

## A STUDY ON CONSUMER SATISFACTION TOWARDS RELIANCE TRENDS

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### Abstract:

This study examines consumer satisfaction towards Reliance Trends in the Chennai region, focusing on key factors such as the relationship between age, quality, price, customer service, and spending patterns. Using a descriptive design, data were collected from 100 consumers via a Google Forms questionnaire, employing convenience sampling. The majority of respondents (39.8%) were aged 18-24, with 54% being female, and most had a monthly income below Rs. 20,000. Spending habits showed that 48% of respondents spent between Rs. 2000 and Rs. 5000 at Reliance Trends. Customer satisfaction was largely positive, with 65% rating value for money as good, and 54% being satisfied with the product quality. ANOVA results indicated significant differences between age and preferred price, value for money and customer service, as well as product quality, with occupation and spending levels also showing correlations. Customer service was rated highest (mean score of 3.94), followed by clothing quality (3.87), and product pricing (3.81), providing insights into areas for potential improvement at Reliance Trends.

*Keywords — Consumer satisfaction, Reliance trends.*

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### 1. INTRODUCTION

Customer satisfaction is a fundamental driver of business success, especially in the competitive landscape of fashion retail. To thrive in this industry, brands must not only meet but also exceed customer expectations. This study delves into the key factors that contribute to customer satisfaction within a fashion retail chain, focusing specifically on Reliance Trends.

Customer engagement is a key factor in shaping customer satisfaction. A responsive and proactive customer service team that promptly addresses queries and concerns helps create a positive brand image. Using various communication channels, such as social media, email, and live chat, ensures customers feel heard and valued.

Reliance Trends was established as a retail brand under Reliance Retail and was officially launched in 2007. Over the years, Reliance Trends has expanded

its presence across India, opening numerous stores in various cities and towns. The stores offer a diverse range of fashion and lifestyle products, catering to different age groups and style preferences.

### CONSUMER SATISFACTION

American Society for Quality (ASQ) defined Consumer satisfaction as a measurement that determines how happy consumers are with a company's products, services, and capabilities. Consumer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its consumers.

### SIGNIFICANCE OF VARIABLE

Customer satisfaction is a critical factor in the success of any business. It has a profound impact on a company's value, growth, and reputation. Satisfied customers are more likely to remain loyal to a brand,

recommend it to others, and attract new customers. This, in turn, can enhance a company's brand image and financial performance. Additionally, retaining existing customers is often more cost effective than acquiring new ones, making customer satisfaction a valuable asset for businesses.

## 2. OBJECTIVES

- ✓ To analyse the relationship between age and quality, price, consumer service.
- ✓ To analyse the average spending level of the consumer in reliance trends.
- ✓ To identify the factors that influence customer satisfaction.

## 3. NEED FOR THE STUDY

- ✓ Through the study Reliance trends can understand the diverse needs and preferences of customers at shopping.
- ✓ Its helps to identify factors influencing customer satisfaction and areas for improvement.
- ✓ Its helps to enhance the overall shopping experience, leading to higher customer loyalty.
- ✓ Reliance trends can assess the effectiveness of current marketing and business strategies.
- ✓ Its help to build a positive brand image by addressing consumer needs and concerns effectively.

## 4. SCOPE OF THE STUDY

- ✓ Focus on different consumer segments to understand varied preferences and satisfaction levels.
- ✓ Analyse how age of the customer affect customer satisfaction and loyalty.
- ✓ Compare Reliance Trends product quality with related to customer satisfaction.
- ✓ Analyse varies strategy used by reliance trends in market.
- ✓ Investigate the role of satisfaction in impact customer loyalty and repeat purchases

## 5. LIMITATIONS OF THE STUDY

- ✓ Non-probability sampling methods may introduce biases, limiting the generalizability of the findings.
- ✓ Limited geographical coverage may not fully capture regional variations in customer satisfaction trends.
- ✓ Surveys and interviews may suffer from non-response bias due to self-selection, leading to biased results.

## 6. LIERATURE REVIEW

1. According to **C Eahambaram and Mr R Divakar.**, (2023), regarding the city of Coimbatore in particular, consumer satisfaction with Ramraj cotton. Customer satisfaction refers to the client's overall opinion of the supplier and the goods and services they provide. The purpose of the study is to determine the attitudes and actions of consumers who favor Ramraj cotton. additionally, to investigate the numerous elements affecting the Ramraj cotton's satisfactory degree. Additionally, to study how consumers feel about service, quality, and price. The study included 140 participants in total. For the investigation, percentage analysis, Likert scale analysis, and Ranking Correlation were used
2. According to **Islam, I. B., Haque, A., Kaniz, A., & Islam, I. B.** (2023), Businesses are always searching for efficient ways to build a powerful brand in the competitive business environment of today. With reference to the Bangladeshi garment sector, the study aims to examine the impact of nation of origin on brand equity characteristics using Aaker's consumer-based brand equity (CBBE) mode
3. According to **Ahmad Fadli, Beby Karina F. Sembiring, Syafrizal Helmi Situmorang,** (2023), This study uses the perceived value of the Bank Syariah Indonesia Krakatau branch to investigate how customer satisfaction is impacted by brand image, brand trust, and customer experience. associative study that is quantitative. Primary and secondary data are used in this investigation. Analyses of paths, descriptive statistics, and path diagrams are employed.
4. According to **Yunianingsih, S., Suhud, U., & Aditya, S.** (2023), Through TikTok live

streaming, this study attempts to explore the variables impacting consumers' propensity to repurchase fashion products in Jakarta. In this study, five variables are examined: consumer satisfaction, brand experience, brand trust, and word-of-mouth (WOM) and intention to repurchase.

- According to Liu et al., (2022) Consumer satisfaction can be obtained across various dimensions. Previous studies on healthcare have indicated that the improvement of medical-related information can easily increase patients' service quality satisfaction, (2023) Physicians' emotional care, such as comfort and empathy, can significantly improve patients' service attitude satisfaction

## 7. RESEARCH METHODOLOGY

This study used a descriptive research design to understand the characteristics and behaviors of the population. Data was collected from consumers of Reliance Trends in the Chennai region using questionnaires.

A non-probability sampling method, specifically convenience sampling, was chosen to easily reach respondents. The study involved 100 participants. Data was gathered from both primary and secondary sources.

Primary data came from a questionnaire with 20 questions, shared through Google Forms, while surveys helped collect responses directly from people. Secondary data was taken from online sources like websites and other available information.

## 8. DATA ANALYSIS & INTERPRETATION

### 8.1.1 percentage analysis for Age of the consumer TABLE NO 8.1.1 AGE OF THE RESPONDENT

	Frequency	Percent
18-24	39	39.0
25-34	35	35.0
35-44	20	20.0
45-54	3	3.0

More than 50	3	3.0
Total	100	100.0

### INFERENCE

From this above table shows that age of the respondent, 39.8% of consumers are 18-24, 33.3% are 25-34, 20.1% of them are 35-44, 3.2% are 45-54 and 3.2% are More than 50, from this data the majority of the respondents are between the age 18-24 with 39.8%.

### 8.1.2 Percentage analysis for Gender of the consumer

#### TABLE NO 8.1.2 GENDER OF THE RESPONDENT

	Frequency	Percent
Male	46	46.0
Female	54	54.0
Total	100	100.0

### INFERENCE

From this above table shows that Gender of the respondent from that, 46% of respondents are Male, 54% of respondents are Female.

### 8.1.3 Percentage analysis for Monthly Income of the consumer

#### TABLE NO 8.1.3 MONTHLY INCOME OF THE RESPONDENT

### INFERENCE

The above data shows that the Monthly income of the respondent Below Rs. 20000 income level with 56% and 13% are Rs.20001-Rs.40000 Income level and 12% are Rs.40001-Rs.60000 income level and 5% are Rs.60001-Rs.80000

**8.2.ANOVA**

**8.2.1 Age and price of the product**

**Hypothesis**

	Frequency	Percent
Below Rs.20000	56	56.0
Rs.20001-Rs.40000	13	13.0
Rs.40001-Rs.60000	12	12.0
Rs.60001-Rs.80000	5	5.0
Rs.80001-Rs.100000	7	7.0
Above Rs 100000	7	7.0

H0: There is no significance difference between Age of the respondent and Price of the Product.

H1: There is a significance difference between Age of the respondent and Price of the Product.

**TABLE NO 8.2.1 HOW SATISFIED WITH THE PRICING OF PRODUCT AT ON STORE PURCHASE IN RELIANCE TRENDS**

**INFERENCE**

The above table shows that the one way ANOVA was conducted to identify relationship between occupation of the respondent and average spending per visit. The significant value  $p=0.006 < 0.05$ . So, H0 is rejected and H1 is accepted There is a significance difference between Occupation of the respondent and Average spending in reliance trends.

**8.2.2 Occupation of the respondent and average spending**

**Hypothesis**

H0: There is no significance difference between Occupation of the respondent and Average spending in reliance trends

H1: There is a significance difference between

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.969	3	3.323	4.402	.006
Within Groups	72.471	97	.755		
Total	82.440	100			

Occupation of the respondent and Average spending in reliance trends

**TABLE NO 8.2.2 WHAT IS THE AVERAGE AMOUNT YOU SPEND PER VISIT TO RELIANCE TRENDS**

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.711	4	1.678	2.831	.029
Within Groups	56.289	95	.593		
Total	63.000	100			

**INFERENCE**

The above table shows that ANOVA test was conducted to identify association between age of the respondent and price of the product. The significant value  $p=0.029 < 0.05$ , Therefore H0 is rejected and H1 is accepted There is a significance difference between Age of the respondent and Price of the Product.

**9. FINDINGS**

According to the study, 39.8% of respondents are between 18 to 24 years, 33.3% are between 25 to 34 years, 20.1% are between 35 to 44 years, 3.2% are between 45 to 54 years, and 3.2% are above 50 years and from the data 46% of respondents are male, and 54% are female and from the data 56% of respondents have a monthly income below Rs.

20,000, 13% earn between Rs. 20,001 to Rs. 40,000, 12% earn between Rs. 40,001 to Rs. 60,000, and 5% earn between Rs. 60,001 to Rs. 80,000.

According to this study there is a significance difference between Age of the respondent and Price of the Product.

According to this study there is a significance difference between Occupation of the respondent and Average spending in reliance trends.

## 10. SUGGESTION

Reliance Trends should take targeted steps to align its offerings with the preferences of its customer base, particularly focusing on the 18-24 age group, which constitutes a substantial portion of their consumers. By introducing trendy, affordable products that appeal to this demographic, the brand can better capture their attention and foster loyalty. Furthermore, since a large percentage of buyers are working professionals, Reliance Trends should expand its office wear collection to cater to this market. Additionally, recognizing that a majority of their customers are women, the store must prioritize introducing more women's collections compared to men's, ensuring a diverse and appealing range that meets their preferences.

Customer service should be a top priority, and to achieve this, Reliance Trends must invest in comprehensive staff training programs. By equipping employees with the necessary skills to provide exceptional service, the company can create a more positive shopping experience and solve customer issues more efficiently. On the product side, enhancing quality control processes will help ensure that products meet high standards, which will, in turn, reduce the rate of returns and build stronger customer trust in the brand.

Introducing a personalized loyalty program that offers rewards based on purchase history can encourage repeat purchases and boost customer loyalty. Collaborating with fashion influencers and bloggers, who have a strong influence on consumer preferences, will also keep the brand in tune with current trends and increase its visibility among potential customers.

## 11. CONCLUSION

Reliance Trends has shown a strong dedication to consumer satisfaction. The company's efforts to deliver high-quality products, personalized experiences, and engage effectively with customers have led to positive perceptions and loyalty. However, there is still potential for further improvement. Reliance Trends can enhance consumer satisfaction by reinforcing omnichannel integration, broadening its product range, improving consumer service, and harnessing data analytics. By addressing these areas, Reliance Trends can secure its standing as a top player in the Indian fashion retail market and continue offering exceptional consumer experiences.

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