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## **A STUDY ON MARKETING STRATEGY OF RELIANCE TRENDS WITH REFERENCE TO COIMBATORE CITY**

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### **INTRODUCTION:**

In 1960, Dhirubhai Ambani formed Reliance Industries limited in Mumbai, Maharashtra with a dream of making it the largest company in India. Since then, the organization has grown and diversified itself across different industries and sectors over all these years.

It has the presence in variety of sectors such as oil Refinery, telecommunication, textiles, retail, media & Entertainment, financial Services and software Sector. Given that it has a presence in various sectors, it has about 94 subsidiaries in total.

It is a specialty apparel store that will sell men, women and children's garments. Apart from in-house brands the store will carry the best of national brands like John Players, Peter England, Indigo Nation

, Wrangler, Reebok, Lee. The store layout is to compliment the evolving taste and preference of fashion savvy consumers, giving them an opportunity to shop with ease, along with well trained customer service associates, to compliment the entire shopping process. Reliance Trends is operation with 125 stores across the country, providing employment to so many people and planning to launch many stores

India's largest fashion retail chain, TRENDS offers stylish, high-quality products across Women's wear, Men's wear, Kids' wear and Fashion accessories through a diversified portfolio of international-brands.

The uniqueness of the store is our core, which delivers "fashion at great value". Spread over 8,000 – 24,000 square feet of shopping area, each TRENDS store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained staff. Over the years, TRENDS has developed a strong portfolio of its own brands that cater to diverse tastes and preferences of the customers.

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### **OBJECTIVES**

- To know about the customer satisfaction towards affordable price offered by Reliance Trends.
- To Analyze the preference preferred by usage of ethnic wear.

### **SCOPE:**

Demand for the stitched garments and western outfits is increasing at the rate of 40% to 45%. Factors critical to the success of this segment are easy availability and affordability of fashionable garments along with the value added benefits. Reliance Trends, which sells close to five million garments a month, is adding more designers and increasing sourcing for the both ethnic and western women's wear

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### **STATEMENT OF THE PROBLEM:**

The major problem is only similar designs and patterns are available in the retail stores. Where the price of the products are higher in the retail stores compared to online websites of Reliance Trends like (Ajio). The coupon discounts are available to customers when they purchase in bulk quantities. The expectations of the customers are always not fulfilled according to the clothing. Reliance Trends does not invest more on TV ads which is more costly. The people are unable to know about the offers that made by them. There are stores available to provide the clothes at lower cost and on trend clothes (Zudio, Pantaloon, Lifestyle, Max) their need to be a change in pricing.

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### **LIMITATIONS:**

- Data was collected from the limited location of Coimbatore city.
- The surveys has been conducted among 155 respondents only.
- Accuracy of the study is purely based on information has given by respondents.

## REVIEW OF LITERATURE

**Parasuraman et al. (1985)**, “A Conceptual Model of Service Quality and Its Implications for Future Research. A Conceptual Model of Service Quality” Journal of Marketing The attainment of quality in products and services has become a pivotal concern of the 1980s. While quality in tangible goods has been described and measured by marketers, quality in services is largely undefined and unresearched.

**Homburg et al. (2005)**, “Do Satisfied Customers Really Pay More? A Study of the Relationship Between Customer Satisfaction and Willingness to Pay” Journal of Marketing (This study measures whether consumers, really pay more for satisfied product and services and relationship between satisfaction and willingness to pay for satisfied restaurant).

## ANALYSIS AND INTERPRETATION OF DATA: SIMPLE PERCENTAGE METHOD

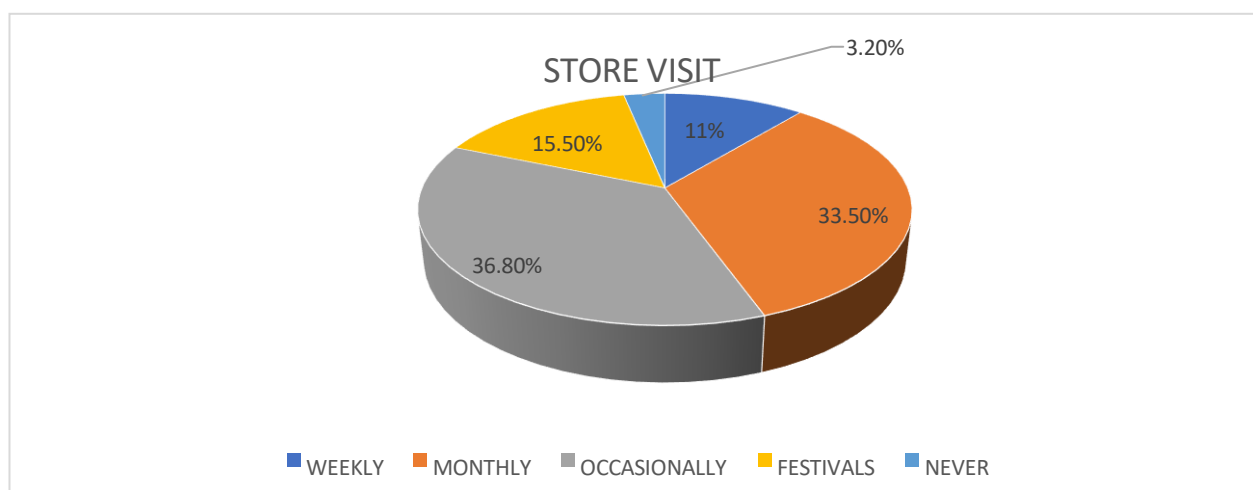
TABLE SHOWING THE STORE VISIT

STORE VISIT	NO. OF RESPONDENTS	PERCENTAGE
Weekly	17	11%
Monthly	52	33.5%
Occasionally	57	36.8%
Festivals	24	15.5%
never	5	3.2%
TOTAL	155	100%

### INTERPRETATION:

The above exhibit indicates that 36.8% respondents visit occasionally, 33.5% respondents visit monthly, 15.5% respondents visit during festival's, 11% of respondents visit weekly, 3.2% respondents do not visit the store.

### CHART



**WEIGHTED AVERAGE****TABLE SHOWS THE WEIGHTED AVERAGE AND RANKING OF THE CHALLENGE OF RELIANCE TRENDS.**

CHALLENGES	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	WEIGHTED AVERAGE	RANK
PRICE COMPETITION	260	164	108	44	4	580	3.74	1
GOING ON TRENDS	105	288	156	20	0	567	3.67	2
ONLINE COMPETITION	70	252	216	10	1	549	3.54	3
CUSTOMER SERVICE	75	192	216	38	1	522	3.36	4
PRODUCT QUALITY	60	180	237	34	2	513	3.30	5

**INTERPRETATION:**

The above exhibit indicates that 3.74% of respondents reported as the price competition, 3.67% of respondents reported as going on trends, 3.54% of respondents reported as the online competition, 3.36% of respondents reported as the customer service, 3.30% of respondents reported as product quality.

**CONCLUSION:**

The retail sector plays a key role in the Indian economy. Reliance Trends is one of the major brands in the Indian apparel market. The study focuses on the effectiveness of the promotional strategies adopted by Reliance Trends. Major part of the customer base of Reliance Trends is women; they concentrate more on apparel for women than men which may be the reason for the comparatively smaller number of male customers.

Almost all of the Reliance Trends customers are within the age group of 18 – 30yrs; they are the young generation who follow the new clothing trends in the market, this shows that the brand has the latest and trendy collections for its customers. Reliance Trends has a huge customer base of which most of them are regular buyers of the brand. The customers are attracted by the highly impressive offers provided by the brand like discounts, buy one get one, end of the season sale etc. Apart from the offers Reliance Trends also has promotions done through TV and online advertisements, billboard and hoardings etc are also effective in creating awareness about the brand and retaining customers. The tag line “Get Them Talking” also plays a crucial role in the brand image of the same. The online platform for purchasing is yet to be effectively used by the customers when compared to the number of customers using the retail stores. The products are reasonably priced. The assistance of store staff is used consistently by the customers in making the right purchase decision. The Reliance One Card is highly useful for the customers, which is a good incentive for repeated sales. The response to customer complaints & queries is good enough. Last but not the least the product display at the store is very good according to the customers of the brand.

According to the study, Reliance Trends as a brand is very much instrumental in its promotional activities and creating awareness about the brand to the public.