



# “A CUSTOMER PERCEPTION TOWARDS PANTALOONS IN VADODARA CITY”

**Kamal Desai, Hiral Patel, Dr. Jayprakash Lamoria**

Faculty of management studies, Parul University Vadodara Gujrat India

## ABSTRACT

The term "research" means "to look for information" in everyday English. Research is an art of scientific study, but it can also be defined as the process of conducting a thorough and methodical search for knowledge on a certain subject. Whether it's to learn more about a phenomena, event, product, or service; to find out how often something happens; to see whether one item is related to another; or to put an idea about a causal link between variables to the test, research is always being conducted. In a nutshell, customer perception research is the systematic and objective collection, analysis, and interpretation of data on customers' impressions of a company that may then be used to inform strategic decisions (Big Bazaar, in my study). The primary purpose of this research is to examine how Big Bazaar is seen by locals in Siliguri, West Bengal. Customers in Siliguri were the primary focus of this study's research efforts. The public's opinion of Big Bazaar was gauged by polling its clientele.

To perceive is to engage in the mental process of selecting, organising, and making sense of sensory input in order to form an accurate mental

representation of the external world (Schiffman and Kanuk, 2004, p.158). Meanwhile, according to Cutlipp (1999, p.120), customer perception is the interpretation of a scene of activities, including persons, locations, actions, and the complete spectrum of occurrences, and the response to that interpretation. Even though there may be dozens of shops in close proximity to one another, each one has its own distinct reputation among shoppers. As a consequence of the synergy between the various aspects' performances at the shopping centre, Pantaloons was able to establish a unique brand identity. The research examines the mental characteristics of urban buyers with regard to the allure of pants and the level of effort they put into their purchase. The research found that shoppers are drawn to shopping malls because of the environment, variety of retailers, sales incentives, and relative economic benefits.

## GENERAL INFORMATION

The Indian Retail Industry is the largest among all the industries, accounting for over 10 percent of the country's GDP and around 8 percent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced

industries with several players entering the market. Modern retailing has emerged in India in the form of bustling shopping centres, multi-stored malls and large complexes that offer shopping, food and variety of ways of entertainment.

The focus of this research is on how customers see Pantaloons, a clothing retailer. There are other locations of Pantaloons around India; however, the focus of this research is on the Bangalore, India, location. The Future Group's Pantaloon Retail (India) Limited is a massive Indian retailer that caters to shoppers in the value and lifestyle price points. The firm, with headquarters in Mumbai, is the biggest listed retailer in India in terms of market capitalization and sales, and it has over 1,000 shops in 71 locations around the nation.

Pantaloons is one of the leading retail fashion brands in India. Pantaloons Fresh Fashion, with its emphasis on "fresh look, feel, and attitude," provides fashionable and hip collections that are in tune with the expectations of discriminating young and "young-at-heart" customers. By all accounts, Pantaloons Fresh Fashion is a global fashion leader. Shoppers may find the newest trends in clothing and accessories all year long in this aesthetically pleasing and dynamic environment, thus the name "fresh fashion."

Pantaloons Fresh Fashion stores have presence with stores not just in Metros but also in smaller towns. Retail store is the place where the customers take a decision on the purchase of the products offered by the retailer. The store also influences the perception that customers form in their minds about the store, the products, services and staff. . Managing store operations for a small retail business of any size or complexity from the neighbourhood grocer to the national retail chain is a challenging task. It requires integration among various functions within the

store. When all the functions are performed in an integration manner, the store operations run smoothly. One has to attract new customer and retain the existing customer in order to get the optimum result.

To understand and analyze the consumer behaviors and their responses to various stimuli present at the store and accordingly managing and monitoring the store operations and gauging its impact on overall customer's behaviour. Behaviour of targeted customer towards merchandise and understanding their behaviour. Also, to check and understand which factor if improved will lead to the customer loyalty or recommendation to the product.

## INDUSTRY PROFILE

### INTRODUCTION

Pantaloons is one of the most rapidly expanding lifestyle apparel retail locations in India because of its dedication to innovation in design, idea, and product. Pantaloons is a retail business in India that offers a wide variety of high-quality lifestyle products suitable for every event. Customer service that is both friendly and individualised is what makes this format stand out from the competition. In 1997, Pantaloons made their debut in the Gariahat neighbourhood of Kolkata. The company has gone through several transformations over the years, re-inventing itself in order to provide consumers with fresh, exciting, and innovative products for men, women, and children. Originally a bargain shop, it has now transformed into a "family concept store," with items for all ages. Later, it changed into a place where people could go to get their hands on the season's newest fashions. Pantaloon is one of the greatest MBOs (multi branded outlets) in the

country because to its wide selection of over two hundred different brands in clothing and accessories, including both unique and licenced labels as well as labels from across the world and the country. Pantaloons' main strength is the unique labels we carry, which is why consumers repeatedly shop with us.

## COMPANY PROFILE

### HISTORY

We operate one of the leading organised multi-format retail businesses in India and operate, directly and indirectly through our subsidiaries, associates and joint ventures, retail stores in various formats across fashion, food, general merchandise, home improvement, furnishing solutions and consumer durables and electronics.

We started our retail business with the first Pantaloons store in Kolkata in the year 1997 and have since expanded to have a pan India presence with approximately 737 stores in 72 cities in There were 29 different store types available in India as of October 31, 2009, with a combined retail size of 1,23,41,947 square feet. We've advertised for stores like Pantaloons and Central and Big Bazaar and Food Bazaar and E Zone and Home Town, as well as for private labels like DJ&C and Bare and John Miller and Tasty Treat and Fresh and Pure and Dreamline and Koryo and Sensei. Furthermore, we have created and run specialised companies in the areas of consumer finance, insurance, logistics, brands, media, information services, e-commerce, and retail service education and training. These specialised companies help us achieve our goal of being India's premier retailer, and they also benefit from our extensive resources. By getting a head start, we were able to build a large and diverse chain

of shops throughout India, test out new store formats, and create a name for ourselves and our numerous private brands in the industry.

The Company represents Kishore Biyani's Future Group, a prominent Indian conglomerate. Throughout its history, the Future Group has proven adept at identifying, incubating, and growing a wide range of consumption-led businesses in India. This includes the retail business run by the Company, consumer finance run by Future Capital, brand development run by Future Brands, logistics and supply chain management run by Future Logistics, online retailing run by Future Bazaar, and retail service training run by Future Learning & Development.

The Company was awarded the International Retailer for the Year 2007 by the National Retail Federation, United States which is the world's largest retail trade association with over 1.4 million members globally. It was also awarded the Emerging Market Retailer of the Year 2007 at the World Retail Congress in Barcelona.

On a standalone basis, our sales, including other operating income grew at an annual rate of 25.61% from Rs. 5,048.91 Crores for the year ended June 30, 2008 to Rs. 6,341.70 Crores for the year ended June 30, 2009. Our net sales grew at an annual rate of 55.99% from Rs. 3,236.74 Crores for the year ended June 30, 2007 to Rs. 5,048.91 Crores for the year ended June 30, 2008. On a consolidated basis, our net sales grew at an annual rate of 31.31% from Rs. 5,840.54 Crores for the year ended June 30, 2008 to Rs. 7,669.04 Crores for the year ended June 30, 2009. Our net sales grew at an annual rate of 68.39% from Rs. 3,468.56 Crores for the year ended June 30, 2007 to Rs. 5,840.54 Crores for the year ended June 30, 2008.

On a standalone basis, the total area under operation grew at an annual rate of 22.74%, from 78,77,232 Sq. ft. for the year ended June 30, 2008 to 96,68,501 Sq. ft. for the year ended June 30, 2009. The total area under operation grew at an annual rate of 53.07%, from 51,46,310 Sq. ft. for year ended June 30, 2007 to 78,77,232 Sq. ft. for the year ended June 30, 2008.

On a consolidated basis, the total area under operation grew at an annual rate of 22.54% from 95,91,340 Sq. ft. for the year ended June 30, 2008 to 1,17,53,301 Sq. ft. for the year ended June 30, 2009. The total area under operation grew at an annual rate of 62.79% from 58,91,776 Sq. ft. for year ended June 30, 2007 to 95,91,340 Sq. ft. for the year ended June 30, 2008.

Year-over-year, our net income increased from Rs. 125.97 crores (as of June 30, 2008) to Rs. 140.58 crores (as of June 30, 2009)—a growth rate of 11.60%. From Rs. 119.98 Crores in the year ending June 30, 2007, to Rs. 125.97 Crores in the year ending June 30, 2008, that is an annual growth rate of 4.99% in our profit after tax. Our consolidated net income dropped by 54.08 percent from Rs. 21.93 billion in the fiscal year ending June 30, 2008, to Rs. 10.07 billion in the fiscal year ending June 30, 2009. Our net income fell by 38.29%, from Rs. 35.54 Crores in the year ending June 30, 2007, to Rs. 21.93 Crores in the year ending June 30, 2008.

On a standalone basis, the number of our stores grew at an annual rate of 6.91%, from 246 stores for year ended June 30, 2008 to 263 stores for year ended June 30, 2009. The number of our stores grew at an annual rate of 53.75% from 160 stores for the

year ended June 30, 2007 to 246 stores for year ended June 30, 2008.

On a consolidated basis, the number of our stores grew at an annual rate of 33.52% from 531 stores for year ended June 30, 2008 to 709 stores for year ended June 30, 2009. The number of our stores grew at an annual rate of 97.40% from 269 stores

for the year ended June 30, 2007 to 531 stores for year ended June 30, 2008.

On a standalone basis, our employees have reduces in number from 21,187 as on June 30, 2008 to 20,091 as on June 30, 2009. As of October 31, 2009, we have 21,422 employees. On a consolidated basis, our employees grew in number from 31,601 as on June 30, 2008 to 33,576 as on June 30, 2009. As of October 31, 2009, we have 34,689 employees.

The Board, pursuant to its resolution dated October 30, 2009, approved proposals for restructuring of certain of its business divisions and subsidiaries. The proposed restructuring includes the following initiatives:

- Through a slump sale, the Company intends to transfer its value retail operations, such as Big Bazaar, Food Bazaar, Depot and Navras, and some warehouses, to a fully owned subsidiary, Pantaloon Future Ventures Limited, now known as Future Value Retail Limited. This is to be done principally to guarantee a concentrated effort toward the development and dissemination of these formats. The Company expects that the injection of new cash and the efficient execution of its development plans will be



- made possible by this transfer. The Company has asked its shareholders for
- permission to make this transfer via a postal ballot notification dated November 7, 2009.
- The Company proposes to sell certain of its support business, including of Future Brands, FKS and FLDL to a promoter group company for an aggregate consideration of Rs. 190 Crores. This, the Company believes, will enable it to unlock value in its specialised support businesses.
- The Company proposes to undertake such restructuring in order to garner further investments in its financial services businesses namely FCH and Future Generali with an aim to raise fresh capital for the growth of these businesses. It has been authorized by the Board to carry out all activities and execute any scheme or arrangement required to implement these objects.

## OVERVIEW OF WORLD MARKET

Pantaloon is the one-stop-shop for all of a customer's fashion requirements, stocking a broad variety of brands for men, women, and children in a number of categories, such as western wear, ethnic wear, formal wear, party wear, active wear, and accessories. Our women's department features

our unique brands, which each have a variety of collections suitable for a variety of events. Sarees, an ethnic garment for women, and home furnishings will be introduced in 2020 to reflect the

company's expansion into these markets. Rangmanch offers a wide variety of traditional styles, while Akkriti designs innovative hybrid

styles. Ajile for the health-conscious, stylish casual clothing by Honey, elegant formals and evening clothes by Annabelle—all from the Western wear exclusive brands bare denim, candies, and eternally glam.

Whether you're looking for one of our unique brands or one of India's most popular, you'll find it in our men's department. Indus Route is the place to go if you're looking for men's ethnic clothing. Brands unique to Western wear include SF Jeans' edgy casuals, Byford's preppy sportswear range influenced by Great Britain, Ajile's sporty chic, and Richard Parker's swanky getups. The Formal Wear department has a comprehensive and tastefully curated assortment of top-tier international labels such as Van Heusen, Allen Solly, Peter England, Louis Philippe, etc. From infants of one month on up to preteens of twelve, the kid's department offers something to please everyone. Among the brands available are those made by Pantaloon, such as Pantaloon Baby and Pantaloon Juniors, as well as Akkriti Kids, a manufacturer of ethnic clothing. Later on, however, the kids' part becomes its own distinct brand called pantaloons kids,

which is then further subdivided into three distinct categories. Pantaloon, which now has 25 fashion boutiques in 47 Indian cities and villages, is rapidly expanding across the country. It is one of the biggest retail areas in India, at 1.7 million square feet.

## OVERVIEW OF INDIAN MARKET

In terms of global size, India's retail sector ranks sixth. India's retail business, which includes both the formal and informal sectors, is one of the country's most dynamic and rapidly expanding economic drivers. While India's retail sector was

notoriously disorganised in the outset, it has recently undergone a period of growth and consolidation as a result of shifting customer desires. The sector as a whole is predicted to expand by 25% to 30% yearly as a result of rising consumer demand. Projections for the Indian retail sector in 2010 have it at a whopping Rs. 109,000 crores, up from Rs. 35,000 crores in 2004-05.

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

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

More over a third of the population is under the age of 15, yet as a result of the country's strong GDP growth and democratic system, consumer spending has increased dramatically. The increase in consumer spending over the previous four years has been remarkable. At almost 5% of the industry, organised retail is projected to expand from US\$ 20 billion in 2007 to US\$ 107 billion in 2013.

The brand, as a repository for all other brands, warrants careful examination. With the entry of large businesses like Wal-Mart and Tesco, the already robust retail sector in India is expected to expand even more. In light of this, it is instructive to see which operator in the organised retail market is most successful at luring customers into their

shops. The retail industry in particular places a premium on long-term consumer loyalty and repeat purchases.

## GROWTH OF THE COMPANY / INDUSTRY / SECTOR

Greater than 94% of India's retail industry is made up of small, family-run businesses and street sellers. Due to a lack of big competitors, inadequate infrastructure, and a relatively small middle class, Indian retail has instead concentrated on serving niche markets and selling luxury items. The BMI India Retail Report 2010 states that the retail sector in India is worth Rs353 billion, expanding at a CAGR of 10% and accounting for more than 25% of India's GDP. It may be hard to believe now, but for a long time, major corporations in our nation ignored this crucial part of the economy. But

it's unfair to blame them, either. It's no secret that Indian retailers have historically lacked the resources and motivation to grow and modernise the industry. The notoriously miserly Indian customer, who views shopping more as a recreational activity than a required one, is not likely to ever sustain the retail industry either.

Small gains, lack of infrastructure, an unattractive Indian consumer and absence of regulation never provided opportunities for retail giants to capitalize. Meanwhile, the

Government preferred to remain silent while the unorganized retail sector provided a meagre standard of living to millions in the country. Poverty plagued a majority of the population

and the corporate giants preferred to spend their resources in areas like power and telecom where large-scale opportunities were abundant. Today the retail industry has witnessed a remarkable transformation.

Large socioeconomic upheavals have occurred in India as a consequence of the country's astounding economic development of approximately 8%, with increasing earnings contributing to the expansion of the Indian middle class. This middle class has an understanding of how people in other nations live because of the media and the Internet, two of globalization's most effective instruments. Instead of the more conventional "Saving" strategy, they've opted for the more extravagant "Spending" strategy in an effort to raise their level of life. Current estimates place the target population for organised Indian retail at a size greater than the whole United States. India has been voted the most appealing shopping destination in the world for the last two years in a row, and its retail industry is predicted to increase by 10% in the next years (Source: "Retail in India - Getting Organized to boost growth"). Assocham Press Release, CII-

A.T. Kearney, November 2006. Several of India's largest companies have recently made forays into retail, betting on the country's rapid economic development and the retail sector's potential for future expansion. We analyse what has made Pantaloon Retail, founded by Kishore Biyani, so successful.

## ABOUT MAJOR COMPANIES IN THE INDUSTRY

Some of Pantaloon's tactics are based on those of huge retailers in the west, while others are developed specifically for the Indian market, and both have contributed to the company's success and expansion in the Indian organised Retail industry. At the onset, it's clear that Biyani is the only

one who could have seen and comprehended the future of retail in India as well as he has. Pantaloon's key competitive edge over its retail rivals has been the company's in-depth

familiarity with the intricacies, inadequacies, and problems of the Indian organised retail industry.

Pantaloon's quick expansion and ground-up establishment of a retail company is reminiscent of Wal-mart's history of doing the same. In order to learn as much as possible about the elusive Indian consumer, it decided to take a different approach than Wal-Mart and try out a wide variety of store formats, product-mixes, and brands. As a matter of fact, fresh entrants in the organised retail market would study the ins and outs of the distinctive Indian organised retail sector and figure out a means to compete with Pantaloon's overwhelmingly large market share in almost all types of organised retail.

### The Right Joint Ventures at the Right Time

In accordance with its experimentation policy Pantaloon has formed key joint ventures with a number of popular names like Staples and Starbucks. With its first-mover advantage, it actively shut doors for the competition by snapping up major brands before others could get to them.

### Versatile Retailing

Pantaloon's approach of extensive experimentation has given it a significant edge compared to its competitors: a more adaptable retail presence. Customers see Pantaloon not only as a cheap store, but also as a discount retailer,

speciality retailer, and food shop all rolled into one. This adaptability may be traced back in part to the fact that the brand name has never been pushed onto or even linked with anything but the initial clothing line. As an alternative, individuality and visibility have been given to each business and item. Pantaloon masquerades as a big and diverse assortment of independent boutiques, but it is really just one

giant organised shop. It's just another example of the corporation's insightful grasp of the Indian context:

monopolistic environments make customers nervous, therefore the company gives them the option to choose from many different brands that all come from the same parent company.

## INTRODUCTION OF THE STUDY

Since the advent of the hypermarket and supermarket megastore models in the early 1990s, organised retailing in India has flourished. The economy has shifted from being driven by savers

to being driven by spenders. In 2008, individuals spent \$350 billion on discretionary goods. Experts estimate that an annual \$40 billion in additional spending value will be created. Especially promising for Indian merchants is the anticipated growth in spending on food (up 62 percent), clothing (9.5 percent), and leisure activities (7.9 percent).

Indian organised retailing is on the verge of entering a new era because to the country's robust economic development, positive demographics,

and widespread media coverage, all of which have coincided with a shift in consumer behaviour. It now accounts for 7% of Indian retail but is projected to rise to 14%-18% by 2017. In 2008, organised retail took up approximately 16 million square feet of retail space, up from only 1 million square feet in 2002. To the tune of 2.2 million people by 2010, it has fueled economic expansion and helped to generate jobs throughout the nation. Since the opening of the Indian economy in 1991, major

business houses like Future Group (Pantaloon), K. Raheja Group (Raheja Group), Tata Group, etc., have opened up massive format retailing outlets, anticipating great success in the country's booming retail industry. With the inauguration of its first large-format department store in Mumbai in 1991, Raheja Group's Shoppers Stop was an early adopter of contemporary retail in India. Soon after, in 1996, Pantaloon by PRIL and Trent by Tata Groups appeared.

Ltd. in 1998, etc., which are the early large format retailers in India. These early on movers have grown hurriedly flattering the leading retailers in

India, arresting sizable markets. Private Labels (PLs), being an innovative occurrence in the Indian retail, gained forceful momentum along with the expansion in organised retailing. PLs engage just 5% of the organised retail business in India, having remarkable potential to breed. PRIL was the first retailer to launch its own brands (PLs) in India. It started its operations in 1987 by launching its first brand „Pantaloon trouser“ followed by Bare (jeans), John Miller (shirts) in the fashion apparel

category of retail. PLs shape a noteworthy component of the groups business and have developed noticeably over the years.

## LITERATURE REVIEW

### Brand book

A brand book/brand manual is a law book that explains how a brand presents itself to the world through its contents that are its logo, font, theme, story, and colour, photography, typography etc. It works as a tool to maintain the stability of a brand that how it looks, feels and sounds like. It's so



powerful and important for a brand that people even call it a brand bible. Brand book works is to ensures the brand looks the same, even when we have different people working on customer service whether they are from marketing team, designing team, category, hr or sales team.

### Who prepares the Guideline?

The brand manager writes the branding manual. Even after a rebranding, most companies still rely on their brand agency to create various aspects of the brand. Small and new firms often hire a dedicated graphic designer to create a logo and brand standards. When a business establishes its brand identity, all of the design choices made along the way are recorded. For example, the current Microsoft logo is the first one in 25 years that was created entirely inside the company.

### Who uses the Guideline?

These guidelines work as a reference for everyone who works for the brand, telling them a way to communicate with your brand. They are categorised into two groups.

#### Internal Users

These are the people who work for the corporations yet may be found in any number of places throughout the world. The company's in-house advertising staff also needs access to the brand guideline to ensure that their work complies with all applicable laws and regulations. This manual influences the editorial rules and tone of voice used in internal communications as well. The proper brand ambassadorial behaviour has to be communicated to all employees.

#### External Users

They are partners of the brand, such as suppliers, subcontractors, or design firms. They don't have a

complete grasp of the brand, but using these rules as a guide, they may gain a sense of how the brand works and how to best convey it to others. These papers help others who are not internally involved

with the brand to better grasp its identity via consistent visuals and language.

### BACKGROUND OF THE STUDY

Private Label Brands are defined as the “products owned and branded by the organizations whose primary objective is distribution rather than production”. PLBs, also called own labels or store brands can also be defined as “any of products over which a retailer has exercised total sourcing and market control”.

PLBs, as defined by the Private Label Manufacturers' Association (PLMA), are "private label goods" (i.e., items sold without the retailer's label). In this case, the PLB might be the stores own name or one made up by the store specifically. Rarely, a store may be a part of a wholesale organisation that has exclusive brands for its members.

Jose sheliia Kuruvilla and J. Ganguli researched the perception of retail centres in India. The authors of this research conducted in-depth interviews with working merchants and mall managers, as well as analysed secondary data to learn about the analytical and financial processes involved in the mall's initial setup. The study's authors found that a successful shopping centre in India requires a favourable combination of factors, including a strategic location, thorough consumer research, and an appropriate tenant mix in relation to the center's catchment.

## OBJECTIVES OF THE STUDY

- Whether Customers visit pantaloons or not.
- Are the customers satisfied with the shopping in the store?
- The motivations behind their retail visits.
- What they thought and what they advised.
- To study the Consumer fulfilment towards Pantaloons.
- Customers are attracted to Pantaloons because of the store's wide selection and ease of purchase.
- To measure the fulfilment level of general shopping knowledge at Pantaloons.
- To study the shopping background and the level of fulfilment at pantaloons store.
- To identify problems experienced by Pantaloons customers and provide solutions to the company.

## RESEARCH METHODOLOGY

### METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY

#### Methods for data collection

Primary Data

Secondary Data

#### Primary Data

Primary source of data was collected by questionnaire.

#### Secondary Data

This group has a more formal tone because of the indirect nature of their contact with the customer. Such groups as churches, political parties, clubs, etc., are not part of their daily social lives, thus they do not get frequent interaction with them.

#### Sampling

The data collection was done with 100 respondents.

## DATA COLLECTION METHOD

The data for this kind of survey is gathered in real time, while the presentation is being given, by asking respondents free-form questions as they come to mind.

## CONCLUSION/SUGGESTIONS

In the city of Pune, Maharashtra, Pantaloons commands a sizable portion of the women's clothing market. Consumers value the firm because it provides the services they want. In general, Pantaloons's clientele are pleased with both the quality of their purchases and the quality of the services they get. There has been a noticeable increase in the popularity of internet shopping among consumers. Customers preferred items with warmer, more brilliant tones, thus Pantaloons could benefit from a "one day, one colour" policy in which all product categories were offered in a

single shade. Pantaloons may leverage discount stores to get customers used to paying whatever price they want for the items they want to purchase.

Pantaloon has to take into account the pricing element since the Indian market is price sensitive and our clients expect the greatest quality as COVID-19 consumers are more aware about where and on what they spend their money. Because people aren't out shopping, a new theme store like Pantaloon may open while they wait for the epidemic to pass. Pantaloon may enhance its sales and consumer foot traffic all throughout India by launching new themes with different well-known textiles in India, which customers often purchase during various festivals.

A simple act of sharing is another thing that is rapidly changing and that is, in return, changing how we dress as stores are closed people are opting for online shopping and we can attract more consumers. Pantaloon, given that many consumers prefer shopping online, could benefit from a simulator that would allow customers to virtually try on clothing before buying. This would result in a higher number of customers visiting the site at all hours of the day and night, which would in turn increase sales. Those interested in pursuing a career in the fashion business might be incentivized by holding a competition in which the winning design would be sold or shown on a website or app under the winner's name. Keep a "#face of pantaloon" picture contest in which participants pose in pantaloon; the best entries will be shown on the app/website/store, along with the names of the contest's winners. As we go through social media, it's clear that there's no

shortage of sweat sets or comfy clothing to do things in, but no one knows how or when the epidemic will stop, so the fashion industry is racing to survive like everyone else. Everyone, without exception, has altered their routine and style in some way. Additionally, big historical events such as

pandemics, economic downturns, and wars have been shown to influence how people of both sexes dress today. It's clear that the COVID-19 epidemic has had a major impact on our sense of style, with many individuals and celebrities donning enormous hoodies and scarfs that shield their faces, as well as giant, comfy trousers. Fashion historian Raissa Bretana, who teaches at FIT and Pratt Institute, predicts that after this extended time of comfortable clothes while in quarantine—in light of the fact that we are going to have to live with COVID19 for a while—there will be a spike in trendy masks and hand gloves.

People in India use face masks on a daily basis for a variety of reasons, including protection from pollution and allergies; designers may capitalise on this trend by making stylish masks and gloves out of recyclable fabric.

**Bargain shopping:** Where people can buy clothes on their choice of price, {this can be done to clear stock}