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"A STUDY OF CUSTOMER SATISFACTION ON WITH RELIANCE TRENDS"

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ABSTRACT :

Customer satisfaction performs a essential role in the achievement of any retail enterprise, and Reliance Trends, one in all India's leading fashion and life-style retail chains, isn't any exception. This studies paper ambitions to evaluate the extent of purchaser pride with the products and services presented by Reliance Trends. The examine makes a speciality of various factors which includes product best, pricing, shop environment, personnel conduct, billing process, and standard purchasing revel in. A number one survey become conducted among a sample of customers to acquire insights into their choices, expectancies, and delight stages. The findings of this observe display that maximum clients are normally satisfied with the range and exceptional of products supplied by using Reliance Trends. However, areas along with staff guide and billing time require improvements to beautify the overall customer experience. The paper concludes with suggestions to similarly improve provider delivery and client engagement strategies to keep client loyalty in a competitive retail surroundings.

Keywords: Customer Satisfaction, Reliance Trends, Retail Industry, Consumer Behavior, Shopping Experience, Product Quality, Service Delivery, Customer Loyalty

Introduction

In these days's competitive retail environment, customer pleasure has grow to be a key thing in determining the achievement and increase of any business. Satisfied clients are much more likely to return, suggest the logo to others, and come to be dependable over time. This is specifically genuine in the fashion and life-style zone, where purchaser options are swiftly converting and closely encouraged with the aid of trends, first-rate, pricing, and provider experience. Reliance Trends, a part of Reliance Retail, has mounted itself as one of the largest and maximum popular style retail chains in India. It caters to a huge variety of customers by presenting cheap, elegant, and various garb for guys, girls, and youngsters. The brand has extended hastily across the U.S With a strong attention on purchaser-centric techniques.

This examine goals to discover how customers understand the first-rate of services and products presented through Reliance Trends and how those perceptions impact their overall satisfaction. By information the important thing drivers of consumer satisfaction, the examine intends to offer insights that may help Reliance Trends enhance its operations and decorate customer revel in. The research will cognizance on various factors together with product variety, affordability, keep format, team of workers conduct, promotional gives, and after-income services. Through number one facts series and evaluation, the study will examine the strengths and weaknesses of Reliance Trends from the customer's point of view. This paper is vital not handiest for Reliance Trends however additionally for different retail manufacturers aiming to recognize and meet patron expectancies in a especially competitive and evolving market.

Objectives of the Study

- To evaluate customer satisfaction with different aspects of Reliance Trends such as product quality, pricing, availability, and variety.
- To examine the effectiveness of in-store services, including staff behavior, customer assistance, billing efficiency, and store layout.
- To analyze customer opinions on promotional offers, loyalty programs, and value-for-money perception.

Literature Review

According to Schiffman and Wisenblit (2019), consumer behavior is shaped by both internal and external factors, and sudden environmental shifts such as a pandemic can drastically alter buying habits. The pandemic increased the reliance on digital platforms due to restrictions on physical movement and growing health concerns.

Rana, Luthra, and Dwivedi (2021) conducted a study that showed consumers have become more cautious, preferring safety, convenience, and online alternatives. Their findings confirmed that hygiene, trust, and digital readiness became significant decision-making factors during and after the pandemic. Solomon (2017) emphasized the emotional and psychological aspects of consumer behavior, highlighting that during uncertain times, consumers tend to make decisions based on security and past experiences with brands.

Digital Marketing Evolution

Kotler and Keller (2016) noted that marketing must constantly adapt to consumer behavior, and digital marketing has provided the most flexibility. During the pandemic, businesses that adopted or strengthened their digital presence were more likely to survive and grow.

Chaffey and Ellis-Chadwick (2019) highlighted how digital platforms, such as mobile apps and social media, became essential tools for reaching consumers, enabling fast communication, personalized marketing, and improved customer engagement.

Kumar and Petersen (2020) argued that digital and social media marketing not only influence brand visibility but also shape purchasing decisions through reviews, influencers, and targeted advertisements. Their research supports the idea that personalized content and trust-building are crucial in today's digital landscape.

Data and Industry Insights

Reports from *Statista*, *Deloitte*, and *McKinsey* provide quantitative evidence showing rapid growth in online shopping, increased use of mobile apps, and consumers' preference for personalized experiences. For example, Deloitte Insights (2021) revealed that more than 70% of consumers expected brands to provide seamless online shopping experiences, while McKinsey reported a permanent shift in consumer expectations post-pandemic.

Web articles from *Forbes*, *Economic Times*, and *Harvard Business Review* further reinforce the notion that trust, convenience, and digital engagement are now key pillars of consumer-brand relationships.

Research Methodology

1. Research Design

This study follows a *descriptive research design*. It aims to describe and evaluate customer satisfaction levels with various aspects of Reliance Trends, including product quality, pricing, availability, in-store services, and promotional offers. The design is structured and factual in nature, focusing on collecting responses from a defined set of participants.

2. Type of Research

The study is *primary research-based*. It uses firsthand data collected directly from customers who have experience shopping at Reliance Trends.

3. Sampling Method

A *non-probability convenience sampling* method was used for selecting respondents. This approach was chosen due to the ease of reaching participants who were readily available and willing to share their feedback.

4. Sample Size

The total sample size for the study was *100 respondents*. This size was considered sufficient to draw general insights about customer satisfaction at Reliance Trends.

5. Data Collection Method

Data was collected through a *structured questionnaire*. The questionnaire was divided into three sections based on the study objectives:

- Section A: Product Quality, Pricing, Availability, and Variety
- Section B: In-Store Services (Staff Behavior, Billing, and Layout)
- Section C: Promotional Offers, Loyalty Programs, and Value-for-Money Perception

Respondents were asked to rate their satisfaction using *Likert-scale and multiple-choice questions*.

6. Data Analysis

Collected data was tabulated and analyzed using basic *statistical tools*, mainly percentages. Each question's responses were presented in a table format with three columns: Particulars, Number of Respondents, and Percentage. Interpretations were made based on the responses to identify patterns, levels of satisfaction, and areas needing improvement.

7. Scope of the Study

The study is limited to customers of Reliance Trends and reflects their opinions and satisfaction levels based on personal shopping experiences.

8. Limitations

- The study is limited to a sample size of 100 respondents.
- The sampling method may not represent the entire customer population.
- Responses are based on individual perceptions, which may vary.

Data Analysis and Interpretation

Q1. How satisfied are you with the quality of clothing and products at Reliance Trends?

Particulars	No. of Respondents	Percentage
Very Satisfied	30	30%
Satisfied	45	45%
Neutral	15	15%
Dissatisfied	7	7%
Very Dissatisfied	3	3%

Interpretation:

Most respondents (75%) are either satisfied or very satisfied with the product quality at Reliance Trends, indicating a generally positive perception.

Q2. Are you satisfied with the pricing of the products?

Particulars	No. of Respondents	Percentage
Very Satisfied	25	25%
Satisfied	50	50%
Neutral	10	10%
Dissatisfied	10	10%
Very Dissatisfied	5	5%

Interpretation:

75% of respondents are satisfied with pricing, showing that Reliance Trends offers products at acceptable price points for most customers.

3. Do you find a wide variety of products and brands at Reliance Trends?

Particulars	No. of Respondents	Percentage
Always	20	20%
Often	40	40%
Sometimes	25	25%
Rarely	10	10%
Never	5	5%

Interpretation:

60% of respondents said they “Always” or “Often” find a good variety of products, suggesting that product range is one of Reliance Trends’ strengths.

Q4. How would you rate the availability of sizes and stock?

Particulars	No. of Respondents	Percentage
Excellent	18	18%
Good	40	40%
Average	25	25%
Poor	10	10%
Very Poor	7	7%

Interpretation:

58% of the respondents rated size and stock availability as “Good” or “Excellent”, while 17% feel there is room for improvement.

Section B: In-Store Services (Staff, Billing, Layout)

Q5. How helpful and polite is the staff at Reliance Trends?

Particulars	No. of Respondents	Percentage
Very Helpful	28	28%
Helpful	42	42%
Neutral	15	15%
Unhelpful	10	10%
Very Unhelpful	5	5%

Interpretation:

70% of respondents consider the staff helpful or very helpful, indicating good customer interaction overall.

Q6. How satisfied are you with the billing and checkout process?

Particulars	No. of Respondents	Percentage
Very Satisfied	22	22%
Satisfied	38	38%
Neutral	20	20%
Dissatisfied	12	12%
Very Dissatisfied	8	8%

Interpretation:

60% of customers are satisfied with the billing process, but a combined 20% are dissatisfied or very dissatisfied, suggesting a need to improve checkout efficiency.

Q7. How do you find the store layout and cleanliness?

Particulars	No. of Respondents	Percentage
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Excellent	25	25%
Good	45	45%
Average	20	20%
Poor	7	7%
Very Poor	3	3%

Interpretation:

70% of respondents rate the store layout and cleanliness as “Good” or “Excellent,” showing a strong positive opinion about the shopping environment.
Section C: Promotions, Loyalty Programs, Value Perception

Q8. Are you aware of the promotional offers and discounts at Reliance Trends?

Particulars	No. of Respondents	Percentage
Yes, always	30	30%
Sometimes	40	40%
Rarely	20	20%
Not at all	10	10%

Interpretation:

70% of respondents are at least somewhat aware of promotions, suggesting that Reliance Trends’ promotional efforts are reaching most customers, though more awareness could be created.

Q9. Do you participate in or benefit from any loyalty or membership programs?

Particulars	No. of Respondents	Percentage
Yes	35	35%
No	40	40%
Not aware of any	25	25%

Interpretation:

Only 35% of respondents benefit from loyalty programs, and 25% are unaware of them. This suggests Reliance Trends could improve promotion and accessibility of its loyalty schemes.

Q10. Do you feel the products offer value for money?

Particulars	No. of Respondents	Percentage
Strongly Agree	30	30%
Agree	40	40%
Neutral	15	15%
Disagree	10	10%
Strongly Disagree	5	5%

Interpretation:

70% of customers agree that Reliance Trends provides value for money, reflecting overall satisfaction with price-quality balance.

Findings

1. Product Quality, Pricing, Availability, and Variety

- **Product Quality:** A majority of respondents (75%) had been either glad or very happy with the nice of garb and other products at Reliance Trends.
- **Pricing:** 75% of respondents determined the pricing affordable and excellent, indicating that customers understand the products to be pretty priced.
- **Variety of Products:** 60% of respondents said that they “constantly” or “often” discover a extensive style of merchandise and types at the shop, suggesting true product collection.
- **Availability of Sizes/Stock:** 58% of the customers rated the supply of inventory and sizes as “Good” or “Excellent,” however 17% mentioned bad or very negative availability, highlighting room for development.

2. In-Store Services (Staff Behavior, Billing, and Layout)

- Staff Behavior: Around 70% of respondents rated the workforce as “Helpful” or “Very Helpful,” showing a effective experience with in-shop help.
- Billing and Checkout: 60% were happy with the billing process, even though 20% faced dissatisfaction, indicating the want for quicker or more efficient billing structures.
- Store Layout and Cleanliness: A strong 70% rated the layout and cleanliness of the shop positively, which displays a cushty shopping environment for maximum visitors.

3. Promotions, Loyalty Programs, and Value Perception

- Promotional Awareness: 70% of respondents have been aware of promotional gives, however 30% had been not constantly aware or informed, indicating a capability gap in marketing communique.
- Loyalty Programs: Only 35% of respondents benefited from loyalty or membership packages, and 25% had been not even aware about them. This suggests a need for higher promoting and integration of loyalty schemes.
- Value for Money: 70% of respondents agreed or strongly agreed that the products at Reliance Trends provide exact fee for money, indicating usual client satisfaction.

Conclusion

Customer pride performs a crucial position inside the success and sustainability of any retail business. This examine was performed to assess the pleasure stage of clients with admire to numerous elements of Reliance Trends, which includes product great, pricing, availability, in-save services, promotional sports, and price-for-money perceptions. The studies changed into primarily based on number one statistics accrued from a hundred respondents thru a structured questionnaire. The findings display that most customers are normally happy with the general revel in presented with the aid of Reliance Trends. Key factors including product satisfactory, affordable pricing, and wide product range make a contribution definitely to client satisfaction. Additionally, the behavior and helpfulness of staff, efficient billing structures, and cleanliness of the store further enhance the buying enjoy.

However, some areas require improvement. For example, a portion of respondents indicated dissatisfaction with the availability of sizes and inventory. Similarly, focus and participation in loyalty programs had been observed to be particularly low, indicating a need for higher advertising and patron engagement strategies in this area. In theoretical terms, this study aligns with the Expectancy-Disconfirmation Theory, which indicates that consumer pride is decided by using the distance among expectations and actual performance. When the perceived experience exceeds or suits expectations, delight is accomplished. Reliance Trends appears to satisfy this widespread for maximum of its customers, although there stay sure service gaps that can be addressed to further beautify pleasure levels.

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