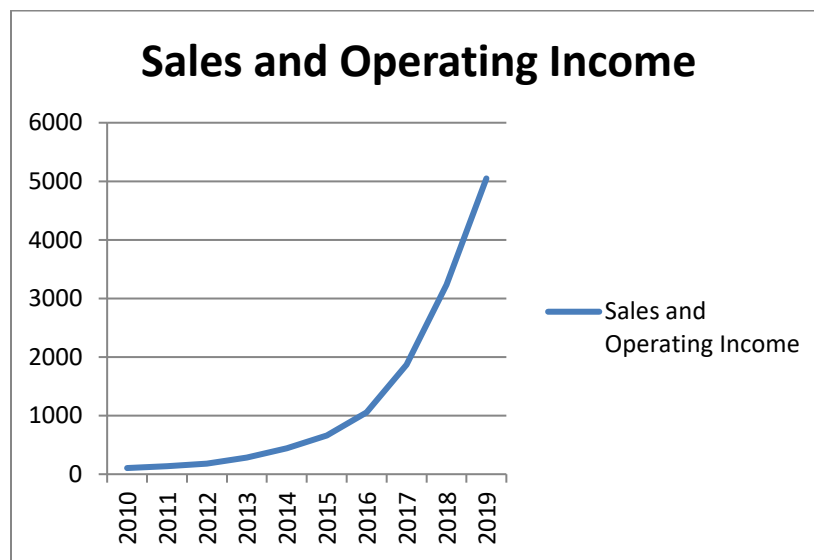


Pantaloon retail acknowledges that its action plan is special because it has effectively incorporated parts of the apparel sold from its racks into the assembly house. By assembling its capabilities, the administration can control parts of clothes from the very beginning to the worthy chain so that unforeseen interests can be conquered and erratically designed patterns can be wiped out. The ensuing consistent combination and relative freedom from the midwayers speaks in terms of value, cost and convenience.

**TABLE 2 Spot from where Number of People Buy Their Apparels**

| | | Frequency | Percent |
| --- | --- | --- | --- |
| Valid | * Nearby Garment Shops | 15 | 15 |
| | * Pantaloons | 85 | 85 |

| | | |
|---|---|---|
| * Any retail store | 0 | |
| TOTAL | 100 | 100 |

**FIGURE 2 Spot from where Number of People Buy Their Apparels**
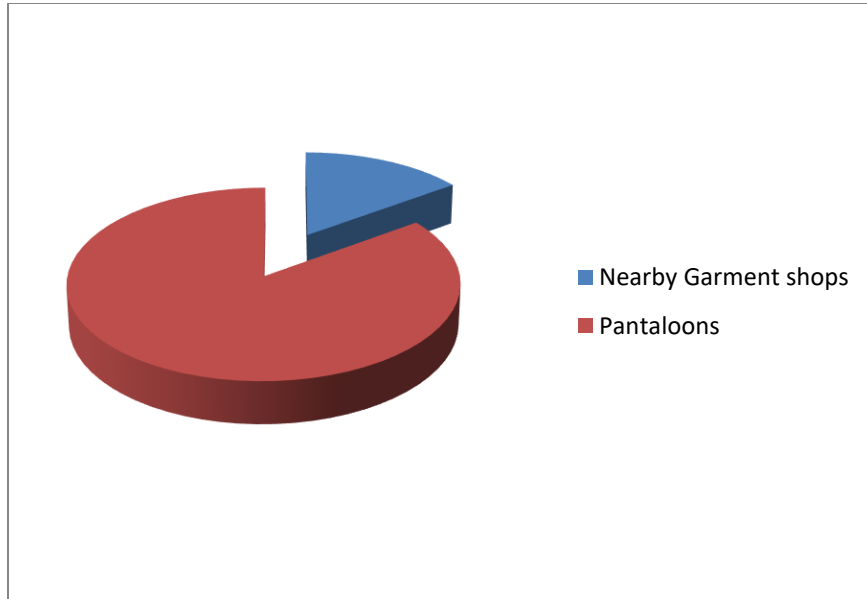


This pattern shows that 85% of people tend to PANTALOON for APPARELS, as a result of a soothing area, low costs, limited costs, or different components. This is also possible. Later in this review report, reasons to pick Pantaloons from other retail sources are shown.

**TABLE 3: Number of respondents regularly visits Pantaloon in a month**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | * 1-3 times | 85 | 85 |
| | *3-6times | 10 | 10 |
| | *6-9times | 5 | 5 |
| | *more than 9 Total | 0 | 0 |
| | | 100 | 100 |

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**FIGURE 3: Number of respondents regularly visits Pantaloon in a month**
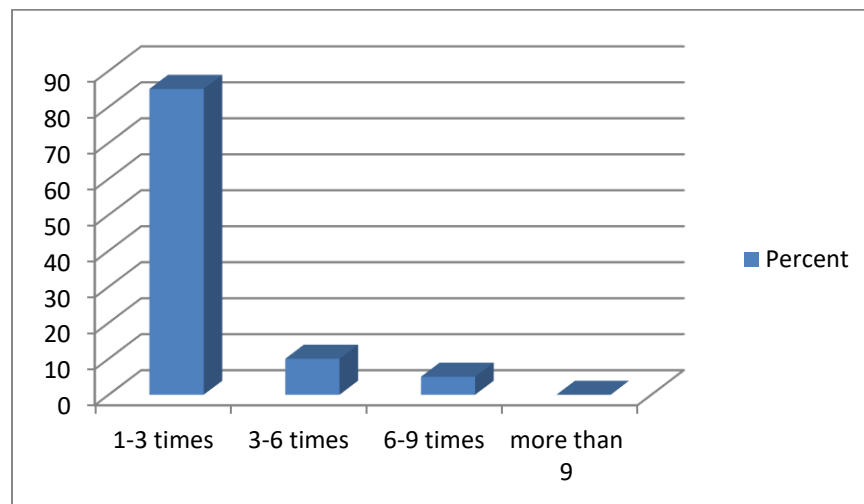


This diagram shows that approximately 85% of respondents visit Pantaloons 1 to 3 times a month and approximately 10% visits Pantaloons 3 to 6 times a month. People who purchase APPARELS in pantalons visited pants 1-3 times a month because people are in an affinity to purchase APPARELS for specific months. People who visited on different occasions each month were there to purchase green card holders for their family shopping.

**TABLE 4: Satisfaction level of the respondents with the Staff atPANTALOON**

| | | Frequency | Percent |
|---|---|---|---|
| Valid | Very Satisfied | 68 | 68.0 |
| | Satisfied | 21 | 21.0 |
| | Can't say | 6 | 6.0 |
| | dissatisfied | 5 | 5.0 |

| Very Dissatisfied | 0 | 0.0 |
|---|---|---|
| Total | 100 | 100.0 |

**FIGURE 3: Satisfaction level of the respondents with the Staff at PANTALOON**
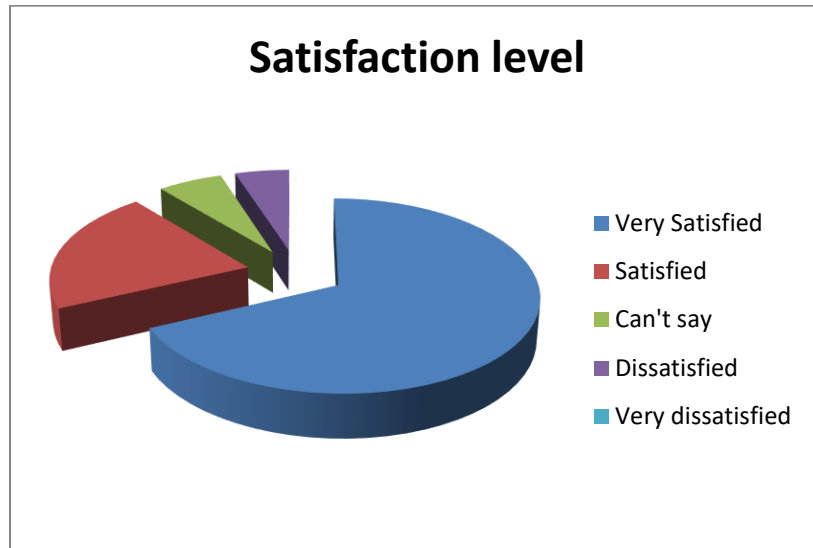


This diagram indicates that the greatest number of respondents, for example 68% of respondents is pleased with Pantaloon personnel. 21% were not a lot, but fulfilled instead. 5% who were deceptive about the staff criticized the insufficiency of the staff in the specialized knowledge about items, and the lack of dealings.

**TABLE 5: Result of t-test for positive impact on customer satisfaction**

| | POSITIVE IMPACT | | t value | P value |
|---|---|---|---|---|
| | **Mean** | **SD** | | |
| **YES** | 51.14 | 7.80 | 2.366 | 0.018* |
| **NO** | 52.61 | 7.55 | | |

Note: * Denotes significant at 5% level

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Table 5 indicates that the invalid speculation at 1 percent central level has not been acknowledged because P figures are below 0.01. As a result, retailing has a positive effect on customer satisfaction via retail assembly.

## CONCLUSION

In the present case, retail without everybody else has increased as a separate capacity. Recently the Indian industry entered the growth process and it will continue for 15 to 25 years. Most dealers switch from close proximity to the public. In a large sorted department store, the earth is not quite the same as in traditional stores. With the growth of big stores, merchants have been more in line with consumers. In the years following the large-scale composite retailers section, weak retailers in the field of retail firms suffered a decline in their market volume and earnings. For some period, detrimental impacts on agreements and incentives weaken. Conventional retailers respond seriously by changing strategic strategies and improving creativity. In any event, the rise in pay in the agro section would certainly significantly boom the present retail industry and the possibility is great in this region of Bihar more than at other times. It is stunning whether or not the monetary metrics of the state are normal in different states to deliver the FMCG retail prospect in Bihar. Indeed, the expansion of GSDP and the per-capita salaries of citizens would definitely push this state to gather the most important FMCG markets through huge young people and forward thinking government with coordinated businesses.

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