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# A STUDY OF IMPACT OF AUGMENTED SERVICES OF DEPARTMENTAL RETAIL FORMATS (MULTI BRAND) ON CUSTOMER SATISFACTION IN PUNE

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## ABSTRACT

*It is the purpose of this study to determine the extent to which the augmented services offered by multi-brand fashion department stores in Pune, such as Max, Reliance Trends, Lifestyle, Westside, and Pantaloons, influence the level of pleasure experienced by customers. This study's primary objective is to determine how customers feel about the numerous augmented services with a special emphasis on Augmented Reality (AR) that are provided by these retail formats and to determine the level of satisfaction that they have with these services. With the assistance of a complete literature analysis, it is possible that the existing research on multi-brand fashion department retail stores in Pune may be better understood, and research gaps can be identified more accurately. A customer satisfaction survey will be used to collect responses from customers of various retail formats in and around Pune as part of the execution of this plan. The investigation, which is centered on the relationship between improved services and increased levels of customer satisfaction, makes use of statistical methodologies in order to unearth ideas that may be put into practice. These findings have significant repercussions for retail marketers and managers, who may put them to use to increase the level of enjoyment and satisfaction experienced by customers as well as the overall success of retail businesses. There have been several suggestions made regarding the diversification of the focus of future study to include subjects such as customer loyalty and retention.*

*Keywords: fashion department, retail industry, customer satisfaction*

## INTRODUCTION

In recent years, the retail landscape has seen significant alterations, one of which is the introduction of multi-brand fashion department retail stores. These stores offer a wide variety of products and services under one roof so that customers can shop for anything they need. The clients who are looking for convenience, variety, and quality in their shopping experiences have made these establishments their go-to destination of choice. Max, Reliance Trends, Lifestyle, Westside, and Pantaloons are just few of the multi-brand fashion department retail stores that have developed a presence in Pune, which is a booming metropolitan metropolis at the heart

of India. Not only do these retailers provide customers with a wide selection of unique fashion items, but they also work hard to improve the overall shopping experience by implementing augmented services.

In the retail industry, the term "augmented services" refers to the additional services that merchants offer in addition to the primary product offerings. These services are provided in order to improve customer happiness and differentiate themselves from other businesses in the industry. Personalized style advice, adjustments, home delivery, customer loyalty programs, and experience shopping environments are some examples of the services that may be included in this category. Customers' impressions of a retail brand are significantly impacted by augmented services, which also helps to determine the level of overall pleasure and loyalty that customers have toward the company.

In order for merchants to properly customize their products and plans, it is vital for them to have a sufficient understanding of the perceptions and degrees of satisfaction that customers have with augmented services. Within the setting of multi-brand fashion department stores in Pune, there is a requirement to investigate the ways in which the numerous expanded services provided by merchants have an effect on the level of satisfaction experienced by customers. Through a thorough investigation of this connection, merchants are able to pinpoint areas that could be enhanced and put into action methods that will result in an overall improvement in the shopping experience for customers.

In spite of the fact that augmented services are becoming increasingly important in the retail industry, there is a paucity of research that explicitly focuses on the influence that these services have on customer satisfaction within the context of **multi-brand fashion department retail stores** in Pune. Studies that have been conducted in the past frequently generalize their findings across a variety of retail formats or concentrate exclusively on customer retention and loyalty, so ignoring the complex dynamics of consumer satisfaction in the context of augmented services. particularly, the purpose of this research is to investigate the influence that enhanced services have on customer satisfaction in multi-brand fashion department retail stores in Pune. This research aims to fill this gap by conducting a complete study that particularly evaluates this impact. The purpose of this study is to give merchants important advice to improve their service offerings and enhance overall customer satisfaction. This will be accomplished by gathering insights into customer perceptions and levels of satisfaction. The purpose of this research is to contribute to the current body of knowledge in retail management and marketing by means of a thorough analysis and interpretation of the findings, with the additional goal of providing industry practitioners with practical consequences.

### **Evolution of the Retail Landscape in Pune:**

There has been a significant amount of urbanization and expansion in Pune over the past few decades, making it a very vibrant metropolis that is hidden away in the center of the state of Maharashtra. In addition to being a hub of commercial activity and a well-liked tourist destination, Pune is prominently recognized for its rich cultural heritage, numerous educational institutions, and rapidly expanding information technology sector. Because of the quick changes brought about by new market trends and shifting preferences among consumers, the retail industry in Pune has seen significant transformations, which have been essential to the overall development of the city. As a result of the proliferation of multi-brand fashion department stores, the city's

retail environment has undergone a considerable transformation. These stores provide clients with a diverse selection of products and services in a single, easily accessible location. In Pune's retail environment, these multi-brand fashion department shops have become mainstays because of the extensive selection of clothing, accessories, and lifestyle products that they offer. It is crucial to note that well-known brands such as Max, Reliance Trends, Lifestyle, Westside, and Pantaloons are prominent components of this market sector, which contributes to the range of retail options available in the city.

Retail behemoths such as these have established themselves as prominent players in Pune's retail landscape because of their huge shop networks, extensive product options, and emphasis on providing excellent customer service. The arrival of these individuals is illustrative of the shifting preferences and anticipations of Pune's wealthy consumers, as well as the city's growing reputation as a central location for retail. The retail industry in Pune is a dynamic sector that is receptive to new ideas and is seeing significant development as a result of the continuing transformation that is taking place in the city. In this context, department shops that carry many brands of clothes are likely to keep their position as industry leaders by providing customers with an unequaled assortment, by making their shopping experience as easy as possible, and by ensuring that they are satisfied overall.

## RESEARCH OBJECTIVES

1. To assess the additional services provided by multi-brand fashion department stores in Pune, such as Max, Reliance Trends, Lifestyle, Westside, and Pantaloons.
2. To evaluate customer satisfaction and perceptions of enhanced services.
3. Examine the correlation between enhanced services and client happiness.

## METHODOLOGY

The methodology of this research is to gather data in a methodical manner from multi-brand fashion department stores in Pune and then conduct a thorough analysis of that data to determine the connection between improved services and increased levels of customer satisfaction. This research project used an online survey method that was based on a Google Form questionnaire. The survey was conducted over the period of three months. For gathering information from the individuals who were expected to fill out the survey, a few questions and statements were formulated based on the distribution of the variables. The sampling method that was used for this investigation was called a purposeful sample. To gather data, it will only collect information from respondents who can provide evidence that they have used the Augmented Reality feature to make at least two purchases of retail products.

### Research Design:

During this study, a quantitative research methodology is used to collect information from clients of several multi-brand fashion department retail shops located in Pune. A study strategy known as cross-sectional research is used, which enables the collecting of data at a particular moment in time. The purpose of this

research is to give insights into the perceptions and levels of satisfaction that customers have about enhanced services.

### **Sampling Technique:**

The target demographic for this research includes consumers who have recently visited and made purchases at chosen multi-brand fashion department retail shops in Pune, including Max, Reliance Trends, Lifestyle, Westside, and Pantaloons. The selection of participants is accomplished via the use of a technique known as convenience sampling. This method involves selecting respondents based on their availability and their desire to take part in the assessment. Using this sampling strategy, the researchers can gather data from a wide variety of clients in an effective manner while adhering to the schedule and financial limits that have been stated before.

### **Data Collection Instrument: Customer Satisfaction Questionnaire:**

It is planned to construct a systematic questionnaire to collect information about the perspectives and levels of satisfaction of customers regarding the increased services that are provided by multi-brand fashion department retail shops in Pune. **The questionnaire is intended to collect data on a variety of components of the shopping experience, such as the availability and quality of enhanced services, the level of satisfaction with product offers, the overall shopping experience, and the demographic profiles of those who reply to the questionnaire.** In order to facilitate quantitative analysis of replies, the questionnaire includes both closed-ended questions and items in the form of Likert scale rankings. Respondents are provided with prepared answer possibilities when they are asked closed-ended questions, which makes the process of data collecting and processing more efficient. Questions based on the Likert scale provide respondents the opportunity to express the degree to which they agree or disagree with statements on a scale, which enables the measuring of attitudes and perceptions.

### **Data Analysis Techniques:**

The information that was gathered is then subjected to statistical analysis to investigate the connection between enhanced services and the level of satisfaction experienced by customers. In order to provide a concise summary of the demographic profile of respondents and the distribution of answers to questionnaire questions, descriptive statistics are produced. These statistics include frequencies, percentages, means, and standard deviations. **Inferential statistics, which include correlation analysis and regression analysis, are used to investigate the connections** that exist between improved services and the level of pleasure experienced by customers. In order to determine the degree and direction of the association between variables, correlation analysis is used. Regression analysis, on the other hand, enables the discovery of important predictors of customer satisfaction.

### **Analysis and Findings:**

The examination of data acquired from consumers of multi-brand fashion department retail shops in Pune gives significant insights into the influence that enhanced services have on the level of pleasure experienced by customers. According to the findings of the demographic study, the profile of the respondents is highlighted, which includes their age, gender, income level, and the number of times they visit retail outlets. The analysis of augmented services perception provides information on the degree of satisfaction that customers have with the numerous services that are provided by merchants. **These services include customized style advice, alterations, home delivery, loyalty programs, and immersive shopping environments.** According to the data, there are differences in the degrees of satisfaction that are experienced by various services, with some services earning better ratings overall than others. An examination of the link between upgraded services and total customer happiness is shown via the use of regression analysis, with demographic factors being controlled for. In addition to giving light on the aspects that contribute most substantially to the entire shopping experience of consumers, the findings indicate major determinants of customer happiness.

### Respondent Profile

Analysis of 149 respondent profiles provides an overview of statistical distribution. This table shows that men and females respond similarly, with a 16.78% difference. Over 95% of respondents have used Augmented Reality (AR) to make purchases. Demographics showed that more than 10% of responders were from East Java and Pune. This shows that the two provinces use augmented reality more. With augmented reality-based features, the average transaction is two to four times. This is 8.73% lower than the purchasing intensity of regular buyers, which is more than four times. Nearly half of the study respondents indicated they had used AR to buy gowns, shoes, and other fashion products. Additionally, Instagram for Business, Tiktok, and other social media sites handle most augmented reality transactions. This study gives a more realistic view of respondents' attitudes on using augmented reality to buy products.

**Table 1 Respondent Profile**

Profile	Classification	Numbers	Percentage
Gender	Male	62	41,61%
	Female	87	58,39%

**Table 2**

Profile	Classification	Numbers	Percentage
Gender	Male	62	41,61%
	Female	87	58,39%

**Table 3**

Profile	Classification	Numbers	Percentage
Have you ever made a purchase using the AR feature?	Once	143	95,97%
	Never	6	4,03%

**Table 4**

Profile	Classification	Numbers	Percentage
Purchase Intensity Using AR Features	Only once	2	1,34%
	2 - 4 times	77	51,68%
	More than 4 times	64	42,95%

**Table 5**

Profile	Classification	Numbers	Percentage
Type of Goods Purchased	Cosmetics (Lipstick, Powder, Etc.)	34	22,82%
	Fashion (Clothes, Shoes, Dresses, Etc.)	70	46,98%
	Accessories (Watches, Glasses, Jewelry, Etc.)	39	26,17%

**Table 6**

Profile	Classification	Numbers	Percentage
Shopping Media Using AR Features	E-Commerce Marketplace (Shopee, LazLive, Amazon Fashion's, Dll)	43	28,86%
	Application from Retail Stores	16	10,74%
	Media Social (Instagram for Business, Tiktokshop, Dll)	84	56,38%

A convergent validity test is used in this investigation to examine the measurement model, also known as the inner model. The test is conducted by examining the value of the Convergent Validity Test, which must have

a minimum Average Variance Extracted (AVE) value of more than 0.5, and the reliability test, which must have a Composite Reliability value of more than 0.7.

**Table 7. Results of Convergent Validity Test and Reliability Test**

Variable	Composite Reliability	AVE
Consumer Acceptance (X1)	0.870	0.626
Buying Experience (X2)	0.806	0.581
E-WOM (Y1)	0.848	0.651
Customer Satisfaction (Y2)	0.878	0.643

Because the convergent validity test yielded AVE findings that were more than 0.5 for each variable, the data that was collected for this study may be considered legitimate. In the meanwhile, the findings of the Composite Reliability demonstrate that the value of each variable has a value that is more than 0.7, which means that it is possible to draw the conclusion that this study has a high level of data reliability and validity.

**Table 8. Hasil Uji Discriminant Validity-Heterotrait-monotrait Ratio**

	X1	X2	Y1	Y2
X1				
X2	0.808			
Y1	0.576	0.923		
Y2	0.589	0.705	0.841	

In addition, the findings of the discriminant validity test were determined to be suitable. This was due to the fact that the value of the variable Y2 was connected with all of the variables (X1, X2, and Y1). The purpose of this study is to ensure that authentic data has been acquired.

**Assessment of the Structural Model (External Model)**

**Table 9 . Structural Model Evaluation Results Based on the R-Square Test**

	R-Square	R-Square Adjusted
Y1	0.408	0.396



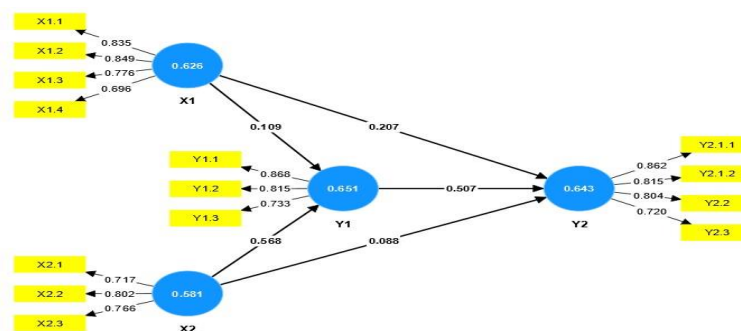
Y2	0.480	0.463
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Also presented is an evaluation of the structural model with the R-Square test which shows a number close to 1 but not yet exceeding the middle value of the R-Square test criteria, namely 0 to 1. So, the variability in the dependent variable in this study has an adequate model. Good. Overall, the results of the analysis show that this study has good data reliability and validity, with a model that is quite good at explaining variability in the dependent variable.

**Table 10. Structural Model Evaluation Results Based on the F-Square Test**

	X 1	X2	Y1	Y2
X1			0.01 3	0.05 2
X2			0.35 2	0.00 7
Y1				0.29 2
Y2				

The results of the F Square test, which indicate the relative contribution of the independent variable to the dependent variable in the structural model, are shown below. The contribution of the independent variables as a whole has a fairly considerable effect, as shown by the fact that variable X1 has a greater impact on Y1 and variable X2 has a less significant impact on Y2, both of which have a negative value.



**Figure 1. Analysis Results**

The value of the Path Coefficients, which represents the link between the variables X1 and Y1, has a path coefficient of 0.138, which indicates that X1 has an impact on Y1 that is equal to 0.138 units. Another example



is that X2 has a path coefficient of 0.556 on Y1, which indicates that it has an impact of 0.556 units on Y1. The path coefficient between Y2 and Y1 is 0.656, which indicates that 0.656 units of Y1 contributed to the growth in Y2. This further demonstrates that the link between the two variables is greater than previously thought. The value of the overall effects was also taken into consideration in order to test the hypothesis, which was another thing that was done.

**Table 11. Path Coefficients**

	X1	X2	Y1	Y2
X1			0.138	
X2			0.556	
Y1				0.656
Y2				

**Table 12. Total Effects Results**

	Original Sample (O)	Sample Mean (M)	(STDEV)	T Statistic	P Values
X1 -> Y1	0.109	0.116	0.105	1.038	0.299
X1 -> Y2	0.262	0.258	0.125	2.102	0.036
X2 -> Y1	0.568	0.561	0.085	6.695	0.000
X2 -> Y2	0.376	0.378	0.102	3.686	0.000
Y1 -> Y2	0.507	0.515	0.102	4.973	0.000

The results of the total effect analysis performed on the first sample provide a summary of the relative impact that the independent variables (X1 and X2) have on the dependent variables (Y1 and Y2) that are included in the model. X1 was shown to have a considerable impact on Y2, with a meaningful p-value, although it had a less significant affect on Y1, according to the findings of the study. In the meanwhile, X2 has a very low p-value, which indicates that it has a very large impact on both Y1 and Y2. In addition to that, the connection that exists between Y1 and Y2 is also of great importance. The findings of this research provide a more in-depth comprehension of the relative contribution of each variable to the other variables in the model, which may be of assistance in comprehending the connections that are being investigated in this study.

**Discussion How AR Can Reveal Marketing Optimization**

Augmented Reality technology, enabled by increased digitalization, lets customers "animate" the digital world in their physical world. This technology indirectly helps Augmented Reality provide customers with a unique experience. Easy access is crucial when utilizing augmented reality apps to buy. The research suggests that convenience influences customers' purchasing. When they think augmented reality makes shopping easy, they are more inclined to return and spend more. This evidence shows that easy-to-use augmented reality apps improve customers' shopping experiences. Comfort influences 84.9% of customers' repeat purchases, making it a crucial component in augmented reality adoption. While convenience is important, comfort is too. Using augmented reality technology throughout the buying experience and making consumers feel comfortable improves the probability that they will buy more and return. Customers like shopping more due to its ease of use.

Augmented reality changes customers' buying patterns. Nearly 76% of customers' future purchases were impacted by this choice. When clients feel augmented reality (AR) improves their buying choices, they are more inclined to return to the firm. Augmented reality (AR) may be beneficial for convincing customers to buy numerous items.

Last but not least, consider how augmented reality influences customers' product views after usage. This study's 69.6% effect affects consumers' repeat purchasing selections. If augmented reality improves their worldview, customers are more likely to return and buy more within the same timeframe. Augmented reality may provide more product information and improve client satisfaction, according to Yoo (2023). When retail companies understand how customers see augmented reality, they can better adjust their marketing plans and campaigns and leverage on digitalization possibilities to fulfill their goal.

### **Customer Satisfaction with augmented reality**

The fast growth of technology has indirectly affected corporate competition. Understanding what makes customers happy is crucial for organizations. Customer satisfaction is now the cornerstone for long-term customer relationships, not just the goal of market share preservation or growth. Retailers are exploring the use of new technologies like augmented reality (AR) to better analyze customer behavior and boost customer satisfaction. This study will also examine how augmented reality technology in shopping encounters reveals less evident characteristics of customer enjoyment. This study will compare how consumer adoption of augmented reality technologies and AR buying experiences affect customer happiness. Thus, a better understanding of how augmented reality technology affects customer perceptions, behaviors, and pleasure will be gained.

Significant differences were found between customer approval of AR technology and AR purchasing experience. The variable consumer acceptance of augmented reality technology accounts for 20.7% of the effect. This shows that factors like ease of shopping, comfort, shopping decisions, and product perceptions after using AR have contributed to consumer acceptance and adoption of augmented reality technology in shopping and have a significant impact on customer satisfaction. AR-enabled buying experience variables had an 8.8% overall effect, which is significant. This shows that augmented reality purchases may affect customer

satisfaction (Tan et al., 2022). The customer's reaction to augmented reality features, affection when using AR, and digital engagement while purchasing all contribute to a good shopping experience.

"Convenience of shopping using AR applications" and "Ease of shopping using AR applications," with 84.9% and 83.5% impact values, respectively, are competitive advantages that affect consumer adoption of augmented reality technology. These factors matter most. This illustrates that augmented reality technology's ease of use in retail buying affects client satisfaction. "Customer affection when using the AR feature" is the most crucial AR Purchase Experience indicator at 80.2%. This shows that AR feature attachment or positive feelings greatly impact customer pleasure. Although their relative importance varied, "Digital interactivity when shopping" (76.6% of respondents) and "Customer response to augmented reality features" (71.7% of respondents) boosted customer contentment. Digital interaction may boost buyer happiness. These studies show that augmented reality purchasing experiences are about how consumers engage with the technology and how companies meet their demands. Retailers can retain and gain consumers by providing a complete and enjoyable shopping experience. The consumer satisfaction metric is greatly impacted. Recurring purchases (86.2%), enhancing the buying experience (81.5%), marketing the product or service (80.4%), and good reviews (72%). really tall. Using AR service features to purchase makes consumers happy. Understanding how AR provides a unique degree of customer enjoyment may help organizations analyze and enhance their marketing methods. This project seeks to increase customer satisfaction and acquire a competitive advantage in the augmented reality-based services market.

### **Scope and Limitations:**

This research focuses on multi-brand fashion department shops, including Max, Reliance Trends, Lifestyle, Westside, and Pantaloons, that are situated in Pune, India. The influence of these businesses' enhanced offerings on customer satisfaction is examined in this research. Customers of these retail establishments are asked to complete a standardized questionnaire as part of the research's primary quantitative methodology. It is critical to recognize several of this study's shortcomings. First off, the results' generalizability could be constrained by the convenience sample method used and the narrow geographic emphasis on Pune. Furthermore, limitations in self-reported data and respondent biases might affect the research. Additionally, the study ignores the possibility that outside variables, such as macroeconomic circumstances or competitive dynamics, might have an impact on consumer happiness.

### **CONCLUSION**

This research makes a substantial contribution to our knowledge of retail management and marketing by conducting an in-depth investigation on the impact that enhanced services have on the level of pleasure experienced by customers shopping at multi-brand fashion department stores in Pune. The results shed light on the critical role that enhanced services, such as customized styling help and loyalty programs, play in molding the attitudes of consumers and the overall levels of happiness they experience. These findings have significant repercussions for retail practitioners as well as researchers, highlighting the need to give enhanced services a higher priority to improve the overall experience of customers. Investing in staff training, using technology to improve service efficiency, and placing an emphasis on individualized experiences are all things

that retailers are strongly encouraged to do to create closer ties with their consumers. Furthermore, the findings of this study highlight the need of doing continuous research to investigate the subtle features of augmented services and the influence that these characteristics have on customer satisfaction across a variety of businesses and geographical areas. Retailers could manage the ever-changing retail environment and continue to sustainably enhance consumer happiness in a market that is becoming more competitive if they engage in ongoing research and innovation.

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