



BUS 400

Internship Report Submission

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Prepared for

Iffat Tarannum

Lecturer, BRAC University

Prepared by

Mohammed Ashiqur Rahman

I.D. 13204042

Internship Report Done on Aarong



## Letter of Transmittal

28<sup>th</sup> August, 2016

Iffat Tarannum  
Internship Supervisor  
BRAC Business School  
BRAC University.

Dear Mam,

It is a great pleasure for me to submit to you the report on my experiences and learning from my internship at Aarong. Being a student of marketing concentration, I always felt the significance of having some practical exercise of what I have learnt in theory. In my internship I felt this need even more as I faced the practical dimensions of the real business world. I am grateful that you extended me all the support and guidance I needed in this course.

Lastly, I would like to thank you for giving your valuable time in helping me out at various stages during this internship.

Sincerely,

Mohammed Ashiqur Rahman  
I.D. 13204042

## ACKNOWLEDGEMENT

I would like to take the opportunity to thank them who helped us at the time of preparing this report. I am very grateful to my internship supervisor Ms. Iffat Tarannum for her continuous guidance henceforth. Her guidance has been of extreme help to me. I also gratified for all the times I seek advice from her and she answered with the paramount patience and perseverance. In addition to this, her requirements for the report made it mandatory for me to seek contacts externally, which proved to be very rewarding. I also grateful to “**Aarong**” who are providing some important information on their company’s websites for which it was very time saving for me that I did need for run for searching those. I would also like to thank my Aarong supervisor, Ms. Rejwana Rahman Sornaly, Senior Executive, Marketing Department for giving me the opportunity to contact and work with him.

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## Executive Summary

Aarong being a 37 years old organization is one of the leading retail lifestyle chains in Bangladesh. It has created a source of livelihood for about 65,000 artisans in various areas of the country and some of them are reached through the Ayesha Abed foundation which manages about 37 centers and 637 sub-centers where artisans can come and find employment as well as create their products.

This report attempts to explain the organizational culture, its people and the marketing department. Additionally it also consists details of the work I have done in the various campaigns such as the Eid Preview Event, Eid- ul- Fitr Photoshoot, Brand Alliances, Monthly content photo-shoot as well as my work in numerous reports. I have explained the lessons I have learned during the course of my internship, how I have overcome the difficulties I have faced as well as how this internship exceeded my expectations and the valuable experiences I have gathered. Moreover, I also showed the relationship of product quality and customer satisfaction to increase the sales of Aarong. The report provides an insight into the workings of Aarong's marketing department as well as how I have tackled the responsibilities and work I have been given.

# Impact of Product Quality on Customer Satisfaction to Increases sales of Aarong

## Chapter 1: Introduction

### 1.1 – Origin of the Report

The topic is based on each buyer's insight on purchasing products from Aarong store and how each personality taste differs from one another when it comes to product quality. Customer's perception are very much different from one another and the perception of product quality change according to their taste. Customer satisfaction ultimately leads to much profit for a company. Aarong, has 16 outlets all over Bangladesh and at the same time they have opened their E-commerce site which are making their profit double. Now the customers can easily buy their products from store as well as from online. As Aarong is ensuring good quality products so it's much safer to buy from online. So if the product quality is good then it's automatically help a company to reach their potential customers and achieve their ultimate target.

### 1.2 – Objectives of the Study

The topic chosen for the report is “Impact of product quality on customer satisfaction to increase sales of Aarong”. There are basically three types of objective which are-

- To evaluate how purchase decision of consumers can be determined by the product quality.
- To identify how can Aarong increases its sales by improving product quality
- Develop an understanding regarding the significance of quality for potential buyers.

### 1.3 – Scope

This report focuses on the consumer satisfaction and product quality from Aarong in various aspects and it help them to sale more over the year. Aarong is very popular shop in all over Bangladesh. To have clear idea about their product line and quality, I interviewed customers as



well as their officials. This study mainly deals with the goods & services, employee behavior, quality of products of Aarong and impact of all of them to know about their total sales.

#### 1.4 – Limitations

To make this report successful I had to face some limitations which created obstacles to identify proper findings and analysis. Firstly, As Aarong is an NGO based organization to it was quite difficult for me to get internal information about their sales from their authority. I worked there in the month of Ramadan so employees were busy and I was not authorized to collect information at that time. There are very few information on Aarong's website about their company. So it was very difficult to collect secondary information. Another limitation was lack of experience in field work. When conducting interviews from students I had to explain what the quality factors are for Aarong products. Finally, supply chain department of Aarong is quite busy all the time and it was not easy to collect the number of products they were sent to their outlet day to day.

#### 1.5 – Literature Review

Product quality and customers experience and expectations lead to customer satisfaction. From the service marketing concept we know that satisfaction is feeling the gap between customer experience and expectation. Cardozo in 1965 stated that satisfaction can be understood by having a proper knowledge about the product. In other words, satisfaction may come after using the product or services. Satisfaction about a product comes when customers evaluate a brand based on his previous experience. A long term relationship between potential buyer and organization can be created if the organization is able to satisfy its customers through their product quality. Quality and price are the main factors regarding customer satisfaction. In some cases, people think that higher priced product means good thing and lower price, product means it may poor in terms of quality. Marketing dimension is changing day by day. In the relationship marketing, satisfaction is considered as an important factor in the relationship quality concept. After one customer is satisfied with the product he/ she will surely come back to that shop again and ultimately it will increase their sales as well as it will help them to get more potential buyers and create a long term relationship.

#### 1.6 – Methodology

### 1.6.1 Data Types

In this study we used two types of data: Primary data and secondary data.

### 1.6.2 Sources of Data Collection

**1. Primary Source:** Primary information is gathered from some informal interviews from students of BRAC University who promptly buy products from Aarong. There were also some informal interviews with the officials and sales associates to have a proper insight about Aarong.

**2. Secondary Source:** Secondary sources had also used to collect information. Such as- Aarong's website and Wikipedia, newspaper articles, BRAC NGO's website, some journals. Aarong distributed a month to month paper only for its employee. There were lots of information in that newspaper.

### 1.6.3 Data Collection Techniques

**1. Questionnaire:** An organized survey was asked to the individuals from particular areas.

**2. Observation:** While taking the survey I observed the respondents and also when I visited their store I observed customers buying pattern.

**3. Secondary information:** Secondary information has collected by reviewing websites, Journals and some other relevant documents.

### 1.6.4 Research Design

To make this research paper successful I choose Exploratory research. Because in exploratory research, it's not formal and the structure is not organized. When making this research I keep in mind that customer satisfaction and product quality are independent variable and impact of product sales is dependent variable. This research report's objective was to determine the effect on product sales based on product quality and customer satisfaction.

#### 1.6.5 Sample Size

The size of the study includes 20 people of different ages.

#### 1.6.6 Sampling Techniques

I followed a structured questionnaire to interview the respondents. 40% of total sample are relatives, 60% of them students, housewives and others. Convenience sample technique was used for easy, cooperative and accessibility.

#### 1.6.7 Scaling Techniques

In the questionnaire, description type scaling was used. Description scaling means unique labels or descriptors that are used to designate each value of the scale.

Example: 1= Strongly Disagree 2= Disagree 3= Average 4= Agree 5= Strongly Agree

#### 1.6.8 Research Methods

The research work of Aarong is based on secondary data resources. This is completely qualitative study because it involves studying literature and the research is only based on a particular topic or single theme. For a study like this quantitative methodology needs to be used and in addition the motive behind this is that the difficulty needs to be discovered widely and as there is no numerical value here, so quantitative data analysis cannot be performed.

#### 1.6.9 Research Questions

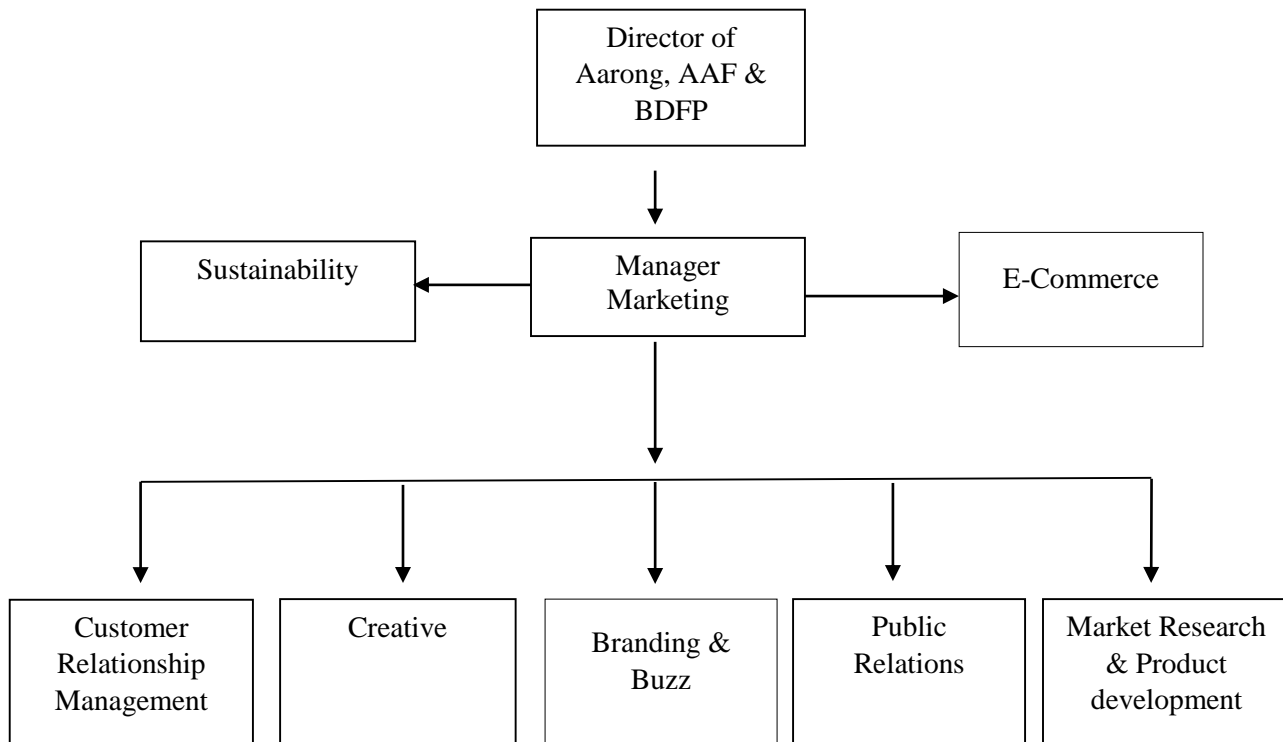
- What aspect does product quality play in terms of consumer choice when buying products from Aarong store?
- How can consumers be guaranteed of the quality when purchasing from the stores?
- How product quality plays a vital role on customer satisfaction?
- Does customer satisfaction can increase the total sales?

#### 1.6.10 Beneficiaries from this study

This research work will motivate investors to invest more on the fashion industry. So if anyone wants to come with a small investment he can be benefited from this research. New investors will have a clear idea about the improvement of product quality and their business before they make an investment.

## Chapter 2: Job Description and Responsibilities

### 2.1 Organogram of marketing department



### 2.2 My Assignments and Contribution

I was assigned to the Market Research team with my supervisor who had been working in Aarong for about three years now. My job was to assist my supervisor in creating various reports regarding our different campaigns and market surveys. I have worked on several reports such as Aarong's monthly Facebook Aarong and Taaga page reports to show our Facebook activity and customer response. Additionally I have worked on reports for each of our campaigns such as Novo Air Campaign 2016, Eid Collection Preview 2016 etc.

In these reports we look at the present data and compare them with the previous period's data and look for changes whether positive or negative and try to improve future advertising efforts in order to counter any negative changes. We also do cost analysis for the different campaigns to study the

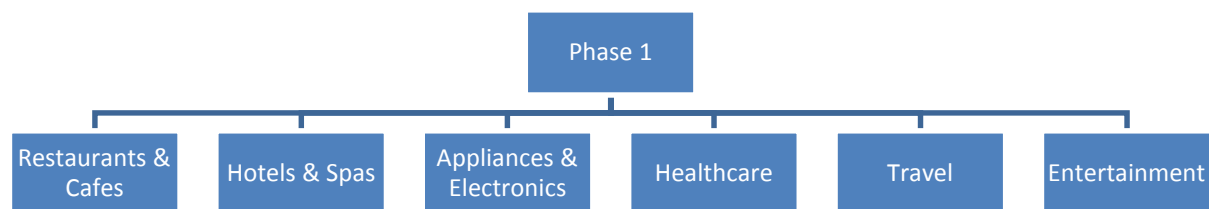
returns on our expenses for each campaign. Furthermore customer response is studied to infer if the campaign was successful or changes need to be made in future.

Additionally I had other duties as well with the manager of the marketing department asked me what area I am interested in, I told him I would like to be involved in branding and communications in the future. Hence he would involve me in advertising related activities. I have listed below some of the major projects I have worked on during the course of my internship.

## 2.3 Project 1

### Creating Brand Alliances

The project 1 that I worked on consisted of mainly six categories of brands. These categories consisted of the following:



My supervisor and I had discussion with the Manager of the Marketing Department and selected a few brands from each category that we were to approach with our proposal. We contacted approximately 50 brands, most of which fell into the restaurants and cafes category as that was where our manager wanted us to focus. Usually the individual restaurant brands were not looking for alliances. Although we contacted about 35 restaurants and cafes, we were able to form contracts with 5 brands which are Pizza guy, Tastebud, Castle Salam and many more.

### 2.3.1 Project 2

#### Eid ul Fitr Photo-shoot 2016

Every year Aarong does a Eid ul Fitr photo shoot on their collection of clothing made for that purpose and the images from the photo shoot are put up on billboards, banners, Website, digital media, Look books, etc. The process starts with informing the designers to submit pictures to the marketing department of all the outfits that are designed for Eid ul Fitr purpose. Those images are looked through, screening out majority and selecting a few outfits which will further be sorted through. Those images are given to the designers and they are given a deadline within which they must give marketing the sample of the outfit.

### 2.4 Lessons Learned

This internship has helped me get a lot of practical experience in the field of marketing. The marketing environment is very dynamic unlike what we learned in theory. You have to make many on the spot decisions so quick thinking is required. Unlike reports or projects, you are not given much time to come up with a good plan or proposal. An inherent good quality of judgment is required within a person as your judgment will help you in deciding what will work in the market and what will not. Quick thinking and easy to catch new processes is a strong attribute to have in the field of marketing.

I have gained more confidence in my own judgment through this internship and also learned not to get discouraged by failure as it is a learning process. Additionally Aarong has such a wide operational network that I have learned a lot about different supply chain processes. Essentially I have met many different kinds of people through the photo shoots and the fashion show. Therefore socially my experience has increased as I have had to communicate with different people that I was not used to coming across.

## 2.5 Interaction with Supervisor and Co-workers

My supervisor has spent much time and effort in educating me about the different departments and operations of Aarong. She has always behaved quite pleasantly with me and occasionally stern when I made any mistakes. However I would say my supervisor has been very patient with my learning process. In fact she told me on a few accounts that I catch up work quickly. My supervisor told me to share any thoughts I had on the matter with her, she encouraged me to share my opinions. My co-workers behaved pleasantly with me as well.

## 2.6 Dealing with Difficulties Encountered

Difficulties encountered were mainly delays in response from other departments. This particular problem required me to continuously chase the different departments so as to get my work done on time. We faced problems in obtaining information to prepare the various reports of which most information was with the creative team and they were not always cooperative on time. Therefore I had to contact the vendors directly to obtain the data. It created more hassle but we had to go the roundabout way to obtain the data in a timely manner. My supervisor explained that the creative team is always struggling with extra workload therefore is not always responsive.

## 2.7 Differences in Expectations and Experiences

My experiences far exceeded my expectations as I did not expect to get much recognition on my work and given so much responsibility. Initially I was overwhelmed by how everyone was so experienced in the field of marketing and always knew what to do in each situation. However I caught up quickly and received several compliments on my management skills in the Eid ul Fitr photo shoot as well as on the results of the Content shoot. I heard stories of other people's internships not having much activity other than tedious work and was glad to have been given work that allowed me to learn a lot about how marketing really works.



## Chapter 3: Product Quality and Buying Decision

### 3.1 Relationship between Product quality and customer Satisfaction



In case of product Aarong has always been unique. It's quite difficult to think to relate handicrafts product and supermodels in the same area. There are very few companies in Dhaka that are doing handicrafts business, but no one, then Aarong has the retail store to sell handicraft products in Bangladeshi market. When customers think of purchasing handicraft products, made by the underprivileged people, probably they think of something which is very poorly organized. But the difference that makes Aarong superior than other local brands in terms of quality. Aarong is a brand which is establishing long term relationship with its customers, who will come year after year. Aarong's mostly focuses on the product quality. Though they are getting made their products from local artisans as they have a very strong SCM which make sure that each product has unique qualities. Aarong always provides designs to the artisans. No matter the product is carved wooden lamps or hand stitched Kantha, a team of designers and product development experts are there to make sure that those products would be trendy for next year. This type of activities makes a brand different from others and make the customers happier. By this process an artisan may think out of the box and produce such unique products. Quality is strictly controlled here. Any type of fault that are different from set parameters is rejected. It can make Aarong's customer loyal to them.

Promotions also plays an important role for the customer satisfaction. They usually do their promotion on the basis of national holidays like Eid, Pohela Baishakh, Victory day and etc. They usually hire the top models from media to promote their handicrafts products. Aarong usually

never promote the artisans because the mainstream promotional methods get good response from their customers. It's hard to miss an advertisement of Aarong from any daily newspapers or magazines. Aarong has their flagship outlet on 5th avenue of New York. Aarong always tries to maintain a good and strong supply chain system which makes them easy to share their value not only for producers but also for the consumers.

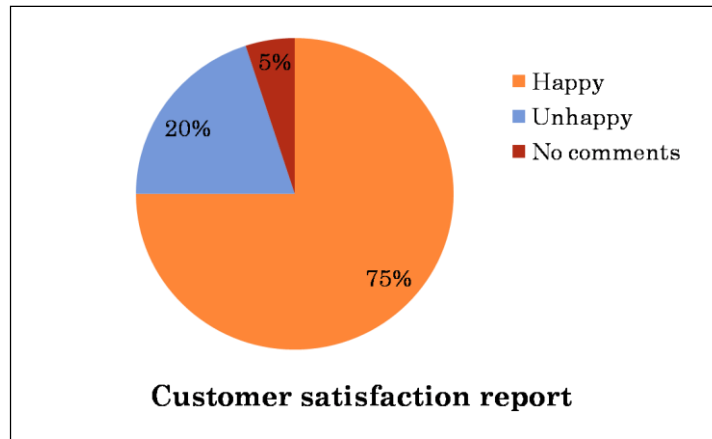
Aarong started their venture to help poor women in our country. But being consistent with the product quality and designs they have earned respect and loyalty from their customers which gradually makes them international brand. By the end of every year they can achieve their sales target through creating a huge loyal customer base. Every year, more and more customers are adding to their list and they are very much consistent to improve their quality.

### 3.2 Relationship between Customer Satisfaction and Sales:

Aarong conducted a survey some days back, which main objective was to determine does customer satisfaction can boost up the sales or not? . The result was quite astonishing. It was conducted internally and above 90% of them said that everything depends on customer satisfaction and they emphasized that it is necessary to improve quality to tie up their existing customers and also attract their new customers. It's important to make product available and also does proper marketing for it. Because potential buyers won't come if they have no knowledge on what's going on Aarong budget for one year marketing is above 10 million BDT. By doing various marketing activities customers know what's going on and what is the current trend in the market.

A very effective sales team is there in all the outlets. Sales associates are highly trained that they can solve any problem of customers. Ambience of all the outlets is very good that make customers visit again and again. Except the Eid timing all sizes for a dress is available. So customer can get access to his/ her desired product which makes him satisfied and also leads to a higher sales.

Some Rules that are followed by Aarong to make 100% customer satisfaction.



*Figure 1 Customer Satisfaction*

- Accessibility- They try to make available all the product. They have a good e- commerce site. Which delivers products within 24 hours.

- Reliability- Aarong's products are very much reliable. Customers tend to be happy after buying that product. A survey conducted by marketing team, which shows that:

They conducted this research from 200 people where 75% people are happy with what Aarong provide right now. 20% of them are not satisfied because they think that Aarong currently not providing quality products that they used to deliver before.

Based on this survey report they also conducted a research on their competitor's advantages and also got a fruitful result. People think that currently Aarong is the most advanced handicraft brand than its competitors.

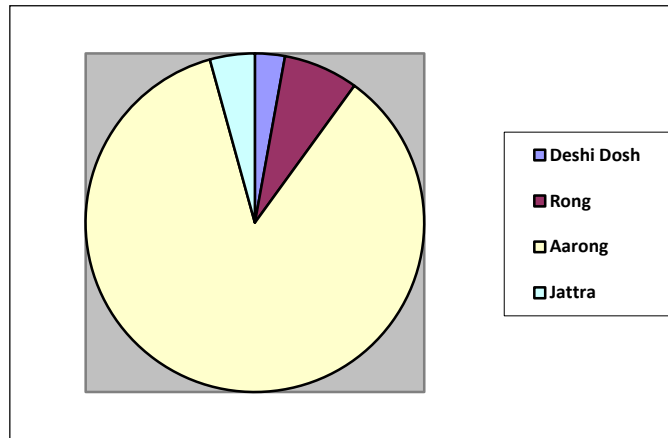


Figure 2 Most Famous National Brand

This question was asked to 80 people where 70 preferred Aarong as the most famous national brand. Another 10 people select other local brands.

Another question asked about Aarong's brand reputation by the marketing team,

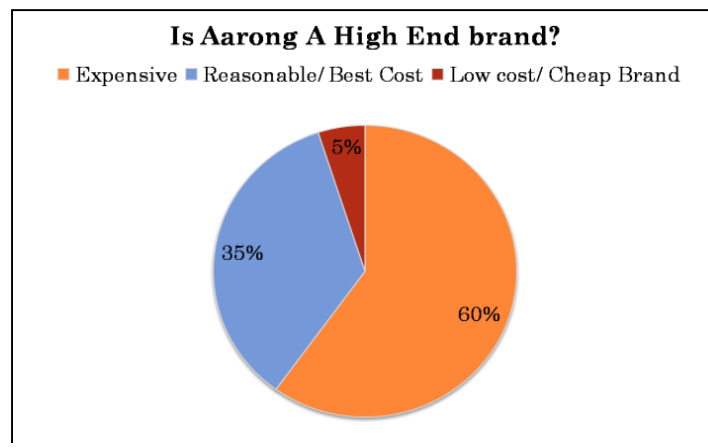
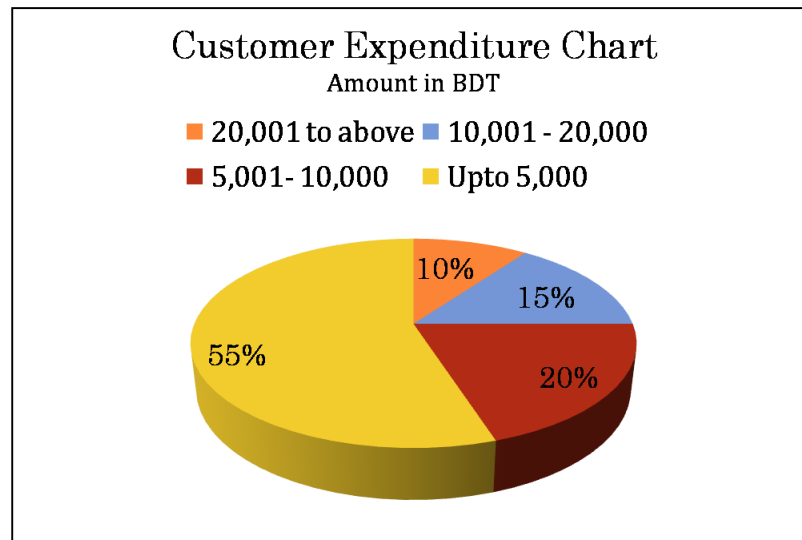


Figure 3 Brand Reputation

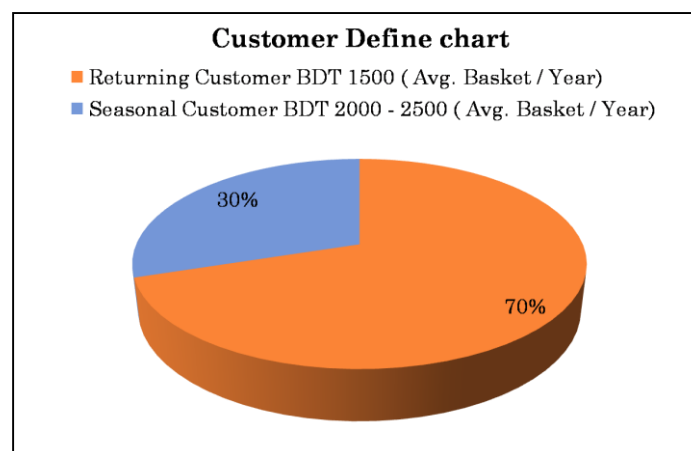
60% people think that Aarong is an expensive brand in terms of price and 35% said that their pricing strategy is reasonable in terms of quality and 5% stated that they find Aarong very low cost brand.



*Figure 4 Customer Expenditure*

The marketing team also find out about how much their customers spending on Aarong over the year. This chart shows that, 55% of potential buyer spent up to 5,000 BDT in a single transaction. 20% spend no more than 1, 00, 00 BDT. 15% of their customers spend almost 2, 00, 00 BDT and there are 10% customers who spend above 2, 00, 00 BDT on a single transaction.

Based on their customer satisfaction evaluation they tracked down the number of seasonal and regular customers and also identified their expenditure:



*Figure 3 Customer Definition*

According to this graph, it is clear that they have 70% returning customer who used to shop

regularly and spent on an average 1500 BDT. They also have some seasonal customers who used to shop only in occasions like Eid, Puja and others. They have 30% of seasonal customers who spent more amount than their regular customers.

## Chapter 4: Analysis

### 4.1 Introduction

In this part I will analysis the survey part for my report. To prepare the questioner I used likert scale to determine about the customer satisfaction level of customers.

### 4.2 Respondent Profile

The respondent profile includes gender, age and education level of the respondents.

#### **Gender**

From the 20 spontaneous respondents, it is found that,

Male	Female	Total
10	11	20

#### 4.3 Primary Research:

##### Perception about Quality:

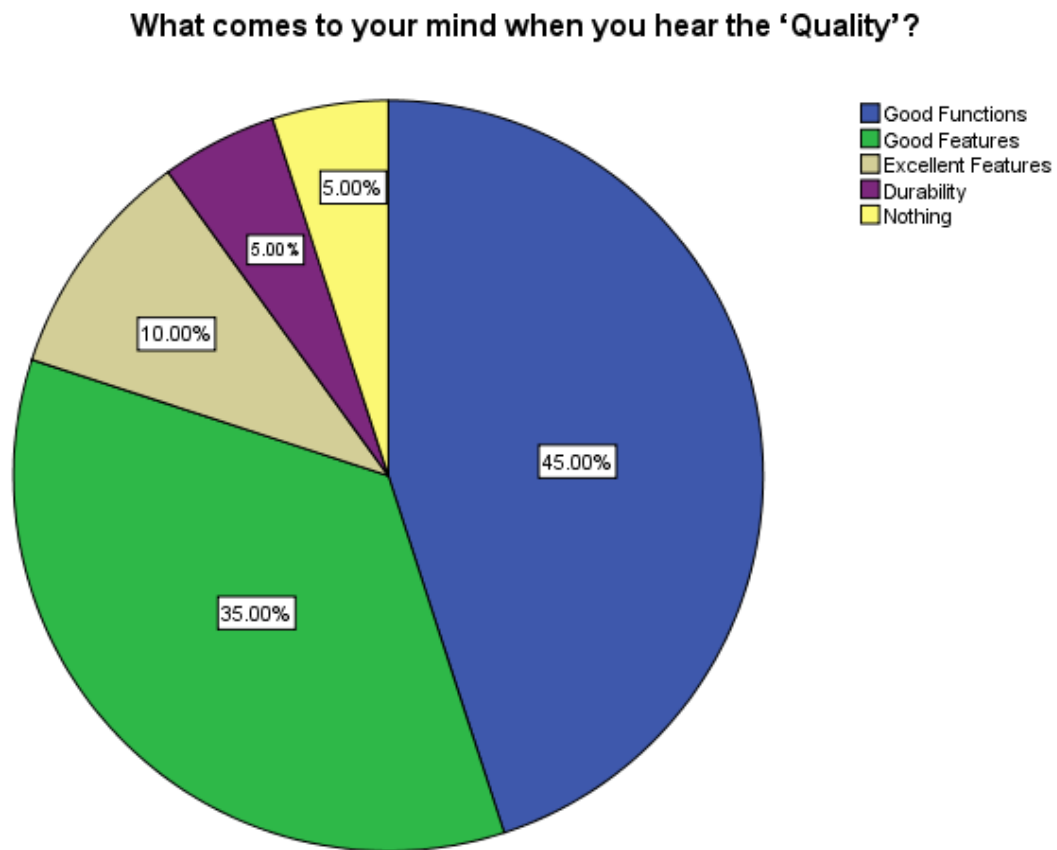


Figure 4 Perception

The above figure shows the consumers perception regarding quality. It can be observed that around 45% customers they consider good function. 35% of them goes with good features. 10% said they prefer excellent feature when it comes to quality matter. 5% think that durability is much essential.



### Important factors while shopping:



Figure 5 Importance of Quality

From this survey we came to know that 80% people think that they prefer quality over other factors when shopping from Aarong. 15% prefer other factors like color or sizes at the time of shopping.

### Impact of quality on final purchase decision:

Do you agree product quality encourages consumers to make purchase decision?

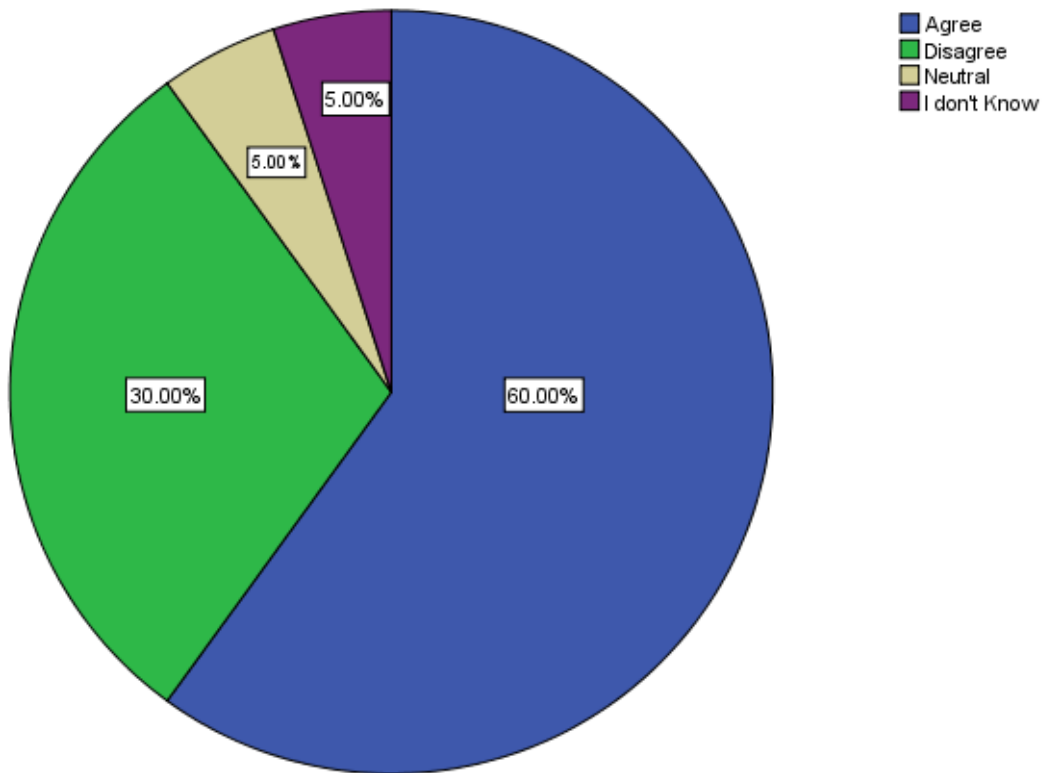


Figure 6 Final Purchase Decision

From this survey question 60% agreed that product quality has encourages them to purchase again. 30% said disagreed with the statement. Other 5% remain neutral.

### Strategy to evaluate quality:

Which of the following mentioned options define your strategy to evaluate the product quality?

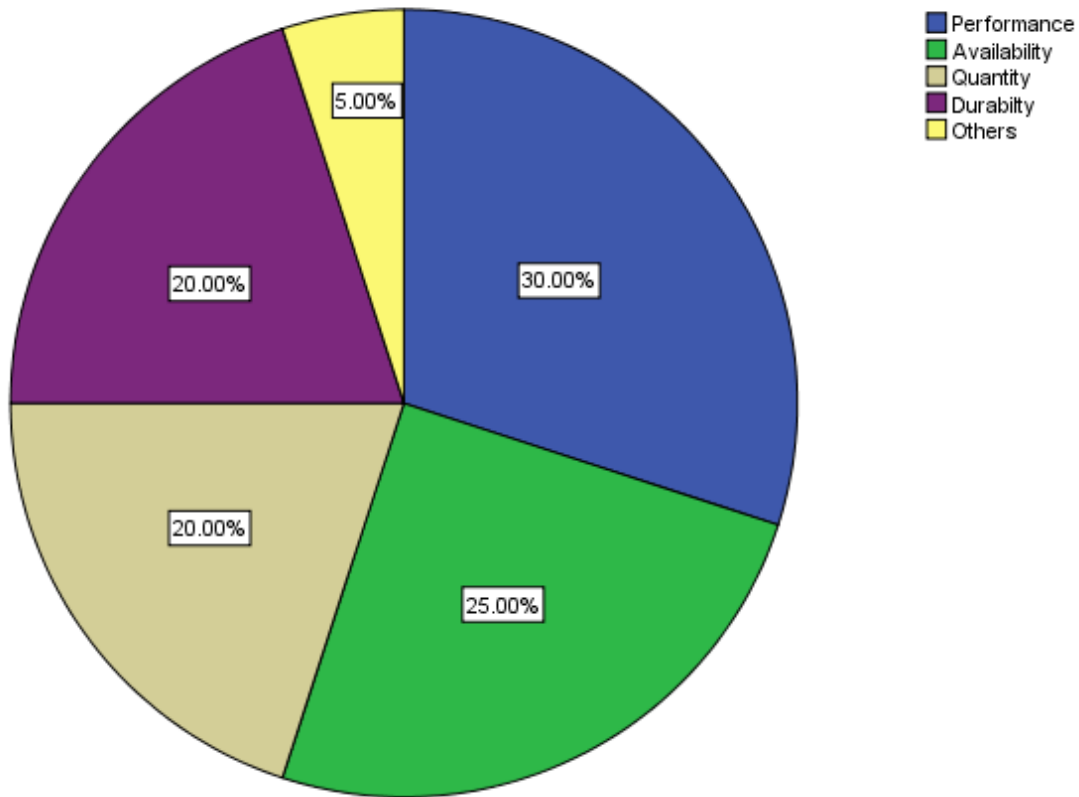


Figure 7 Strategy to evaluate

30% customers said that performance of product is the main factor in case of quality. 25% said they are going with availability. Because sometimes they are failed to get their product from Aarong. 20% of them said durability plays important role.

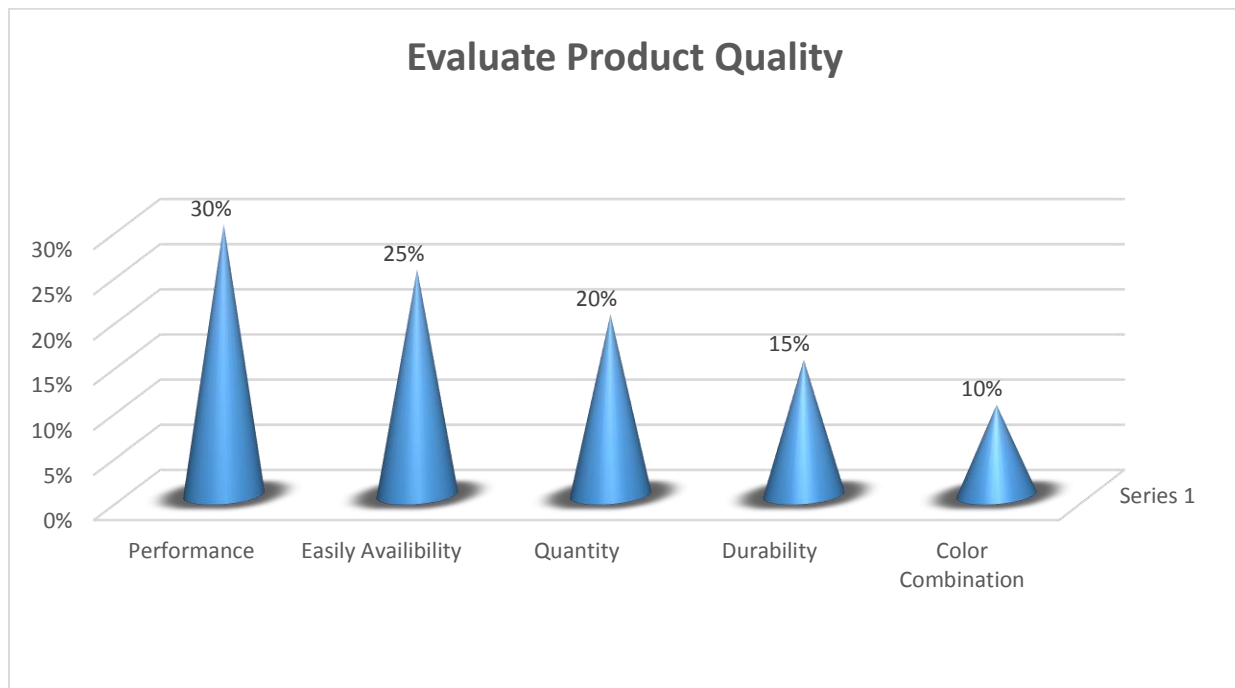
## Overall Satisfaction:



*Figure 8 Overall Satisfaction*

In this graph it is seen that 20% customers are extremely satisfied with Aarong products. 50% of them are quite satisfied with what Aarong is serving currently. 20% of them are moderately satisfied whereas 3% of them are totally dissatisfied with Aarong products.

**To get insight regarding the strategy to evaluate product quality:**



*Figure 9 Evaluate Product Quality*

The above table shows how customers evaluate their strategy regarding product quality. It can be observed that most of the respondents emphasizes on product performance & easily availability. It has also been found that people give priority to quality while making purchasing decision and they take higher price for superior quality. Minority of the respondents also stated about the durability and color combination about the product.

## 4.4 Findings

In this study, we find out some major things that are affected Aarong in future. Aarong is consistent with the product quality, thus leads to a higher customer satisfaction. They are consistent with their product quality which is making them the market leader in the lifestyle brand segment. Aarong's organizational structure is well maintained and organized. They are maintaining almost 65, 000 artisans with very expert product development team. Their supply chain management department is also well trained. Employee satisfaction level is not good in Aarong. The employee turnover rate is high due to insufficient salary structure. This problem is made difficult to maintain their quality in some cases. Their outlets are well organized and maintained. Designers are failing to come up with the new designs, product which will be difficult for them to compete in future markets.

## 4.5 Statistical Analysis

### 1. What comes to your mind when you hear the 'Quality'?

N	Valid	20
	Missing	0
Mean		1.90
Median		2.00
Std. Deviation		1.119
Variance		1.253

What comes to your mind when you hear the 'Quality'?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Good Functions	9	45.0	45.0	45.0
	Good Features	7	35.0	35.0	80.0
	Excellent Features	2	10.0	10.0	90.0
	Durability	1	5.0	5.0	95.0
	Nothing	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

## 2. Is product quality important to you when you shop?

N	Valid	20
	Missing	0
Mean		1.25
Median		1.00
Std. Deviation		.550
Variance		.303

### Is product quality important to you when you shop?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	16	80.0	80.0	80.0
	No	3	15.0	15.0	95.0
	I don't Know	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

## 3. Do you agree product quality encourages consumers to make purchase decision?

N	Valid	20
	Missing	0
Mean		1.55
Median		1.00
Std. Deviation		.826
Variance		.682

**4. Which of the following mentioned options define your strategy to evaluate the product quality?**

N	Valid	20
	Missing	0
Mean		2.45
Median		2.00
Std. Deviation		1.276
Variance		1.629

**Which of the following mentioned options define your strategy to evaluate the product quality?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Performance	6	30.0	30.0	30.0
Availability	5	25.0	25.0	55.0
Quantity	4	20.0	20.0	75.0
Durability	4	20.0	20.0	95.0
Others	1	5.0	5.0	100.0
Total	20	100.0	100.0	

**5. On a scale of 0- 5 how much would you rate Aarong regarding overall satisfaction?  
Where 0= extremely dissatisfied; 5= extremely satisfied**

N	Valid	20
	Missing	0
Mean		2.25
Median		2.00
Std. Deviation		1.020
Variance		1.039



**On a scale of 0- 5 how much would you rate Aarong regarding overall satisfaction?  
Where 0= extremely dissatisfied; 5= extremely satisfied**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	4	20.0	20.0	20.0
	1	10	50.0	50.0	70.0
	3	4	20.0	20.0	90.0
	4	1	5.0	5.0	95.0
	5	1	5.0	5.0	100.0
	Total	20	100.0	100.0	

#### 4.6 Cornbach's Alpha

##### Reliability Statistics

<u>Cronbach's Alpha<sup>a</sup></u>	N of Items
.392	5

##### Case Processing Summary

		N	%
Cases	Valid	20	100.0
	Excluded <sup>a</sup>	0	.0
	Total	20	100.0

a. Listwise deletion based on all variables in the procedure.

The result of cornbach's alpha is .392 which clearly determines that the questioner survey was not reliable for the survey. Because it needs .7 to be a reliable survey in cornbach's alpha. But after gathering some knowledge about the implementation of cornbach's alpha I came to know that it tends to be lower if the respondents are few in number. With the same questioner but maximum number of respondents the result of cornbach's alpha may vary. As my respondents were only 20 so the reliability if cornbach's alpha is also low. However, After finishing the cornbach's Alpha through SPSS the end result of reliability of my questioner is .392.

## Chapter 5: Conclusion

### 5.1 Validation of the research objectives

- **To evaluate how purchase decision of consumers can be determined by the product quality.**

I explained in the previous part that companies are emphasizing on more to customer satisfaction to reach their ultimate sales target. This tendency will gradually help the customers to get their highest profit. To have a good profit company must give more focus on product development.

- **To identify how Aarong can increase its sales by improving product quality**

To make customer loyal to the brand Aarong must do some program specially for their customers. Now a days new brands are coming so by using the most resource Aarong is producing quality products which ultimately helping them to get profit. By the year of 2016 they have targeted to achieve 10%, increasing sales than the previous year.

- **Develop an understanding regarding the significance of quality for potential buyers.**

Potential buyers are those who regularly visit Aarong and spent some money. Consumers had to go through some decision making process while buying the product. So Aarong can interpret customers buying pattern to overcome some challenges.

### 5.2 Assessment of Research Question

**Q: What aspect does product quality play in terms of consumer choice when buying products from Aarong store?**

Aarong is doing their business for a very long time. Customers gave priority of quality before buying the product. Quality is very competitive issue in today's market. There are some aspects which customers giving priority. I have already discussed about that thing in the previous part.

**Q: How can consumer be guaranteed of the quality when purchasing from stores?**

Aarong is doing their business for so long. Customers trusted them for their reliability. In the survey part many said that they think Aarong is reliable in terms of quality.

### **Q: Does customer satisfaction can increase the total sales?**

No doubt that when customers are happy with their desired products. In the next purchase they will definitely go to Aarong and also create word of mouth communication with their friends and family. And finally it will increase their sales to the next level.

### **5.3 Recommendation**

A organization with very less reputation can create obstacles by focusing low product quality products and low added value for the big organization like Aarong. But, to maintain it's not possible for big companies to maintain quality by reducing price of products. Aarong focuses on niche segments of the society and try to maintain brand loyalty by producing high quality products. But when conducting survey from their customers it was found that most of them are not happy with the pricing strategy of Aarong. They think that Aarong is charging way more than their product quality. But some customers also said that they are quite happy with the current price of Aarong products. But this type of mix pricing strategy can lead Aarong's brand reputation to a lower position which must have effect on sales. So they should be very fair when determining the price of products. They should also involve in various marketing campaign to make sure that their customers remain loyal to them. Because without the trust of customers they can't go any further even if they produce highest quality products.

### **5.4 Conclusion**

Aarong being a lifestyle retail chain of 37 years with its vast network of suppliers and operations has provided an excellent ground to carry out my internship as I was able to get practical experience in many different areas and was given responsibilities that helped develop my skills. Aarong's activities has been thrilling to observe since they have an intricate process that leads to the product designs from the hands of the designers through the artisans, merchandisers, warehouse and finally to the outlets. My supervisor and marketing manager contributed greatly to my learning process by patiently educating me and also trusting me with key responsibilities. Additionally having other employees appreciate my work further motivated me to give my best in this field. Hence my career plans are set to continue working in the field of Marketing, especially Branding.

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## Appendix

### 1. Gender

- ☐ Male ☐ Female

### 2. Age

- ☐ Below 15  
☐ 15- 20  
☐ 21- 30  
☐ 31-40  
☐ Above 40

### 3. Social status

- ☐ Student  
☐ Employed  
☐ Unemployed

### 4. What comes to your mind when you hear the ‘Quality’?

- ☐ Good Features  
☐ Good Function  
☐ Durability  
☐ Excellent Service  
☐ Nothing  
☐ Other

### 5. Is product quality important to you when you shop?

- ☐ Yes  
☐ No  
☐ I do not know

6. Do you agree product quality encourages consumers to make purchase decision?

- ☐ Agree
- ☐ Disagree
- ☐ Neutral
- ☐ I don't know

6. Which of the following mentioned options define your strategy to evaluate the product quality?

- ☐ Performance
- ☐ Availability
- ☐ Quantity
- ☐ Durability
- ☐ Others

7. Do you refer Aarong's product to your friends and social circle on the basis of quality?

- ☐ Yes
- ☐ No
- ☐ Not much

8. On a scale of 0- 5 how much would you rate Aarong regarding overall satisfaction?

Where 0= extremely dissatisfied; 5= extremely satisfied

- ☐ 0
- ☐ 1
- ☐ 3
- ☐ 4
- ☐ 5



## Overview of Aarong

Aarong is the only brand who has undertaken the responsibilities to preserve the national crafts and styles of Bangladesh and also ensuring rural artists a better lifestyle than before. The term Aarong stands for “Village Fair” and the brand is meant to establish a profound relationship to its rural roots. Today, Aarong has established 13 retail stores throughout the country and 85% are women working. Aarong has upheld a high standard in terms of craftsmanship and designs of its products. UNESCO has awarded Aarong for the excellence of Handicrafts.

## Product History

<b>Men’s Products</b>	<b>Women’s Products</b>	<b>Home Textile</b>	<b>Leather Products</b>
Panjabi	Sarees	Products	Shoes
Shirts	Shalwar Kameez	Bed	Bags
T-Shirts	Kurta	Table	Wallets
Fatua	Ladies Panjabi	Living	Belts
Kurta	Shawls/Scarves	Kitchen	Boxes
Scarves and Uttorio	Shoes	Kids	Photo Frames
Sandals	Bags	Rugs	Office
Sherwani	Fabrics	Fabrics	