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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Study on Customer Satisfaction towards Reliance Trends in Coimbatore City

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**ABSTRACT:** Consumer satisfaction with Reliance Trends in Coimbatore. High ratings for product quality, price, and customer service are found in the results; nevertheless, there is room for development in the areas of product variety, store atmosphere, and customer service.

### I. INTRODUCTION

People have always needed clothing to protect themselves from the cold, frost, and rain as well as to show their social standing. In the materialistic and corrupted world of today, fashion is a major factor in defining an individual's identity. The origins of a person's ethnic community or history can be seen in their attire. Nearly 100 brands are housed in India by Reliance Trends, a division of Reliance Retail, with roughly 16 brands in the retail network. With a varied portfolio of own brands, national and international brands, and children's apparel, Reliance Trends provides fashionable, high-quality products in the areas of womenswear, lingerie, menswear, and fashion accessories. Delivering "fashion at great value" through well-organized displays, spacious aisles, and highly skilled fashion specialists, each store's distinctiveness lies at its heart.

### OBJECTIVES

- To study the satisfaction level of customers with regard to reliance trends in Coimbatore city malls
- To identify the customer preference towards reliance trends in Coimbatore city malls

### II. STATEMENT OF THE PROBLEM

Offering fashionable, superior products across a range of categories, Reliance Trends is a prominent lifestyle retail chain with more than 2117 locations in India. The store's distinctive 8,000-square-foot shopping area features well-organized displays, spacious lanes, and skilled fashion experts. Through their website, customers may access a wide selection of stylish things at a low price. Reliance Trends frequently falls short in assessing consumer awareness, preferences, and satisfaction critically, which emphasizes the need for improved customer perception.

### III. RESEARCH METHODOLOGY

The study is an analytical and descriptive one. The data is collected solely from primary sources i.e. by doing a survey among a selected group of people and we have also referred secondary sources i.e. referred print journals, online journals, books, reports etc.

### IV. SOURCES OF DATA

#### 1. Primary data

Collect the data using questionnaires and the help of google forms.

#### 2. Secondary data





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The secondary knowledge was collected from numerous sources like completely different business websites, Articles and revealed papers.

### V. TOOLS USED FOR ANALYSING THE DATA

This study has the objectives of ascertaining the “Customer satisfaction towards the Meesho online shopping” with special reference to the Coimbatore city for analysing the primary data the following statistical tool was used.

- Simple percentage analysis
- Chi Square

### VI. LIMITATIONS OF THE STUDY

- The respondents for the study are only focuses on customers from the Coimbatore city
- The study will be conducted within a limited time frame which may not allow for a comprehensive analysis of customer satisfaction

### VII. REVIEW OF LITERATURE

**Amruta Ramdas (2022)** “A Comparative Study of Urban and Rural Consumer’s Consumer Buying Behaviour Towards Fast Moving Consumer Goods”

The rural and urban consumers are becoming very quality conscious and very selective about the product features. There are differences in the educational and family structures. Joint families are more prevalent in the rural areas and comparatively the earning is less making the disposable income small in rural areas. This affects the purchasing capacity of the rural consumers. Naturally, the rural consumer gives preference to lower prices or low price packs.

**Ashok kumar P (2022)** “A Study on consumer satisfaction towards herbal cosmetic products with reference to employees working in hyderabad district” The Consumer satisfaction is derived when he compares the actual performance of the product with the performance he expected out of the usages herbal cosmetic products in the market.

**Geetha Ramasamy, Puvaneswary Ramasamy (2024)**, Consumer satisfaction is an outcome of business marketing activities, bridging the buying and usage phases with subsequent consequences such as attitude changes, recurring purchases, and brand loyalty. Most studies have utilized variations of the disconfirmation paradigm, which posits that satisfaction is influenced by the degree and type of disconfirmation experienced and initial expectations.

### VIII. PROFILE OF THE COMPANY

Trends is India’s largest fashion retail chain across India. Trends offers stylish, high-quality products across Womenswear, Menswear, Kidswear and fashion accessories through a diversified portfolio of own brands, national and international brands

Reliance Trends, a fashion and accessories brand of Reliance Retail Limited, aims to deliver "fashion at great value" with a mix of private brands for men, women, and kids, founded in 2006.

### IX. ANALYSIS AND INTERPRETATION

#### SIMPLE PERCENTAGE ANALYSIS



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### A.SOURCES OF AWARENESS

S. No	Sources	No. of Respondents	Percentage
1	Friends	29	18
2	Relatives	53	33
3	Advertisement	61	38
4	Word of Mouth	18	11
Total		161	100

Source: Primary data

Interpretation:

It is clear from the above table, 38 percent of the respondents are aware of reliance trends through advertisement, 33 percent of respondents are aware of the reliance trends through relatives, 18 percent of the respondents are aware of reliance trends through friends and 11 percent of the respondents are aware of reliance trends through word of mouth.

Inference:

Hence, it is concluded that maximum (38 %) of the respondents aware of Reliance trends through advertisement.

### B. DISTRIBUTION SHOWING DURATION OF BEING AS A CUSTOMER

S. No	Frequency	No. of Respondents	Percentage
1	Less than 2 years	57	36
2	2 to 4 years	76	47
3	More than 4 years	28	17
Total		161	100

Source: Primary data

Interpretation:

It is clear from the above table, 36 percent of the respondents have been the customers of reliance trends for less than 2 years, 47 percent of the respondents have been customers of reliance trends for 2 to 4 years and 17 percent of the respondents have been the customers of reliance trends for more than 4 years.

Inference:

Hence, it is concluded that the maximum (47 %) of the respondents have been the customers of reliance trends for 2-4 years.

### C. PLACE OF PURCHASE OF RELIANCE TRENDS PRODUCTS

S. No	Place of Purchase	No. of Respondents	Percentage
1	Retail store	125	78
2	Online	36	22
Total		161	100



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Source: Primary data

Interpretation:

It is clear from the above table, 78 percent of the respondents purchase the products from the retail stores and 22 percent of the respondents purchase the products of reliance trends through online.

Inference:

Hence, it is concluded that the majority (78 %) of the respondents purchase the products of reliance trends from the retail stores.

### CHI SQUARE TEST

#### 1. REASONS TO CHOOSE RELIANCE TRENDS AND OCCUPATIONAL STATUS

Occupational status	Brand name	Gifts and discounts	Good fittings	Large variety available	Latest fashion	price	Total
Businessman	2	0	0	1	10	0	13
Government employee	7	0	1	0	8	1	17
Home maker	7	1	3	3	14	4	32
Private employee	15	0	7	4	10	3	39
Professionals	0	0	1	0	0	3	4
Students	10	1	8	2	24	11	56
Total	41	2	20	10	66	22	161

CHI - Square test

	value	df	Asymp. Sig. (2-sided)
Pearson chi-square	42.910	30	.060
Likelihood ratio	44.359	30	.044
N of valid cases	161		

31 cells (73.8%) have expected count less than 5. The minimum expected count is .02.

NULL HYPOTHESIS  $H_0$ : There is no significant relationship between reasons to choose reliance trends and occupational status.

INTERPRETATION:

From the above table, the chi square test indicate that the Person chi square value is 42.910 with 30 degrees of freedom and the asymptotic significance level is .060. Since the pvalue associated with the person chi-square and likelihood ratio tests are greater than the significance level of 0.05, we reject the Alternate hypothesis. Therefore, we can conclude that there is no significant relationship between reasons to choose reliance trends and occupational status.

RESULT: Hence, we accept it as Null Hypothesis ( $H_0$ )

### X. FINDINGS

- The majority (50 %) of the respondents belong to the age group of 15-20 years.



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- The majority (51 %) of the respondents are female
- The majority (66 %) of the respondents are unmarried.
- Maximum (45 %) of the respondents have studied degree/diploma.

### **XI. CONCLUSION**

This study aimed to investigate customer satisfaction towards Reliance Trends, a leading retail chain in India. The findings suggest that customers are generally satisfied with Reliance Trends, with high ratings for product quality, price, and customer service.

However, the study also identified areas for improvement, including product variety, store ambiance, and customer service. To enhance customer satisfaction and loyalty, Reliance Trends should focus on addressing these gaps.





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