

**CHAPTER 1**  
**INTRODUCTION**

## 1.1 Introduction

Customer satisfaction is a term often used in marketing. It is a measure of how products and services of a company meet or exceed customer expectations. Customer satisfaction defined as the number of customers, or percentages of total customers, whose reported experience with the company, its products, or its services or its ratings exceeds established satisfaction goals.

The goal of all companies is to make its customers satisfied. Satisfied customers will come back again and stay as customers for a longer period. It is important for the company to care and appreciate their customers. If the company would able to make the customer satisfied the customer will come back again and the customers might tell some of their friends about the good service that they have got. Customer satisfaction is the overall impression of customer about the supplier and the products or services delivered by the supplier. The factors that affecting customer satisfaction includes department wise capability supplier, technological aspects and various other factors.

The factors could be widely classified into two categories i.e., supplier's behaviour and performance of product and services. The supplier's behaviour mostly depends upon the behaviour of its senior subordinates, managers and internal employees. All the functional activities such as customer response, direct product and maintenance services, complaint management etc. are those factors that rely on show skilful and trained the internal and human resources of the supplier. The second category concerns all the products and services. This depends on supplier's ability to how to nurture the products and services in an efficient manner and how skilled the employees are. It's all about how the skills are implemented to demonstrate the engineering, re-engineering and technological aspects of the products and services. The quality and effectiveness of the products is also an important factor that also enables compatible and hassle-free functions and operations. This bear to reduce maintenance and higher life of the product, which is highly admire by the customers. The steps to increase customer satisfaction which includes justifying the sale with social proof, surprise customers with a bonus and provide free product training and support.

Customer satisfaction score is just a snapshot of how customers feel about your products, your service or your brand, at a particular point in time. Tomorrow is another day and they may change their mind if one of your competitors provide a better deal. If

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the bribe or incentives are big enough, even the satisfied customers will abandon your brand in droves. The reason behind this is that merely being satisfied, or very satisfied, is a rational state of mind -there is little or no emotion attached towards that mind set. Any customer loyalty assumed from their level of satisfaction would be misplaced.

Therefore, customer satisfaction should not be confused with the customer loyalty. Customers are loyal because they are emotionally connected to your brand; competitor bribes in the form of a better offer or a single upset in the service delivery can drive otherwise satisfied customer to abandon from your brand, whereas a loyal customer is a rock solid and has the emotional capability to see beyond the upset and continue his unwavering support for your brand.

This is supported by a survey which is conducted in 2007 for a financial services provider. The customer satisfaction score consistently exceeds 90% mark, yet. "only" 41% of respondents (all customers) in that survey said that they would not switch to another provider if that provider offered better interest rate and/or lower fees. A loyal customer is certainly a satisfied customer, but a satisfied customer are not necessarily a loyal customers.

Unfortunately, the term loyalty has undergone some interpretive misadventure over the years as well-intentioned but uninformed marketers changed the meaning of the concept by creating so-called loyalty schemes. Fly Buys in New Zealand is a case in this point. These programmers succeed on the false premise that buying more from a particular supplier (repeat purchases) will lead to loyal customers and therefore improves profitability. Not so. Loyalty schemes are nothing more than a mechanism to bribe incentivize customers into buying more products by offering them gifts, discounts, or other purchase rewards. These customers are not very loyal; they are just a customer who haven't left-yet. True loyalty, as used in this essay, is when people have an emotional connection to your company or your brand. They don't need bribes, discounts, air points or other expensive incentives, they want a relationship with your brand and it's up to you as the brand owner to create an ambience in which that relationship can thrive. And here is the good news, customer engagement strategies lead to sustainable business growth, as we will demonstrate later.

"Within the organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of meeting customers' expectations. In

addition, when these ratings dip, they warn of problems that can affect the sales and profitability. These metrics quantify as an important dynamic. If a brand has loyal customers, it attains positive word-of-mouth marketing, which is both free and highly effective." Therefore, it is essential for businesses to manage customer satisfaction effectively. To do this, firms need reliable and representative measures of satisfaction. "In researching satisfaction, firms typically ask customers whether their product or service has met or exceeded their expectations. Thus, expectations are a key component behind satisfaction. When customers have high expectations and the reality falls short, they may become disappointed and will likely rate their experience as less than satisfying.

Customer Satisfaction is the pillar of the marketing concept.

Satisfaction is the consumer's fulfilment response. It is a judgment that a product or a service feature or the product or service itself provides a comfortable level of consumption related fulfilment.

Customer's satisfaction influenced by specific product are the service features and by perception of quality. It is also influenced by certain service attributes and their perceptions. The key factor in the company's long run fortunes will be the amount of customer satisfaction that managers to generate. But it doesn't not mean the company's only goal is to maximize Customer Satisfaction. If so, it should simply offer the best product and service in the world and prices below cost. There by it would able to generate substantial customer satisfaction. But in the long run it will also go out of business.

Customer satisfaction is an essential tool for the success of any business. A high rate of customers contentedness is directly related to a low turnover rate. Therefore, keeping employee satisfied with their careers should be a top priority for every employer. This is a well-known fact in management practices, economic downturns like informed business decisions, manager required more than a leader of number to understand what is really taking place in the front line. The employees who interact with the customers can provide invaluable feedback drawn based on first-hand experience. By encouraging bidirectional communication in this issue can create an organizational culture that breaks down silos and fosters teamwork between management and their staff. This type of employee centricity has an effect that extends beyond the internal sphere of an

organization. It actually impacts the company's bottom line with a direct a noticeable impact on profit. Take for instance, the average annual turnover rate of the United State. Depending on the industry, this range is 15%-40% with that mind, consider also that it costs 10 times more to hire and train a new employee than it does to retain.

Further extensive research shows that motivated and satisfied customers are more likely to contribute more in terms of organizational productivity and maintain a commitment to custard satisfaction. Satisfaction is infectious and it need permeates across the employee customer boundary, where revenue and brand image always at stake. Positive attitude towards the job is equivalent to customers satisfaction while negative attitude towards job has been defined variously time to time. In short customers satisfaction is a person's attitude towards customers. Customer satisfaction is the attitude which result from balancing & adding up of many specific likes and dislikes experienced in connections with the job. Their evaluation may be based heavily on one's success or failure in the achievements of personal objective and upon perceived combination of these ends. Customers satisfaction in terms to one's feeling or state of mind regarding nature of their supervisor, quality of physical environment on which they work, degree of fulfilment in their works etc. The paper demonstration the significance of customers satisfaction and how companies can successfully implement programs that positively impact both organizational culture and ultimate bottom line profits.

## **1.2Statement of Problem**

Today's consumer markets are too competitive for maximizing the profit and widening the market share. The companies use various efforts for attaining their objectives. Most of the companies try to convert potential customers into a regular customer. For this, they try to provide maximum benefits and convenience to the customers through the excellent utilization of resources, these studies have been conducted to find customer satisfaction towards Max Fashion Brand. Many of us love max fashion due to their good quality, design, variety of collection and price. The customer often visit max due to their offers and discount. In this survey analyzed customer satisfaction towards max fashion, which determines the factors that influences the customer to buy in max and people factors will help the marketers to formulate their strategies towards max fashion.

### **1.3 Objectives of the Study**

- To understand customer satisfaction about max fashion brand.
- To identify the level of satisfaction for the brands/products offered by different departments.
- To analyse the features that encourages customers to purchase in max fashion.
- To study about the obstacles faced by customers while using max fashion products

### **1.4 Purpose of the Study**

“Customer satisfaction provides a leading indicator of consumer purchase intentions and loyalty. Customer satisfaction data are among the most frequently collected indicators of market perceptions”. The general purpose of this study is to assess how satisfied your customers are with different aspects of your product/services. Identifying unhappy customers is an important as identifying extremely happy ones (potential advocates). Customer satisfaction is a focused strategy for many of the organizations because happy, loyal customers help businesses to earn more money. Measuring customer satisfaction can help a company to determine what’s working well with its products, services and internal processes and what it could improve or change. Learning about customer satisfaction can help you to improve your sales skills and provide stronger products and services to consumers. This study helps the brand to ensure efficient communication to its customers. Also, if the customers are facing any obstacles for engaging with the max fashion brand, the management can take corrective actions to solve those issues.

### **1.5 Significance of the Study**

Retail industry is one of the growing and well-established industries in case of sale and competition also. Since there is high competition between the brands, it is important to retain customers in the long run. The study about customer satisfaction give firms specific information about positive and negative perceptions, which could improve marketing or sales efforts. Customer satisfaction study can become imperative tools for improving business and ensuring your customers are happy and loyal. A customer satisfaction study might be worthless unless it creates statistical data that can be scientifically analysed. This study helps for understanding the expectations and requirements of the customers. It is extremely important to satisfy customers because a

retailer's sale comes from two groups of customers: new customers and repeat customers. In retailing, attracting new customers is likely to cost company five times as much as pleasing an existing customer. This study also helps to identify whether there are any obstacles for the customers to engage with the max fashion products. With the results of this study, the brand can do any corrections if needed and can increase the engagement of customers.

## **1.6 Scope of the Study**

The scope of this study is to examine the customer satisfaction "with reference to Max Fashion Brand" and find possible remedies to counter act their competition. This report focuses the fact that the consumers satisfaction influences the marketing of products of Max-Fashion's. The observation that the necessity of promotional measures affects the growth rate of sale and expansion of the business is specified in this project. The study intends to provide an integrated picture of the level of customer satisfaction to towards Max-Fashions, in the Indian market. The study is also intended to know the level of customer satisfaction towards Max-Fashions when compared to other brands. This study will provide insight and information about the customer attitude towards the Max Buddy Program of Max Fashion. Through this study the researcher can get an idea about the usage and engagement of customers towards the program. This study will be helpful to understand whether there are any obstacles faced by the customers for interacting with the program.

## **1.7 Industry Profile**

### Evolution of Retail Industry

The consumers change over the period, so the industry also have to change as per the consumers' needs and preferences. The retail industry that emerges in the next five to ten years will almost certainly be very different from what it was at the beginning of the century, with more innovation, integration, and responsiveness. The usual townscape of individual speciality or single-product stores covered the market in the late 1800s and early 1900s. With the entrance of department stores, the situation steadily transformed. According to Moharana (2010), today's corporate world focuses on building reputation through a stronger brand and acceptable image in order to improve consumer and stakeholder acceptability. As a result of this rationale, Indian

shops offer a variety of services, brands, and items in one accessible location for customers. Department stores and other merchants, in addition to convenience, provide an interesting and enticing customer experience, an intangible but appealing setting in which shopping is more than just a transaction, but rather a fun-filled delightful event. The shopping environment changed from one dominated by specialty outlet to one that featured integrated "one-stop" shops in just a few decades. Many retailers went to warehousing as a result of significant developments in mass distribution, and interest in discount stores grew as well.

Supermarkets were practically brought to the main street by a transformation in people's shopping patterns around the world. This revolution was unique in human history since it resulted in the construction of a distribution system that provides consumers with unprecedented amounts, variety, and quality of food and other products. From the founding notion of the supermarket and department store to the hypermarket and shopping mall, it has gone through its natural evolution in all areas. The first proper department store, according to history, was opened in Paris in 1852 by Aristide Boucicault and was called Bon Marche. The department store industry was a minimal operation back then. Only after WWII did Western merchants begin to expand their services, facilities, and goods assortment in order to provide a fascinating array of new benefits to customers through organised retailing.

Consumers in the early twentieth century brought various things from different shops and places when they went shopping for their household needs. It was at this time when existing chain stores, such as the Great Atlantic and Pacific Tea Company (today known as the 'A & P' chain stores), began to introduce new food marketing tactics. Soon after, these chain stores began to sell a variety of things under one roof as well (one-stop shopping). Small merchants were driven to open their own self-service stores in order to save costs and compete with chain store prices as a result of the chain store revolution. The supermarket revolution began in the 1920s, and by the 1930s, the self-service supermarket idea had gained widespread popularity among housewives. The success of Michael Cullen, an independent operator who opened the King Kullen supermarket in Jamaica, New York, spurred the movement. It was well-received practically all over America in the 1950s. A&P, too, opened its first supermarket in the Midwest in the mid-1930s. Other chains quickly followed, and giant supermarkets began to replace small clusters of stores all over the country. As supermarkets increased



in size, they began to expand the self-service concept to include items other than foodstuffs.

Consumers loved the speed and convenience of picking up a box of products that had already been weighed and priced when pre-packaging of foods and groceries debuted in the 1940s. This pre-packaging and self-service supermarket has become the rule rather than the exception all over America over time. By the late 1950s, about 40% of the American population was shopping at these organised retail outlets for food and consumables. The spending choices of consumers have shifted in smaller cities over the last decade. In India, the number of malls in smaller cities has increased by 55 percent in the last two years, compared to 26 percent in larger cities. The share of organised retail to total retail has risen due to saturation in the growth and number of malls in major cities.

China retail, on the other hand, is in the second stage of its exploratory phase, with only a few multinational retailers having entered the sector. The market has matured over a five- to ten-year period, and organised retails claim to have innovated on a big scale in terms of formats and value propositions. Countries like Brazil and Mexico, on the other hand, are in the third phase, known as the concentration phase, in which most global phases have begun to age in the market. The market develops over a period of 0 to 25 years, with organised retail accounting for 25 to 35 percent of the overall market. Germany, the United Kingdom, and Singapore are at the peak of retail evolution, maybe the most advanced level of modern retailing, with many global merchants in the top ten list and just three to four winning local retailers surviving and flourishing in the market. The organised retail sector accounts for more than 80% of the total market, and it has grown from a fragmented state during the last 25 years. The Global Retail Development Index, published by A.T. Kearney in 2016, compiles a ranking of the top 30 developing market countries based on the attractiveness of doing retail business.

The research ranks India as the second most desirable site after China (up from 15th in 2015), owing to the slowing of the Indian economy in recent years, which has had an impact on the retail business. In the second half of the twentieth century, advances in marketing and technology combined to make it easier for merchants to experiment with new means of contacting customers. Catalogue shopping has seen a comeback, particularly among niche stores like Pottery Barn, Williams Sonoma, and Victoria's

Secret. Others pioneered things like television infomercials, creating entirely new business models and expanding the channel environment in the process. These techniques cleared the path for online retailing to become a reality. Beginning in the 1990s, with the arrival of the internet, E-commerce swept the market. The dot-com boom ushered in a slew of pure-play online retailers, as well as a period of rapid technical advancement that impacted practically every part of the retail value chain, from product creation to sales to operations. As these technologies became more widely available, a slew of new channels arose, many of which were in the hands of the end user. Social networking sites, online product reviews, viral marketing, and other forms of engagement ushered in what is still a formative period for the industry.

India has the world's most unorganized retail market. Mom and Pop have traditionally handled the retail business, with a shop in the front and a house in the back. More than 99 percent of merchants operate in spaces of less than 500 square feet. All of the items were acquired based on the proprietor's whims and fancies, and pricing was done on an ad hoc basis or by looking at the customer's face. In most cases, the accounts for trading and household are not kept separate. Profits were invested on slow-moving and non-moving stock that would eventually become obsolete or be consumed in-house. Profits vanished without their knowing as a result. The manufacturers were to reach end customers by distributing items through C & F agents to Distributors & Wholesalers. The price of a product used to be greatly exaggerated until it reached the end-user from the producer. Manufacturers had little control over selling pricing.

For the most majority, consumers were unconcerned about branding. More than 99% of buyers are price sensitive rather than quality or brand sensitive, yet they are also brand mindful. A weekly bazaar was conducted in many small towns, with practically all supplies, including livestock, on hand. The unwritten law of the market was bargaining. These merchants' educational qualifications were always minimal. As a result, a small number of distributors or wholesalers dominated the market. There was essentially just one type of retailing, and that was mass retail. The retailer-to-consumer ratio was consistently low across all categories. Quality, style, and variety were provided on a regional, community, and truly very low range basis at any one single place. Almost all of the purchases made by the general public were based on necessity, and the next focus may be on festivals, weddings, birthdays, and other special occasions.

Food or vegetables, for example, are not subject to impulsive purchases or consumption. Except for those who live in metros, having an additional pair of trousers or shirts, casuals and formals, leisure and sportswear, and a separate pair of shoes for different situations is still a luxury for the majority of the people. The purchasing power of Indian urban residents is quite low, and branded products in areas such as apparels, cosmetics, shoes, watches, beverages, food, and jewellery are progressively infiltrating their lives. Electronic and electrical home appliances, on the other hand, have a positive image in the minds of consumers. In certain white goods categories, the brand name does matter. The bulk of organised merchants will find it impossible to keep up with the remainder of the unbranded retail industry, which is huge, in the coming years.

The market is expected to mature in the next 5 to 10 years, with organised retail accounting for 15 to 25% of the entire retail market in the country. Local shops are pursuing large-scale format and value proposition innovation. Countries like Brazil and Mexico, on the other hand, are in the third phase, known as the concentration phase, in which most global phases have begun to age the market. The market develops over a period of 0 to 25 years, with organised retail accounting for 35 percent of the entire market. Countries such as Germany, the United Kingdom, and Singapore are at the pinnacle of retail evolution, maybe the most advanced stage of modern retailing, with many global merchants in the top ten list and only 3-4 winning local retailers surviving and flourishing.

Classification of retail industry:

The Indian retail sector can be broadly classified into:

*i) Food retailers:*

There are large number and variety of retailers in the food-retailing sector. Traditional types of retailers, who operate small single-outlet businesses mainly using family labour, dominate this sector. In comparison, super markets account for a small proportion of food sales in India. However, the growth rate of super market sales has been significant in recent years because greater numbers of higher income Indians prefer to shop at super markets due to higher standards of hygiene and attractive ambience.

*ii) Health & beauty products:*

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With growth in income levels, Indians have started spending more on health and beauty products. Here also small, single-outlet retailers dominate the market. However, in recent years, a few retail chains specializing in these products have come into the market. Although these retail chains account for only a small share of the total market their business is expected to grow significantly in the future due to the growing quality consciousness of buyers for these products

### *iii) Clothing & footwear:*

Numerous clothing and footwear shops in shopping centres and markets operate all over India Traditional outlets stock a limited range of cheap and popular items; in contrast, modern clothing and footwear stores have modern products and attractive displays to lure customers. However, with rapid urbanization, and changing patterns of consumer tastes and preferences, it is unlikely that the traditional outlets will survive the test of time.

### *iv) Home furniture & household goods:*

Small retailers again dominate this sector. Despite the large size of this market, very few large and modern retailers have established specialized stores for these products. However, there is considerable potential for the entry or expansion of specialized retail chains in the country.

### *v) Durable goods:*

The Indian durable goods sector has seen the entry of a large number of foreign companies during the post liberalization period. A greater variety of consumer electronic items and household appliances became available to the Indian customer. Intense competition among companies to sell their brands provided a strong impetus to the growth for retailers doing business in this sector.

### *vi) Leisure & personal goods:*

Increasing household incomes due to better economic opportunities have encouraged consumer expenditure on leisure and personal goods in the country. There are specialized retailers for each category of products (books, music products, etc.) in this sector. Another prominent feature of this sector is popularity of franchising agreements between established manufacturers and retailers.

Retail industry in the global market

The retail industry is growing increasingly global. A more structured retail industry with more multiple retailers (those with more than one shop) is a sign that an economy is improving as enterprises specialise and achieve economies of scale. Additionally, as disposable incomes rise, shops become more vital in selling increasingly discretionary things to urban areas. Emerging markets represent a considerable (though difficult) opportunity for seasoned retailers, particularly if they are faced with high levels of retail provision and consequently competition in their traditional markets. Many retailers will consider the globe as their marketplace and base their sourcing and outlet operating decisions on a set of global standards as artificial trade barriers like as import taxes and quotas are removed from the global economy. Among the world's most successful merchants include Wal-Mart, IKEA, Marks and Spencers, Big Bazaar, and several modern-day businesses such as Tesco, B&Q, Carrefour, and others. Long distances, political and cultural complexities, on the other hand, are massive barriers for retailers that can only be overcome by the most formidable competitors. International retailing activities spurred by retailers seeing opportunities for formats that are underrepresented in new markets include the entry of 'hard discount' supermarket operators (Aldi, Netto, Lidl) into the UK in the early 1990s and Vishal Megamart, Big Bazaar, Shoppers Stop in India in the late 1990s.

In recent days, the general public's shopping behaviour has undergone a dramatic shift. Their purchasing habits, fashion statements, and other factors have brought in a tremendous shift and given shopping a new image. Consumers now have a wider range of alternatives when it comes to shopping for garments due to the new retail formats. They are now open to a variety of brands and fashions. Customers can choose based on their tastes, status, and, of course, our financial situation. Every section and class of people can now be stylish and standardised due to the industry. Following are a few well-known retailers in the market:

*Max Fashion:*

Well known company owned by landmark group with its headquarters at Dubai. They have over 350 stores scattered over 110 major cities. The group's market investment exceeds Rs.300 crores, with plans to rise in the next five years.

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### *Aditya Birla Group:*

From the moment it purchased Madhura Fashion and Lifestyle Ltd, Aditya Birla Group has been a major player in the Indian fashion and clothing business. Aditya Birla Fashion and Retail Ltd is the umbrella company for a number of sub-brands. People, Planet Fashion, Van Heusen, Louis Philippe, Allen Solly, Hackett, Ted Baker, Simon Carter, Ralph Lauren, The Collective, Style Up, Skulpt, and American Eagle are just a few examples.

### *Future Group:*

Over 600 million customers have visited the 2,000 Future Group retail outlets, which span over 24 million square feet and are located in over 400 cities and towns. Through ecommerce sites, social media, and mobile apps like FuturePay and EasyDay Club, millions more interact with the group's brands and enterprises. The manufacturing facilities in the fashion industry manufacture clothing that have been designed and sourced by a talented team of trend-spotters, designers, and merchandizers. Some of our important brands are Lee Cooper, John Miller, CoverStory, Indigo Nation, Scullers, Knighthood, DJ&C, Bare, UMM, and Ancestry. Big Bazaar, the company's flagship retail brand, is one of India's most valued and trusted brands, according to Interbrand (Nielsen). Central, a leading department store network, Brand Factory, and popular fashion destination FBB, as well as a developing chain of small neighbourhood businesses, EasyDay and Heritage Fresh, and convenience stores WH Smith and 7-Eleven, are all part of the company.

### *Reliance Retail:*

Reliance Retail is the retail division of Reliance Industries Limited, and it is at the heart of the company's consumer-facing operations. In India, Reliance Retail has been in the forefront of the Organized Retail revolution. It has established strong and lasting ties with millions of customers in a short amount of time by providing them with a limitless range of products, an amazing value proposition, superior quality, and an unrivalled shopping experience across all of its stores. Reliance Retail has been named the world's fastest growing retailer. It is the only Indian retailer in the Top 100 and is rated 53rd in the list of Top Global Retailers. It is India's largest and most successful retailer, with the widest distribution network. Reliance Retail has around 150 million dedicated customers who shop in all of its stores. In FY20, it had more over 640 million footfalls

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across all of its locations, a scale unequalled by any other Indian retailer. Reliance Retail, with over 100,000 transactions per hour, is unrivalled in the Indian retail business and continues to improve the lives of millions of Indians every day.

Reliance Retail has implemented a multi-pronged strategy and operates a diverse range of store formats to meet consumers planned as well as daily or occasional shopping needs across the primary consumption baskets of grocery, consumer electronics, and fashion and lifestyle. Reliance Retail operates food, fresh produce, bakery, dairy products, home and personal care products, as well as general merchandise items, through its Reliance Fresh, Shree Kannan Departmental stores, SMART and Smart Point store formats. Reliance Retail operates the Reliance Digital and MyJio Store formats in the Consumer Electronics consumption basket, which offer a wide choice of consumer electronics, home appliances, computing and mobility items, as well as the latest gadgets and accessories. ResQ, a full-service organisation and India's only ISO 9001-certified electronics servicing brand, supports these establishments. Reliance Retail provides a variety of fashion and lifestyle formats that cater to customers in the value, mid, premium, and luxury segments. Reliance Retail operates the Trends, Trends Woman, Trends Man, Trends Footwear, Project Eve, Reliance Jewels, and Hamleys formats, as well as a portfolio of over 40 global brands including Armani, Burberry, Diesel, GAS, Marks & Spencer, Superdry, Brooks Brothers, Steve Madden, and others.

Reliance Retail has a strong presence in digital commerce channels through AJIO.com, a curated fashion and lifestyle store that brings the best of national and international brands to customers' doorsteps, and Jiomart, India's largest hyperlocal retail solution, which leverages Reliance Retail's extensive grocery store network and well-established supply chain infrastructure. For the fiscal year 2020-21, Reliance Retail recorded a revenue of Rs. 1,57,629 crore (US\$ 21.6 billion). Reliance Retail had 12,711 outlets in 7,000+ locations as of March 31, 2021, with a total retail area of about 33.8 million square feet.

### *Fabindia:*

Fabindia is India's largest private marketplace for products manufactured with traditional techniques, skills, and manual labour. Fabindia connects over 55,000 rural craft producers to modern metropolitan markets, building a foundation for skilled, longterm rural employment while also preserving India's traditional handicrafts.

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Fabindia's products are organic, handcrafted, modern, and affordable. Fabindia now has 327 outlets in 118 Indian cities and 14 overseas stores.

### *Madura Garments:*

When it comes to sophisticated attire, this brand and its sub-brands are the market leaders. It focuses on both men's and women's clothing. Van Heusen, Louis Philippe, Peter England, and Allen Solly are just a few of Madura's prominent sub brands. They've also added additional international brands to their portfolio. They have now expanded their business to include lingerie and leisure apparel as well.

### *Arvind:*

Arvind Limited is a pioneer of denim in India and one of India's leading integrated textile and clothing enterprises with a strong retail presence. This particular brand is the result of a joint venture with a US-based company that aims to bring worldwide US names to the Indian market. Arvind's collection of owned and licenced brands, as well as retail formats, is unrivalled. Among the company's own product brands are Flying Machine, Colt Ruggers, and Excalibur, while its licenced product brands include Arrow Gant, Izod, Elle Cherokee, and the United States Polo Assn, to mention a few. In India, it has a joint venture with multinational brands such as Tommy Hilfiger and GAP. Megamart, The Arvind Store, Club America, Next, and Debenhams are among the retail outlets. Manufacturing and selling of Denim Fabric Shirting Fabric Shirts Knitted Fabric and Garments is the company's main business. The company has manufacturing plants at Ahmedabad Mehsana Gandhinagar in Gujarat, Pune in Maharashtra and Bangalore in Karnataka.

### *Raymond:*

Raymond has been identified with Trust, Quality, and Excellence since its founding in 1925. Raymond is a diversified firm with a majority of its business holdings in the textile and apparel sectors, as well as a presence in national and international markets in FMCG, Realty, Engineering, and Prophylactics. Raymond is renowned for supplying world-class quality items to its customers for the past nine decades, having attracted the patronage of over a billion people. Raymond is a textile powerhouse with state-of-the-art modern infrastructure and is a vertically and horizontally integrated manufacturer of textiles with strong fibre to fabric manufacturing capabilities. Worsted textiles, Cotton,



Wool blends, Linen, and Denim are just a few of the alternatives available from Raymond for shirting and suiting fabrics. Raymond and its brands are available in tier IV and V cities, with over 1500 outlets scattered across 600 towns and a vast network of over 20,000 points of sale in India. The brand has been a favoured choice for leading design companies all over the world throughout the years. Raymond is also the No. 1 brand in the OTC category and a leader in high-value cotton shirting textiles. Through its garmenting division, the Raymond Group has a substantial position in the B2B market. Their state-of-the-art and totally owned subsidiaries, Silver Spark Apparel Ltd, Celebrations Apparel Ltd, and Everblue Apparel Ltd, manufacture suits, trousers, shirts, and jeans for major fashion brands throughout the world, and are India's sole manufacturer of full canvas premium jackets.

Raymond is a significant participant in the Denim market, as one of the major producers and preferred suppliers of high-quality Ring Denim to some of the world's most well-known Jeanswear companies. Raymond also offers ready-to-wear garment brands such as Park Avenue, Raymond Ready To Wear ColorPlus, Parx, and Ethnix, having established its dominance in the textiles industry. 'Raymond Made To Measure,' which pioneered the innovative concept of customised apparel, provides a luxurious service to discerning consumers who want to tailor their appearance. Raymond Consumer Care, a subsidiary of the Raymond Group, has a prominent presence in the FMCG market. The company primarily serves the male grooming segment through pioneering brands like as Park Avenue and KS, as well as the home care and sexual wellness segments through the Premium and KamaSutra brands.

JK Files (India) Ltd., a subsidiary of Raymond Ltd., entered the engineering business in 1949. JK Files Ltd. is now the world's top maker of steel files, with a local market share of over 65 percent. Through its subsidiary Ring Plus Aqua Ltd, the business also has a foothold in the auto component market. Ring Gears, Flexplates, and Water Pump Bearings are all manufactured in this company. The company has excellent partnerships with local and foreign OEMs in a variety of industries, including automotive, industrial, and power generators, agriculture, and marine applications. Raymond Group has just entered the real estate development market. The company has embarked on a project to construct high-quality housing for all, with the fundamental theme of 'Go Beyond.' The 'Aspirational District,' a massive gated community sprawled over 14 acres, celebrates a new period in living.

### Retail Industry in India

Due to the introduction of various new businesses, the Indian retail industry has become one of the most dynamic and fast-paced industries. From US\$ 1,824 billion in 2017, total consumption expenditure is predicted to reach almost US\$ 3,600 billion by 2020. It generates more over ten percent of the country's GDP and employs about eight percent of the workforce. In terms of retail, India is the world's fifth-largest destination. The United Nations Conference on Trade and Development's 2019 Business-to-Consumer (B2C) E-commerce Index rated India 73rd. India is the world's fifth-largest retail destination, ranking 63 in the World Bank's Doing Business 2020 report. In terms of retail, India is the world's fifth-largest destination. India is placed 16th in the FDI Confidence Index (after US, Canada, Germany, United Kingdom, China, Japan, France, Australia, Switzerland, and Italy).

The Indian retail industry is divided into two categories: organised and unorganised. Licensed retailers, that is, those who are registered for sales tax, income tax, and other taxes, engage in organised retailing. Corporate-backed hypermarkets and retail chains, as well as privately owned large retail firms, fall under this category. Unorganized retailing, on the other hand, refers to low-cost retailing's traditional formats, such as local Kirana shops, owner-managed general stores, paan/beedi shops, convenience stores, hand cart and pavement sellers, and so on. With a three-year compounded annual growth rate of 46.64 percent, India's retail industry is in new clothing. Retail is the fastest expanding sector in the Indian economy. New forms such as department stores, hypermarkets, supermarkets, and specialised stores are displacing traditional markets. Western-style malls have begun to pop up in both metros and second-tier cities, offering the Indian customer an unrivalled shopping experience.

This sector has experienced tremendous growth in recent years, with key drivers including changing consumer profiles and demographics, an increase in the number of international brands available in the Indian market, economic implications of the government increasing urbanisation, credit availability, infrastructure improvements, and increased investments in technology and real estate, all of which have helped to create a world-class shopping environment for consumers. To keep up with rising demand, there has been a flurry of activity in terms of foreign label entrance, expansion ambitions, and a focus on technology, operations, and processes. This has resulted in

increasingly complicated connections between suppliers, third-party distributors, and retailers, which may be managed with the help of a well-organized supply chain. A well-designed supply chain will aid in meeting competition head-on, managing stock availability, supplier relations, new value-added services, cost reduction, and, most crucially, reducing fresh produce wastage. Large Indian companies such as Reliance, Ambani, K Rahejas, Bharti Airtel, ITC, and others are investing heavily in this industry, resulting in the rise of large merchants able to negotiate with suppliers and enjoy economies of scale. As a result, discounting has become commonplace. In retailing, proper infrastructure is a must, as it will assist modernise India and promote quick economic growth. This will aid in the effective supply of commodities and value-added services to consumers, hence increasing GDP contribution. As China's retail sector becomes saturated, international retailers consider India as the last retailing frontier. However, the Indian government's FDI limitations are causing consternation among multinational businesses such as Walmart, Tesco, and other retail behemoths attempting to enter Indian markets. Currently, the government only allows 'one-brand' stores like Nike, Reebok, and others to receive 51% FDI in the sector. Other overseas businesses, on the other hand, are using strategic licence agreements, franchisee agreements, and cash and carry wholesale trading to join the Indian retail sector indirectly (since 100 per cent FDI is allowed in wholesale trading).

#### Retail Market Forecast

According to the study of India Brand Equity Foundation (ibef), the retail market size in India in 2020 was US\$ 883 billion and the forecasted market size in 2025 is US\$ 1000 billion.

#### Market Size

According to Forrester Research, India's retail sector would be worth \$883 billion in 2020, with grocery retail accounting for \$608 billion. By 2024, the market is expected to reach US\$ 1.3 trillion. Offline retailers in India, also known as brick and mortar (B&M) shops, are predicted to raise their revenue by Rs 10,000-12,000 crore (US\$ 1.39-2.77 billion) in FY20. By the end of 2021, India's direct selling business will be worth \$2.14 billion. In February 2021, the retail industry attained 93 percent of pre

COVID sales, according to the Retailers Association of India (RAI); consumer durables and quick service restaurants (QSR) grew by 15 percent and 18 percent, respectively.

After a 19 percent drop in the January-March 2020 quarter, the FMCG industry showed indications of recovery in the July-September 2020 quarter, with a 1.6 percent y-o-y increase. The growth in the fast-moving consumer goods (FMCG) industry was also a reflection of the wider macroeconomic situation, which has improved with the liberalisation of the economy and the lifting of tight restrictions. With the addition of 40 million new online buyers, India's e-commerce business is expected to reach US\$ 55 billion in sales by 2021. In 2021, the number of online buyers is expected to reach 190 million, up from 150 million last year, with 300 million expected in the next five years. With an annual Gross Merchandise Value (GMV) of US\$ 350 billion, India is expected to overtake the United States and China as the world's third-largest online retail industry by 2030. By 2030, new-generation logistics companies are estimated to deliver 2.5 billion Direct-to-Consumer (D2C) packages. In the next ten years, online used automobile transaction penetration is predicted to increase by 9x. Despite the epidemic, Amazon, Flipkart, and other vertical players sold \$9 billion worth of items during the festival season in 2020.

#### Government Initiatives

The Indian government has taken a number of steps to enhance the retail industry. The following are a few of them:

- The Andhra Pradesh government unveiled its retail parks policy for the years 2021 to 2026 in July 2021, with a target retail investment of Rs. 5,000 crore (US\$ 674.89 million) over the following five years.
- In order to allow E-commerce companies and international merchants to sell Made in India consumer products, the government may relax FDI laws in food processing.
- The government of India has approved 100 percent FDI in online retail of products and services via the automated method, bringing clarity to the operations of E-commerce enterprises in India.
- The government's emphasis on improving digital infrastructure in Tier 2 and Tier 3 markets is beneficial to the industry.

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- Retail and wholesale trades will henceforth be classified as MSMEs, according to the Minister of MSME. Under RBI standards, retail and wholesale trade will now be eligible for priority sector loans.

### Investment Scenario

According to the Department for Promotion of Industry and Internal Trade, India's retail trading received FDI equity inflows totalling US\$ 3.47 billion during April 2000 to March 2021. (DPIIT). Many corporations have invested in the Indian retail arena in recent months, owing to the increased demand for consumer goods in various industries such as consumer electronics and home appliances.

- In 2020, several private equity and venture capital funds invested US\$ 6.2 billion in India's retail sector.
- Between 2014 and 2020, investors spent US\$ 1.4 billion into D2C startups, according to a report by PGA Labs and Knowledge Capital. In 2020, the sector received US\$ 417 million in investment.
- In July 2021, DP Retail, a subsidiary of Darwin Platform Group of Companies (DPGC), debuted its first megastore in Mumbai's Andheri neighbourhood. In Mumbai, the business plans to open five additional self-owned private outlets. The launch is part of DPGC's ambitious aim to tap into the Indian retail market's potential. In FY21, DP Retail expects to invest Rs. 1,000 crore (US\$ 134.43 million) in expanding into new cities, with Rs. 100 crore (US\$ 13 million) set aside for market penetration across the omnichannel retail industry (including an innovative franchise model).
- Dyson announced in July 2021 that it would expand its retail presence to 12 locations.
- In FY22, Tanishq, Shoppers Stop, and Bestseller India (which sells fashion brands Vero Moda, ONLY, and Jack & Jones) intend to open 10-35 new stores.
- In 2021, Falcon Edge Capital, Temasek Holdings, and KKR invested US\$ 315 million in Lens kart. The funds will be used to grow the company's retail presence in Southern India.
- To enhance its supply chain, Flipkart hired 23,000 people in India between March and May 2021 in various capacities across its supply chain, including delivery executives.

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- Big Bazaar launched its two-hour delivery service in small cities including Bhopal, Mangalore, Raipur, Ranchi, Guwahati, Kanpur, Lucknow, and Varanasi in May 2021, and has seen an increase in orders in recent weeks.
- As the demand for vital items on e-commerce platforms grows amid the second wave of the pandemic, Flipkart expanded its hyperlocal delivery service Quick to six new cities in April 2021, including Delhi, Gurugram, Ghaziabad, Noida, Hyderabad, and Pune.
- In March 2021, the AP Group announced plans to expand its Italian brand, Just Cavalli, in India by opening 200 offline stores.
- Realme stated in March 2021 that it will extend its retail footprint in India by opening flagship stores; the company plans to open its first flagship store (over 10,000 sq. ft.) in Gujarat.
- On March 25, 2021, Xiaomi launched a new programme called "Develop with Mi" (GWM). In the next two years, GWM hopes to have 30,000 touchpoints and 6,000+ retail shops.
- In March 2021, ASICS opened a new store in Bengaluru, expanding its retail model in India.
- Vivo announced plans to open 100 unique retail outlets across India in 2021 in March 2021; the company hopes to reach 650 stores in India by 2021.
- Unicorn, a premium Apple reseller, said in March 2021 that it plans to open 4- 6 new flagship locations in India by FY22.
- In March 2021, Mi India announced a Rs. 100 crore (US\$ 13.62 million) assistance strategy for its retail partners over the following two years.
- Greyweave, a hand-made carpets and rugs brand, said in February 2021 that it will invest Rs. 75 lakh (US\$ 102,875.65) in its offline expansion plan.

### Future of India Retail Industry

In the country, e-commerce is steadily growing. Customers have an ever-increasing variety of things to choose from at reasonable prices. E-commerce is causing the most significant change in the retail business, and this trend is expected to continue in the

next years. Retailers should take advantage of digital retail channels (E-commerce) to save money on real estate while reaching out to more customers in tier II and tier III cities. Mobile shopping, which is estimated to rise at a rate of 21% annually over the next four years, is likely to boost India's e-commerce market to US\$ 111 billion by 2024. Digital wallets (40%) were the most popular online payment option in 2020, followed by credit cards (15%) and debit cards (15%). (15 percent). By 2024, online retail penetration is predicted to reach 10.7%, up from 4.7 percent in 2019. Nonetheless, the industry's long-term prospects are promising, thanks to rising income, favourable demographics, international player entry, and increasing urbanisation.

#### Advantages for Indian Retail Industry

i) Robust demand:

According to the Retailers Association of India (RAI), the retail industry achieved 93% of pre-COVID sales in February 2021; consumer durables and quick service restaurants (QSR) increased by 15% and 18% respectively.

ii) Innovation in financing:

Collective effort of financial houses and banks with retailers are enabling consumers to go for durable products with easy credit.

iii) Increasing investments:

Foreign retailers are entering to the Indian market. Cumulative FDI inflows in the retail sector stood at US\$ 3.47 billion between April 2000 and March 2021. India's retail sector attracted US\$ 6.2 billion from various private equity and venture capital funds in 2020.

iv) Policy support:

About 51% FDI in multi-brand retail and 100% FDI in single brand retail under the automatic route. Goods and Service Tax was introduced for single unified tax system. The minister of MSME announced inclusion of retail and wholesale trades as MSMEs Retail and wholesale trade will now get the benefit of priority sector lending under the RBI guidelines.

Challenges faced by Indian Retail Industry

The Indian retail industry is still in its early stages of development and has a long way to go before it becomes a thriving industry. The Indian retail industry faces numerous challenges, including disorganised displays, parking issues, credit card issues, a lack of promotional activities, long billing lines, a limited number of trial rooms, competition, a lack of skilled human resources, government policies, tax structure, and an unorganised retail sector, to name a few. The Indian retail industry need more substantial investment from both domestic and international firms. The following are some of the issues that Indian retail outlets face:

i) Lack of Technology Adoption:

India's retail outlets have a big hurdle in terms of technology availability, feasibility, and uptake. Technology is employed in the day-to-day operations of retail outlets, such as billing and payments, shrinkage prevention, stock management, and supply chain management. However, technology has a broader scope. Other software can be employed, such as RFID to understand client preferences, CRM to manage customer relationships, and ERP solutions to manage the outlets' other activities. Indian retail stores must embrace technology and employ a variety of high-end tools to manage their operations.

ii) Lack of Infrastructure and Logistics:

Another issue that the organised retail business faces is a lack of infrastructure and logistics. Inefficient procedures are the result of inefficient infrastructure and logistics. This is the most significant impediment to retailers, as inefficient distribution channels are extremely difficult to manage and result in significant losses. India's infrastructure does not have a stable foundation. Companies are being compelled to construct infrastructure facilities by the forces of organisation and globalisation. The railway system, as well as other modes of transportation, must be more efficient. The highway must fulfil international standards. The airport's capacity and power supply must be improved. Other areas of difficulty include warehouse facilities and timely shipment. In order to complete. In order to fully utilize India's potential in retail sector, these major obstacles have to be removed.

iii) Scarcity of Skilled Workforce:



Personnel costs account for more than 7% of sales in India's organised retail sector. The expense of employee training is significant. The retail industry has a high attrition rate of up to 50%, which is extremely high when compared to other industries. In order to retain skilled labour, industry must offer a higher wage. Store operations employ 70-80% of the entire workforce in the organised retail sector. Regrettably, there are few particular courses available for the retail profession. Graduates and postgraduates from other disciplines are hired and trained in the retail industry.

iv) Frauds in Retail:

One of the most significant difficulties that businesses will confront is retail shrinkage. The discrepancy between the book value of the stock and the actual stock accessible in the outlet is known as retail shrinkage. Frauds, such as vendor fraud, theft, shoplifting, and inaccuracies in monitoring and administration, are tough to deal with. Even after employing security measures such as CCTV and a POS system, this remains the case. The number of thefts, frauds, and inconsistencies in the system will increase as the size of the sector grows.

v) Inefficient Supply Chain Management:

It's critical to get the appropriate items to the right place at the right time. There is a scarcity of effective supply chain management in India. Supply chain management in India should be enhanced, and more technology should be employed to improve supply chain management and lower inventory costs. Customers can benefit from more discounts and benefits, and more money can be invested on client retention.

vi) Price War:

Different retail firms are in a price war. Every company strives to deliver low-cost goods and offers a variety of lucrative promotional schemes. In such an environment, consumer loyalty is difficult to achieve, and corporations maintain marginal profit in order to deliver goods at competitive rates.

vii) Cultural Diversity:

Because of India's vast size and socioeconomic and cultural variety, no single method or consumption pattern exists across the country. Manufacturers and merchants will

have to develop strategies for various sectors and segments, which will be difficult in and of itself.

viii) Complexity in Tax Structure:

The tax system in India is extremely complicated. Another big difficulty for Indian retail businesses is the complexity of the tax structure. The sales tax differs by state, and organised players must contend with varied point controls and systems. With the implementation of Value Added Tax (VAT) in 2005, shops in many areas now face a multi-point octroi. Certain inconsistencies in the current sales tax system that are creating supply chain disruption are, however, likely to be remedied over time.

ix) Escalating land and rental prices:

The rapid expansion of the retail business has resulted in a surge in real estate demand. Property prices are rising as a result of this. A large investment in land is required to open a new store. The retail establishments will also face a struggle as a result of this large expenditure. Rental prices are also rising, resulting in a rise in overall costs.

x) Competition from Unorganized Retail:

The organised retail industry faces significant competition from the unorganised retail sector. Kirana stores are part of the unorganised retail sector. These are low-cost structures that are typically operated by the owners and have almost insignificant real estate and labour costs, as well as no or very cheap taxes, and are located near or in residential neighbourhoods. They've also started offering promotions and discounts in order to gain consumer loyalty, as well as providing free home delivery. Regular customers can also get credit at Kirana stores. As a result, the retail shops face a significant problem.

xi) Online selling companies:

There are a lot of new web marketing companies popping up these days. When compared to retail establishments, these companies deliver goods to customers at their doorstep at lower pricing. Customers are being enticed by a plethora of attractive offers from online businesses. As a result, retail stores face a significant difficulty.

xii) Power Supply Problem in India:

Large, well-organized retail establishments demand a large amount of electricity for lighting, air conditioning, escalators, cold storage, billing systems, and elevators, among other things. In fact, organised retail shops cannot survive in the absence of power. In India, there is a serious electrical shortage. In India, long power outages are common. Because of insufficient power, retail shops must spend a lot of money on generators to provide backup power. For retail outlets, the tariff for power use is likewise relatively expensive. The costing of retail shops rises as a result of this.

xiii) High Cost of Operation:

The operating costs of retail businesses are extremely high. This is due to high labour costs, human resource training costs, employee social security costs, high real estate costs and rentals, air conditioning, power backups costs, high maintenance costs, high electricity tariffs, high taxes, investment in supply chain and logistics, technology, high investment in equipment and fixtures to give the store a modern look, CCTV costs, and so on. So, even if retail stores have high operating costs, they must give goods to clients at lower prices. This is a significant hurdle for the retailer.

xiv) Government Opposition to FDI:

The other key problem for organised retail is government opposition to FDI. FDI is restricted in only a few sectors, including retail. In this era of globalisation and liberalization, the retail sector will encounter worldwide competition in the near future. Foreign retailers will be able to operate in India as a result of FDI in retail, which will result in increased competition and lower prices for goods in the Indian market. This will strengthen the Indian economy.

xv) Understanding customer:

It is really tough to comprehend customer behaviour these days. Many factors influence customer behaviour and loyalty, including product quality, service quality, customer satisfaction, promotions, and offers made by other market participants. To achieve customer loyalty, a great deal of effort is required to analyse client behaviour, as well as a regular market survey.

xvi) Ever-increasing customer demand:

Customers' ever-increasing demand poses a challenge to retail shops. Customers' awareness is growing these days as a result of globalisation. The mentality of customers is shifting and getting more demanding. They want to pay less for ever-increasing amounts of goods. It is extremely difficult to meet client demand due to high operating costs. As a result, India's retail shops face a significant problem.

### Internet Retailing

As a sophisticated and interactive medium, the internet accessed by personal computer is showing every sign of being accepted as a mainstream shopping mode by an increasingly computer-literate society. Using the internet to access information has been accepted as part of everyday life for many sectors of society, and in the process of shopping it has become very useful to customers as a way of accumulating information about retailers' product and service offerings in a relatively fast and convenient manner. As a way of accessing specialist retailers that might be geographically remote from consumers, the internet provides a channel of discovery for the consumer, and a way of providing home shopping services for a wider target market for the retailer. The internet is also an efficient home shopping device, enabling time-poor or less mobile consumers to order and take delivery of routinely purchased items such as basic groceries and household items. Irrespective of the way we access the e-retailer, whether it is via the PC, the mobile phone or the hand-held personal organizer, consumers increasingly expect retail organizations to be able to offer flexibility in terms of information gathering (to supplement pre-sale shopping), purchase transaction, and taking delivery of the product or service (post-sale activity). By using a number of different retail formats, retail businesses are better able to allow consumers this flexibility. Most large retailers in the UK now fall into the category of the 'multichannel' retailer, which is a term used to describe the strategy of using more than one 'route' to consumer markets. Typically, the multichannel retailer runs stores and has a transactional website (the so called 'clicks-and-mortar', or 'clicks-and-bricks' approach), but other combinations might be stores/catalogue, stores/catalogue/website, stores/website/ direct mail. Offering alternative ways to shop may encourage customers to remain loyal to a favoured retail brand as lifestyles change, but it can also present retailers with new operational and competitive challenges.

Factors Affecting Retail Industry

i) Demographic Characteristics:

Demography is the study of population characteristics that are used to describe consumers. Retailers can obtain information about the consumer's age, gender, income, education, family characteristics, occupation, and many other items. These demographic variables may be used to select market segments, which become the target markets for the retailer. Demographics aid retailers in identifying and targeting potential customers in certain geographic locations. Retailers are able to track many consumer trends by analyzing changes in demographics. Demographics provide retailers with information to help locate and describe customers. Linking demographics to behavioural and lifestyle characteristics helps retailers find out exactly who their consumers are. Retailers who target certain specific demographics characteristics should make sure that those characteristics exist in enough abundance to justify locations in new countries or regions.

ii) Economic Characteristics:

Businesses operate in an economic environment and base many decisions on economic analysis. Economic factors such as a country's gross domestic product, current interest rates, employment rates, and general economic conditions affect how retailers in general perform financially. For example, employment rates can affect the quantity and quality of the labour pool available for retailers as well as influence the ability of customers to buy. Normally, growth in a country's gross domestic product indicates growth in retail sales and disposable income. Retailers want to locate in countries or regions that have steadily growing gross national products. As interest rate rise, the cost of carrying inventory on credit rises for retailers and the cost of purchasing durable goods rises for consumers. Countries that have projected significant increases in interest rates should be evaluated very carefully by retailers. Retailers will also be affected by a rise in employment rates; this lowers the supply of available workers to staff and support retail locations.

iii) Cultural Characteristics:

Cultural characteristics impact how consumers shop and what goods they purchased. The values, standards, and language that a person is exposed to while growing up are

indicates of future consumption behavior. Consumers want to feel comfortable in the environment in which they shop. To accomplish this, retailers must understand the culture and language of their customers. In a bilingual area, a retailer may need to hire employees who are capable of speaking both of the languages spoken by the customers. Some retailers have found it useful to market to the cultural heritage of their consumers, while other retailers seek to market cross-culturally. Normally larger cultures are made of many distinct subcultures. Retailers need to be aware of the different aspects of culture that will affect the location decision. For example, greeting cards sold in the United States normally have verses on the inside, while greeting cards sold in Europe normally do not. The preferences of consumer are used mainly to refer to choose a choice that has the largest expected value among many choices by consumer to fulfil her or his desires or requirements. Preferences represent options among more valued or neutral choices available. Consumer preference is the outcome of their behavior they indicate during buying, searching and destroying the products. A consumer is an individual who has the ability to pay for services and goods offered for sale by the institutions of market to satisfy the household or personal needs, desires and wants. A consumer is the important visitor on the premises. Consumer is not dependent on anybody. The sellers are only dependent on consumer. Consumer is not an outsider to business. Consumer is like the blood of business. Therefore, consumer is very important in business cycle. Most of the customers are obsessed with names of brand products. The companies are offering quality products which customer's values the most. The customers are satisfied when they get quality.

iv) Demand:

The demand for a retailer's goods and services will influence where the retailer will locate its stores. Not only must consumers want to purchase the goods, but they must have the ability or money to do so as well. Demand characteristics are a function of the population and the buying power of the population that the retailer is targeting. Population and income statistics are available for most countries and regions with developed economics. In developing countries, the income data may be little more than an informed guess. These statistics allow the comparisons of population and a basic determination of who will be able to purchase the goods carried in the store. The preferences of consumer are used mainly to refer to choose a choice that has the largest expected value among many choices by consumer to fulfil her or his desires or

requirements. Preferences represent options among more valued or neutral choices available. Consumer preference is the outcome of their behaviour they indicate during buying, searching and destroying the products. A consumer is an individual who has the ability to pay for services and goods offered for sale by the institutions of market to satisfy the household or personal needs, desires and wants. A consumer is the important visitor on the premises. Consumer is not dependent on anybody. The sellers are only dependent on consumer. Consumer is not an outsider to business. Consumer is like the blood of business. Therefore, consumer is very important in business cycle. Most of the customers are obsessed with names of brand products. The companies are offering quality products which customer's values the most. The customers are satisfied when they get quality This is of utmost importance for retailers, whether they carry higher priced goods such as durables, furniture, jewelry, and electronics or lower priced goods such as basic apparels or toys.

v) Competition:

Levels of competitions vary by nation and region. In some areas, retailers will face much stiffer competition than in other areas. Normally, the more industrialized a nation is, the higher the level of competition that exists between its borders. One of the environmental influences on the success or failure of a retail establishment is how the retailer is able to handle the competitive advantages of its competition. A retailer must be knowledgeable concerning both direct and indirect competitors in the marketplace, what goods and services they provide, and their image in the mind of the consumer population. Sometimes a retailer may decide to go head-to-head with a competitor when the reasons are not entirely clear.

vi) Infrastructure:

Infrastructure characteristics deal with the basic framework that allows business to operate. Retailers require some form of channel to deliver the goods and services to their door. Depending on what type of transportation is involved, distribution relies heavily on the existing infrastructure of highways, roads, bridges, river ways, and railways. Legal infrastructures such as laws, regulations and court rulings and technical infrastructures such as level of computerization, communication systems, and electrical power availability also influence store location decisions. Distributions play a key role in the location decision especially for countries and regions. There is a significant

variance in quantity and quality of infrastructures across countries. A retailer whose operation depends on reliable computerization and communications would not need to even consider a country or a region that did not meet those criteria. The legal environment is a part of the overall infrastructure a firm must consider. For example, many countries require non-native businesses to have a native partner before establishing retail locations. The legal requirements a retailer operates under in one country will not be the same for another country or region and may be different from state to state within the United States. In conclusion, the demographic, demand, competition, cultural, infrastructure and economic characteristics are important in analysing a country or region.

The Store Ambience is an environment that is created to generate a stimulus among the customer 's perceptions and emotions that will affect their purchasing behaviour. The retail industry is the activity of sale of good and services to final consumers, and the retailer as the economic agent that puts in practice such sales. This means that the retail industry is composed not only by the sale of products at the stores but also through the commercial concepts of non- store as well as services. Thus, the retail industry either in products or in services is the last stage of the distribution circuit, where the retailers assume an important role of intermediary between producers, wholesalers or other suppliers and the final consumers.

vii) Colour Schemes:

Buyers are influenced by colour psychology. Retailers utilise uniform colour schemes in some circumstances simply to convey brand image and maintain consistency. The red theme at Target is a great example. In other cases, specific colours are employed throughout the business or in select places to have a different effect on customers. When utilised in a lingerie or intimate apparel category, the fiery and powerful sentiments that red evokes can be amplified. Blue or pink hue in a furniture store's bed area can assist buyers visualise sleeping or associate the retailer's mattresses with sleep. A shopper's store and merchandise image, arousal level, time spent in the store, purchasing rates, pleasant sensations, and the potential to lure a shopper toward a retail display can all be influenced by colour schemes employed in a retail store (Turley & Milliman, 2000). Different colour schemes can elicit various reactions from customers. Cool and warm colour schemes are two well-known colour schemes among shoppers all over the world.



Colours like blues and greens are used in a 'cool' colour scheme. Because blue is associated with tranquillity and gentleness, this colour scheme is referred described as 'cool.' colours like reds and oranges are used in a 'warm' colour scheme. Because orange/red is associated with desire and sexuality, this colour scheme is referred described as 'warm.' Using diverse colour schemes in a retail store can convey different messages to customers and elicit different emotions. Combining blue, green, and white close together, for example, has serene, gentle, and calming connotations, but using red, gold, orange, yellow, and purple close together has emotional, bright, hot, active, and sharp connotations. According to studies, shoppers are more likely to purchase 'cool' colour schemes, such as blues, than 'warm' colour schemes.

viii) Lighting:

One of the most widely modified atmospherics is lighting. Many companies just keep their storefronts brightly lighted since research shows that it makes customers happier and more upbeat, which leads to increased sales. Other retailers select lighting that complements their brand. To produce energy or attract young shoppers, a fashionable, youthful fashion retailer may utilise modest lighting, strobe lights, or lighting effects. Because it complements the store, several retailers utilise dark or low lighting. Hot Topic, an alternative specialty retailer, has dimmer lighting, for example. Lighting is an important part of retail atmosphere since it influences a shopper's visual appraisal of everything in the store, including the merchandise, which can influence their purchasing behaviour. Lighting is generally employed to provide an aesthetically pleasant environment for shoppers as well as to allow them to see items and navigate the business. Lighting may not only improve the aesthetics and functionality of a retail environment, but it can also influence shopper behaviour without the shopper's knowledge. According to the Illuminating Engineering Society of North America (IES) Handbook, the primary purposes of merchandise lighting are to attract customers, initiate purchases, and make the sale easier to complete. Lighting is one climatic aspect that has no direct impact on sales but can affect a shopper's opinion of the store's image as well as their investigation and handling of items (Turley & Milliman, 2000). Shopper's handle and study substantially more things in a brilliantly light area than in a dimly lit space, according to studies, since brightly illuminated environments increase arousal. A retail store's proper lighting will elicit arousal and pleasure in customers, as well as increase their approach behaviours (Summers & Hebert, 2001)

ix) Sounds:

The type of music played on a store speaker system is often a good clue as to the target customer for the business. Fashion retailer Abercrombie & Fitch calls out to its teen and young adult casual wear fans with upbeat, current pop music. The sounds project the store's youthful image. Spas and massage parlours more often use new age or relaxation music to set a mood. An alternative fashion retailer would more likely use techno or fusion songs. Classic rock may be the musical choice for an apparel retailer targeting middle-aged and older buyers. Music is the most commonly researched atmospheric component since it has a significant impact on a wide range of customer behaviours. Sales, excitement, perceived and actual time spent in the store, in-store traffic flow, and the impression of visual stimulation in the retail store are all factors to consider. Music is an important factor for merchants to consider when deciding on the right atmospheric elements for their store because it can impact a shopper's decisions and actions even when they aren't aware of it. There are numerous components of music that can influence buyer behaviour. The shopper's age, the tempo of the music, the volume of the music, the shopper's music preference and familiarity with the music, and the use of background and foreground music can all influence a shopper's behaviour and purchase decisions (Turley & Milliman, 2000). Background music has long been used to boost sales and improve customer perceptions of the store. Shoppers have been reported to experience relaxing or arousing cognitive sensations as a result of background music. According to studies, music with a higher arousal level has a direct effect on a shopper's attention span. A rise in arousal might focus a shopper's attention on a small number of items. As a result, their information processing ability is diminished, and they are more prone to employ simpler decision criteria. According to studies, shoppers are less engaged when calming music is playing, which helps them concentrate on the task at hand and allows them to focus their attention. Music has a significant impact on shopper behaviour and should be a key atmospheric cue for merchants to pay attention to.

x) Fragrance:

Smells are often among the less obvious but more impacting atmospherics. Casual fashion retailers often use scented candles to create a pleasant aroma in their stores. Spas and beauty salons often use scents to create a tropical aura. In some situations,

retailers simply use pleasant aromas to attract and retain customer interest. Furniture and jewellery retailers often bake fresh cookies in store and offer them to guests. While the gift is a nice token gesture, a common motive is to project a pleasing smell in the store. The fragrances of a store can also have a significant impact on a shopper's purchasing decisions. The presence or absence of a scent at a retail store has the greatest impact on customers' behaviours, according to studies, however the nature of the scent has no significant impact on shoppers' behaviours. Scents in a retail store can affect and influence sales, processing time, variety seeking behaviour, and the shopper's perceived time spent in the store, whether they are positive or bad (Turley & Milliman, 2000). Shoppers' reactions and behaviours tend to grow more unfavourable when a scent becomes more powerful. Scents are a critical atmospheric aspect for shops to consider because they can influence both good and negative shopping behaviour. For a successful retail company, cleanliness and store organisation are also critical. The most controllable ambient factor in a retail business is cleanliness. Cleanliness is crucial because most customers identify a retailer's and its products' quality with the store's cleanliness, and it has a significant impact on customers' perceptions of retail establishments and services.

xi) Time perceptions:

Time is a significant factor in retail purchasing, partly because studies indicate a straightforward relationship between time spent shopping and the amount spent (cf. Milliman 1982). Also, time is said to be just as much of a restraint on consumption as money, and predictions that people would have more free time in the future than they did in the past have not proven to be true (Berry 1979). When shopping, for example, dual-career families with children dealing with transit issues in densely populated locations may feel under a lot of time pressure. As a result, it's normal to expect people to schedule their time, including shopping time, and to be concerned if they think they're spending too much time in a store. People simply do not enjoy spending time or waiting for long periods of time. Hornik (1984), for example, found that when shoppers reported a high level of shopping delight compared to other activities, they underestimated their waiting time less. As a result, shops would be wise to reduce their customers perceived as well as actual shopping time.

xii) Temperature:

Another atmospheric component that can influence a shopper's shopping activity is the temperature of the store. Temperature, on the other hand, is an atmospheric variable that, unless it is adjusted at unfavourable levels for the consumer, remains unnoticed. Temps set at uncomfortably high or low levels, for example, may be recognised by shoppers and cause them discomfort while shopping, whereas comfortable temperatures will go unnoticed.

xiii) Signage:

The collection of signs, posters, and labels used by the retailer outside and inside the store to guide customers in their use of the store is referred to as signage. These pieces work together to accomplish a variety of tasks:

(a) Organizational

Signage is used by the retailer to promote the store, strengthen the retailer's image, protect its market, and highlight the products on offer. It will also express the retailer's policies on a variety of topics, including product kind, quality, price, and customer service. This can also help the retailer achieve its desired high-brand/own-brand blend.

(b) Locational

The shop can change the signage in the store to help customers find and identify the items on offer. Directional signage is required in large establishments to guide customers around the store and from one location to another. When entering a store, directional signs should be large enough for customers to see easily. Customers should know where to go for any type of goods or service. Even larger businesses, especially those with multiple levels, require a store guide. This should be visible from the door, with the path to the guide clearly pointed out so that even the most inexperienced consumer knows where to go. For convenience, the store tour is frequently duplicated on multiple floors. Directional signage should be easy to read and blend seamlessly with the surrounding surroundings. The signs could be visual, employing symbols as well as words, especially if the symbol is well-known. Large three-dimensional signs are easily seen and can also help to boost the store's image. Signs are frequently hung from the ceiling to increase their visibility.

(c) Category Signage

It is only utilised within the store's specific department or industry. In comparison to directional signs, they are usually smaller. They are frequently situated near the things they relate to, and their aim is to indicate the type of products on offer. However, they are frequently used to promote one or more product categories.

(d) Promotional Signage

It could especially relate to attractive offerings. These might be exhibited in store windows to entice customers in. Value fashion retailers for younger women, for example, may have enormous posters in their windows depicting models wearing special-offer items. This attracts attention to the merchandise while allowing customers to look through the windows. The posters can enhance the store's appeal by using the proper colour products.

(e) Point of sale

These signs are put in close proximity to the goods they refer to. This allows the buyer to view the price and other pertinent details. Some of this information may already be printed on product packaging or labelling. Point-of-sale signage, on the other hand, can rapidly indicate for the buyer those features that are likely to pique their interest, such as if the product is on sale.

(f) Lifestyle Images

The store may employ a variety of imagery, such as photographs of people and places, to generate moods that persuade customers to purchase the products. These are examples of the store's visual merchandising.

To visualise the utilisation of various signage, we should start with the customer entering the store and work our way to the individual item examination. Customers will notice the marque or emblem on the outside of the store first. This must be distinct, clear, and express the store's image in a way that is appealing to customers. Dark reserved greens with traditional lettering (in old book style) convey a no-nonsense approach to basic good quality products that is reassuring to young and old alike. This has been used to good effect B U Marks & Spencer, with its dark green lettering on a creamy background. However, this can go too far and may persuade some of its younger

customers that the store is not for them. This style can be contrasted with that of the supermarket chain Asda, which uses a boulder, lighter green logo in modern letters to welcome customers. A wide variety of stores use red in name signs as it is eye-catching, stimulating and reinforces the message of good value that the bold lettering uses. Different types of stores to use this approach are supermarkets (Tesco), food discounters (Lidl), electrical retailers (Dixons, Currys, Comet), variety stores (Woolworth) and similar stores. Some supermarkets, such as Morrison's and the discounters such as Netto use black on yellow. These colours can be contrasted with the orange colour used by upper-end supermarket Sainsbury. Its colour and rather anonymous logo indicated the kind of clientele this supermarket was aiming for and placed the emphasis more on quality rather than on value. As Sainsbury was forced in the mid-1990s to take note of the value movement in supermarkets it also had to rethink its logo and use of colour.

Signage is one of the most important ways used by retailers to convey their message to the customers. The retailer's store name, promotions, pricing, and product information may all be conveyed through signage. As a customer walks by any store, they have few seconds to know what they will find inside. Professional signage will attract the customer, provide just the right amount of information and invite the customer to enter the store or try the product. Unprofessional signage is confusing to the customer and sends a negative message about any store and product. Common problems include too many signs, ambiguous or misleading messages, spelling errors or signs that are difficult to read.

We have said that perhaps no variables are more important to the retail manager than the demographic dimensions of a market. Whether the retail trade area is the central city, a growing suburb, or a quiet rural area, you must understand the people who live and work there. Once the basic characteristics are identified and a judgement is made as to how far one of the customers would travel for the goods, the total market has been determined. Factors, such as current population, potential population, population density, age, income, gender, occupation, race, proportion of home ownership, average home value, and proportion of single versus multifamily dwellings are important considerations. Where consumers live, their commuting patterns, and whether their numbers are increasing or decreasing are but a few of the dynamic characteristics of the

trade area population that the retailer must consider. It may be quite helpful to construct maps that display where certain types of customers reside.

xiv) Economic Factors:

Economic characteristics have a significant impact on country and region selection. The impact on trade area is even greater. The local unemployment rate will affect the local labor pool and the amount of money that consumers have to purchase products. The most important economic characteristics for the retailer are per capita income and employment rates.

xv) Subculture:

Subculture have more of an impact on market and trade area selection than on country or region selection. One must normally be at the market or trade level in order to accurately gauge the location and characteristics of a subculture. An ethnic subculture creates market segments for goods ranging from food and cosmetics to clothing and entertainment. At the same time religion, language, and family structure create both opportunities and problems. The economy of an area under consideration for location should provide a general indicator of the long –range retail opportunities present within an area. The number, type, trends, and stability of industries that might affect business in the market area need to considered. Employment rates, total retail sales, segment retail sales, household income, and household expenditures all provide information from which the economic stability of the area can be ascertained. The buying power index (BPI) indicates the relative ability of consumers to make purchases. The BPI for most metropolitan statistical areas (MSAs) in U.S. is published yearly by Sales and Marketing Management in their survey of buying power. The BPI for potential markets can be directly compared to help make a choice of market area.

xvi) Market Potential:

Following the identification of the retail trade area and the use of the relative segmenting variables, some quantitative elements must be evaluated in order to determine whether the region is suitable. These characteristics include a retail trade area's retail market potential and retail sales potential. The total dollar sale that can be acquired by all retailers selling a certain retail goods, product line, or group of services within the retail trade area if everything is maximised is referred to as retail market

potential. As a result, retail sales potential is a component of the overall retail market potential. A retail sales forecast is a retailer's exact estimate of expected sales volume. The sales projection may be lower than the estimated retail sales potential because the retailer is new to the area or because a new competitor has entered the market. The number of prospective customers in the area and the amount of money consumers spend on the product or product line in issue are two important indicators of a trade area's market potential. A shop, for example, can calculate market potential by multiplying the number of possible customers in the trade region by the average price they pay for the goods. Market potential calculations are often based on yearly predictions. Assume that the commerce area has a population of 50,000 potential clients. If each potential consumer spends about \$79 per year on gifts, the total retail market potential for gift sales in that retail trade region is \$3,900,000. "There is a startling dearth of empirical research and theoretically based frameworks addressing the significance of physical surrounds in consumption situations," according to Bitner (1992). Although environmental stimuli have been shown to influence shopping behaviour in recent years, empirical information of how these variables interact to influence customer perceptions and actions is sparse. Population statistics are commonly used in arriving at market potential and are expressed on a per capita, a per household, or a per family basis. The other factor is per capita expenditure. The domestic apparel market has been on an optimistic growth trajectory due to a number of reasons including increasing disposable incomes and urbanization, favourable consumer demographics, growth of organized retail with the entry of a large number of domestic and international players, and changing lifestyles. The domestic apparel market has grown consistently over the past decade at a CAGR of 9 percent. This growth is expected to continue with the apparel market. The apparel market is one of the segments enjoying the highest modern retail penetration in India with a nearly 20 per cent share. The entry of various domestic and international players and the increased retail penetration through a multi-channel approach (i.e. exclusive brand outlets, department stores, discount stores, hypermarkets and e-tailing) is driving the growth of the organized market, which is poised to contribute as much as 25 per cent of the total fashion market five years from now.

xvii) Sales Potential:

We learned that a company's retail sales potential is the estimated dollar sales that a retailer expects to achieve in a specific retail trade area over a specific time period. The



amount of inventory that will be purchased, the number of personnel that will be required, the dollars that can be spent on expenditures, and the amount of loan capital that the business can comfortably afford will all be determined by an appropriate sales appraisal. One must think about it in order to arrive at such a figure. The competitive strengths in the market

- The amount of business that can be drawn from substitute products
- Management's own expertise

The retailer can begin by evaluating the whole market potential to determine the competitive strengths in the market. An estimate of the sales potential can be made if the retailer considers that the business will generate at least the average amount of sales realised by competitors in the trade region. If there are five businesses (the new retail firm brings the total to six), each business should expect to have one-sixth of the trade area available to them. Although this method may not appear to be as sound as that used to determine market potential, it does provide a competitive strength analysis, and the figure generated is usually conservative.

xviii) Index of Retail Saturation:

When more than one store competes for the same market segment or target market, competition exists. In some cases, a company may wish to be the only one of its kind in a given market. This is especially true with speciality or convenience items. However, in other cases, good strong rivalry will boost a given area's total commercial potential by attracting buyers from a wider distance to compare prices or stores. This is especially true for items for which individuals frequently do shopping comparisons. Maps could be created to show competitor retail sites based on their relative size and inventory mix.

xix) Infrastructure:

We've discussed how a country's or region's infrastructure, such as roads and highways, distribution warehouses, communications facilities, and labour pool, must be appropriate. This is especially true in the case of trade area analysis. The legal 60 infrastructure can have an impact on the trade sector that we choose for our business. Advertising, zoning, and sign regulations for retailers vary by state and local laws.

## 1.8 Company Profile

### Landmark Group

The Landmark Group was established in 1973 in Bahrain. The company has a worldwide presence which is involved in retailing of apparel, consumer electronics, footwear, home improvement products, cosmetics & beauty products. Landmark Group has over 55,000 employees, operates over 2,200 outlets, occupying over 30 million sq. ft. across the Middle East, South East Asia, India and Africa.

In 1999, Landmark Group entered India with the introduction of Lifestyle department stores. They are positioned as a trendy, youthful and vibrant brand which offers maximum value to the customers for their money. Landmark Group has launched many of its core retail ideas in the country including Max, Splash and Home Centre. The Group's Hospitality portfolio includes Spar supermarkets and hypermarkets, Fun City, Citymax and Krispy Kreme.

### *Landmark Retail Portfolio:*

Centrepoint (a destination bringing together the Group's core retail brands), Babyshop (one-stop destination for kids between 0-16 years), Shoe Mart (multi-brand footwear and accessories store), Splash (multi-brand fashion retailer), Home Centre (home furniture and accessories), Lifestyle (home décor, fashion accessories, beauty products, gifts and much more), Iconic (fashion, art, make up, and gadgets), Emax (large format electronics store), Landmark International (a division that includes international franchise brands – New Look, Koton, Reiss, Lipsy and Yours) and Shoe Mart International Footwear Division (a division that includes franchise footwear brands – Kurt Geiger, Ecco, Pablosky, Dumond, Nose, Steve Madden, BLOCCO 31, Aerosoles and Carpisa), VIVA (UAE first food discounter).

The Group also includes value retail brands such as Max (value fashion and footwear store), Shoexpress (value footwear and accessories store) and Home Box (value furniture & home furnishings). The offerings have evolved to be the preferred choice for consumers and positioned as 'category killers'.

### *Landmark Hospitality:*

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The Group has also diversified into leisure, food, wellness and hotels segment with Landmark Leisure (chain of indoor entertainment centres and confectionary stores for children and teens, operating with Fun City, Fun Ville, Fun Works and Candelite), Foodmark (a division that includes franchise and joint venture brands such as Carluccio's, Chi' Zen, Max's, Max Burgers, The Meat Company, Tribes, La Gaufrette, Bazerkhan, Nando's and Ushna; as well as the home-grown brand Zafran), Spaces (grooming and relaxation centres), Balance Salon and Spa, Fitness First (fitness and wellness centres), and Citymax Hotels (comfortable budget hotels).

### *Loyalty Program:*

Two of the largest retail loyalty programmes, Shukran in the Middle East and Landmark Rewards in India are testament to the Landmark Group's commitment and passion towards enhancing its relationships with customers across diverse brands. Both programmes offer a world of privileges to its members including added value, enriching rewards and an enhanced customer experience. The programme includes over 50 brands and has over 30 million members.

### *Logistics & Distribution:*

Landmark Group has created a comprehensive infrastructure including a full-fledged logistics and distribution division to support its retail operations. The Group has a total warehouse space of over 9.3 million sq. ft. spanning across GCC and Levant. The Group's Logistics and Re-distribution Centre is one of the largest privately owned in the Jebel Ali Free Zone and Dubai encompassing 3.1 million sq. ft.

### *Corporate Social Responsibility:*

A company that is founded on sound ethical fundamentals, the Group also seeks opportunities to contribute to the societies and communities where it operates. Its commitment as a Group to Corporate Social Responsibility (CSR) is not merely about charity, but also about playing a more responsible part in the society, be it within the organisation or towards its stakeholders (customers, partners and employees), environment, society and the world at large.

In 2009, the Landmark Group adopted diabetes awareness as part of its long-term CSR initiative. An initiative that aims to increase awareness amongst people regarding the condition, Beat Diabetes was kicked off in the UAE. Today 'Beat Diabetes' has a

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presence in seven countries namely UAE, Kuwait, Oman, Qatar, Bahrain, KSA and India.

### *Landmark Group multi-billion-dollar journey:*

Since 1973, the group has created great brands that are market leaders. Built strong partnerships and delivered exceptional value to customers.

1973	Babyshop opens its first store in Bahrain
1990	The first Shoe Mart opens in Dubai, UAE
1990	The Landmark Group moves its headquarters to Dubai, UAE
1992	Babyshop opens its first store in Muscat, Oman
1993	The first Splash opens in Sharjah, UAE
1994	The Landmark Group ventures into Saudi Arabia
1995	The first Home Centre opens in Sharjah, UAE
1998	The first Lifestyle opens in Fujairah, UAE
1999	The Landmark Group ventures into India with Lifestyle Department Stores
1999	The first Fun City opens in the UAE and Landmark Hospitality is formed
2000	LIFE Trust is founded in India
2001	Landmark Rewards is launched in India
2002	Shoe Mart International is formed
2004	The first Max opens in Abu Dhabi, UAE
2005	The first Centrepont opens in Kuwait
2006	The first Emax opens in Dubai, UAE
2006	Fitness First is launched in the Middle East

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2008	Spar Hypermarket is launched in Inida
2009	Foodmark is formed
2009	The Beat Diabetes initiative is launched
2012	Sportsone is launched and iCare Clinics are started
2013	The first Home Box opens in Sharjah, UAE
2015	Landmark Group celebrated its 2000th store

Table No: 1.1 Journey of Landmark Group

### Recent Awards

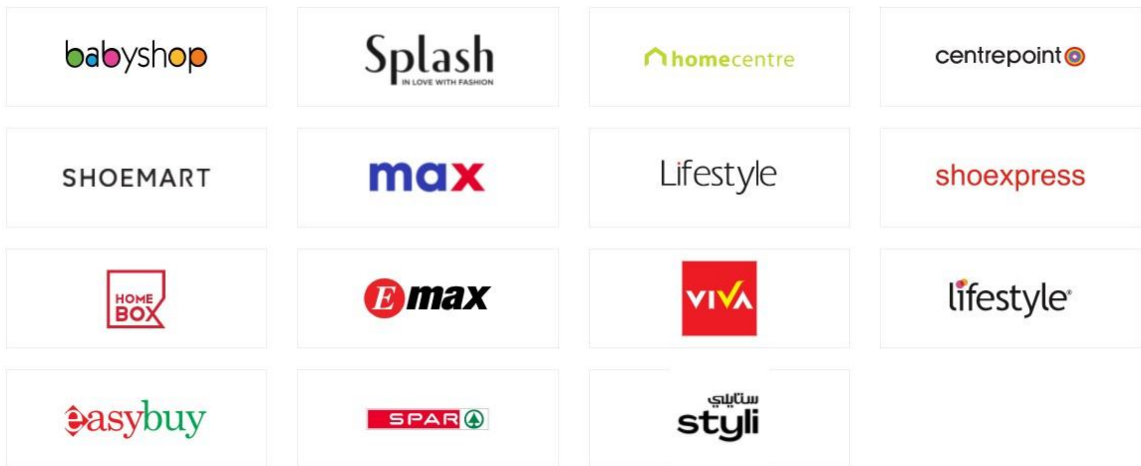
The Landmark Group celebrates the recognition it has received for excellence of its customer service and leadership team. The Group got these awards recently;

- Brandon Hall Group Excellence Awards 2021
- GPTW Asia July 2021 – July 2022
- GPTW March 2021 – March 2022
- GPTW Best Workplace for Millennials – GCC 2020 – 2021
- Brandon Hall Group Excellence Awards 2019
- MEPRA Best Internal Communications Award
- Daman Corporate Health & Wellness Award
- British Safety Council 2020 International Safety Award
- Sports Imprint award
- The Dubai Chamber CSR label

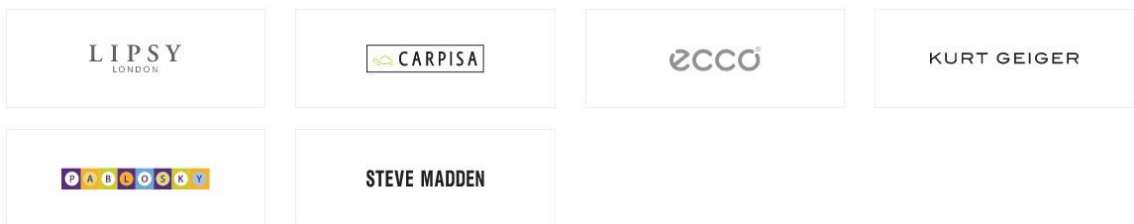
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## Own & franchise brands of Landmark Group

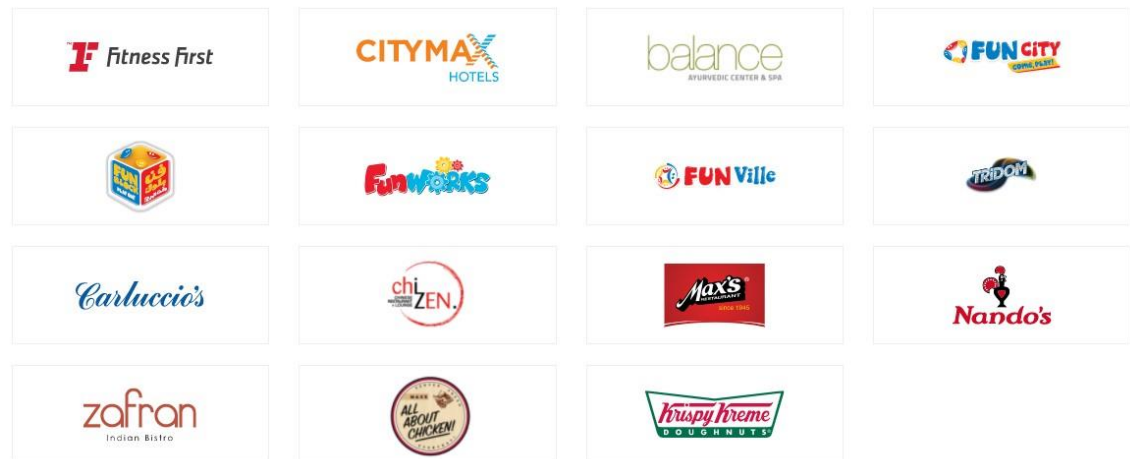
### *Retail brands:*



### *International brands:*



### *Hospitality brands:*



### *Malls:*



## **Max**

Max is the international value fashion brand of the landmark group. The brand was launched in the UAE in May 2004 with a unique idea of delivering international fashion & value to the discerning shopper. The brand offers customers a one stop shop for clothing, footwear & accessories needs for the entire family; for women, men, children including a fashionable range for infants. It currently has more than 300 stores across 16 countries viz. UAE, Saudi Arabia, Bahrain, Kuwait, India, Jordan, Qatar, Oman, Egypt, Yemen, Sudan, Nigeria, Turkey, Lebanon, Libya and Tanzania.

Max was introduced in India in 2006 with its first store in Indore. offering apparel, footwear & accessories for family. Max has its footprints in Mumbai, Delhi/NCR, Bangalore, Chennai, Kolkata, Hyderabad, Pune, Bhopal, Indore, Kochi, Lucknow, Jabalpur, Nagpur, Raipur, Surat, Vadodara, Gangtok, Bhubaneswar, Jaipur, Ranchi, Siliguri, Agra, Allahabad, Amritsar, Bareilly, Chandigarh, Dehradun, Varanasi, Calicut, Madurai, Mangalore, Mysore, Pondicherry, Thrissur, Trichy, Coimbatore, Hubli, Kannur, Trivandrum, Vizag, Jammu, Vijayawada, Kanpur & Udaipur. At max, shoppers can expect the latest in international fashion from around the globe & an excellent range of from; all of this offered at great price in a world class shopping environment. Max retails its own label mercy in house designs and planned colour pattern for the season. Shoppers enjoy great prices on a wonderful range of over 3,000 styles every season, in new designs, silhouettes and fabrics. It currently has a customer base of over 5.5 million with more than 40 million products, 1.7 million sq. ft. of retail space, 160+ stores spread across over 60 cities in India with over 5500 employees.

Max focuses on strong visual elements at the store for engaging customers while they're in store. The stores are designed for easy navigation with distinct category displays to facilitate customers in easily locating products they are looking for. The target audience for Max India is primarily contemporary middle-class family and young working couples within the age group of 25 to 35 yrs. As Max has positioned itself as a youth brand, it also targets teenagers and college students within the age group of 18-to-24-year Max is reaching out to customers in Tier II towns through brand initiatives like Max Fashion Icon which addresses the aspirations of the fashionable youth of the city and Max Little Icon which captures the interest of family-oriented markets.

## A Study on Customer Satisfaction towards Max Fashion Brand

### Brand Vision

To be the leading value-fashion retailer in the region by offering good products at great prices.

### Brand Philosophy

To be fair and transparent in our business transactions with all stakeholders and to provide maximum opportunities for growth.

### Mission

- i. Carefully Listen
- ii. Constantly Adapt
- iii. Always Deliver

### Values

- i. Passion For Excellence
- ii. Integrity In Everything We Do
- iii. Empowering People to Strive and Deliver
- iv. Adapting To Change Market and Customer Needs

### Core Ethos

Landmark group follows the core Ethos 'LEAD with Integrity'

Listen: We listen to understand

- Customer comes first
- Listen to each other
- Collaborate across teams
- Welcome ideas from everyone
- Stay on top of market trends

Empower: We empower to succeed

- Act like an owner
- Enable your team to act
- Coach and support for success
- Play to your strengths
- Challenge the norm



## A Study on Customer Satisfaction towards Max Fashion Brand

Adapt: We constantly adapt to stay ahead

- Adapt to the changing customer
- Think for today and tomorrow
- Accept change positively
- Keep it simple to stay agile
- Try new things

Deliver: We deliver our best always

- Make the customer love landmark
- Keep your promise
- Go the extra mile
- Work with passion & speed
- Celebrate success

Integrity:

- Be fair and ethical
- Be truthful even when it hurts
- Be humble
- Be yourself with everyone
- Avoid blame

### Max Buddy Program

Max Buddy is a mobile number-based customer relationship management program from max fashion for increase the engagement of customers with the brand. Through this, can avail personalized offers by scanning a QR code which is placed at floor the offers are valid for only a day, the customers cannot redeem the offer for next day they can't redeem the offer on next day. These offers influence customers for purchasing more. It helps the brand for increase its customers basket size.

The customers were courteously informed about Max Buddy on completion of purchase or while making a purchase and was asked to Scan the QR code or dial the toll-free number to receive the text message that contains the link to open up the webpage of Max Buddy where the customers on entering their phone numbers would receive an OTP and later when the OTP is entered the customer is shown for offers if received

any. The offers can vary and also are shown based purchasing frequency of the respective customers.

Process of redeeming coupons through Max Buddy

i) Scan QR code placed in the store:

The customers can enter into the Max Buddy program by scanning QR code placed in the store. The QR code will be placed in the main pillar at the entrance point, signages at every product section and at the cash counter. Sometimes the CREs may approach the customers along with the QR code signage in his/her hand. Even though the customers can 2 options to enter into the platform such as scanning QR code and giving missed call to the toll-free number, the store managers are preferring more to scan the QR codes. Because, the top-level management can get the counts of total scans and unique scans came from each floor and product categories. This helps them to take adequate decisions and giving targets to the CREs. Different stores will have different QR codes because it helps the cluster & regional management to identify the scans done in each store.

When the customer scans the QR placed in the store, he/she will get a link in their mobile. By clicking the link, they will be redirected to the Max Buddy interface. If they are checking the platform for the first time, they have to verify their mobile number by entering a one-time password (OTP). It will be good, if they enter the mobile number which they given in the bill counter when they purchased before. It increases the probability of getting more coupons. By doing so, they can also check their Landmark Reward (LMR) points within the platform.

ii) Check coupons in the 'Wallet of Offers' Section:

In the Max Buddy home page, the customer can see 'Wallet of Offers' section. In this section they can check whether they have any special coupons and offers. By opening the coupon, they can know the details about it. All coupons have a validity time of 24 hours. After this time the coupons will expire. This means, if the customer wants to redeem the offer, they can redeem on that visit. For the next visit they have to scan again. The new offers for that day will appear in the platform.

iii) Redeem coupon in the cash counter:

## A Study on Customer Satisfaction towards Max Fashion Brand

If the customer wants to avail the coupon, they can show the unique coupon code in the cash counter. That price off will be deducted in the coupon.

### Benefits of Max Buddy Program

- i) Helps customers to avail personalised offers:

Through the Max Buddy Program, customers can know about their personalised offers in terms of coupons and if they want to redeem those coupons, it can be done in the cash counter.

- ii) Helps to increase customer engagement:

By scanning the QR codes displayed in the store and checking the wallet of offers, the customer engagement with the brand is increasing.

- iii) Helps to increase basket size:

When the customers get offers from a different product category which they didn't intended to purchase, for availing the coupon most of them will purchase more. It helps the store to increase the basket size of its customers.

- iv) Helps in customer retention:

When the customers get personalised offers, most of them will get motivated to purchase again with the brand for availing more offers. This helps to retain the customer in the long term.

- v) Increase customer database:

All the activities in the store such as billing, sending e-invoice, feedback collecting, net-promoter-score are based on customer mobile number. But even the customer didn't purchase from Max but enrolled in Max Buddy for checking the offers, the brand can store data of the customers. It helps the brand for future CRM activities.

- vi) Helps in references:

If the customer got some offers through Max Buddy, they may refer the program to their friends, family members etc. Also, the CREs are advising the customers to do so. This helps to attract more customers towards the brand.

**CHAPTER 2**  
**LITERATURE REVIEW**

## 2.1 Introduction

A literature review is a thorough summary of previous research on a particular subject. The literature review examines scholarly articles, books, and other sources that are related to a specific study topic. This previous study should be enumerated, described, summarised, objectively evaluated, and clarified in the review. It should provide a theoretical foundation for the study and assist the author in determining the scope of the study. The literature review acknowledges the efforts of earlier researchers, assuring the reader that the study is well-thought-out. By acknowledging a previous work in the subject of study, it is expected that the author has read, evaluated, and assimilated that work into the current work. A literature review provides the reader with a "landscape," allowing them to fully comprehend the field's advances. The reader may see from this landscape that the author has incorporated all (or the vast majority) of earlier, significant works in the topic into her or his research. A literature review may be required as part of graduate and post-graduate student work, such as for a thesis, dissertation, or journal article. In a research proposal or prospectus, literature reviews are also common (the document that is approved before a student formally begins a dissertation or thesis). Evaluative, exploratory, and instrumental literature reviews are the three most common types. The systematic review, a fourth type, is typically classed separately, but it is essentially a literature review focused on a research problem, with the goal of identifying, evaluating, selecting, and summarizing all high-quality research evidence and arguments related to that question. A meta-analysis is a systematic review that employs statistical tools to efficiently aggregate the data from all of the studies in order to obtain a more reliable result. An integrative literature review is described by Torraco (2016). An integrated literature review's goal is to develop new knowledge about a topic by reviewing, critiquing, and then synthesising the literature under consideration. I conducted a systematic review of literature for this study in order to have a better understanding of customer satisfaction. Here I've compiled a list of studies that have helped me learn more about my subject.

## **2.2 Review of empirical studies**

Halstead, Hartman and Schmidt (1994) found that customer satisfaction is a transaction specific affective response resulting from the customer's comparison of product performance to some pre-purchase standard.

Webbook and Oliver (1991) described customer satisfaction is a post choice evaluative judgment concerning a specific purchase selection.

Oliver (1987) examined whether satisfaction was an emotion and concluded that satisfaction is a summary attribute phenomenon coexisting with other consumption emotions.

Fe and Ikova (2004) added that the perception of the word "satisfaction" influences the activities, which a customer conduct to achieve it. Researchers have also identified customer satisfaction as a multi-dimensional in nature and viewed overall satisfaction as a function of satisfaction with multiple experiences with the service provider.

Giese & Cote (2000) studied various literatures and indicated that customer satisfaction is a response (emotional or cognitive), the response pertains to a particular focus (expectations, product, consumption experience, etc) and the response occurs at a particular time (after consumption, after choice, based on accumulated experience, etc).

Tse and Wilton (1998) stated customer satisfaction as the customer's response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption.

Mano and Oliver (1993) examined the three aspects of the post consumption experience product evaluation, product elicited affect and product satisfaction. Product satisfaction is best characterized as an attitude-like post consumption evaluative judgment (Hunt, 1977) with the evaluative aspect of that judgment varying along the hedonic continuum (Oliver 1989; Westbrook and Oliver 1991)

Kumar and Oliver (1997) indicated that satisfaction was associated with customers expectations being met. feeling they got "fair" value and feeling contented.

Oliver (1987) defined customer satisfaction as an outcome of a purchase/ usage experience would appear to be an important variable in the chain of purchase experience

linking product selection with other post purchase phenomena including favourable word-of-mouth and customer loyalty.

Cadotte et al (1987) conceptualized customer satisfaction is la widely accepted as a view of the process by which customers develops feeling from an evaluation of the use experience. Cote, Foxman and Bob (1989) suggest that satisfaction is determined at the time the evaluation occurs. In some cases, satisfaction assessment may be a naturally occurring, internal response such as after consumption, or prior to repurchase. In some case of the assessment of satisfaction may be externally driven.

Kristensen et al. (1999) states customer/customer satisfaction is an evaluative response of the product purchase and consumption experience resulting from a comparison of what was expected and what is received. The overall conclusion from his study is that expectations influence customer satisfaction and the effect can be positive, negative or non-existent.

Krishna and Shylajan (2007) stated that brand awareness and brand visibility plays an important role along with product features. It is concluded that for most of the products, brand awareness is a significant determinant for buying behaviour. Kennedy & Schneider states, that in the changing economy, knowledge is as important as product / Service which is becoming globally standardized. Companies pain competitive advantage through constant innovation: better targeting customers and additional service. Customer satisfaction has been an important aspect for every organization due to constant innovation in components or service.

Lalitha et al., 2008 made a study entitled "Brand Preference of Men's wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers. The objectives of this study were to know the reason why customers prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behaviour of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications. employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to

choose the brand among readymade dresses available in the market. 54percent of the customers are buying branded ready wear because of quality and status symbol.

Simintiras, Anotonis (1997) attempt to distinguish evaluation outcomes of likely future satisfaction from feelings or emotions prior to the act of purchase, and assess the impact of prepurchase satisfaction on the purchase behaviour of first-time buyers. In their study after conceptualizing prepurchase satisfaction as the emotional outcome of anticipated satisfaction, it was hypothesized that; Prepurchase satisfaction and anticipated satisfaction are related but. And prepurchase satisfaction levels are higher for potential first-time buyers who buy than those who do not buy. The results provided support for both propositions, and suggest that anticipated satisfaction and prepurchase satisfaction are distinguishable constructs, and prepurchase satisfaction is a predictor of the purchase behaviour of first-time buyers.

### **Customer satisfaction**

Customer satisfaction is a term used frequently in marketing. It is a measure of the extent to which the products and services offered by a company meet or exceed customer expectations. Customer satisfaction is defined as "the number of customers or percentage of total customers whose reported experience with that company, product or service (rating) exceeds specified satisfaction goals. In a survey of about 200 senior marketing managers, 71 percent reply that they found a customer satisfaction metric is very useful in managing and monitoring their businesses.

It is considered an important performance indicator in business and is often part of a Balanced Scorecard. In a competitive market where businesses compete for customers, customer satisfaction is seen as a key differentiator and is increasingly becoming an important part of business strategy.

"In organizations, customer satisfaction ratings can have a powerful impact. They alert employees to the importance of meeting customers' expectations. And, when these ratings drop, they warn of problems that can affect sales and profits.... These indicators quantify an important dynamic. When a brand has loyal customers, it gains positive word of mouth marketing, that is both free and very effective.

Therefore, it is imperative for businesses to effectively manage customer satisfaction. To do this, businesses need reliable and representative satisfaction.



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"In researching about satisfaction, companies typically ask customers if their products or services met or exceeded their expectations. Expectations are therefore a key component of satisfaction. When customers have high expectations and the reality lags behind, they may be disappointed and rate their experience as less than satisfying. So, for example, a luxury resort may be less satisfying than a budget motel, even if it is considered "absolutely" excellent in terms of facilities and services.

As a company's bargaining power increases, customer satisfaction becomes less important. For example, wireless service providers such as AT&T and Verizon participate in an oligopoly industry with only a few providers of a particular product or service. Customer satisfaction is so low in so many cell phone rate agreements that customers can easily have the option to pay a better rate, so if you have 100 cell phone rate providers, you can never get away with it. It contains many terms of contract offer.

There is a substantial body of empirical literature that demonstrating the benefits of customer satisfaction to businesses. Ideally, businesses continuously seek feedback to improve customer satisfaction.

Customer satisfaction is a key indicator of consumer purchase intent and loyalty. Customer satisfaction data is one of the most frequently collected indicators of market perception. Their principal use is twofold:"

1. "Within your organizations, the collection, analysis and dissemination of this data sends a message about the importance of caring to your customers and ensuring that they have a good experience with the company's goods and services.

2. "Although Sales and market share can indicate a company's current performance, but satisfaction is perhaps the best indicator of the likelihood that a company's customers will make more purchases in the future. Research has focused on the relationship between customer satisfaction and retention. Studies specify that the ramifications of satisfaction are most powerfully realized at the extremes". In a five-point scale, "The individuals who rate their satisfaction level as '5' are more likely to return customers and might even evangelize for the firm. (A second key metric related to satisfaction is willingness to recommend. This metric can be defined as "The percentage of surveyed customers who indicates that they would recommend a brand towards their friends." When a customer who is satisfied with a product, he or she might be recommend it to their friends, relatives and colleagues. This can be a strong marketing advantage.)

"Individuals who rate the satisfaction level as 'I,' by contrast, are unlikely to return. In advance, they can hurt the firm by making negative comments about it to potential customers. Willingness to recommend is a key factor in determining customer satisfaction.

Customer satisfaction (is a business term) is a measure of how well products and services supplied by a company meet or exceed customer expectation. It is considered as a key performance indicator in the business and it is a part of the four of a Balanced Scorecard.

In a highly competitive market where companies compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become an important factor in business strategy.

However, as a company's bargaining power increases, customer satisfaction becomes less important. There is extensive empirical literature demonstrating the benefits of customer satisfaction to businesses.

### Customer Satisfaction Process

#### Five Steps

##### Step 1 - Understanding Customer Expectations

We should recognise what our clients anticipate from us. We should work with our clients to precisely study their expectations. Customer Expectations be different by region by country

##### Step 2- Promises to the Customers

Set promises that can be kept

- Aim is to exceed expectations rather than to meet them
- Delight clients by surprising them (Surprise is not something promised, yet delivered)

##### Step 3 - Execution

- Products and Services are provided to clients.
- Customers had some expectations before products/services were delivered

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- Depending if those expectations had been met, not met, or exceeded customer experiences certain level of "Customer Satisfaction"
- Occasionally there are some problems with products/services provided
- A problem which can be fixed during the initial call or a visit (first contact resolution), or a ticket is opened
- Tickets are worked on. Customer problems are ultimately solved
- Depending on how the Problem Resolution is treated, customer reviews at certain level of "Customer Satisfaction"

### Step 4 - Ongoing Dialog with a Customer

- Executive meeting
- User Group meeting
- Other meetings

### Step 5 - Customer Satisfaction Surveys

- Customer Satisfaction Survey
- Event Driven Surveys
- Internal Indicators of the Customer Satisfaction
- Tickets Resolved Within the Objectives
- Tickets Overdue
- Resolve Time
- Response Time

### Factors affecting Customer Satisfaction

Customer satisfaction is the customer's overall impression of the supplier and the products and services provided by the supplier. Below are the key factors that affect customer satisfaction:

- Department wise capability of supplier.
- Technical and engineering or re-engineering aspects of products and services.
- The nature and quality of the supplier's response.
- Supplier's ability to meet deadlines and how efficiently they are met.
- Customer service provided by supplier.

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- Complaint management.
- Cost, quality, performance and efficiency of the product.
- Supplier's personal facets such as etiquettes and friendliness.
- Supplier's ability to manage the entire customer life cycle.
- Compatible and hassle-free functionality and operations.

### Benefits of customer satisfaction

Benefit of creating highly satisfied (enthusiastic) customers who are loyal towards the organization is that they spread positive word-of-mouth. In: essentially, it becomes a walking, talking advertisement for the firm. If there is a lot of delighted customers spreading positive word-of-mouth communication, this then reduces the cost of promotion to attract the new customers. This benefit is particularly important among the professional services firms like lawyers and accountants where the word-of-mouth and reputation are the key sources of information for new customers.

As we have already established, highly satisfied customers are more forgiving, so firm can occasionally make mistakes and lose customers. Therefore, having highly satisfied customers, is like having an insurance policy against something going wrong in the service encounter.

Fundamentally, customer satisfaction can be seen as a source of sustained competitive advantage as well as a means to achieve business goals. Read here what the text says about customer satisfaction and how to measure it.

### Satisfaction Measurement: Perceived Quality Measures

Perceived quality is often measured by three measures: overall quality, perceived reliability, and the extent to which a product or service meets customer needs. Customer perceptions of quality is the most important indicator of customer satisfaction.

### Satisfaction Measurement: Perceived Value Measures

Perceived value can conceptually refer to total price divided by quality or the total quality divided by price. Perceived value is measured in a variety of ways, including an overall assessment of value, expectations of price paid, and more rigorous methods including the Van Westendorp pricing analysis, and conjoint analysis The customer behaviour literature shows that the price is a primary indicator of quality when the other

attributes and benefits are relatively unknown. However, price may become less important if you make repeat purchases in some product categories.

#### Satisfaction Measurement: Customer Loyalty Measures

Customer loyalty reflects the likelihood of purchasing a product or service again. Customer satisfaction is a key indicator of repeat purchases, but it is heavily influenced by explicit evaluations of product performance, quality and value.

#### When to Conduct Customer Satisfaction Surveys

The best time to measure customer satisfaction and create a customer satisfaction survey is the type of product or service offered, the type of customers served, the number of customers served, the number of customers/vendors and Depends on the lifespan and frequency of your interactions, and you intend to do with the results.

As discussed in detail earlier there are three very different approaches that produce meaningful and useful insights:

- Post Purchase Evaluation Surveys 100
- Periodic Satisfaction Surveys
- Continuous Satisfaction tracking Surveys

#### Building a Customer Satisfaction Survey

Customer satisfaction surveys often include multiple measures of satisfaction, including:

- Overall measures of customer satisfaction
- Affective measures of customer satisfaction
- Cognitive measures of customer satisfaction
- Behavioural measures of customer satisfaction
- Expectancy value measures of customer satisfaction

#### Satisfaction Measurements

- Overall Satisfaction
- Reasons for Satisfaction Evaluation
- Satisfaction with attributes features, benefits
- Satisfaction with use

- Expected and Ideal Satisfaction-Performance Measures
- Likelihood of recommending
- Likelihood of repurchasing

### Customer Satisfaction Measurement Models

Customer satisfaction is the most common of all marketing surveys and it is a part of the "big three" research studies in marketing that includes the market segmentation and concept testing. Measuring satisfaction and building a satisfaction survey requires a basic knowledge of the satisfaction measurement literature, combined with your own customer satisfaction experiences.

This provides an introduction to the theoretical and methodological underpinnings of satisfaction research by first defining the concept of customer satisfaction and how satisfaction is used in the business. This satisfaction research try to provide the basis for understanding what measures should be included in the satisfaction surveys and why these measures are of value to any business.

Three very different approach Models:

#### 1. Post Purchase Evaluation Model:

Satisfaction feedback is collected from individual customers at (or shortly after) the delivery of products or services. This type of satisfaction survey is typically used as part of a CRM (Customer Relationship Management System) and focuses on long-term relationships with individual customers.

#### 2. Periodic Satisfaction Survey Model:

Regular satisfaction feedback from customer groups to provide occasional snapshots of customer experience and expectations

#### 3. Continuous Satisfaction Tracking Model:

Satisfaction feedback is obtained from the individual customer at the time of product or service delivery (or shortly afterwards). Satisfaction tracking surveys are often part of a management initiative to assure quality is at high levels over time.

Common Ingredients of a Customer Satisfaction Survey

Product Use

- Frequency of product use.
- Primary use of location
- Primary precipitating events or situations for product use or need
- Usage rates and trends

Product Familiarity

- Degree of actual product use familiarity
- Knowledge (read product information, read product label, etc.)
- Knowledge and Involvement with product and the purchase process
- Awareness of other brands Reasons for original product purchase (selection reasons)
- Primary benefits sought from the product

Product Evaluation

- Attribute evaluation matrix: (quality, price, trust, importance, performance, value)
- Perceived benefit associations matrix
- Importance, performance
- Identification of primary benefits sought
- Comparison to other brands (better, worse)
- What is the best thing about the brand, what could be done better

Message and Package Evaluation

- Packaging size, design
- Advertising Promise, message fulfilment evaluation.

Value Analysis

- Expectation of price
- Expectation of relative price (full price, on sale)
- Current price paid

### Satisfaction Measurements

- Overall Satisfaction
- Reasons for Satisfaction Evaluation
- Satisfaction with attributes, features, benefits
- Satisfaction with use
- Expected and Ideal Satisfaction-Performance Measures
- Likelihood of recommending
- Likelihood of repurchasing

### Reasons of customer satisfactions.

Customer satisfaction is a marketing term that measures how a company's products and services meet or exceed customer expectations.

Customer satisfaction is important because it provides a metric that marketers and business her owners can use to manage and improve their business.

In a survey of nearly 200 senior marketing managers, 71percent said customer satisfaction metrics were very helpful in managing and monitoring their business.

Here are the top six reasons why customer satisfaction is so important:

1. Leading indicator of consumer repurchase intentions and loyalty
2. It is a point of differentiation
3. Reduces customer churn
4. Increases customer lifetime value
5. Reduces negative word of mouth
6. It's cheaper to retain customers than to acquire new ones

1. It is a leading indicator of consumer repurchase intentions and loyalty

Customer satisfaction is the best indicator of a customer's likelihood of making a future purchase. Asking customers to rate their satisfaction on a scale of 1 to 10 is a good way to see if they will become regulars or advocates.

Any customers that give you a rating of 7 and above can be considered satisfied and you can expect them to come back and make repeat purchases. Customers who give



you a rating of 9 or 10 are your potential customer advocates who you can leverage to become evangelists towards your company.

Scores of 6 and below are warning signs that a customer is unhappy and at a risk of leaving. These customers need to be put on a customer watch list and followed up so you can determine why their satisfaction is low. See how satisfaction gives you more insight into your customers.

As such, it is one of the key metrics businesses use to measure consumer repeat purchases and customer loyalty.

## 2. It is a point of differentiation

A competitive market in which companies compete for customers. Customer satisfaction is seen as a key differentiator. Companies that thrive in such harsh environments make customer satisfaction an important part of their business strategy.

Imagine two companies offering exactly the same product. Why choose one over the other?

If you had a company endorsement, would that affect your opinion? Probably. So where did this recommendation originally come from? In most cases, it's due to a good customer experience. Companies that deliver great customer experiences create an environment of high satisfaction and customer advocacy.

This is an example of customer satisfaction coming full circle. Customer satisfaction not only helps keep track of existing customers, but also helps differentiate new customers.

## 3. It reduces customer churn

A Global Customer Satisfaction Report by Accenture (2008) found that price was not the primary factor in customer churn. It's actually due to the overall poor quality of customer service.

Customer satisfaction is a metric that can be used to reduce customer churn. By measuring and tracking customer satisfaction, new processes can be put in place to improve the overall quality of customer service.

We encourage you to focus on exceeding customer expectations and delighting them at every opportunity. Do this for six months, then measure customer satisfaction again. See if the new initiative had a positive or negative impact on satisfaction.

#### 4. It increases customer lifetime value

According to Info Quest research, “Completely satisfied customers generate 2.6 times more sales than partially satisfied customers. Moreover, a totally satisfied customer contributes 14 times more sales than existing customers.”

Satisfaction plays an important role in how much revenue your customers generate for your business.

Successful businesses understand the importance of customer lifetime value (CLV). when CLV is raised. Make your marketing more cost-effective.

For example, let's say your CPC is \$500 and your CLV is \$750. This is a #50% ROI from marketing efforts. Now suppose the CLV was \$1,000. This is 100% ROI.

Customer lifetime value is the beneficiary of high customer satisfaction and excellent customer loyalty. What are you doing to keep your customers coming back and spending more?

#### 5. It reduces negative word of mouth

McKinsey found that dissatisfied customers tell 9-15 of her people about their experience. In fact, 13% of her dissatisfied customers have told more than 20 people about their experience.

That's a lot of negative word of mouth.

How much will this affect your company and industry reputation? Customer satisfaction is closely related to sales and repeat purchases. What is often forgotten is how customer satisfaction negatively impacts your business. Losing a customer because they were unhappy is one thing. Losing 20 customers because some of them went viral is quite another.

To avoid word of mouth, you need to continuously measure customer satisfaction. By tracking changes in satisfaction, you can determine whether your customers are actually satisfied with your product or service.

6. it's cheaper to retain customers than acquire new ones

This is probably the most published customer satisfaction statistic. Acquiring new customers costs him 6-7 times more than retaining existing ones.

If you don't like this statistic, there's nothing more you can do to show why customer satisfaction matters.

Acquiring customers costs a lot of money. You and your marketing team spend thousands of dollars trying to capture the attention of potential customers, generate leads, and convert them into sales.

### Importance of Customer Satisfaction

Teams measuring customer satisfaction can easily calculate the expected risk of dissatisfied customers. By quantifying the importance of customer satisfaction, you can have more meaningful conversations with your manager and company about investing in your team.

Engage your entire team to improve customer satisfaction every day. Measure your progress and reap the benefits.

Satisfied customers recommend you in the network. Customer advocacy is a highly effective marketing technique. Small businesses estimate that 85% of new business comes from word of mouth.

Satisfied customers keep buying from you. Not only do loyal customers spend more money in the long run, it's actually cheaper to keep them happy than trying to get new customers. Six times more expensive than retaining an existing customer. (Think of how much money you spent on the first date of your life!)

Satisfied customers are better for your sanity. Just as a relationship fight can be mentally exhausting, a grumpy customer who keeps emailing her support team can lead to burnout and make the work environment even more unhappy.

### Factors influencing customer satisfaction

1. Accessibility

Customers need to be able to efficiently find and access products and services on their preferred channels without barriers or friction.

Also, make sure they reach out to your business for proper service if they have questions or need help making a purchase decision.

## 2. Navigation

Navigating and searching your store should be an easy and straightforward process. This includes not only providing effective keyword searches and filters for users who know what they want, but also integrating solutions that guide unfamiliar shoppers to find the right product quickly. increase.

A website that is difficult to navigate will only lead to customer dissatisfaction and potential customer loss.

## 3. Page Load Speed

There are simple rules. The faster your website loads, the happier your visitors will be. When one of your pages doesn't load lightning fast, your customers switch to a faster online store. In fact, Aberdeen Group found that "a one-second delay in page load time leads to 11% higher page views, 16% higher customer satisfaction, and 7% lower conversions."

A study by Akamai and Gomez.com found that 70% of web shoppers who feel their website is slow say they won't visit the site again to make a purchase, and about 44% tell their friends about their bad online experience.

## 4. Language

Speaking to your customers in their preferred language is essential for your business. More than 50% of consumers will not buy if information about the product is not available in their language.

However, language does not only refer to language in terms of geography and demographics, but also how certain phrases and terms resonate with your audience and resonate with your business. Use user-friendly language and avoid industry-specific jargon that can be confusing and prevent you from connecting on a personal level.

There is no great customer experience without good communication.

## 5. Memory

According to Harvard Business Review, customers get frustrated when they have to repeat themselves. Consumers are comfortable moving from one channel to another and expect their information and data to follow. They don't want to be asked the same details over and over again, regardless of which channel or department they interact with. Memory also means remembering customer needs and avoiding trying to sell products to customers they already have or are clearly not interested in.

## 6. Personalized

It's ironic that shoppers want personalized experiences in a space where so many business and personal interactions can be anonymized.

By personalizing the experience and sharing the right content with the right people at the right time, you can interact with your customers faster, easier and more efficiently.

This improves customer satisfaction and increases the likelihood of repeat visits.

## 7. Convenience

Convenience is an integral part of a positive customer experience. It influences how your customers decide what to buy, what services to use, where to go and who to connect with.

If you perceive it as less convenient, your customers will see their interactions with you as work. If they have trouble doing business with you in any of the above areas, they are more likely to go elsewhere.

## 8. Intuition

Customers appreciate a company that "really understands" them. Some companies just have a good intuition or "sixth sense." Proactively anticipate customer needs and emotions. Companies that know what their customers want in advance, or solve problems before they even know they exist, create better, more convenient experiences and relationships based on trust. For example, Southwest Airlines has a team called Proactive Customer Service that works with 14 other departments to ensure operational efficiency, effective communication, and better customer care. Her job is to assess flight disruptions, determine the impact on customers, and proactively reach out to customers so they don't have to.

## 9. Real-Time

If you want to capture the attention of your audience, think about how you can take advantage of real-time experiences. It's about showing up when your customers need you. Real-time interactions are becoming increasingly important to the modern consumer. They expect real time responses and faster resolutions.

For instance, "instant chat and chatbots have emerged as a highly popular marketing solution for companies that want to provide their customers immediate access to information and show the more human and authentic side of their business.

## 10. Simplicity

Simplicity is key. Keeping the process as simple as possible is one of the easiest ways to increase your chances of winning your client's business. Advising and supporting customers throughout the customer journey should remove complexity and complexity from decision making.

Harvard Business Review

According to a study of the Latin American life insurance market, he said 40% of people who bought life insurance and were satisfied with the experience said it was because of the simple purchasing process.

## 11. Logic

There is a difference between emotional customer satisfaction and logical customer satisfaction.

Emotionally satisfied customers are highly satisfied with a company's products and services and have a strong emotional bond with the company.

It is logical for reasonably satisfied customers who are highly satisfied with the company but lack the strong emotional bond of emotionally satisfied customers. Essentially, they act like a disgruntled customer. There is no reason for you to remain loyal.

To turn a logically satisfied customer into an emotionally satisfied customer, you need to give them a logical reason to do business with you over your competitors. It means understanding their expectations in order to meet and even exceed them.

## 12. Deliverability

According to the e-consultation report, 48% of her customers say he doesn't want to wait longer than 5 days for most purchases, and 23% say he will wait longer than 8 days. Not only does delivery time influence purchasing decisions, but it also has a significant impact on customer satisfaction.

## 13. Choice

The more choices you give your customers during the purchase process, the more likely they are to feel in control of their experience with your brand.

But if you offer choice, be sure to support your customers and help them make the best choices.

Choice overload and the paradox of choice are very real in today's environment and are an increasing concern for retailers and brands.

## 14. Community

Today, customers are increasingly conducting online research before making a purchase. It's important to consider the community that exists around your brand. Even if you don't play an active role in community building, communities form around your business: social media, websites, review forums.

The best way to get a sense of your brand's reputation is to participate in communities whenever possible. If someone has something to say about your business, learn how to respond positively by offering a solution to the problem.

**CHAPTER 3**  
**RESEARCH METHODOLOGY**



### 3.1 Introduction

This chapter focuses on research methodology that was used in the study. It provided a detailed description of research approach adopted in this study. Research design, population of the study, sampling, sample size, instruments used for the study, sources of data collection, software used for the analysis were presented in the subsequent sections. Research is defined as a careful consideration of study regarding a particular concern or a problem using scientific methods. According to the American sociologist Earl Robert Babble, "Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon. Research involves inductive and deductive methods." Inductive research methods are used to analyse the observed phenomenon whereas; deductive methods are used to verify the observed phenomenon. Inductive approaches are associated with qualitative research and deductive methods are more commonly associated with quantitative research. Research means search for knowledge. Research methodology aims at discovering the truth. It is an essential and powerful tool for making the progress. Research methodology undertaken to discover answers to questions is by applying some scientific methods. Research is carried on both for discovering new facts verification of old ones. Research methodology is carried on for identifying hidden things. According to Clifford woody, "Research comprises of defining and redefining problems, formulating hypothesis, collecting, organizing and evaluating data, making deductions and research conclusions and at last carefully testing conclusion to determine whether they fit the formulated hypothesis". Research is too systematic solving the research problems. It involves all those methods and techniques that are adopted for the collection analysis of interpretation of data to solve the problem. This includes research designing, type of data collected, method used for collecting and analysis the data, statistical tool etc. Research in technical sense is an academic activity. Clifford woody (Kothari 1988) defined research as "an activity that defining and redefine problems, formulating a hypothesis; collecting and evaluating data; making deductions and reaching conclusions; and carefully testing the conclusions to determine if they support the formulated hypothesis. Research is also a way of preparing the mind to look at things in a different way. Out of such an orientation would come new and innovative observation about everyday events and happenings. Research is a common parlance refers to the search for knowledge. It can be also defined as a scientific and systematic search for pertinent information on specific topic.

In fact, search is an art of scientific investigation. In simple terms, research means, ‘a careful investigation or enquiry especially through search for new facts in any branch of knowledge.

### **3.2 Research Design**

The conceptual framework in which research is carried out is known as research design. It serves as a plan for data gathering, measurement, and analysis. The study method is defined by the research design. After the formulation of the research problem, the research design is created. Descriptive research is the method used in this study. Descriptive research is a sort of fact-gathering research. It is commonly utilised in research in the physical, natural, and social sciences. The primary goal of descriptive research is to provide a description of the current situation.

### **3.3 Population**

Population refers to the total number of people that are the subjects/respondents of the study. The population here is the customers of max fashion.

### **3.4 Sampling**

Sampling is the process of selecting a sample from the entire population. Convenience sampling was used to select the sample. In this project the researcher selected convenience sampling because the population is large. Sample Design is a method of collecting data in which information is collected from a small portion of the total population.

#### Convenience sampling

Convenience sampling is a sampling method that uses participants who are most conveniently available. This sort of sample is usually biased. It most likely does not fit the correct definition of random sample, where everyone in the population has an equal chance of being selected. Since it does not truly represent the population, it is limited when it comes to generalization. Valid inferences about the large groups cannot be made based on the results drawn from the convenience samples. Convenience sampling is a non-probability method, which may be appropriate when a researcher wants to get a gross approximation of the truth, while avoiding the time and cost of a random sample.

The scaling used for the study is 'Five Point Likert scale'. Scaling is the branch of measurement that involves the construction of an instrument that associates qualitative constructs with quantitative metric units. A Likert scale is a scale used to represent people's attitudes to a topic. It is the most widely used approach to scaling responses in survey research. The Likert Scale is used to allow the individual to express how much they are satisfied or dissatisfied with a particular statement.

The format of a typical five-point Likert scale, for example, could be:

- Strongly Agree
- Agree
- Neither agree nor disagree / Neutral
- Disagree
- Strongly Disagree

### **3.5 Sample Size**

Sample size is a small group of 140 samples taken under consideration. This small group represents the total population. As it is impossible to approach all respondents, a Sample was selected which represents the whole population. The sample were taken from Kaloor, Edappally and Irinjalakuda Max stores.

### **3.6 Data Collection**

The task of data collection begins after a research problem has been defined and research design is chalked out. While deciding about the method of data collection to be used for study, the researcher should keep two types of data they are

A) Primary data

B) Secondary data

Primary data

Primary data are those data which are collected for the first time. Primary data can be obtained either through observation or through direct communication. In this sample, A sample survey was used for collecting the primary data. The primary data is collected by using a questionnaire method.

## Secondary Data

Secondary means the data that have already been collected by someone and which have already been passed through the statistical processes. In this project work the researcher has taken textbook, journals, magazines, websites as the sources of Secondary data.

## Data Collection Tool

The tool used for data collection is through questionnaires using Likert scale, which is termed as a summated instrument scale. It consists of a number of statements which express whether a positive or negative attitude towards the object of interest. The respondents are asked to agree or disagree with each statement. Each response is given a numerical score to reflect its degree of attitude, and the scores are totalled to measure the respondent's attitude. Here in this project researchers used a 5-point scale questionnaire for data collection.

## **3.7 Statistical Treatment**

Statistical treatment means the tool or technique that is used for analysing and interpreting the data. Through this researcher can do an easy study on data collected by him and make the interpretation. The statistical treatment used for the interpretation are:

### Percentage analysis

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 – percentage) for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

## **3.8 Software used for the study**

This project research used the MS Excel in order to analyse the data and find out conclusions.

### MS Excel

Microsoft Excel is a spreadsheet programme that is available for Windows, Mac OS X, and iOS. It includes calculating, graphing tools, pivot tables, and Visual Basic for Applications, a macro programming language. It has become the industry standard for

## A Study on Customer Satisfaction towards Max Fashion Brand

spreadsheets for these systems, notably after version 5 in 1993, when it superseded Lotus 1-2-3 as the industry standard. Excel forms part of Microsoft Office.

**CHAPTER 4**  
**DATA ANALYSIS**

## 4.1 Introduction

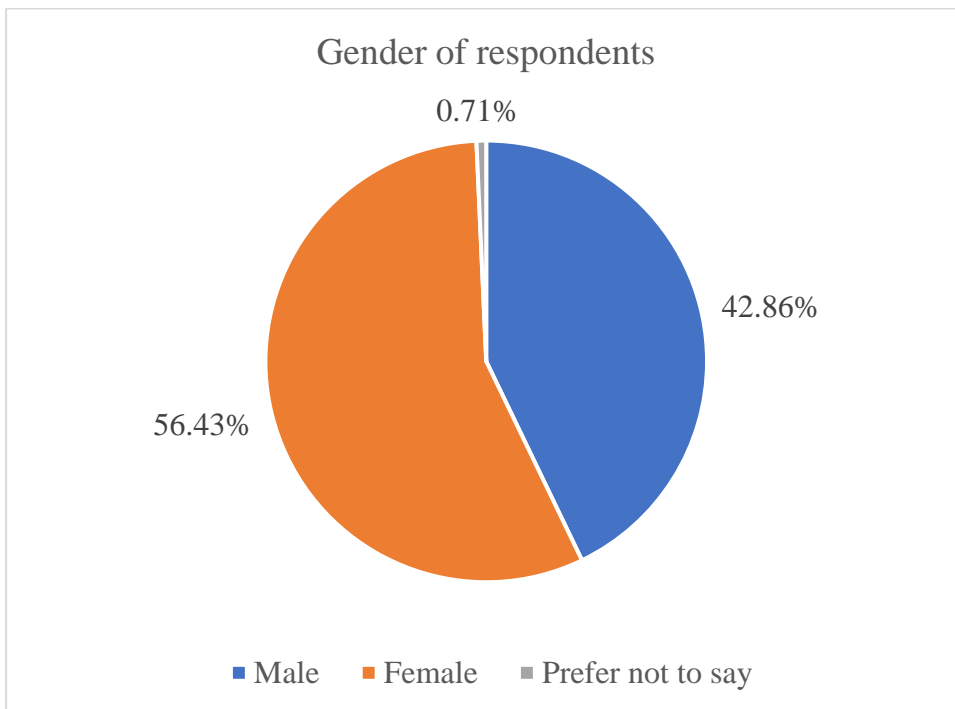
The process of analysing, cleaning, manipulating, and modelling data with the objective of identifying usable information, drawing conclusions, and assisting decision-making is known as data analysis. Data analysis includes several dimensions and approaches, including a wide range of techniques in various business, science, and social science disciplines under various names. Cleaning, converting, and modelling data to identify usable information for business decision-making is defined as data analysis. Data analysis' goal is to extract usable information from data and make decisions based on that knowledge. The process of examining data using analytical and logical reasoning to investigate each component of the data presented is known as data analysis. Data is obtained from a variety of sources, examined, and then analysed to arrive at some sort of conclusion or findings. Data mining, text analytics, business intelligence, and data visualisation are only a few examples of various data analysis methods. The precise and appropriate analysis of study findings is a critical component of ensuring data integrity. Data analysis is the most important aspect of any study. The data analysis process summarises the information gathered. It entails the use of analytical and logical reasoning to data in order to identify patterns, correlations, and trends. Data analysis is a technique that is used to analyse the acquired data after all of the data has been collected. The type of data analysis tool employed is determined by the data type. The completed questionnaire was edited for completeness and consistency before being processed. The information was then coded to allow the responses to be categorised. The data in this study were analysed using percentage analysis and graphical representation. The information gathered was tabulated and then converted to percentages. The percentage is then represented graphically using graphs such as bar charts. Finally, based on the tabulated data and graph, conclusions are drawn.

## 4.2 Data analysis

**Table 4.1**

Gender	Frequency	Percentage
Male	60	42.86%
Female	79	56.43%
Prefer not to say	1	0.71%
Total	140	100%

**Fig 4.1 Chart showing Gender**



### Interpretation

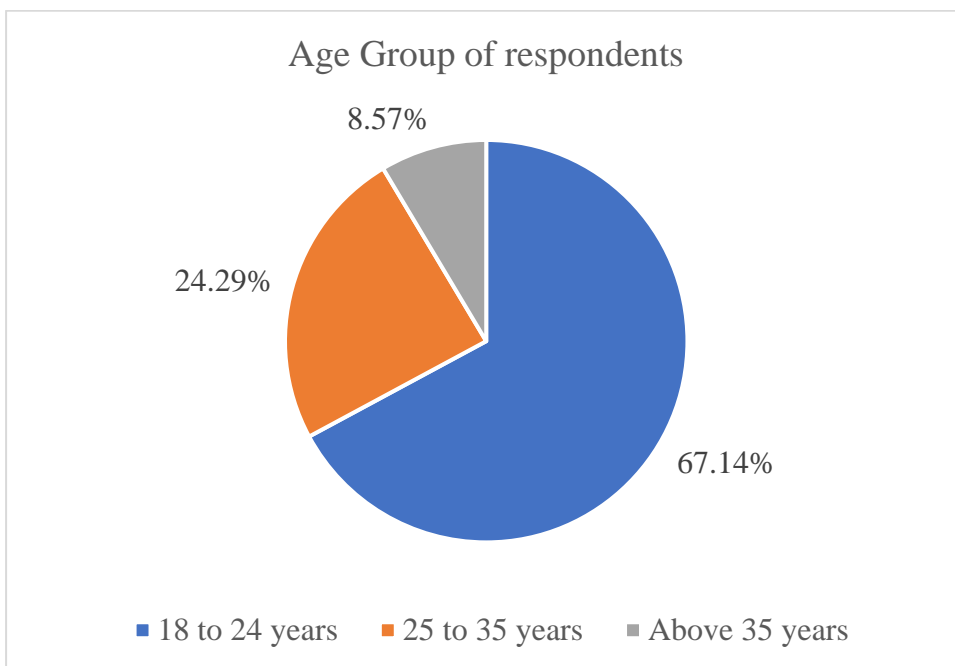
From the fig 4.1 we can see that, 56.43% of respondents are female, 42.86% are male and 0.71% were prefer not to say.



**Table 4.2**

Age group	Frequency	Percentage
18 to 24 years	94	67.14%
25 to 35 years	34	24.29%
Above 35 years	12	8.57%
Total	140	100%

**Fig 4.2 Chart showing age group**



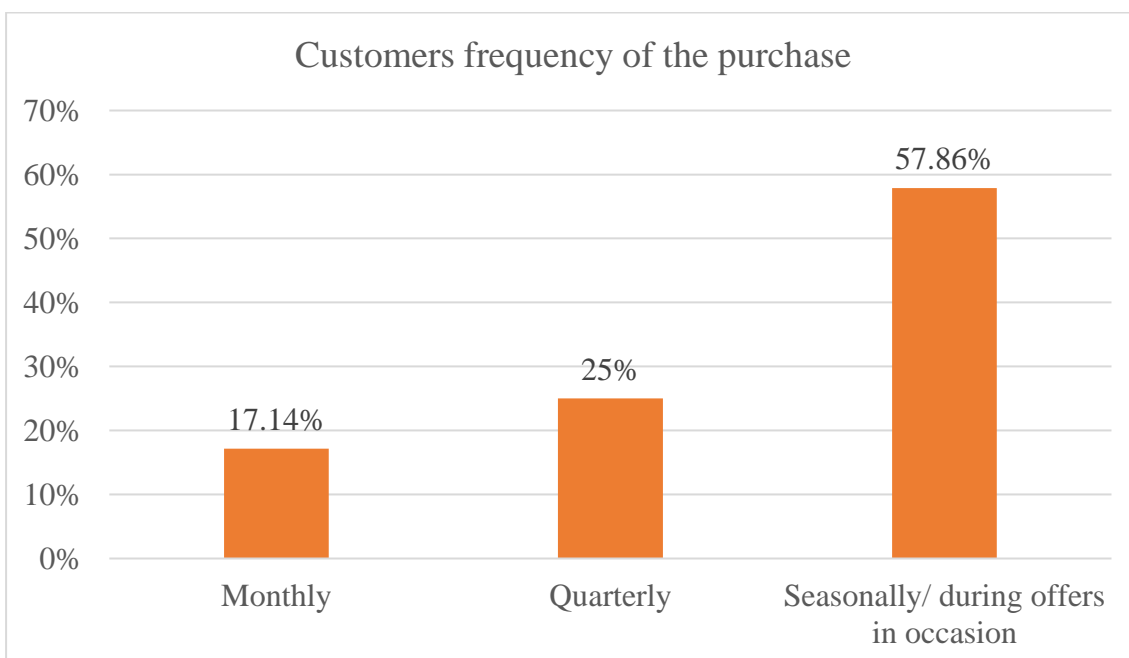
**Interpretation**

From the figure 4.2 we can see that, majority of our respondents i.e., 67.14% were belongs to the age category of 18-24 years, followed by 24.29% of 25-35 years. 8.57% of above 35 years.

**Table 4.3**

Response	Frequency	Percentage
Monthly	24	17.14%
Quarterly	35	25%
Seasonally/ during offers in occasion	81	57.86%
Total	140	100%

**Fig 4.3 Chart showing the customers frequency of the purchase**



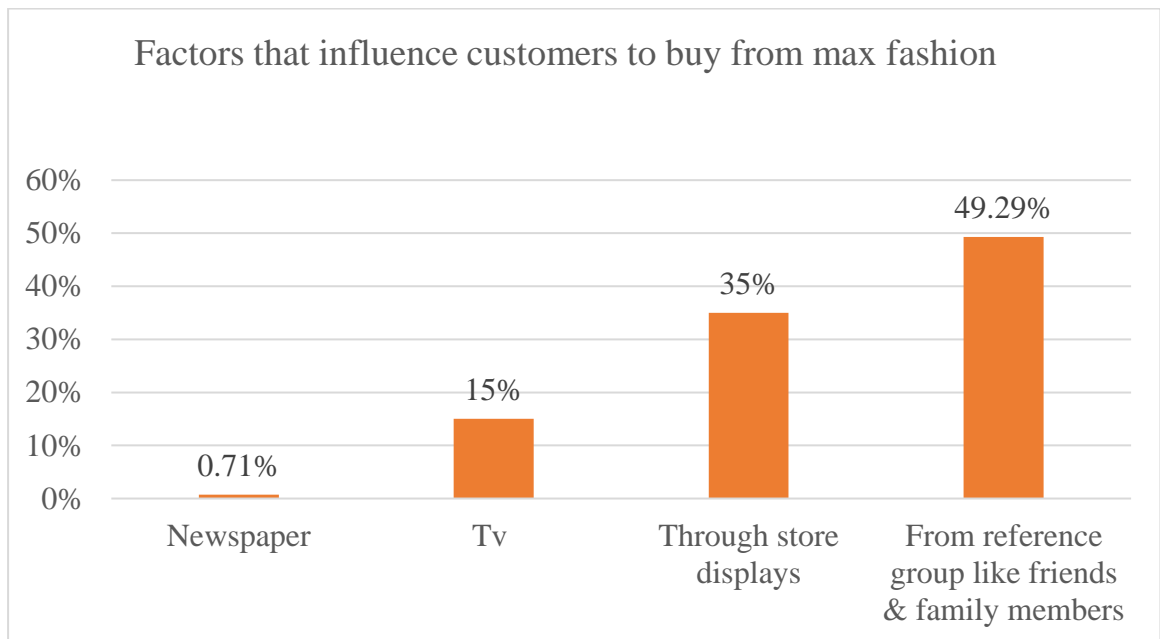
**Interpretation**

From the fig 4.3 it can be seen that, 57.86% of respondents purchase in seasonally/ during offers in occasion and 25% of respondents in quarterly. Only 17.14% of respondents in monthly.

**Table 4.4**

Response	Frequency	Percentage
Newspaper	1	0.71%
Tv	21	15%
Through store displays	49	35%
From reference group like friends & family members	69	49.29%
Total	140	100%

**Fig 4.4 Chart showing factors that influence customers to buy from max fashion**



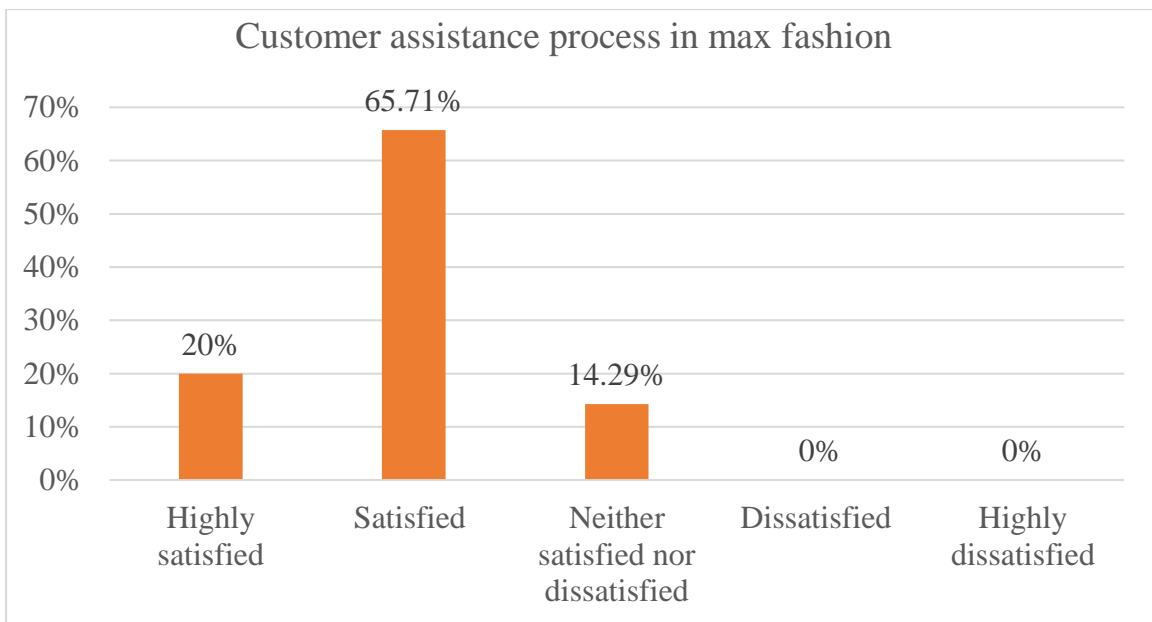
**Interpretation**

From the fig 4.4 we can see that, 49.29% respondents influenced to buy from max fashion from reference group like friends & family members, followed by 35% through store displays and 15% through Tv. Only 0.71% from newspaper.

**Table 4.5**

Response	Frequency	Percentage
Highly satisfied	28	20%
Satisfied	92	65.71%
Neither satisfied nor dissatisfied	20	14.29%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	140	100%

**Fig 4.5 Chart showing customer assistance process in max fashion shopping**



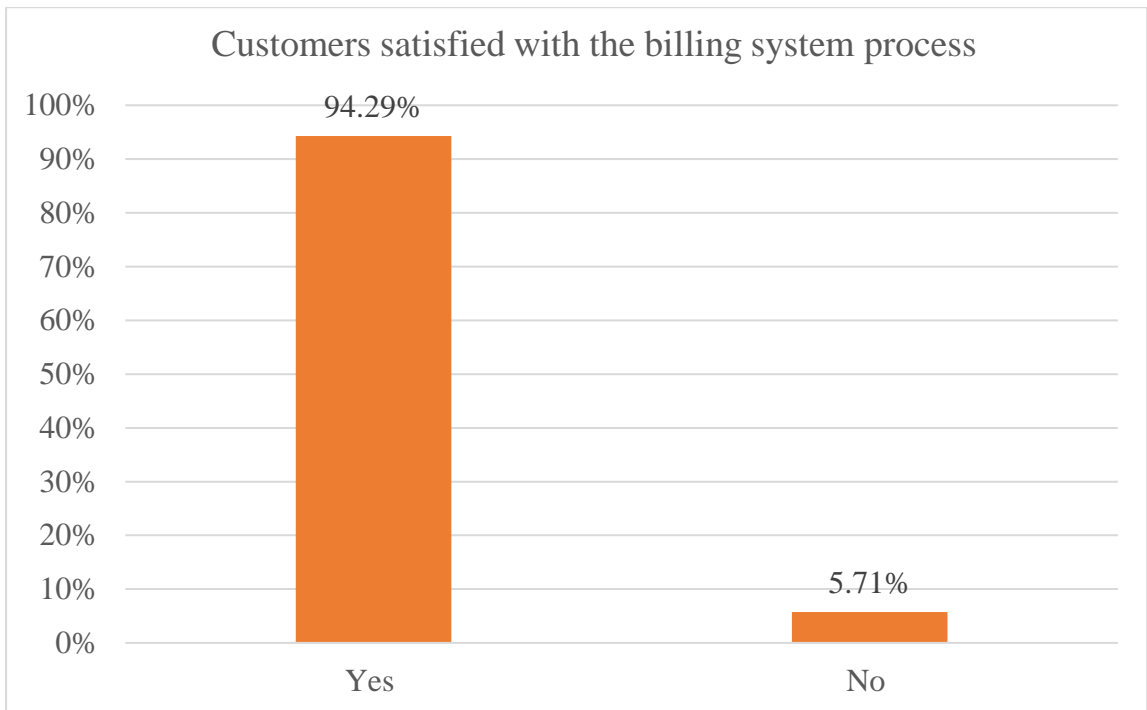
**Interpretation**

From the fig 4.5, it can be seen that 65.71% of the respondents are satisfied with the customer assistance process in max fashion shopping followed by, 20% were highly satisfied, 14.29% neither satisfied nor dissatisfied and 0% of respondents dissatisfied and highly dissatisfied with the process.

**Table 4.6**

<b>Response</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	132	94.29%
No	8	5.71%
Total	140	100%

**Fig 4.6 Chart showing customers satisfied with the billing system process**



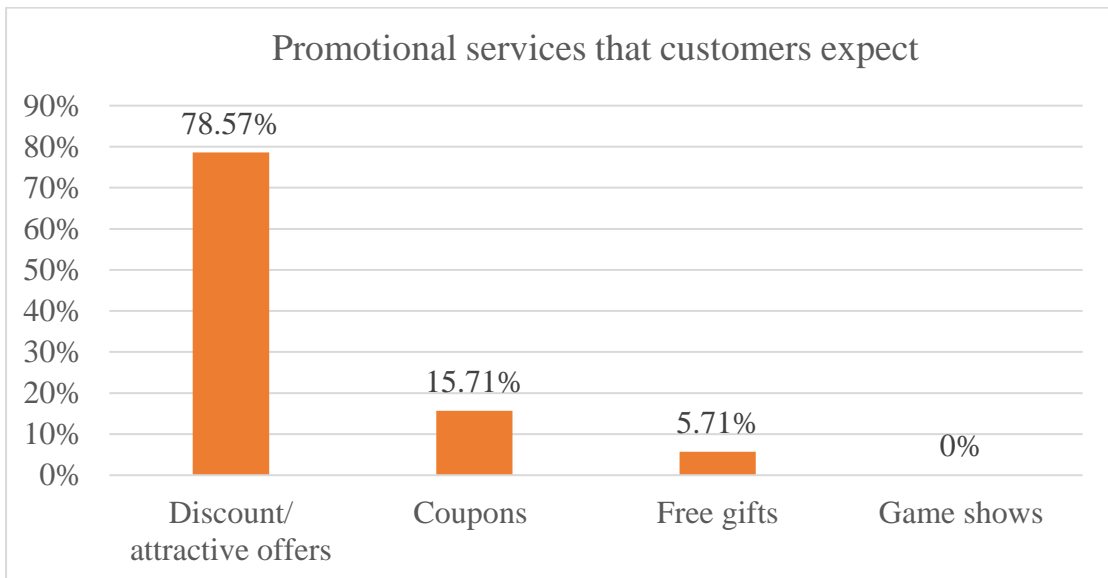
**Interpretation**

From the fig 4.6 it can be seen that, 94.29% of respondents are satisfied with the billing system process of max fashion store and 5.71% of respondents are not satisfied with the process.

**Table 4.7**

Response	Frequency	Percentage
Discount/ attractive offers	110	78.57%
Coupons	22	15.71%
Free gifts	8	5.71%
Game shows	0	0%
Total	140	100%

**Fig 4.7 Chart showing promotional services that customers expect**



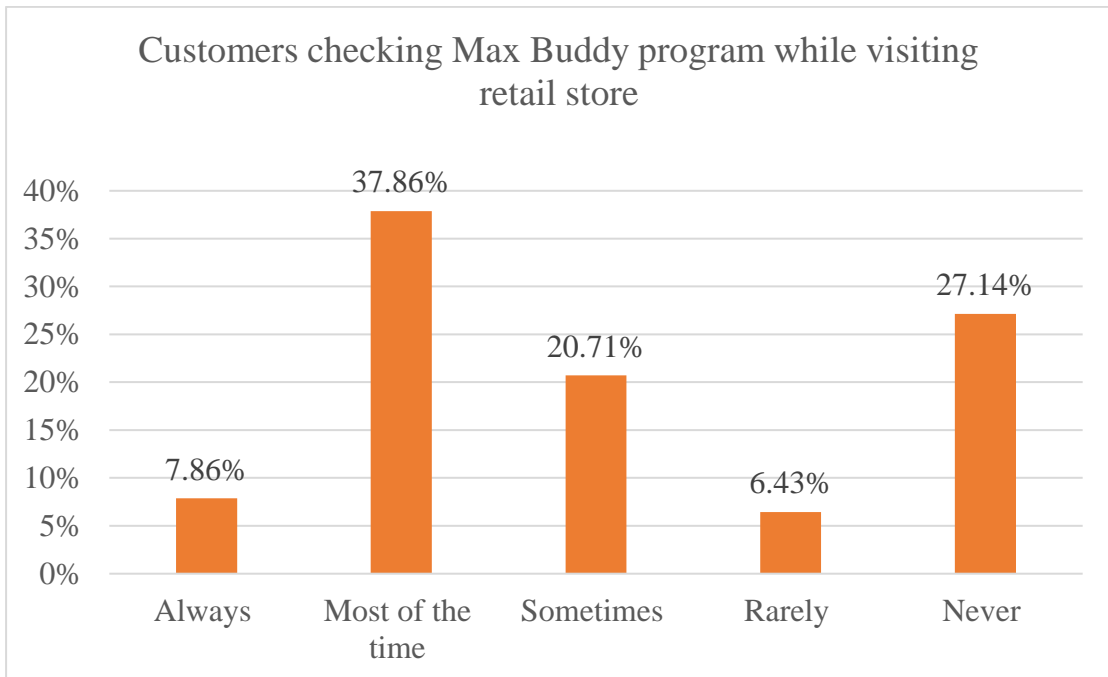
**Interpretation**

From the fig 4.7 it can be seen that 78.57% of the respondents expect the discount/ attractive offers from the max fashion store, followed by 15.71% expect through coupons. 5.71% through free gifts and 0% of respondents expect game shows from max fashion.

**Table 4.8**

Response	Frequency	Percentage
Always	11	7.86%
Most of the time	53	37.86%
Sometimes	29	20.71%
Rarely	9	6.43%
Never	38	27.14%
Total	140	100%

**Fig 4.8 Chart showing customers checking Max Buddy program while visiting retail store**



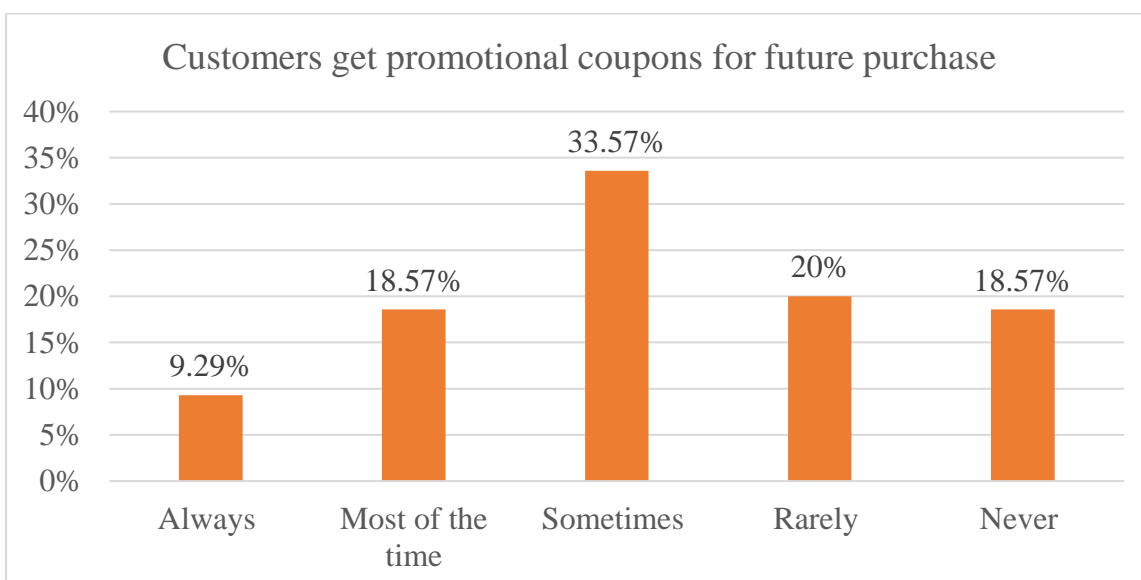
**Interpretation**

From the fig 4.8 we can interpret that, 37.86% of respondents are most of the time checking Max Buddy program, followed by 27.14% never checking, 20.71% sometimes checking, 7.86% always checking, and 6.43% rarely checking.

**Table 4.9**

Response	Frequency	Percentage
Always	13	9.29%
Most of the time	26	18.57%
Sometimes	47	33.57%
Rarely	28	20%
Never	26	18.57%
Total	140	100%

**Fig 4.9 Chart showing customers get any promotional coupons for future purchase**



**Interpretation**

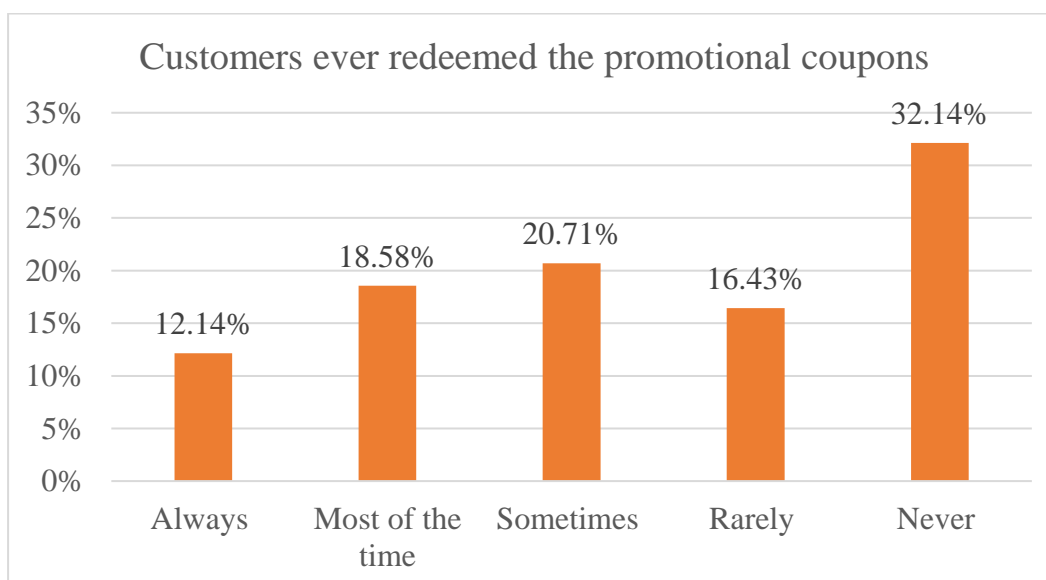
From the fig 4.9 it can be seen that 33.57% respondents sometimes get promotional coupons for future purchase through max store followed by, 20% respondents get rarely and 18.57% of respondents never and most of the time get promotional coupons. While 9.29% of the respondents get always.



**Table 4.10**

Response	Frequency	Percentage
Always	17	12.14%
Most of the time	26	18.58%
Sometimes	29	20.71%
Rarely	23	16.43%
Never	45	32.14%
Total	140	100%

**Fig 4.10 Chart showing customers ever redeemed the promotional coupons**



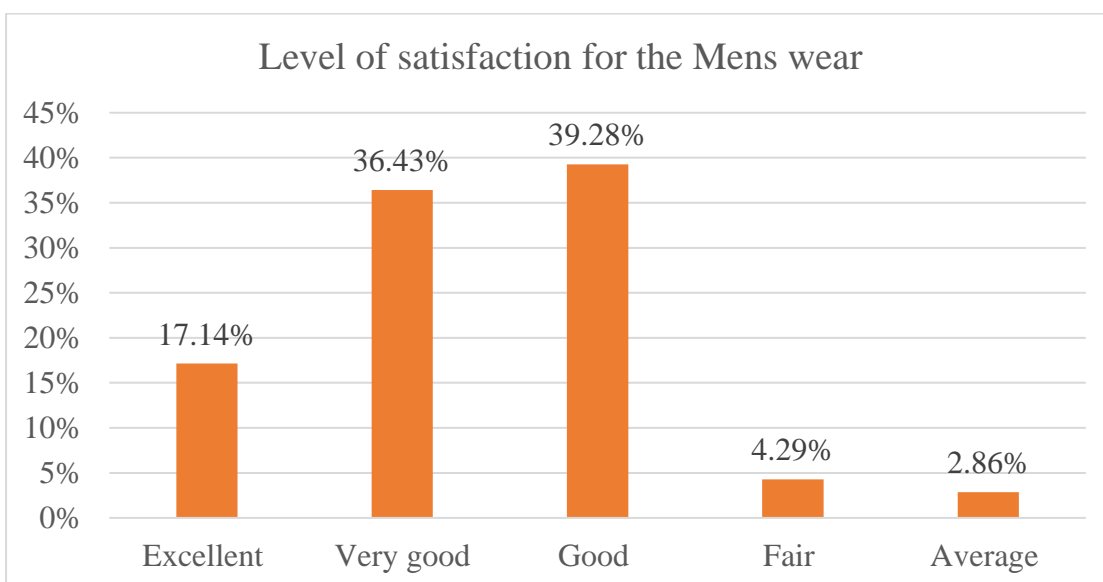
**Interpretation**

From the fig 4.10, it can be seen that 32.14% respondents never redeemed the promotional coupons in the max fashion store followed by, 20.71% sometimes, 18.58% most of the time, 16.43% rarely and 12.14% always redeemed.

**Table 4.11**

Response	Frequency	Percentage
Excellent	24	17.14%
Very good	51	36.43%
Good	55	39.28%
Fair	6	4.29%
Average	4	2.86%
Total	140	100%

**Fig 4.11 Chart showing level of satisfaction for the Mens wear**



**Interpretation**

From the fig 4.11, it can be seen that 39.28% of the respondents have good level of satisfaction for the Mens wear followed by, 36.43% of the respondents felt very good level of satisfaction, 17.14% felt excellent and 4.29% felt fair. Only 2.86% felt average.

**Table 4.12**

Response	Frequency	Percentage
Excellent	24	17.14%
Very good	55	39.29%
Good	49	35%
Fair	5	3.57%
Average	7	5%
Total	140	100%

**Fig 4.12 Chart showing level of satisfaction for the Womens wear**



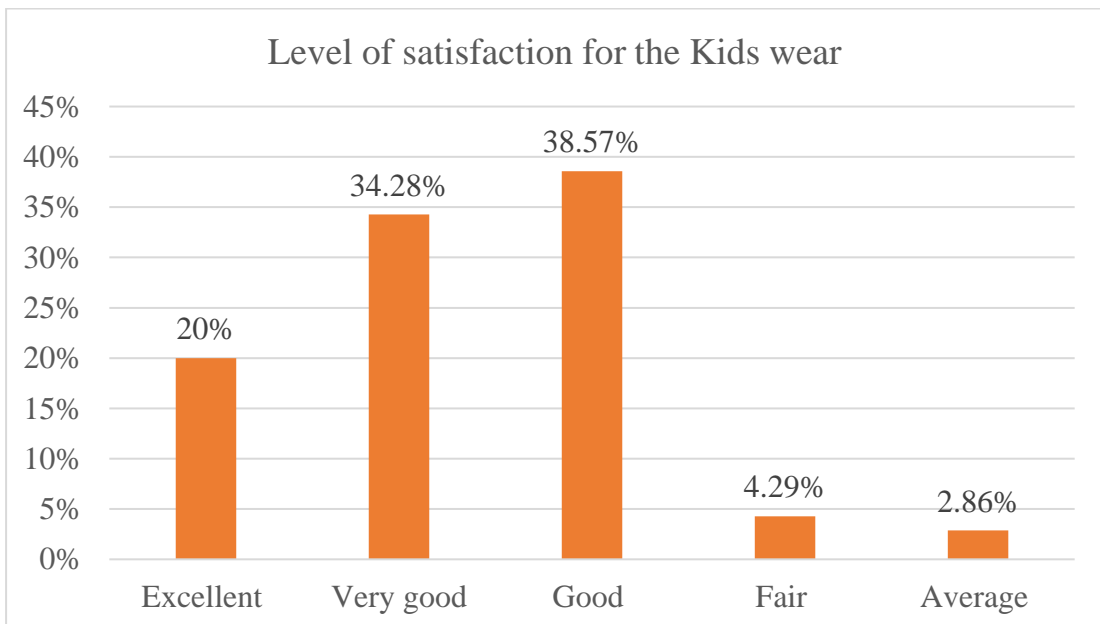
**Interpretation**

From the fig 4.12, it can be seen that 39.29% of respondents felt very good level of satisfaction for the Womens wear of the max fashion store, followed by 35% felt good, 17.14% felt excellent and 5% felt average level of satisfaction. Only 3.57% felt fair.

**Table 4.13**

Response	Frequency	Percentage
Excellent	28	20%
Very good	48	34.28%
Good	54	38.57%
Fair	6	4.29%
Average	4	2.86%
Total	140	100%

**Fig 4.13 Chart showing level of satisfaction for the Kids wear**



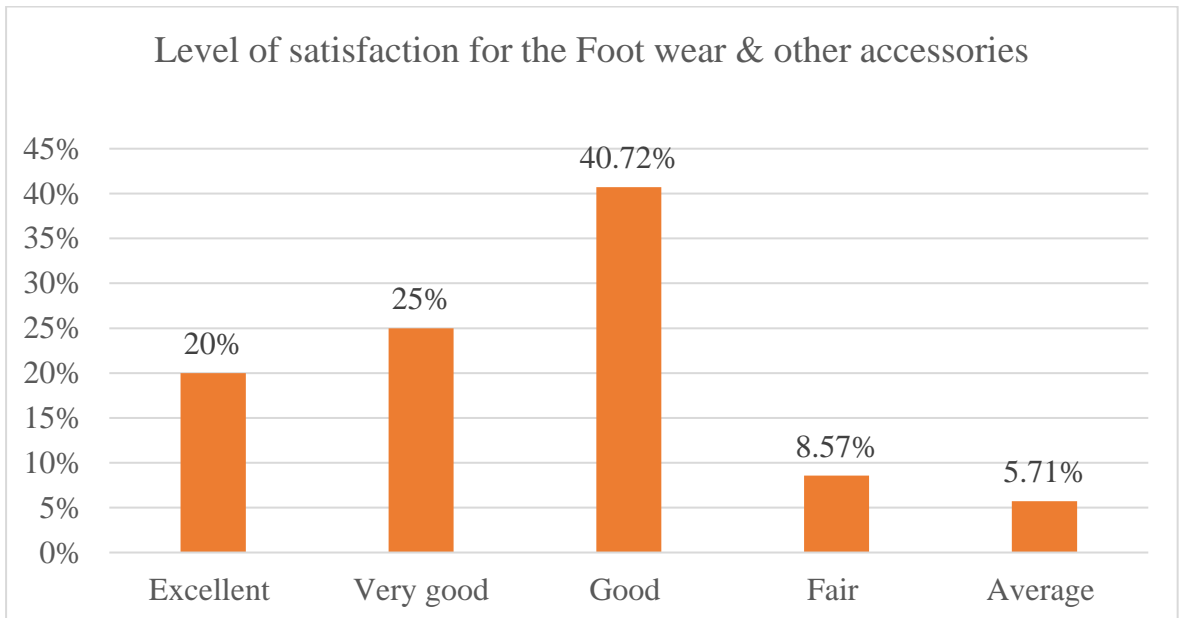
**Interpretation**

From the fig 4.13 it can be seen that, 38.57% of respondents felt good level of satisfaction for the kids wear in the max fashion store, followed by 34.28% felt very good, 20% felt excellent and 4.29% felt fair. Only 2.86% felt average level of satisfaction.

**Table 4.14**

Response	Frequency	Percentage
Excellent	28	20%
Very good	35	25%
Good	57	40.72%
Fair	12	8.57%
Average	8	5.71%
Total	140	100%

**Fig 4.14 Chart showing level of satisfaction for the Foot wear & other accessories**



**Interpretation**

From the fig 4.14 it can be seen that, 40.72% of respondents are good level of satisfaction for the foot wear & other accessories in max fashion stores, followed by 25% very good, 20% excellent and 8.57% felt fair. Only 5.71% felt average level of satisfaction.

**Table 4.15**

Response	Frequency	Percentage
Excellent	30	21.43%
Very good	54	38.57%
Good	47	33.57%
Fair	8	5.71%
Average	1	0.72%
Total	140	100%

**Fig 4.15 Chart showing customers preferred location facilities**



**Interpretation**

From the fig 4.15 it can be seen that, 38.57% respondents preferred very good location facilities that encourage customers purchase in max fashion followed by, 33.57% good, 21.43% excellent, 5.71% fair and only 0.72% prefer average location facility.

**Table 4.16**

Response	Frequency	Percentage
Excellent	18	12.86%
Very good	40	28.57%
Good	66	47.14%
Fair	10	7.14%
Average	6	4.29%
Total	140	100%

**Fig 4.16 Chart showing customers preferred price**



**Interpretation**

From the fig 4.16 it can be seen that, 47.14% respondents preferred good price that encourage customers purchase in max fashion followed by, 28.57% very good, 12.86% excellent, 7.14% fair and only 4.29% prefer average location facility.

**Table 4.17**

Response	Frequency	Percentage
Excellent	29	20.71%
Very good	52	37.14%
Good	48	34.29%
Fair	9	6.43%
Average	2	1.43%
Total	140	100%

**Fig 4.17 Chart showing customers preferred quality of product**



**Interpretation**

From the fig 4.17 it can be seen that, 37.14% respondents preferred very good quality of product that encourage customers purchase in max fashion followed by, 34.29% good, 20.71% excellent, 6.43% fair and only 1.43% prefer average quality of product.



**Table 4.18**

Response	Frequency	Percentage
Excellent	25	17.86%
Very good	55	39.29%
Good	50	35.71%
Fair	10	7.14%
Average	0	0%
Total	140	100%

**Fig 4.18 Chart showing customers preferred staff service**



**Interpretation**

From the fig 4.18 it can be seen that, 39.29% respondents preferred very good staff service that encourage customers purchase in max fashion followed by, 35.71% good, 17.86% excellent, 7.14% fair and 0% prefer average staff service.

**Table 4.19**

Response	Frequency	Percentage
Excellent	22	15.71%
Very good	47	33.57%
Good	54	38.57%
Fair	11	7.86%
Average	6	4.29%
Total	140	100%

**Fig 4.19 Chart showing customers preferred variety/ range available**



**Interpretation**

From the fig 4.19 it can be seen that, 38.57% respondents preferred good variety/range available that encourage customers purchase in max fashion followed by, 33.57% very good, 15.71% excellent, 7.86% fair and only 4.29% prefer average variety/range available.

**Table 4.20**

Response	Frequency	Percentage
Excellent	34	24.28%
Good	83	59.29%
Average	23	16.43%
Bad	0	0%
Worst	0	0%
Total	140	100%

**Fig 4.20 Chart showing customers overall experience visiting at the max fashion store**



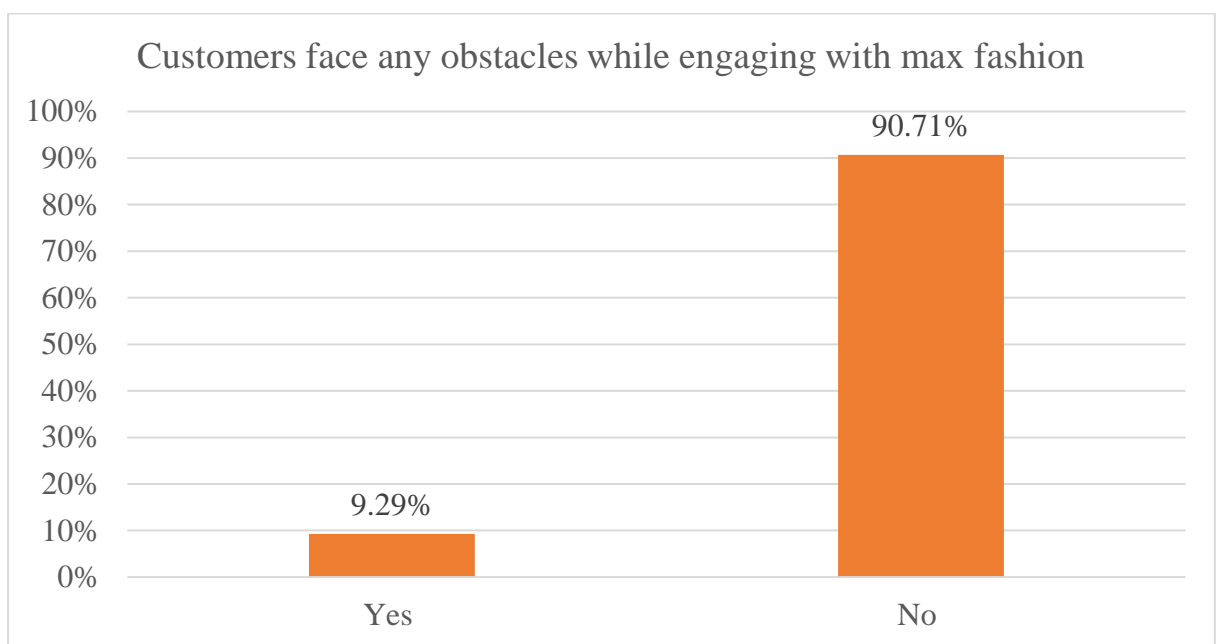
**Interpretation**

From the fig 4.20 it can be seen that, 59.29% of the respondents have good experience at visiting the max fashion store followed by, 24.28% excellent and 16.43% average. 0% of respondents have bad and worst experience at visiting the store.

**Table 4.21**

Response	Frequency	Percentage
Yes	13	9.29%
No	127	90.71%
Total	140	100%

**Fig 4.21 Chart showing customers face any obstacles while engaging with max fashion**



**Interpretation**

From the fig 4.21 it can be seen that, 9.29% respondents face obstacles from max fashion while other 90.71% respondents didn't face any obstacles.

The obstacles faced by the customers while engaging with max fashion is that they need to improve quality of clothes. According to customers, max clothes do not last long and tend to fade, customers found very limited stocks in max. They have a suggestion to increase the number of outfits. Other obstacle faced by customer is that max products are charged with high price and the offer products cannot be re-exchanged, few online products does not available in the store, Parking facility could be made better.

**CHAPTER 5**  
**DISCUSSION**

## 5.1 Introduction

The discussion chapter is where you delve into the meaning, importance and relevance of your results. It should focus on explaining and evaluating what you found, showing how it relates to your literature review and research questions, and making an argument in support of your overall conclusion. The purpose of the discussion is to interpret and describe the significance of your findings in light of what was already known about the research problem being investigated, and to explain any new understanding or fresh insights about the problem after you've taken the findings into consideration. The discussion will always connect to the introduction by way of the research questions or hypotheses you posed and the literature you reviewed, but it does not simply repeat or rearrange the introduction; the discussion should always explain how your study has moved the reader's understanding of the research problem forward from where you left them at the end of the introduction. This section is often considered the most important part of a research paper because it most effectively demonstrates your ability as a researcher to think critically about an issue, to develop creative solutions to problems based on the findings, and to formulate a deeper, more profound understanding of the research problem you are studying. The discussion section is where you explore the underlying meaning of your research, its possible implications in other areas of study, and the possible improvements that can be made in order to further develop the concerns of your research. This part of the paper is not strictly governed by objective reporting of information but, rather, it is where you can engage in creative thinking about issues through evidence-based interpretation of findings. This is where you infuse your results with meaning. When you discuss the study results, you relate your study findings to previous studies; you contextualize the contribution of your study. As for having them as sections in a research paper, that depends on what a researcher wants to communicate. Some researchers would present study results first before discussing the study findings. This strategy allows a researcher to focus on presenting the study results only in conjunction with the research questions and/or objectives. Other researchers would prefer to combine presentation of study results with discussion given that both are closely connected.

## 5.2 Summary of Findings

The following details can be inferred after analysis with a sample size of 140, by questionnaire method to find out the customer satisfaction towards the Max fashion brand.

- Majority of the respondents are female that is 56.43% and 42.86% of respondents are male.
- The study reveals that nearly 67.14% of the respondents are between 18-24 years, 24.29% are 25-35 years and only 8.57% of the respondents are above 35 years.
- Majority of respondents (57.86%) frequency of the purchase in seasonally/ during offers in occasion and 25% of respondents in quarterly.
- Majority of respondents (49.29%) influenced to buy from max fashion through reference group like friends & family members and 35% are through store displays.
- Majority of respondents (65.71%) are satisfied with the customer assistance process in max fashion shopping and (0%) never dissatisfied with the customer assistance process.
- Majority of respondents (94.29%) are satisfied with the billing system process of max fashion store and (5.71%) never satisfied with the billing system process.
- Majority of respondents (78.57%) expect the discount/ attractive offers as their promotional services from the max fashion store, 15.71% expect through coupons. 5.71% through free gifts and never (0%) of respondents expect game shows from max fashion.
- Majority of the respondents (37.86%) are checking Max Buddy program most of the time and 27.14% never checking the program.
- Majority of respondents (33.57%) sometimes get promotional coupons for future purchase through max store, only 9.29% get always and 18.57% never get any promotional coupons for their future purchase.
- Majority of respondents (32.14%) never redeemed the promotional coupons in the max fashion store, 20.71% sometimes redeemed it, whereas 12.14% of customers always redeemed the promotional coupons.

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- Majority of respondents (39.28%) have good level of satisfaction for the Mens wear offered by the max store, 39.29% of respondents felt very good level of satisfaction for the Womens wear, 38.57% felt good level of satisfaction for the kids wear and 40.72% have good level of satisfaction for the foot wear & other accessories.
- Majority of respondents (38.57%) rank very good location facilities that encourage customers purchase in max fashion, 47.14% rank good for the reasonable price offered by max store, 37.14% respondents rank very good for the quality of product, 39.29% respondents preferred very good staff service and 38.57% respondents rank good variety/range available in the store.
- Majority of respondents (59.29%) have good experience at visiting the max fashion store and never (0%) of respondents have bad and worst experience at visiting the store.
- Majority of respondents (9.29%) face obstacles from max fashion while other 90.71% respondents never face any obstacles.
- The obstacles faced by the customers while engaging with max fashion is that they need to improve quality of clothes. According to customers, max clothes do not last long and tend to fade, customers found very limited stocks in max.
- Majority of respondents have a suggestion to increase the number of outfits.
- Obstacle faced by customer is that max products are charged with high price and the offer products cannot be re-exchanged, few online products does not available in the store
- Majority of the respondents have an opinion that the external appearance of the products should be improved.
- Most of the respondents have an opinion that the company maintains better customer relationship.



### **5.3 Suggestions**

Here are some useful suggestions for Max Fashion which help them to improve the customer satisfaction

- Many respondents are not aware about the Max Buddy program. So, the management can improve the communication about the program to the customers.
- Majority of the respondents are not satisfied with the quality of clothes. So, the company should improve the quality of clothes by assuring that max clothes last long and never tend to fade.
- Customers found very limited stocks in max. so, they have a suggestion to increase the number of outfits.
- Majority of respondents have a suggestion that, high price charged for the max products should be reduced.
- Better advertisement and other promotional measures should be provided by the company to convince more customers.
- External appearances of products should be improved. It is better to provide more colours and colour mixing to attract customers.
- There is a need to improve the performance of distribution channel, hence to reach the max-fashion products in the hands of customers of remote area.
- Provide more beneficial schemes to attract dealers and other consumers.
- If we add more useful coupons in the platform, it will help to influence customers to purchase more.

### **5.4 Limitations**

- Collecting data while the customers visiting store for purchasing was difficult.
- The researcher had to follow the Covid'19 protocols & guidelines while approaching the customers.
- Collecting equal proposition of samples from all age, gender categories was difficult.
- Restricted time period available for the study.
- Primary data collection from sample respondents are subjecting to normal errors due to natural bias on the reporting data.

## **5.5 Conclusion**

The project entitled 'A study on customer satisfaction towards Max Fashion Brand' is the research topic and 140 Max fashion customers were taken as sample. The study was conducted for analysing the influence of customer satisfaction in the marketing of products of max-fashions. The consumers are attracted to purchase the products because of its quality and reputation retained by max-fashions. The company also maintains better customer relationship. Changing trends and preferences influence the marketing of products. The company provides promotional measures and advertisements to attract more customers.

By making this research it should be proved that the satisfaction of customers highly influenced the marketing of products. When one consumer purchases a product and uses it and he satisfied in it, then he again purchases the same branded product. Thus customer satisfaction is a major influencing factor on the marketing and sale of the product.

**APENDIX**

## Questionnaire

1. Name
  
2. Gender
  - Male
  - Female
  - Prefer not to say
  
3. Age :
  - 18 - 24
  - 25 - 35
  - above 35
  
4. How often do you purchase?
  - Monthly
  - Quarterly
  - Seasonally/ during offers in occasion
  
5. What factors influence you to buy from max fashion?
  - Newspaper
  - Tv
  - Through store displays
  - From reference group like friends & family members
  
6. How is the customer assistance process in max fashion shopping?
  - Highly satisfied
  - Satisfied
  - Neither satisfied nor dissatisfied
  - Dissatisfied
  - Highly dissatisfied
  
7. Are you satisfied with the billing system process of max fashion store?

A Study on Customer Satisfaction towards Max Fashion Brand

Yes

No

8. Did you ever check the Max Buddy program while you visit Max Fashion retail store?

Always

Most of the time

Sometimes

Rarely

Never

9. Which promotional services do you expect from max fashion?

Discount/ attractive offers

Coupons

Free gifts

Game shows

10. Did you get any promotional coupons for future purchase through max store?

Always

Most of the time

Sometimes

Rarely

Never

11. Have you ever redeemed the promotional coupons?

Always

Most of the time

Sometimes

Rarely

Never

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12. Rate the following departments on your level of satisfaction for the brands/products being offered?

Ratings	Excellent	Very good	Good	Fair	Average
Mens wear					
Womens wear					
Kids wear					
Foot wear & other accessories					

13. Rank the following features that encourage your purchase in max fashion?

Category	excellent	Very good	good	fair	average
Location facilities					
Price					
Quality of product					
Staff service					
Variety/range available					

14. How was your overall experience visiting at the max fashion retail store?

- Excellent
- Good
- Average
- Bad
- Worst

15. Explain if you faced any other obstacle while engaging with max fashion.

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