

A STUDY ON CUSTOMER SATISFACTION TOWARDS LIFESTYLE CLOTHING STORE, PERUNGUDI

Submitted in partial fulfillment of the requirements for the award of

BACHELOR OF COMMERCE

By

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(39740162)



BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600119

MAY 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **OVIYA.D (39740162)** who has done the Project work entitled “A STUDY ON CUSTOMER SATISFACTION TOWARDS LIFESTYLE CLOTHING STORE, PERUNGUDI”.

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DECLARATION

I am **Oviya.D (39740162)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS LIFESTYLE CLOTHING, PERUNGUDI**” done by me under the guidance of Mrs. LAVANYA is submitted in Partial fulfillment of the requirements for the award of Bachelor of Commerce.

DATE:

PLACE: CHENNAI

OVIYA.D

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OVIYA.D

ABSTRACT

Lifestyle is India's leading fashion and lifestyle destination for men, women, and children. The friendly and welcoming store staff coupled with fresh, vibrant and stylish merchandise makes it a fashion hotspot that shoppers across India flock to. From contemporary ethnic's wear to stylish western wear, from cool casuals to smart formals, from bubbly kids wear to cute infant wear, Lifestyle has it all. The research involved gathering wide information about company, its products, consumer preference and satisfaction level towards lifestyle. From the information collected, various aspects were identified where the company needs to focus on customer's preference and satisfaction level of lifestyle to increase sales. The research was conducted through primary and secondary data. Secondary data was collected through visiting various websites, and other reliable sources. Primary data was collected through a well framed questionnaire, of which later a detailed analysis was done using various statistical I.T tools MS Word and MS Excel. On the basis, the secondary data analysis and the extensive analysis of the primary data, interpretation was drawn for the questions and conclusion is drawn. Certain suggestions are also drawn from the analysis to help.

TABLE OF CONTENT

CHAPTER NO	TITLE	PAGE NO
	ABSTRACT	V
	LIST OF TABLES	VII
	LIST OF CHARTS	VIII
1	INDRODUCTION	1-6
	1.1. Company Profile	2-5
	1.2. Need for the Study	5
	1.3. Scope of the Study	5
	1.4. Objective of the Study	6
	1.5. Statement of the Problem	6
2	Review of the literature	7
3	Research Methodology	8-11
	3.1 Research Methodology	8
	3.2 Research Design	8
	3.3 Sample Techniceque	8
	3.4 Sample Size	9
	3.5 Source of Data	9-10
	3.6 Structure of the Questionnaire	10-11
	3.7 Analytic Tools	11
4	DATA ANALYSIS AND INTERPRETATION	12-26
5	CONCLUSION FINDINGS AND SUGGESTIONS	27-28
	FINDINGS	
	SUGGESTIONS	
	CONCLUSIONS	
	REFERANCE	29-31
	ANNEXURE (QUESTIONNAIRE)	

LIST OF TABLES

FIGURE NO	PARTICULARS	PAGE NO
Fig 4.1	AGE WISE CLASSIFACTION	12
Fig 4.2	GENDER WISE CLASSIFACTION	13
Fig 4.3	OCCUPATION	14
Fig 4.4	BUYING CLOTHES IN LIFESTYLE	15
Fig 4.5	SATISFACTION LEVEL OF SERVICE	16
Fig 4.6	DISCOUNT OFFERED BY LIFESTYLE STORE	17
Fig 4.7	QUALITY IN LIFESTYLE STORE	18
Fig 4.8	PRICES IN LIFESTYLE STORE	19
Fig 4.9	CHECKING BRAND NAME WHILE SHOPPING	20
Fig 4.10	REPLACED FOR THE DAMAGED PRODUCTS	21
Fig 4.11	FIRST IMERESSION WHILE ENTERING YHE STORE	22
Fig 4.12	ARRANGEMENT OF THE PRODUCTS	24
Fig 4.13	COLLECTION OF PRODUCTS	25
Fig 4.14	PROMOTION STYLE PREFERRING FOR LIFESTYLE STORE	26

LIST OF CHARTS

FIGURE NO	PARTICULARS	PAGE NO
Fig 4.1	AGE WISE CLASSIFACTION	12
Fig 4.2	GENDER WISE CLASSIFACTION	13
Fig 4.3	OCCUPATION	14
Fig 4.4	BUYING CLOTHES IN LIFESTYLE	16
Fig 4.5	SATISFACTION LEVEL OF SERVICE	17
Fig 4.6	DISCOUNT OFFERED BY LIFESTYLE STORE	18
Fig 4.7	QUALITY IN LIFESTYLE STORE	19
Fig 4.8	PRICES IN LIFESTYLE STORE	20
Fig 4.9	CHECKING BRAND NAME WHILE SHOPPING	21
Fig 4.10	REPLACED FOR THE DAMAGED PRODUCTS	22
Fig 4.11	FIRST IMERESSION WHILE ENTERING YHE STORE	23
Fig 4.12	ARRANGEMENT OF THE PRODUCTS	24
Fig 4.13	COLLECTION OF PRODUCTS	25
Fig 4.14	PROMOTION STYLE PREFERRING FOR LIFESTYLE STORE	26

CHAPTER – 1

INTRODUCTION

Consumer preferences is used primarily to mean to select an option that has the greatest anticipated value among several options by the consumer in order to satisfy his/her needs or desires. Preferences indicate choices among neutral or more valued options available. The preference of the consumer is the result of their behavior they show during searching, purchasing and disposing the products. Every human being is a consumer of different produces. If there is no consumer, there is no business. Therefore, consumer satisfaction is very important to every businessperson. The consumer satisfaction after purchase depends on the product performance in relation to his/her expectations. Philip Kotler (2008) observed that satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Consumer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations. This satisfaction level is a function of difference between perceived performance and expectations. If the product's performance exceeds expectation, the customer is highly satisfied or delighted. If the performance matches the expectations, the customer is satisfied. If the products performance falls short of expectations, the customer is dissatisfied. Consumer satisfaction or dissatisfaction is the feeling derived by the consumer when he compares the product's actual performance with the performance that he expects out of it. Consumers make their expectations from the service quality, service, delivery, communications, past experiences and references. These all are to be judged correctly by the management so that their perceptions match with consumer expectations. If any of these factors are wrongly interpreted, then the expected level of consumer satisfaction cannot be reached.

The development of shopping malls can be traced back to 1850"s, when the first Department store was opened in Paris starting the era of mass consumption. Mass Production and consumption rationalized and industrialized shopping .The development of department stores meant major transforms in the landscape of cities. Commercial activities moved from public streets to privately owned buildings. Department stores changed the concept of shopping and liberated people to enjoy it.

Understanding the categories is very important because successful strategies and tactics vary from one type of retailer to the next, and knowing what kind of store is to be run is the first step in designing the marketing programs.

A retailer is any business that sells products to consumers for personal use. Retailing is the final link in the marketing channel bringing products and services from the producers and providers to consumers. Retailing is important because it creates economic utility, it helps manufacturers reach consumers, and it makes a significant contribution to the economy. Producers rely on retailers to offer the right products at the right place.

Retailing is in the midst of tremendous change today, making it one of the most dynamic and challenging areas in marketing. The demand for time saving services continues to grow, making services retailing one of the hottest marketing trends from the 1990's.

“The purpose of a business is to create customers.”

The Importance of keeping those same customers and growing the depth of their relationship with them.

Hence a customer is the most significant part of any business concern. Without a customer, there is no purpose to a business. Hence there is a direct relationship between number of customers to the profits of the concern. Large number of customers bring larger profits.

A customer is the most important visitor on our premises. He is so dependant on us we are dependent on him. He is not dependant on us, we are dependent on him. He is not an outsider on our business. He is a part of it. We are not doing a favor by serving him, he is doing us a favor by giving us an opportunity to do so.

1.1 COMPANY PROFILE

Lifestyle International (P) Limited was incorporated in India in 1988 by the Landmark Group, Dubai. The Landmark Group started about 25 years ago with a single Lifestyle store and over the years has expanded to 170 stores. They have a strong presence in the Gulf, Middle East and Cyprus, and have already made a mark for themselves in India. The first of their stores in India opened in Chennai in

1998, followed by one in Hyderabad from July 2001. Lifestyle in India has already invested Rs.40 crore and plans an additional investment of Rs.100 crore in the next two years by setting up two more stores. They are expecting a turnover of rupees 12 to 13 lakh a day, which adds up to rupees 43 to 45 crore a year. They expect 50-60 % of their shoppers to fall in the category of the people with high disposable incomes with an attitude to shop at a drop of a hat.

Service quality is a perfect level feeling when customers come into contact with the service (Rust and Oliver, 1994), the pursuit of service quality is an important factor for enterprise ensure long-term competitive advantage. Parasuraman (1985) suggested that in order to improve customer service satisfaction, company should be considered into the service intangibility, inseparability, variability and perishability these four aspects. The good customer service is all about bringing customer back and sending them away happy. No matter in what kind of enterprises, listen to you customers and deal with customer changeable demand and complaints. Sometimes make the questionnaires or survey for the customer's new need and expectation. This is also the good service method to meet customer satisfaction.

"We are able to leverage our experience in the industry and our extensive network to source some exclusive imported merchandise and offer it to our consumers at prices that are competitive," says Mr. V. Murlidharan, Vice President, Operations, Lifestyle (India). Glassware from Spain, crockery from U.K and Sri Lanka., teen-fashions from China and Thailand, are some of the international products that are available at the Lifestyle store.

Lifestyle opened its first store in Chennai, Tamil Nadu, India in 1999. Each Lifestyle store offers women's wear, menswear, kids wear, footwear & bags, beauty & skincare, accessories (watches, fragrances, sunglasses) & more.

The Indian consumer initially accepted everything that was offered to them. But from the 90's the trend changed and the market became more consumer driven. Consumers became more specific about what they wanted and did not pick up anything and everything that was given to them. In short, they became very choosy and needed alternatives to choose from. These in turn made the Indian consumers more knowledgeable about the products and facilities and have now become tough critics, savvy purchasers, value driven spenders and practical

thinkers when it comes to shopping. The demand for their time at work and home has made the consumers extremely selective about how they would spend their limited time on shopping.

Due to the increasing demand of consumers for variety and convenience, under one single roof and the concept of shopping malls started taking shape in India. Though the concept came from the west, when it was introduced in India, it was according to Indian tastes and preferences. Shoppers' stop was the 1st shopping mall to start in India. It was promoted by Mr .K .Raheja, a prominent Mumbai- based builder ,opened the 1st outlet in Andheri ,Mumbai in 1991.Initially it undergo a fair share of growing pains ,but slowly it caught on and has now been very well accepted by the masses.

Lifestyle International Pvt. Ltd is led by Shital Mehta, who is the managing director of the company.

Landmark Group's business in India, which started with the Lifestyle stores, has now expanded to include Home Centre, Max, and Easy buy. The Group's foray into e-commerce in India began in January 2016 with Landmarkshops.in, which was replaced by three separate brand sites and apps for Lifestyle, Home Centre and Max in January 2017.

There are the main two types about price. One is Value-based pricing and other is Cost-based pricing (Kotler, et al., 2008). If the company chose the first type, it must regard customers as the core value, first understand the customer needs, what the customers' desire value, and then the company can set the cost follow by customer demand identification. The second type is treating suppliers or manufactures as the core to decide the cost, this may not able to be able to satisfy customers' demand. Besides, the company can also choice to set the high price or low price for its product, but need to care many aspects when it decide price level, for instance, quality and market price sensitive . For promotion aspect , the company can do some activities like making advertisement, sale promotion or use public relationships to attract customer to buy its product. Meantime, make communication with customers; know customer's demand and feedback to help it design the message. As the result, there will be more loyal customers and achieve benefits between each other (Percy, 2008). When deciding the place part, the economic, population and

crowd degree are important causes for a company to choose the sale place. It's the common phenomena that a company like setting place where it's in a big city, in downtown such great places. The managing marketing channel is also the part for place choice. Especially the Vertical marketing system is the main channel organization for a company to think out. The company should combine the own condition to decide whether the Corporate VMS, Contractual VMS or Administrated VMS is suitable (Kotler et al., 2008)

1.2 NEED FOR THE STUDY

Need for the study is the customer satisfaction is necessary for all the business or small. The satisfaction of the customer is an important task. No matter what type of the business operators customer are needed, customer are the vital for the success of the business.

1.3 SCOPE AND SIGNIFICANE OF THE STUDY

This study focuses on how and why customer make decisions on goods and services. Consumer behavior and research goes for beyond the decision consumer make about products they buy and their subsequent evaluations of this products.

Lifestyle achieved increased sales over the past years. Due to the prevailing heavy competition in the market, an effort has been made to survey the customer level of satisfaction for lifestyle. A study with consistency required to comprehend the level of consumer preference and satisfaction level. The survey depends on the preference and satisfaction of the respondents. In today's world rapidly changing technology customer's taste and preference are also characterized by rapid changes. To meet this challenging environment, a firm must be constantly innovating needs and wants. Customers taste and preference provides invaluable items and guidelines for new technologies. Keeping in mind the conveniences of the customer's, the company offer facilities, which in turn bring the customers to their doorsteps. Based on the customer response, suitable modifications can be carried out to increase the Market share as well as companies retail shop profit.

1.4 OBJECTIVES OF THE STUDY

- To study the shopping habits of the consumers.
- To study the reasons for preferring Lifestyle.
- To measure the level of customer satisfaction.
- To make suggestions based on the findings.

1.5 STATEMENT OF THE PROBLEM

The title of the project is “as study on customer satisfaction towards lifestyle” The aim of the organisation is to give good quality products to the customers and maintaining good relation with them. The quality of products at lifestyle is found good compare to other players. It wants to increase its market share by retaining its loyal customers and attracting new one.

The information generated by the study will help in making better decisions. The study attempts to determine the various factors and levels of satisfaction of the customers.

Now days, new organisations are coming to the business line, so the competitions among these companies tend to be more complicated. Hence the necessity of information becomes more essential for the companies decision-making to cope with the market changes.

To frame effective marketing strategies, lifestyle should have better knowledge of the market environment, since the customer satisfaction plays a vital role in the market.

CHAPTER – 2

REVIEW OF LITERATURE

Byoungcho Ellie Jin, Daeun chloe shin (2020), The study analyses three areas of disruptive business model innovation in the fashion retail industry. The study further explains the models keenly answer fundamental needs unmet by current business models, the findings suggested the study received limited attention therefore it is concluded that inclusion of cases involving other countries would deepen the understanding of the trends. The study recommends that more research to be done on other industries that face different fundamental challenges.

Hanna Lee, Yingjiao Xu (2019), The study discuss response to growing demand towards enhanced shopping experience through incorporating visual fitting rooms into fashion retail environment. The purpose of study is to conduct a classification of available virtual fitting rooms technologies from the perspective of consumer experience. The finding suggested number of limitations. First, due to high accuracy, attractiveness and interactivity might not fully ensure the most optimised consumer experience. Second, the classification was based on 29 virtual fitting rooms solutions identified through the data collection process.

Fabian Herweg, Antonio Rosato (2019), the study analyse a model of price competition and bait-switch strategy where the customers are first to baited by merchants advertising of products or services at low price but upon visiting are pressured by salesperson to consider similar but expensive items (switching). The study proposed baseline model to explain the equilibrium of pricing game. To highlight the key intuition behind result they enrich the baseline model by considering a contracting problem with moral hazard. The result of study the retailers obtained more than competitive profits.

Viktorija viciunaite, Frode Alfnes (2020) examined sustainable business models with a consumer preference perspective. Online survey was conducted with sample of 394 active knitters in Norway 2018. The findings suggested heterogeneous preferences for suitable attributes. The study concluded that firms could increase sustainable consumption through making purchase of sustainable items.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research.

3.2.1 DESCRIPTIVE RESEARCH DESIGN

Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE

Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.3.1 NON PROFITABILITY SAMPLING

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection

3.3.2 CONVENIENCE SAMPLING

A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

SAMPLING TECHNIQUE ADOPTED

Convenience Sampling.

3.4 SAMPLE SIZE

A sample of 100 respondents was taken as sample respondents for the purpose of study. The respondents were selected at random.

3.4.1 SAMPLE TARGETED PEOPLE

My survey targeted people is both Men and Women at the age group of [18-60]

3.5 SOURCES OF DATA

Collection of facts and figures about a phenomenon is one of the most important steps for any study whether it is related to business, management economic or natural sciences. Collection of data refers to systematic recording of results either by counting or by enumeration. The entire structure of statistical analysis for any enquiry is based on systematic collection of data. Broadly speaking there are two types of data.

- Primary Data
- Secondary Data

Secondary data consist of information that already consists; some were having been collected for another product.

3.5.1 Primary data

A mix of questionnaire and direct interview method was used as a tool for gathered primary data.

- Direct personal interview
- Indirect personal
- Mailed questionnaire method

ADVANTAGES OF PRIMARY DATA

- Provides highly accurate and reliable data.
- It makes available to investigators supplementary information, which helps in the interpretation of results.

3.5.2 SECONDARY DATA

Secondary Data is form of compilation of existing or already published data. The collection of Secondary Data the money and time is relatively less cost. Keeping in mind purpose for which it is collected where as Secondary Data May or may not suit the purpose usually collects primary Data. Secondary data was collected from external sources like Websites, Journals etc.

3.6 STRUCTURE OF THE QUESTIONNAIRE

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

3.6.1 Basic introduction

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic

3.6.2 Personal details

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

3.6.3 Research related questions

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on their satisfaction level of lifestyle clothing.

3.6.4 Perception questions

The next set of questions in the questionnaire focus on increase in clothing related question on whether the participants are affecting due to increase in clothing.

3.6.5 Suggestion questions

The last and final questions in the questionnaire focus on the suggestion questions of the participants regarding the questionnaire.

3.6.6 Close end questions

Close ended questions are defined as question types that ask respondents to choose from a distinct set of pre-defined responses, such as “yes/no” or among set multiple choice questions

3.7 ANALYTICAL TOOLS

Tools used in this research are Simple percentage method.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

4.1 PERCENTAGE ANALYSIS

Age wise classification of the respondents

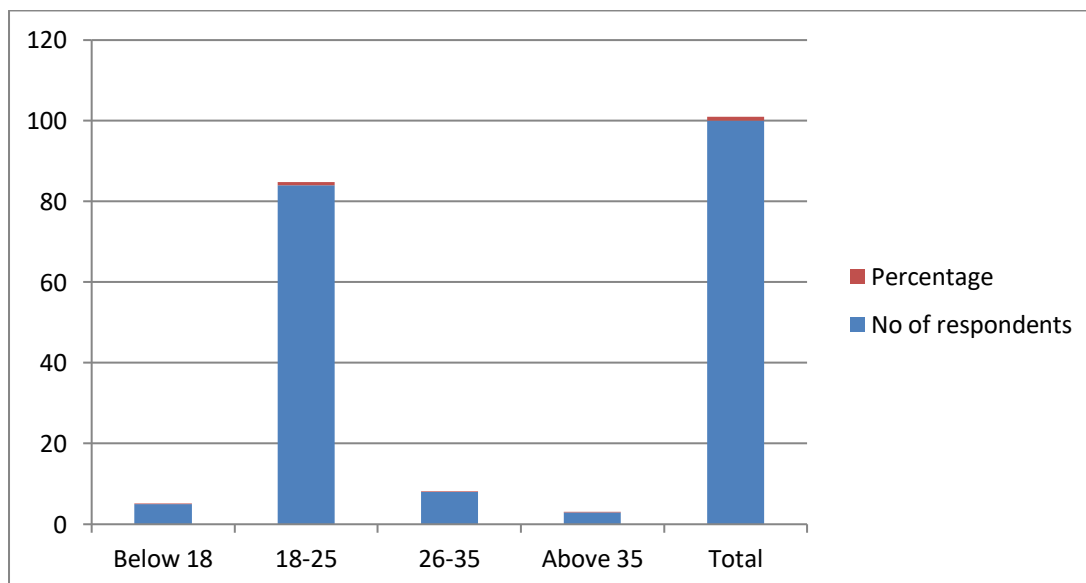
Table 4.1

Age	No of respondents	Percentage
18-25	5	5%
26-35	84	84%
36-50	8	8%
Above 50	3	3%
Total	100	100%

Interpretation

From the above table, it is interpreted that 5% of respondents are of age group Below 18, 84% of them belong to age group of 18-25, 8% belong to the age group 26-35 and 3% of the age group belong to above 35.

CHART NO 4.1



Inference

Majority 84% of the respondents of my questionnaire belong to the age group 18-25.

[2]Gender wise classification of respondents

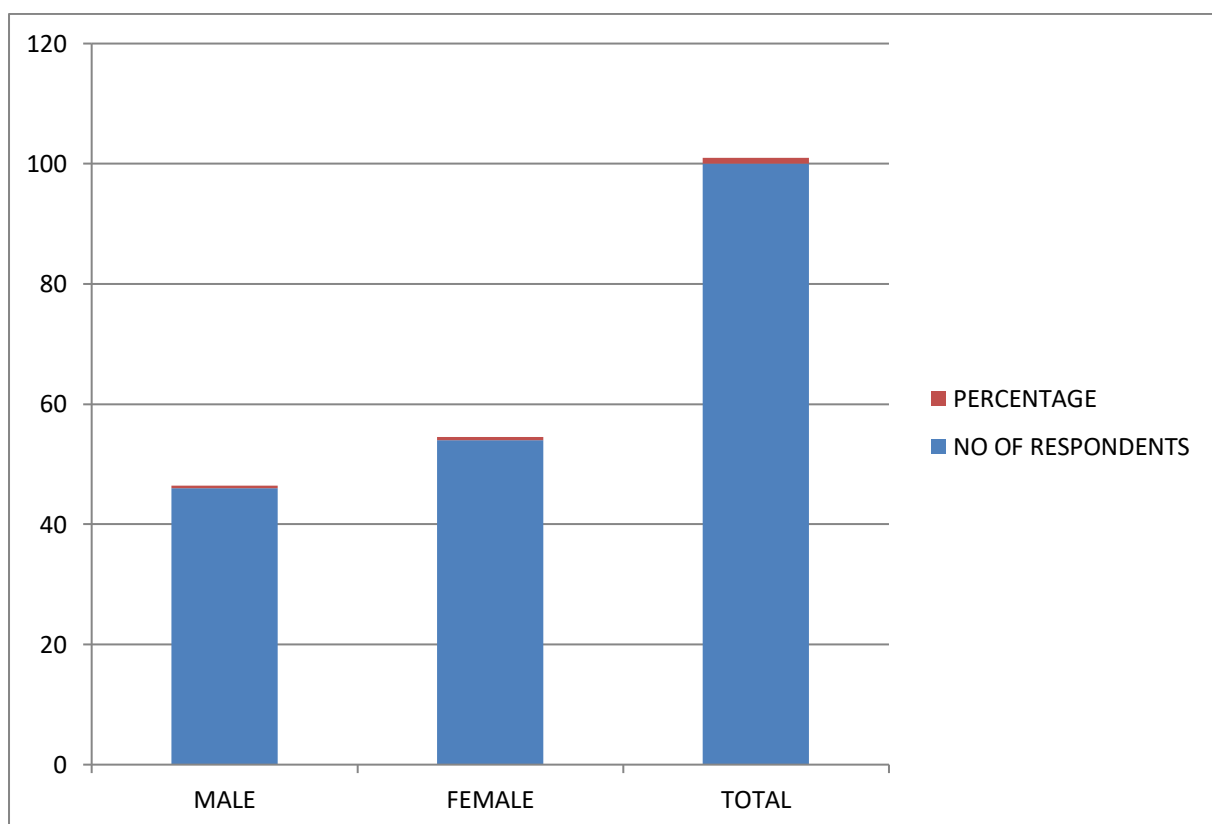
Table No. 4.2

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	46	46%
FEMALE	54	54%
TOTAL	100	100%

Interpretation

From the above table, it is interpreted that 46% of respondents are of Male category and 56% of them belong to Female category.

CHART NO 4.2



Inference

Majority 56% of the respondents of my questionnaire are female.

[3] Occupation of the Respondents

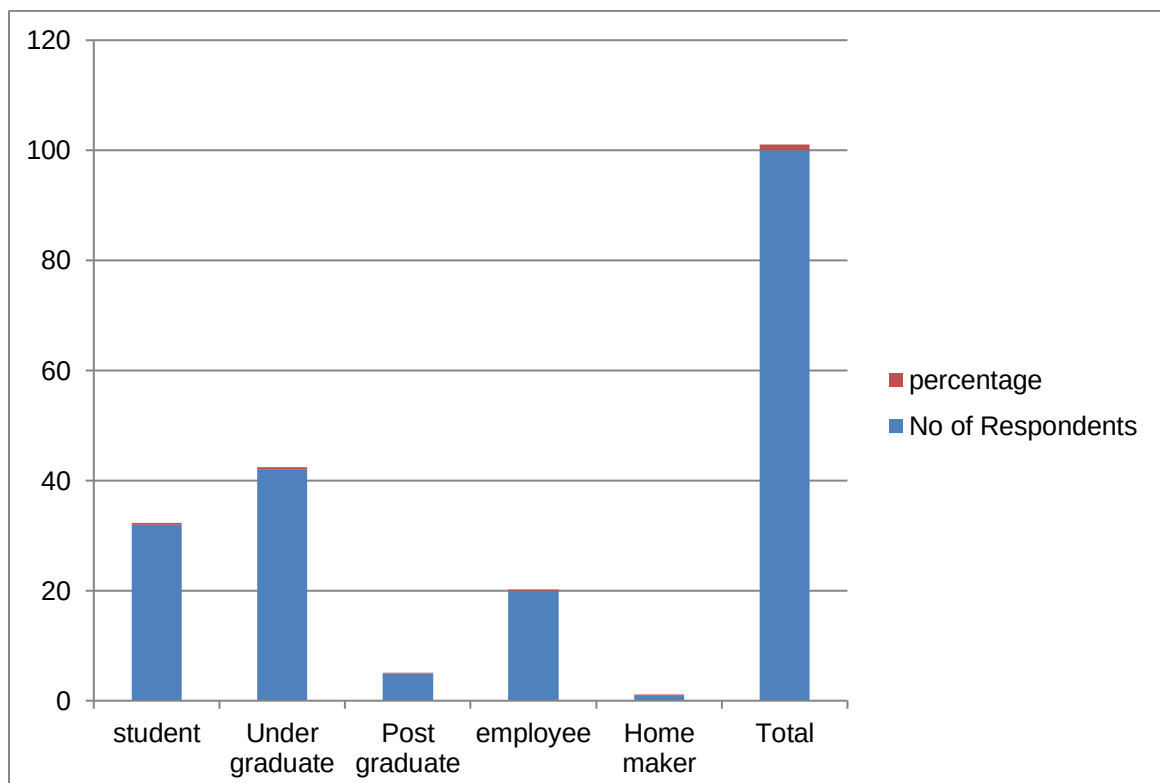
Table 4.3

Occupation	No of Respondents	Percentage
Student	32	32%
Under graduate	42	42%
Post graduate	5	5%
Employee	20	20%
Home maker	1	1%
Total	100	100%

Interpretation

From the above table, it can be interpreted that out of the option given 32% of respondents are students, 42% of respondents are under graduate, 5% of respondents are post graduate, 20% of the respondents are employee and 1% are home maker.

Chart no 4.3



Inference

Majority 42% of respondents are under graduate.

[4] Showing often the respondents buying clothes in lifestyle store

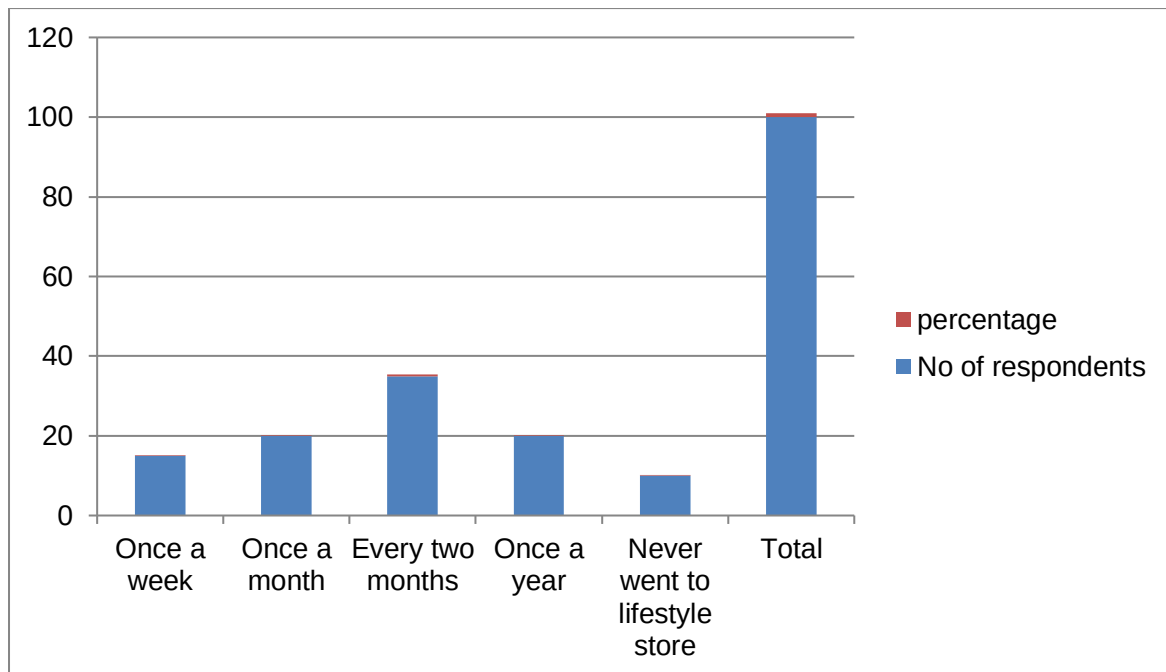
Table 4.4

Factors	No of respondents	Percentage
Once a week	15	15%
Once a month	20	20%
Every two months	35	35%
Once a year	20	20%
Never went to lifestyle store	10	10%
Total	100	100%

Interpretation

From the table given below, 15% of the respondents belong to the category of buying clothes once a week, 20% buy clothes once a month, 35% buy clothes every two months, 20% buy once a year, 10% never went to lifestyle store.

Chart 4.4



Inference

Majority of 35% of the people buy clothes in lifestyle every two months.

[5] Satisfaction level of service provided by the lifestyle

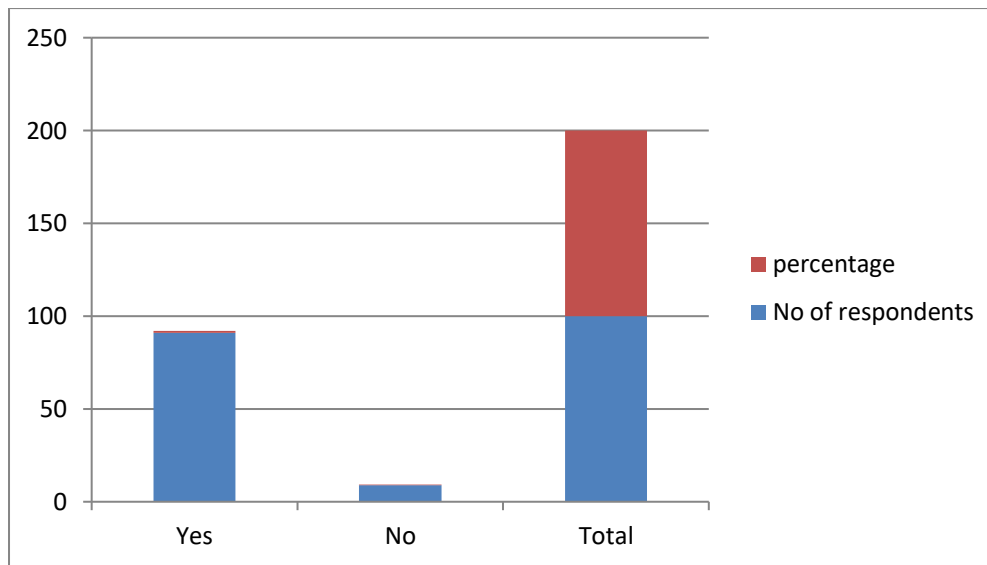
Table 4.5

Factors	No of respondents	Percentage
Yes	91	91%
No	9	9%
Total	100	100

Interpretation

91% of the respondents are satisfied with the service and 9% are unsatisfied.

Chart 4.5



Inference

Majority of 91% of the respondents are satisfied with the service.

[6] Discount offered by the lifestyle store.

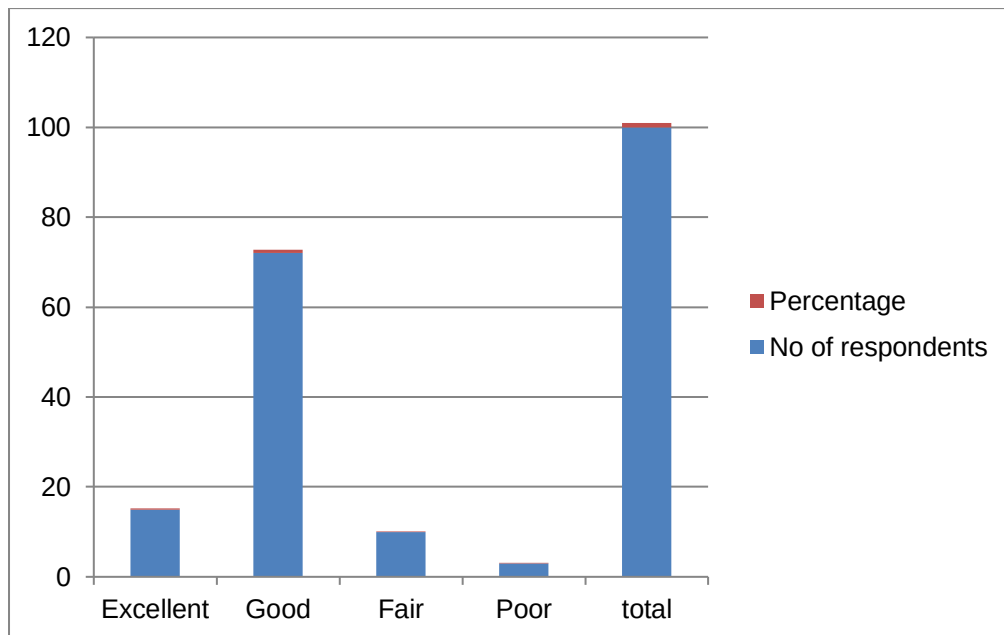
Table 4.6

Factors	No of respondents	Percentage
Excellent	15	15%
Good	72	72%
Fair	10	10%
Poor	3	3%
Total	100	100%

Interpretation

15% of the respondents are voted excellent for the discount provided, 72% had opted for good, 10% had opted for fair, 3% had opted for poor.

Chart 4.6



Inference

Majority of 72% had opted for good discount offered in lifestyle store

[7] Quality in lifestyle store

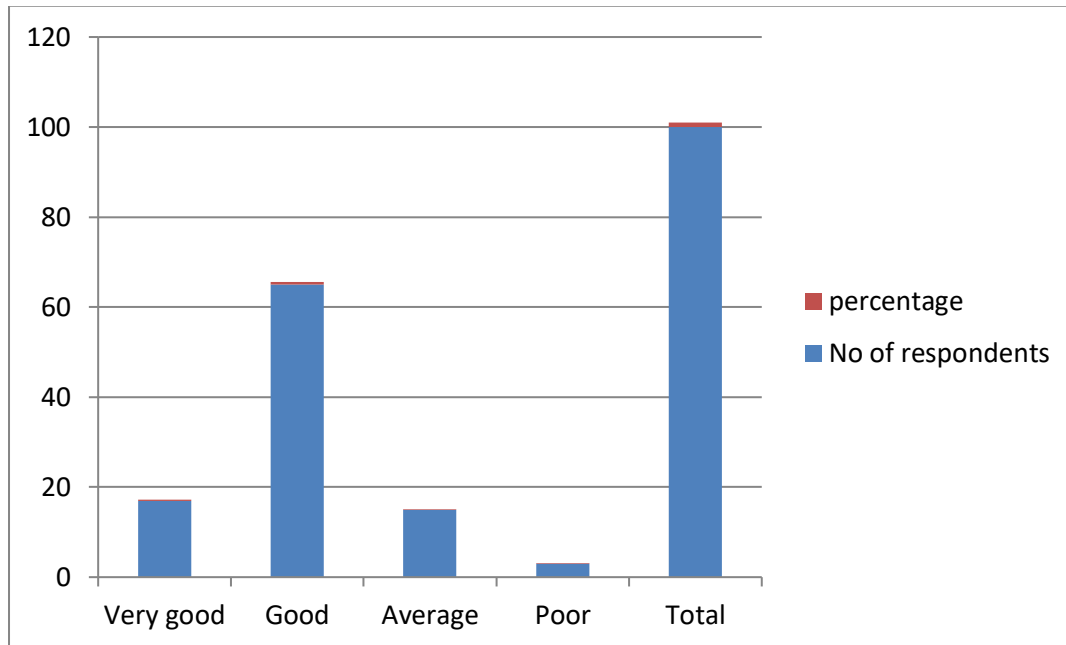
Table 4.7

Factors	No of respondents	Percentage
Very good	17	17%
Good	65	65%
Average	15	15%
Poor	3	3%
Total	100	100%

Interpretation

In this table, 17% of the respondents had opted for very good for the quality in the lifestyle store, 65% of the respondents had opted good, 15% had opted average and 3% had opted for poor.

Chart 4.7



Inference

Majority of 65% of the respondents have opted for good quality of clothes in lifestyle store

[8] Prices in Lifestyle store

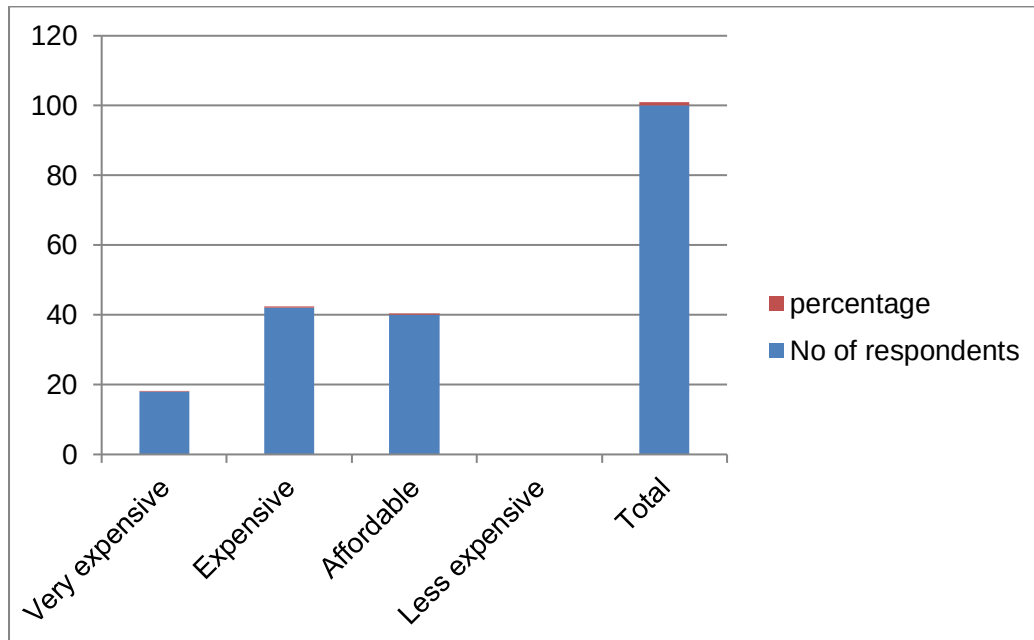
Table 4.8

Factors	No of respondents	Percentage
Very expensive	18	18%
Expensive	42	42%
Affordable	40	40%
Less expensive	0	0%
Total	100	100%

Interpretation

From this table, 18% of the respondents had opted for very expensive for the prices, 42% for expensive, 40% for affordable and 0% for less expensive.

Chart 4.8



Inference

Majority of 42% of the respondents said that the prices are expensive in lifestyle store.

[9] Checking brand name while shopping.

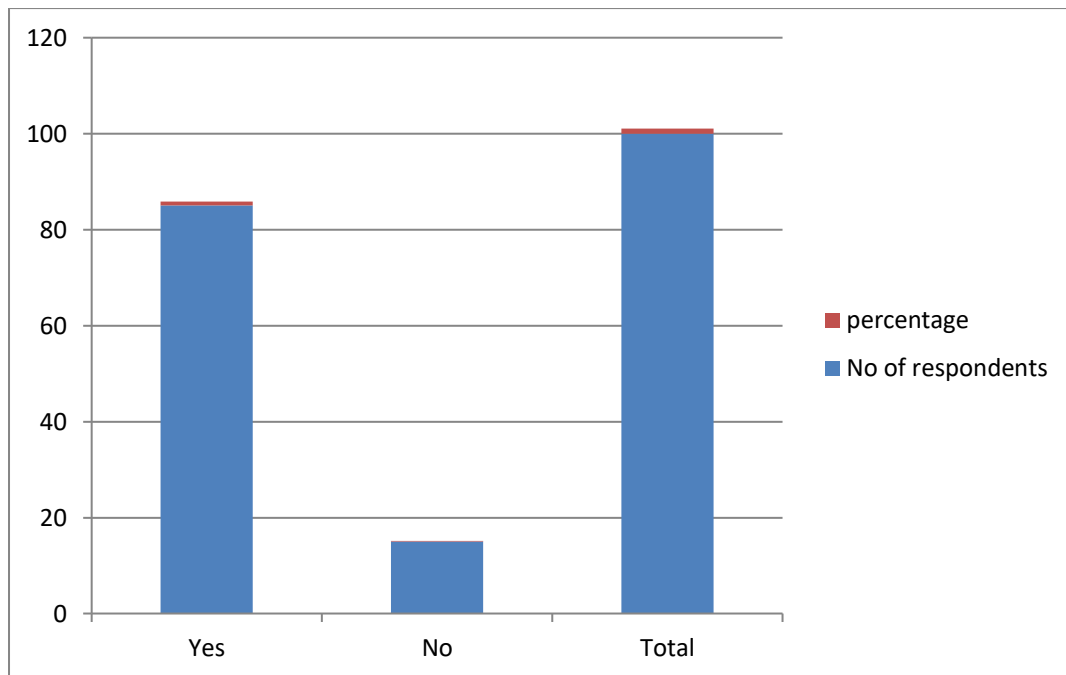
Table 4.9

Factors	No of respondents	Percentage
Yes	85	85%
No	15	15%
Total	100	100%

Interpretation

From this table, 85% of the respondents check brand name while shopping and 15% wont check the brand name.

Chart 4.9



Inference

Majority of 85% of the respondents check the brand name while shopping.

[10] Replacement for the damaged products.

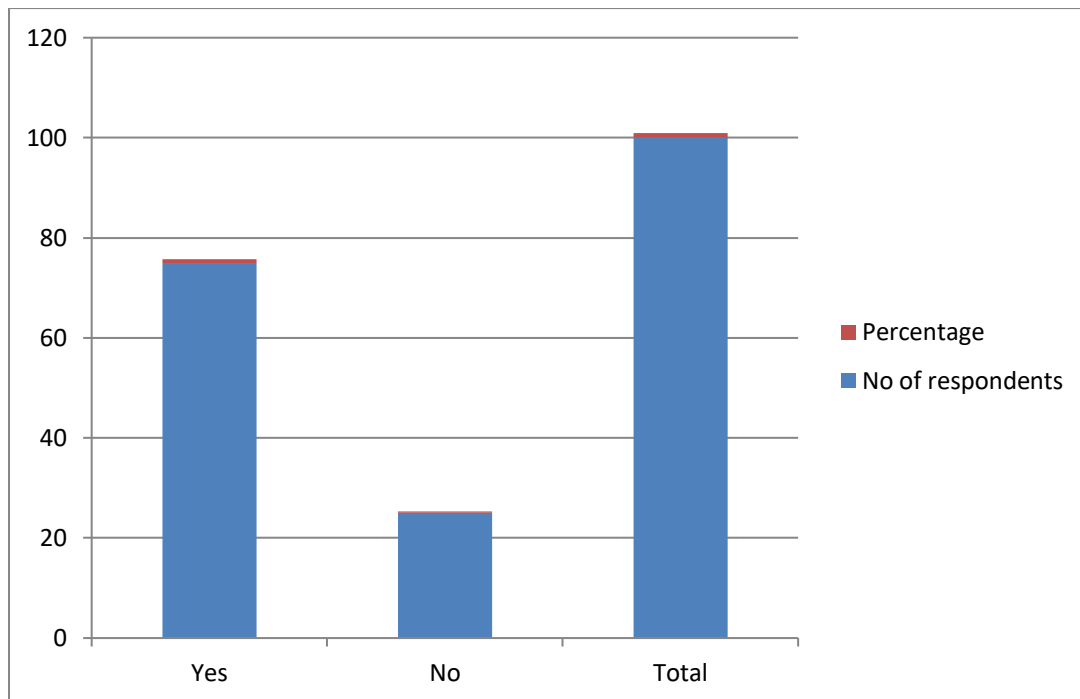
Table 4.10

Factors	No of respondents	Percentage
Yes	75	75%
No	25	25%
Total	100	100%

Interpretation

From this table 75% of the Respondents said there will be replacement for the damaged products and 25% said no replacement for damaged products.

Chart 4.10



Inference

Majority of 75% of the respondents are satisfied with the replacement of the products in the lifestyle store.

[11] First impression while entering into lifestyle store.

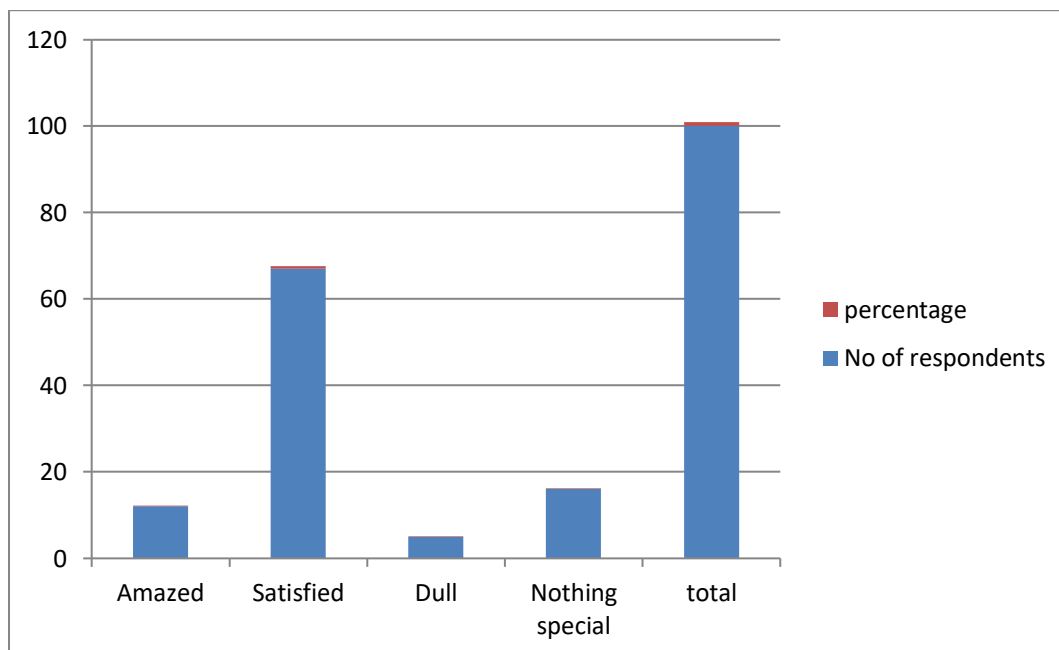
Table 4.11

Factors	No of respondents	Percentage
Amazed	12	12%
Satisfied	67	67%
Dull	5	5%
Nothing special	16	16%
total	100	100%

Interpretation

From this table, 12% of the respondents had amazed while entering into lifestyle store, 67% are satisfied, 5% are dull, 16% said there is nothing special while entering into lifestyle store.

Chart no 4.11



Inference

Majority of 67% of the respondents are satisfied while first entering into lifestyle store.

[12] Satisfaction of the arrangements of the products.

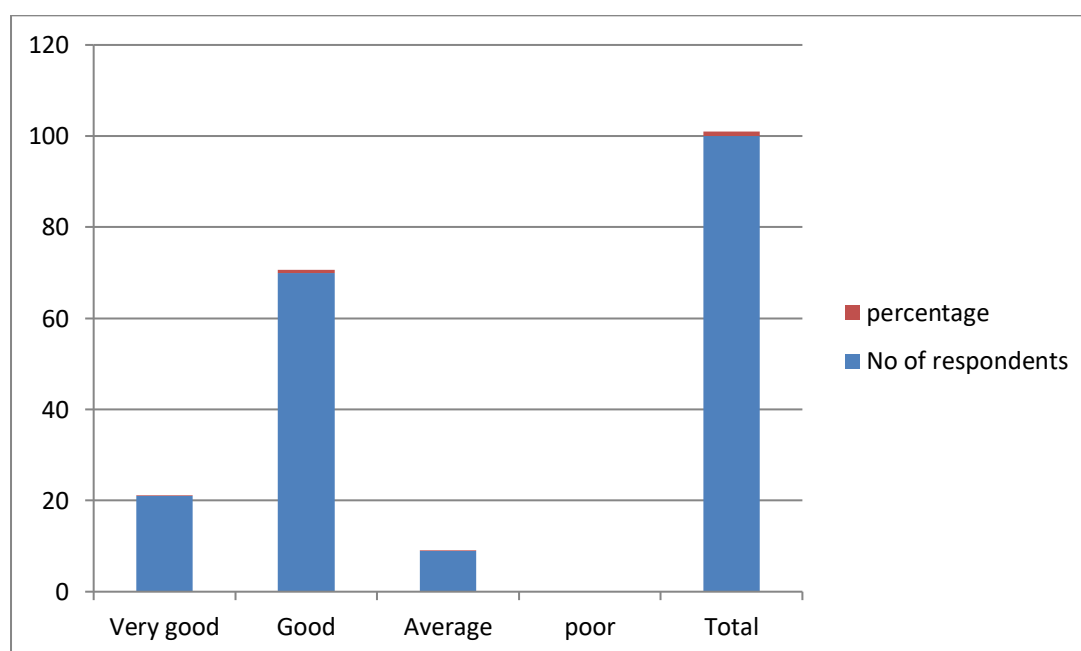
Table 4.12

Factors	No of respondents	Percentage
Very good	21	21%
Good	70	70%
Average	9	9%
Poor	0	0%
Total	100	100%

Interpretation

From this table, 21% of the respondents have opted for very good arrangements, 70% for good, 9% for average and 0% for poor.

Chart 4.12



Inference

Majority of 70% of the respondents said there will be good arrangements of products in the lifestyle store.

[13] Satisfaction with the collections of products in lifestyle store.

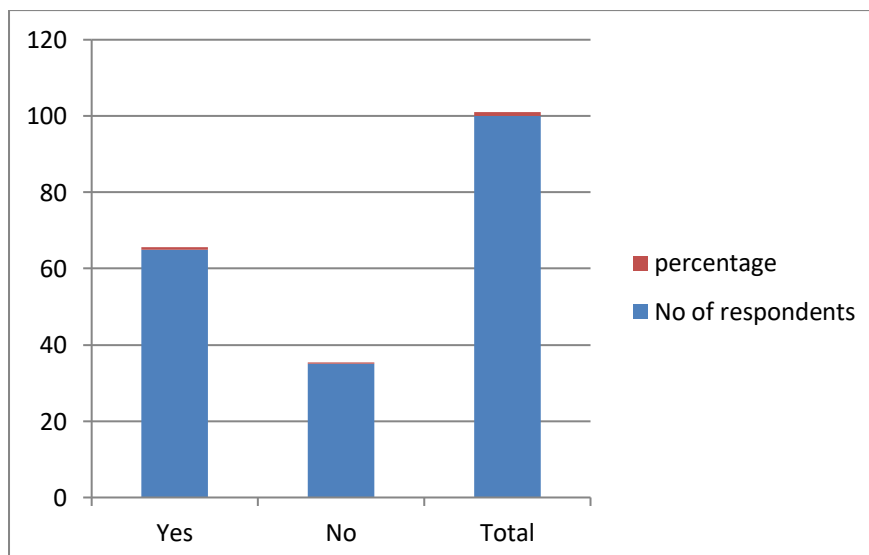
Table 4.13

Factors	No of respondents	Percentage
Yes	65	65%
No	35	35%
Total	100	100%

Interpretation

From this table, 85% of the respondents are satisfied with the collection of products in lifestyle store and 15% are not satisfied with the collection of products.

Chart 4.13



Inference

Majority of 85% of the respondents are satisfied with the collections of the products in lifestyle store.

[14] Promotion style preferring for lifestyle product

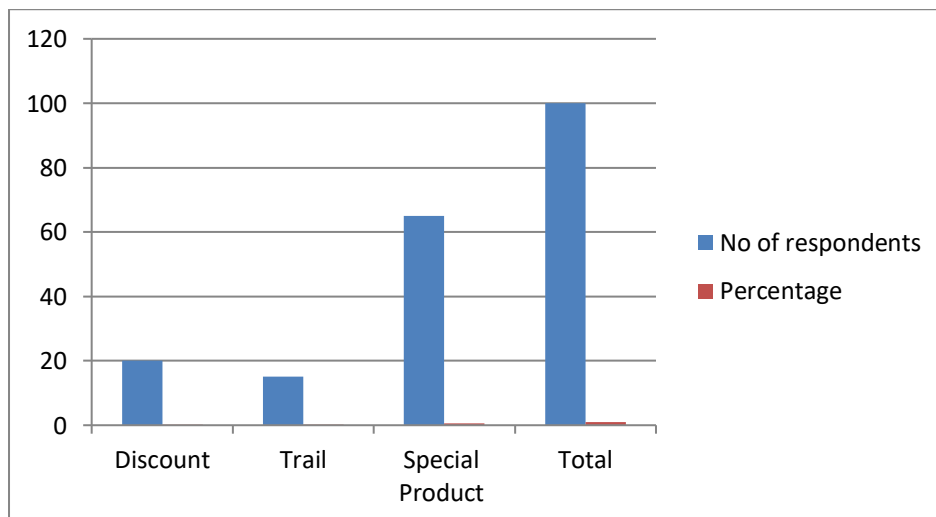
Table 4.14

Factors	No of respondents	Percentage
Discount	20	20%
Trail	15	15%
Special Product (like if you buy three products, you just need to pay for two product's price	65	65%
Total	100	100%

Interpretation

From this table 20% of the respondents preferred discount, 15% preferred trail and 65% preferred special product.

Chart 4.14



Inference

Majority of 65% of the respondents preferred special products.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSIONS

From the questionnaire, the following points are found and noted:

5.1 Findings

- Majority 84% of the respondents of my questionnaire belong to the age group 18-25.
- Majority 56% of the respondents of my questionnaire are female.
- Majority 42% of respondents of my questionnaire are under graduate.
- Majority of 35% of the respondents of my questionnaire buy clothes in lifestyle every two months.
- Majority of 91% of the respondents are satisfied with the service.
- Majority of 72% had opted for good discount offered in lifestyle store
- Majority of 65% of the respondents have opted for good quality of clothes in lifestyle store
- Majority of 78% of the respondents said that the prices are reasonable in lifestyle store.
- Majority of 85% of the respondents check the brand name while shopping.
- Majority of 75% of the respondents are satisfied with the replacement of the products in the lifestyle store.
- Majority of 67% of the respondents are satisfied while first entering into lifestyle store
- Majority of 70% of the respondents said there will be good arrangements of products in the lifestyle store.
- Majority of 65% of the respondents are satisfied with the collections of the products in lifestyle store.
- Majority of 65% of the respondents preferred special products.

SUGGESTIONS

- It should add a little more variety to the kind of products sold by expanding their already existing line of products.
- There should be increase factors regarding the discount prevail in the lifestyle store so that customer can buy clothes more often and they can increase sales.

CONCLUSION

.According to the case company of lifestyle brand, we can conclude some suggestions for enterprise how to improve its customer satisfaction. To start with, quality is the core aspect that every enterprise should pay attention to it. If the company loses the quality, it will lose the basic competitiveness and customer trust. Hence, it requires company improve its quality inspection system, regularly conduct thorough inspection for the sampled production. So, no matter what customer need, the employees must try their best to help customers and solve customers' problem.

Lifestyle is offering good services of consumer's preference, which is reflected on the customer. Majority of customers are satisfied with the lifestyle products with better services. Lifestyle managed to satisfy its customers by providing quality products at best price. Customer is the king in the market to satisfy a customer is the most difficult task in the business, if the businesses don't have the customers, it will start struggling for its survival. LIFESTYLE has gained its trust among the valuable customers by providing quality products at best price

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ANNEXURE (QUESTIONNAIRE)

1) Age of the Respondent

- a) Below 18
- b) 18-25
- c) 26-35
- d) above 35

2) Gender of the Respondent

- a) Male
- b) Female

3) Occupation of the Respondent

- a) Student
- b) Under Graduate
- c) Post Graduate
- d) Employee
- e) Home Maker

4) How often do you buy clothes in lifestyle?

- a) once a week
- b) once a month
- c) Every two months
- d) once a year
- e) Never went to lifestyle store

5) Are you satisfied with the service provided by the lifestyle?

- a) Yes
- b) No

6) What do you think about the discount that has been provided by the lifestyle store?

- a) Excellent
- b) Good
- c) Fair
- d) Poor

7) What's your thought about the "quality" in lifestyle?

- a) Very good
- b) Good
- c) Average
- d) Poor

8) What do you think about the 'price' in lifestyle store?

- a) Very expensive
- b) Expensive
- c) Affordable
- d) Less expensive

9) Will you check the brand name while shopping?

- a) Yes
- b) No

10) Will you get the replace for the damaged products?

- a) Yes
- b) No

11) What is your first impression when you enter in to lifestyle store?

- a) Amazed
- b) Satisfied
- c) Dull
- d) Nothing special

12) How are you satisfied with the arrangements of the products?

- a) Very good
- b) Good
- c) Average
- d) poor

13) Are you satisfied with the collections of products in lifestyle store?

- a) Yes
- b) No

14) Which promotion style do you prefer for lifestyle product?

- a) Discount
- b) Trail
- c) Special Product (like if you buy three products, you just need to pay for two product's price)