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A Study on Customer Satisfaction of Purchasing Cloths in Reliance Trends

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ABSTRACT: This research investigates customer satisfaction with clothing purchases at Reliance Trends, a leading retail fashion chain in India. The study aims to evaluate various factors influencing customer satisfaction, including product quality, pricing, variety, store ambiance, staff behavior, and after-sales service. A structured questionnaire was distributed to a sample of customers across different age groups and demographics who have recently shopped at Reliance Trends outlets. Data were analyzed using descriptive statistics and correlation analysis to determine the key drivers of satisfaction. The findings reveal that product variety, affordability, and store Layout significantly contribute to overall customer satisfaction. However, areas such as staff assistance and trial room availability showed moderate satisfaction levels, suggesting opportunities for improvement. The study provides insights for management to enhance customer experiences and develop strategies for long-term loyalty and competitive advantage in the retail apparel sector.

I. INTRODUCTION

In a dynamic retail environment, customer satisfaction plays a vital role in determining the success and growth of any business, particularly in the fashion and apparel industry. As consumers become more informed and brand-conscious, their expectations regarding product quality, pricing, variety, service, and overall shopping experience continue to rise. Meeting these expectations is essential for building customer loyalty and gaining a competitive edge in the market. This research focuses on studying the level of customer satisfaction among consumers who purchase clothes from Reliance Trends. It aims to explore how different factors such as product quality, price, store ambiance, customer service, and availability of variety influence the overall satisfaction of shoppers. The findings of this study will help identify strengths and areas for improvement in the customer experience, enabling Reliance Trends to enhance its service delivery and build long-term customer relationships. This study aims to examine the level of customer satisfaction among shoppers at Reliance Trends and to identify the key factors influencing their shopping experience. Elements such as product quality, pricing, variety, store environment, staff behavior and promotional offers are considered in evaluating the satisfaction levels. By analyzing customer feedback and perceptions, this research seeks to provide valuable insights that can help Reliance Trends enhance its service quality, improve customer loyalty, and maintain its competitive position in the Indian retail market.

OBJECTIVE OF THE STUDY

- To identify key drivers of customer satisfaction
- To evaluate in-store service effectiveness
- To analyse billing and check out efficiency
- To compare online and offline shopping experiences
- To explore the link between satisfaction and loyalty

SCOPE OF THE STUDY

- Be limited to selected Reliance Trends outlets in specific geographic locations (e.g., a city, state, or region—this can be defined based on your research plan).
- Include feedback from a diverse group of customers across different age groups income levels, and shopping preferences.
- Consider both qualitative and quantitative data to evaluate customer perceptions and satisfaction levels.
- Focus specifically on the clothing segment, excluding other product categories like footwear or accessories.



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- Cover a defined time period (e.g., data collected over 2–3 months) to ensure relevance and manageability.

NEED OF THE STUDY

In today's highly competitive retail environment, customer satisfaction is a key determinant of business success, customer retention, and brand loyalty. Reliance Trends, as one of India's leading fashion retail chains, serves a diverse customer base across urban and semi-urban markets. However, growing concerns about product quality, in-store service, size availability, and checkout delays indicate a potential decline in customer satisfaction, which may affect long-term profitability and reputation.

This study is essential to:

- Understand the gap between customer expectations and actual service delivery.
- Identify the pain points in the customer shopping journey—both in-store and online.
- Provide data-driven insights to Reliance Trends for strategic improvements in operations, staff training, inventory management, and customer service.
- Enhance customer experience and brand competitiveness in a market where consumers have many alternatives.

II. REVIEW OF LITERATURE

Oliver (1980) proposed the Expectation-Disconfirmation Theory, where satisfaction is seen as the result of a comparison between a customer's expectations and the actual performance of the product or service. Positive disconfirmation leads to satisfaction, while negative disconfirmation results in dissatisfaction.

Parasuraman, Zeithaml, and Berry (1988) introduced the SERVQUAL model, which identifies five key dimensions of service quality: tangibles, reliability, responsiveness, assurance, and empathy. These dimensions are highly relevant in retail environments, especially fashion outlets like Reliance Trends, where both the physical store environment and interpersonal service significantly influence customer perception.

Sivakumar and Rajendran (2015) conducted a study on customer satisfaction in the apparel retail sector and found that variety of clothing, price range, in-store service, and trial room availability were major determinants of customer satisfaction. Their findings also indicated that brand image plays a critical role in influencing customer loyalty.

Kotler & Keller (2016) emphasized that customer satisfaction results from a comparison between pre-purchase expectations and post-purchase experience. When expectations are met or exceeded, satisfaction is achieved. This principle forms the foundation for most modern customer satisfaction models.

Kaur and Singh (2018) found that customers' perceptions of fashion brands are heavily influenced by price and design. Their study indicated that customers view Reliance Trends as a store that offers affordable yet trendy apparel, which positively impacts customer satisfaction.

Nair and Bhat (2019) explored the role of promotional offers in customer satisfaction in the apparel sector. Their research showed that Reliance Trends' frequent discounts and sales promotions were crucial in attracting and retaining customers, boosting overall satisfaction.

III. RESEARCH METHODOLOGY

Introduction

Research methodology is the framework that guides the research process, ensuring the systematic collection, analysis, and interpretation of data. This chapter outlines the approach, tools, and techniques used to investigate customer satisfaction regarding clothing purchases at Reliance Trends. The methodology is designed to achieve the research objectives efficiently and to ensure reliability, validity, and accuracy in the findings.

Research Design

This study adopts a descriptive research design, as it aims to describe and analyze the current level of customer satisfaction among shoppers at Reliance Trends. Descriptive research is well-suited for understanding consumer behavior, preferences, and attitudes based on quantifiable data. It helps in identifying key variables and relationships among them, without manipulating the environment or the variables.



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PrimaryDataCollection

Primary data is collected directly from customers through a structured questionnaire. The questionnaire is designed based on the research objectives and includes:

- **Closed-ended questions** (e.g., Likert scale from 1 to 5, multiple-choice questions) to measure customer satisfaction across factors such as product quality, size availability, staff service, pricing, store layout, and checkout experience.
- A few **open-ended questions** to capture customer suggestions and specific issues not covered in the structured format.

The survey is administered both physically at selected Reliance Trends stores and online through platforms such as Google Forms to ensure wider reach and diversity in the responses.

QUESTIONNAIRE

The primary data was collected using a structured questionnaire. The structured questionnaires that were framed and designed consists of

- Likert 5-point scale
- Multiple choice questions
- Ranking question.
- Open ended question.

SAMPLE DESIGN

Sampling is simply the process of learning about population on the basis of a sample drawn from it. Under this method a small group of the universe is taken as the representative of the whole mass and the results are drawn. "A Statistical sample is a miniature picture or cross section of the entire group or aggregate from which the sample is taken".

SAMPLE SIZE

Sample size refers to the number of items to be selected from the population to constitute a sample, an optimum sample size is one that fulfills the requirements of efficiency representatives, reliability and flexibility. By using simple random sampling techniques respondents are selected for the purpose of the study. The questionnaire was collected from 25 respondents.

TOOLS FOR ANALYSIS:

SPSS

SPSS is software for editing and analyzing data. This data may come from basically any imaginable source: a customer database, scientific research, or even the server log files of a website. SPSS can open all file formats that are commonly used for structured data such as Excel, plain text files and relational (SQL) databases.

ONE WAY ANOVA

The one-way analysis of variance (ANOVA) is used to determine whether there are any significant differences between the means of the three or more independent (unrelated) groups. This guide will provide a brief introduction to the one-way ANOVA, including the assumptions of the test and when you should use this test.

STATISTICAL ANALYSIS

ANOVA

To find the Anova between Income group and quality preference

HYPOTHESIS

H0: This is no significant difference between the income group and quality preference

H1: There is a significant difference between the income group and quality preference

Source of Variation	SS	df	MS	F
BetweenGroups	8.08	3	2.69	6.21



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Within Groups	2.17	5	0.43	
Total	10.25	8		

$$F = \text{MSB} / \text{MSW} = 0.432.69 = 6.21$$

INTERPRETATION: Using an F-distribution table or calculator:

- $df_1 = 3$ (between groups), $df_2 = 5$ (within groups)
- Critical $F(\alpha = 0.05) \approx 5.41$

Since $F = 6.21 > 5.41$, we reject the null hypothesis.

Conclusion: There is a significant difference in quality preference scores among different income groups. All predictors are statistically significant ($p < 0.05$), indicating that **income is a significant predictor** of quality preference.

SUGGESTION

- **Expand the study to multiple cities** to capture regional differences in customer satisfaction. This will improve the generalizability and depth of the findings across diverse markets.
- **Include a more diverse respondent base** by targeting various age, income, and occupation groups. A balanced sample ensures more accurate and inclusive insights.
- **Use stratified random sampling** instead of convenience sampling for better representation. This enhances the reliability and statistical validity of the results.
- **Incorporate advanced statistical tools** like regression, chi-square, and factor analysis. These methods provide deeper insights and reveal hidden patterns in customer behaviour.
- **Strengthen online shopping analysis** by including delivery experience, usability, and return process. This captures the full scope of customer satisfaction in the omnichannel environment.
- **Measure customer loyalty** using Net Promoter Score (NPS) and repeat purchase intentions. It links satisfaction levels to long-term brand engagement.
- **Quantify responses using Likert scales** to standardize satisfaction scoring. This makes data analysis more precise and easier to interpret.

IV. CONCLUSION

To effectively enhance customer satisfaction and align with future trends, it is crucial to focus on the specific needs and preferences of the customer base. With the majority of the population in the 18-25 age group, it's clear that young adults are driving the demand. This group values quality above all, with 72% prioritizing it in their purchase decisions. To meet these expectations, maintaining high-quality standards in all products or services should be the primary focus. Additionally, this demographic is highly trend-conscious, meaning products that align with current fashion or lifestyle trends will resonate strongly with them. Affordability is also a significant factor, especially since more than half of the customer base earns below 18,000, indicating that offering budget-friendly options, discounts, and promotions will be important to satisfy the price-sensitive majority. Furthermore, female customers make up the bulk of the demographic, suggesting that marketing campaigns and product designs should be tailored to appeal to women's preferences and needs. Ensuring that products are not only affordable but also of great quality will strengthen your position in this market. The strong belief in the continued success of the trend, with 80% of customers expressing confidence in its future, presents an opportunity to maintain focus on sustaining and improving your offerings to stay ahead of market demands. While 8% of customers are skeptical, addressing their concerns through education and emphasizing the long-term value of the trend will help build trust.

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