

**A study on customer satisfaction with special reference to Reliance Trends*

A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO RELIANCE TRENDS

Dissertation submitted to
Mahatma Gandhi University, Kottayam

In partial fulfillment of the requirements for the
DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION

Submitted by
FATHIMA SAAD
(Reg. No.210021080002)

Under the guidance of
MS. DRISHYA S RAJ
ASSISTANT PROFESSOR DEPARTMENT OF BBA



DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION
BHARATA MATA COLLEGE,
THRIKKAKARA, KERALA
(2021-2024)



BHARAT MATA COLLEGE

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM)

BONAFIDE CERTIFICATE

This is to certify that this Project entitled, “**A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO RELIANCE TRENDS, KAKKANAD**” is a record of genuine work done by Fathima Saad(Registration no. 210021080002) under the guidance and supervision of **MS. DRISHYA S RAJ., ASSISTANT PROFESSOR, DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION**, in partial fulfillment of the requirements for the award of the Degree of Bachelor of Business Administration programme of the Mahatma Gandhi University. This work has not been submitted for the award of any other degree or titled of recognition

MS MANJU MALATHY

Head of the Department

Assistant Professor

Department of BBA

MS. DRISHYA S RAJ

Assistant Professor

Faculty Guide

Department of BBA

Place:

Date:

(External Examiner)

DECLARATION

I, Fathima Saad, do hereby declare that this project report entitled, — **A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO RELIANCE TRENDS. KAKKANAD** is a bonafide record of work done by us under the guidance and supervision of **MS DRISHYA RAJ, ASSISTANT PROFESSOR**, Department of Bachelor of Business Administration, Bharata Mata College, Thrikkakara and this work has not formed the basis for the award of any academic qualification, fellowship or any other similar title of any other University or Board.

Date:

Place:

Fathima Saad

ACKNOWLEDGEMENT

First and foremost, I sincerely thank the God Almighty for his grace for the successful and timely completion of the project.

There are so many people who encouraged and supported me on this journey. I would like to thank the following individuals.

I wish to thank **Dr. Johnson K M** principal of **BHARATA MATA COLLEGE, THRIKKAKARA** for providing us all facilities for the successful completion of the project.

It's my privilege to thank **Ms. Manju Malathy, HOD** for granting permission and all sorts of facilities and assistance to undertake the project report.

I'm highly indebted to my lecture and guide **Asst. Prof. Ms. Drishya S Raj**, Bharata Mata College for giving her valuable time in filling the information gap and her sincere efforts in correcting manuscripts and other innumerable services rendered by her.

I am extremely thankful to **RELIANCE TRENDS, KAKKANAD** for permitting me to complete the project “**A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO RELIANCE TRENDS**” within the premises. I express my sincere thanks and gratitude to the employees for providing the facilities and for all department heads and the staff members for their co-operation and support.

Last but not the least, I would like to express my special thanks to my parents, friends and all other well-wishers who have helped me a lot in the preparation of the project report.

Place :

Date

FATHIMA SAAD

CONTENTS

S.no	CHAPTERS	Page no.
I	INTRODUCTION	
	1.1 Introduction	
	1.2 Problem definition	
	1.3 Objectives of the study	
	1.4 Scope of the study	
	1.5 Limitations of the study	
II	LITERATURE REVIEW	
III	INDUSTRY PROFILE	
	3.1 Brief history of the industry	
	3.2 Industrial performance- global, national, international	
	3.3 Prospectus & challenges in the industry	
IV	COMPANY PROFILE	
	4.1 Brief history of the organization & current board of directors/ organizational chart	
	4.2 Mission, vision statement and quality policy followed	
	4.3 Business process of the organization- product profile	
	4.4 Strategies- business, pricing, management	
	4.5 Swot analysis of the company	
V	RESEARCH METHEDODOLOGY	
	5.1 Statement of the problem	
	5.2 Research design	
	5.3 Sampling design	
	5.3.1 Population	
	5.3.2 Sampling technique	
	5.3.3 Sample size	
	5.4 Data collection design	
	5.4.1 Data sources	
	5.4.2 Data collection tools	
	5.4.3 Data analysis tools	
VI	DATA INTERPRETATION & ANALYSIS	
VII	FINDINGS, SUGGESTIONS & CONCLUSION	
	Annexure	
	Annexure 1- questionnaire	
	Annexure 2- bibliography	

List of bar graphs

No.	Title	Page no.
1	Bar diagram: i	
2	Bar diagram: ii	
3	Bar diagram:iii	

List of tables

No.	Title	Page no.
1	Csat score of reliance trends	

List of pie charts

No.	Title	Page no.
1	Pie chart	
2	Pie chart	
3	Pie chart	
4	Pie chart	
5	Pie chart	
6	Pie chart	
7	Pie chart	
8	Pie chart	
9	Pie chart	
10	Pie chart	
11	Pie chart	
12	Pie chart	
13	Pie chart	

CHAPTER – 1
INTRODUCTION

1.1 INTRODUCTION

Customer satisfaction is paramount in the success of any business, and the fashion retail industry is no exception. In the competitive landscape of fashion retail, meeting and exceeding customer expectations is crucial for building brand loyalty and sustaining a thriving business. This essay explores the key elements that contribute to customer satisfaction in a fashion retail chain, emphasizing the importance of quality products, personalized experiences, and effective customer engagement.

One of the fundamental pillars of customer satisfaction in a fashion retail chain is the provision of high-quality products. Customers expect garments that not only align with the latest fashion trends but also exhibit durability and craftsmanship. A fashion retail chain must stay attuned to evolving trends, ensuring that its product offerings are not only trendy but also of superior quality. By consistently delivering fashionable and well-crafted items, a retail chain establishes a reputation for reliability and earns the trust of its customers. The fashion retail industry is increasingly recognizing the significance of personalized shopping experiences. Tailoring the shopping journey to individual preferences enhances customer satisfaction and fosters a sense of connection with the brand. Personalized recommendations, exclusive offers, and targeted marketing based on customer behavior contribute to a more engaging and satisfying shopping experience. By leveraging customer data and analytics, fashion retail chains can create a tailored environment that resonates with each customer on a personal level.

Customer engagement plays a pivotal role in shaping satisfaction levels. A proactive and responsive customer service team that addresses queries and concerns promptly contributes to a positive perception of the brand. Utilizing various communication channels, such as social media, email, and live chat, ensures that customers feel heard and valued. Additionally, engaging customers through loyalty programs, exclusive events, and feedback mechanisms fosters a sense of community and loyalty, further elevating customer satisfaction. In today's digital age, providing a seamless omnichannel experience is imperative for fashion retail chains. Customers expect a consistent and cohesive experience whether they are shopping online, through mobile apps, or in physical stores. Integrating these channels ensures that customers can transition effortlessly between online and offline platforms, enhancing convenience and satisfaction. Features such as click-and-collect, virtual try-ons, and easy returns contribute to a frictionless shopping experience.

While fashion retail is often associated with style and trends, competitive pricing remains a significant factor influencing customer satisfaction. Striking the right balance between offering value for money and maintaining profitability is essential. Regular promotions, discounts, and loyalty programs contribute to a positive perception of value, encouraging customers to make repeat purchase

1.2 Problem definition

The problem definition of customer satisfaction typically revolves around understanding and measuring the degree to which customers are content with a company's products, services, or overall experience. It involves identifying key metrics, factors, and attributes that contribute to customer satisfaction and devising strategies to improve upon them. Here's a more detailed breakdown of the problem definition:

1. **Measurement Metrics:** Defining the metrics or indicators that will be used to measure customer satisfaction. This could include surveys, Net Promoter Score (NPS), Customer Satisfaction Score (CSAT), customer feedback, online reviews, etc.
2. **Identification of Factors:** Identifying the factors that influence customer satisfaction. These could range from product quality, pricing, customer service, ease of use, brand reputation, to the overall shopping or service experience.
3. **Understanding Customer Expectations:** Understanding the expectations of the target customer base. This involves researching and analysing customer needs, preferences, pain points, and expectations at various touchpoints throughout their journey with the company.
4. **Data Collection and Analysis:** Developing methods for collecting data on customer satisfaction and analysing it effectively. This may involve gathering feedback through surveys, social media monitoring, customer support interactions, and other channels, and using data analytics tools to derive insights.
5. **Benchmarking and Comparison:** Benchmarking customer satisfaction against competitors or industry standards to gain context and identify areas for improvement. This can provide valuable insights into where the company stands relative to its peers and what areas need attention.
6. **Root Cause Analysis:** Identifying the root causes of customer dissatisfaction or areas where customers are not fully satisfied. This involves digging deeper into the data to understand the underlying reasons behind low satisfaction scores or negative feedback.
7. **Actionable Insights and Strategies:** Using the insights gained from data analysis to develop actionable strategies for improving customer satisfaction. This could involve making changes to products, services, processes, or policies based on customer feedback and preferences.
8. **Continuous Monitoring and Improvement:** Implementing a system for continuous monitoring of customer satisfaction levels and iterating on strategies to drive ongoing improvements. Customer satisfaction is not a one-time goal but rather an ongoing process that requires constant attention and adaptation to changing customer needs and market dynamics.

By addressing these aspects, businesses can effectively define and tackle the problem of customer satisfaction, ultimately leading to better customer retention, loyalty, and business success.

1.3 Objectives of the study

The study's goal is divided into primary and secondary goals, and they are as follows:

Primary objective:

- This study's main goal is to examine customer's satisfaction levels.

Secondary objective:

- To understand the awareness of company's product among customers
- To find out major factors that influence the customers while making purchasing decision.
- To identify the shortcomings of reliance trends customer satisfaction.
- To analyse the effective remedies to fill the shortcomings of reliance trends customer satisfaction.

1.5 Scope of the study

The scope of customer satisfaction is vast and encompasses various aspects across different industries. Here are some key dimensions that define the scope of customer satisfaction:

1. **Product and Service Quality:** Assessing customer satisfaction with the quality of products and services is a fundamental aspect. This includes reliability, durability, and performance.
2. **Customer Service:** Customer satisfaction extends to the level of service provided. Efficient and responsive customer support contributes significantly to overall satisfaction.
3. **Communication and Information:** Clear and effective communication, along with the availability of relevant information, is crucial for customer satisfaction. This includes product details, pricing, and policies.
4. **Pricing and Value for Money:** Perceived value for money is a key factor. Customers assess whether the price of a product or service aligns with the perceived benefits and quality.
5. **Convenience and Accessibility:** The ease with which customers can access products or services, whether through physical locations or online platforms, influences satisfaction.
6. **Brand Reputation and Trust:** The reputation of a brand and the trust it instills in customers contribute to their overall satisfaction. Positive brand image and reliability are significant factors.

1.4 Limitations of the study

While customer satisfaction is crucial for the success of a fashion retail chain, there are certain limitations and challenges associated with this metric. Understanding these limitations helps businesses make more informed decisions and implement effective strategies. Here are some limitations of relying solely on customer satisfaction for a fashion retail chain:

1. **Subjectivity and Perception:** Customer satisfaction is subjective and based on individual perceptions. Different customers may have varying expectations and interpretations of what constitutes satisfaction, making it challenging to achieve universal standards.
2. **Momentary Feedback:** Customer satisfaction surveys or feedback forms often capture momentary opinions. Customer sentiments can change over time, and a positive experience at one point may not guarantee sustained satisfaction.
3. **Influence of External Factors:** External factors such as economic conditions, cultural trends, or global events can impact customer satisfaction. Issues beyond the control of the fashion retail chain, like economic downturns or industry-wide disruptions, may affect customer perceptions.
4. **Inability to Capture Unexpressed Needs:** Customers might not always articulate their unexpressed needs or desires. Relying solely on explicit feedback may lead to overlooking important aspects that could enhance satisfaction.
5. **Limited Predictive Power:** Customer satisfaction does not always correlate directly with future behaviour. Satisfied customers may not necessarily become repeat buyers, and dissatisfied customers may not always abandon the brand.
6. **Inconsistent Measurement Metrics:** Different businesses may use varying metrics and methodologies to measure customer satisfaction. This lack of standardization makes it challenging to compare satisfaction levels across the industry accurately.
7. **Cultural and Demographic Variations:** Cultural and demographic differences can influence customer expectations and satisfaction levels. What satisfies customers in one region or demographic may not have the same impact elsewhere.

Chapter 2
Literature review

2.1 Review of literature

1. **Maulidah, F. (2023).** Pengaruh on Customer Satisfaction, Brand Trust, dan Switching Barriers terhadap Customer Retention pada Pengguna Jasa Transportasi Online Grab di Kota Surabaya (Doctoral dissertation, UPN Veteran Jawa Timur) ; concluded that it is necessary there is a strategy for the company to retain existing customers (customer retention) through several factors such as customer satisfaction, brand trust, and switching barriers. The research method used is a quantitative research method. The sample in this study consisted of 120 respondents who were users Grab online transportation service in the city of Surabaya.
2. **Kiwanuka, H. (2023).** The influence of product quality on customer satisfaction of Mukwano manufacturing industries in Uganda: a case study of Kampala District (Doctoral dissertation, Makerere University). The study concluded that prices of products, quality of customer service and customer loyalty were the main factors influencing product quality of Mukwano industries. The study recommended the government to establish consumer education campaigns to increase awareness about the importance of product quality which enables customers to make choices based on quality thereby driving companies to improve their products.
3. **Pratama, G. Y. A. S., Triyuni, N. N., Arjana, I. W. B., Ruki, M., & Astuti, N. W. W. (2023).** The Application of Multitasking For Maximizing Staff Effectiveness During The Covid-19 Era at Most Blue Bali Resort. *International Journal of Travel, Hospitality and Events*, 2(3), 264-276. The study found that the resulting coefficient of determination is 0.58, which means that 58 percent of changes in the quality performance variable are explained by the amount of multitasking, age, method of task completion, and position together, while the remaining 52 percent is explained by other variables not included in this research.
4. **Chuc, A. A. M., Atayah, A. A., & Özer, S. Q. (2023).** IMPACT OF FINANCIAL TECHNOLOGY (FINTECH) ON FINANCIAL PERFORMANCE OF MICRO FINANCE INSTITUTIONS IN BAHRAIN. *African Journal of Emerging Issues*, 5(17), 1-11. The study concluded, the impact of Financial Technology (Fintech) on the financial performance of Microfinance Institutions (MFIs) in Bahrain has been overwhelmingly positive. Fintech has facilitated improved operational efficiency, risk mitigation, and customer satisfaction, all of which have directly contributed to the enhanced financial stability and profitability of these institutions.
5. **Lamani, D. D., & Agarwal, N. (2023).** Data-Backed Policy Formulation: Utilizing Big Data Analytics to Anticipate and Adapt to Customer Behavior. *Mathematical Statistician and Engineering Applications*, 72(2), 83-90. The study showcases methodologies, real-world cases, and ethical considerations, emphasizing how data-driven policies enhance customer satisfaction and operational efficiency.
6. **Pham, T. H. L., Pham, M. H., Nguyen, L. T. D., Do, T. D., & Bui, H. K. (2023).** Factors affecting customer satisfaction when utilizing a virtual tour 360-degrees at hotels in Can Tho city (Doctoral dissertation, FPTU Cần Thơ). The results of the research indicate that

Basmalah store has implemented several competitive advantage strategies, including product differentiation, customer service enhancement, and operational efficiency. By maintaining a stock of unique and high-quality products, Basmalah store successfully attracts customers looking for specific items. Additionally, improving customer service through friendly and informative service is also a crucial factor in maintaining customer loyalty.

7. **Palliyage, H. L., & Kavirathna, C. (2023).** Factors of inventory management on inventory performance measures: case study from Sri Lankan wholesale industry. This research focuses on identifying the factors and performance measures of inventory management and evaluating the impact of these factors on the performance measures. Initially, the factors and performance measures were identified through a systematic review and industry experts' opinions. Among these factors, organizational factors were the most significant in influencing customer satisfaction and operational and environmental performance measures.
8. **Frau, D. (2023).** The impact of overall fairness in monetary rewards systems on trust in the employer: a longitudinal mixed-method, field quasi-experiment. In 12th FINT Workshop on Trust Within and Between Organizations, Helsinki, Finland, 14-17 June 2023. Findings suggested that overall, subjects rewarded according to a mixed system based on both individual and team performance perceived fairness to be significantly lower than subjects receiving a discretionary bonus. The post-study indicated that the focus on team vPFP and the inaccurately measured customer satisfaction ratings activated mainly negative fairness heuristics concerning the assessment of trust in the employer.
9. **Ossola, P. (2023).** For more dementia-friendly facilities in tourism and hospitality. ICHRIE Research Reports, 8(2), 3. The study found that deliver staff training in preparation to welcome guests with access and dementia-related needs. The next step would be to make infrastructure more accessible. These simple steps will boost customer satisfaction and loyalty as well as bolster brand image. Moreso, promoting accessibility would create a more inclusive and safer hospitality space for everyone.
10. **Anam, K., Mostafiz, M. B., Shah, S., Dhar, R. C., & Ahmed, S. (2023).** Multi Criteria Decision Making for Fresh Mango Supply Chain Risk Management: An ISM & TOPSIS-Based approach. Supply Chain Insider| ISSN: 2617-7420 (Print), 2617-7420 (Online), 11(1). The results indicate that mitigation strategies can significantly reduce wastage and will add value to FMSC. On this basis, by analyzing risk and applying these strategies, firms can earn profit and provide better customer satisfaction, as it will enhance supply chain sustainability and resilience by proactively identifying and addressing potential risks and increasing Bangladesh's economic growth.
11. **Nguyen, M. T., Nguyen, T. B. H., Do, T. N. M., Nguyen, T. T. N., & Tran, T. K. T. (2023).** Influences Of E-Logistics Service Quality on Gen-Z Customer Satisfaction and Loyalty in Mekong Delta, Vietnam (Doctoral dissertation, FPTU Cần Thơ).. The study analyses that the construction industry's primary purpose is to guarantee that construction projects are performed quickly and effectively within the limitations of highest quality,

specified time frame, and lowest viable cost. These quality management practices are critical in guiding organizations towards Customer Satisfaction and project success.

12. **Teoh, K. B., Gan, K. H., Darishini, L., Umamageswari, U., Neoh, K. Y., Jivega, N., ... & Ma, Y. Q. (2023).** A Study on Customer Satisfaction of AirAsia Berhad. *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)*, 6(3), 133-147. The purpose of this research is to determine the influence on customer satisfaction of tangible, assurance, and responsiveness. According to the findings of this research, tangible has a substantial positive link with customer satisfaction, implying that tangible has a good relationship with customer happiness among AirAsia customers.

13. **Xu, Z., Zhu, G., Metawa, N., & Zhou, Q. (2022)** stated that to determine which marketing ethical practises of businesses will impact consumers' impressions of the company's brand, this article combines empirical and theoretical methodologies. The company's integrity level, corporate social responsibility, actions taken in corporate market competition, and technical aspects of the impact on the dimensions of customer brand equity are the five types of marketing factors that are not standardised through statistical analysis.

14. **Bernarto, I., & Purwanto, A. (2022)** stated that The findings demonstrate that perceived risk has no detrimental impact on client satisfaction. Customer happiness is positively impacted by the brand's reputation. Customer satisfaction is positively impacted by the customer's perception of pricing fairness. Customer satisfaction increases when Japanese restaurant meal prices become more reasonable.

15. **Mohammad, S. (2021)** stated that This study looked at whether or not there is an actual link between the two. The author then looked at a garment brand's situation. Customer satisfaction was broken down into three categories: (1) satisfaction with the garments, (2) contentment with the sales service, and (3) satisfaction with the after-sale service. It was anticipated that brand loyalty would have an impact on all three forms of satisfaction.

16. **Mirza, F., Younus, S., Waheed, N., & Javaid, A. (2021)** stated that Pakistan is experiencing an enormous increase in the acceptance of western apparel shopping among people. To bind this opportunity, it is necessary to understand ensure the repurchase intention among customers. Hence this research article explored the impact of Service and Product related attributes on Re-purchase Intention: Role of customer characteristics and customer satisfaction in an apparel shopping context.

17. **Diputra, I. G. A. W., & Yasa, N. N. (2021)** stated that the following conclusions and study findings are attained based on the analysis and debate that have been stated: (1) Brand image is positively and significantly impacted by product quality. This implies that consumers would perceive Samsung smartphones as having a better brand image when the product quality is higher products.

18. **Chan, T. J., & Goh, M. L. (2019)** stated that the study aims to investigate the relationship between service quality and customer satisfaction in a retail clothing company.

The study utilized the SERVQUAL model to guide the study. Purposive sampling was applied in the study where quantitative (survey) method was employed with generating 140 valid responses.

19. **Yeh, T. M., Chen, S. H., & Chen, T. F. (2019)** stated that In Taiwan, several factories have been converted into tourist factories that still perform production and manufacturing tasks while also welcoming visitors in an effort to achieve operational breakthroughs due to changing times and industrial structures. Each tourist factory has distinctive tourism themes and offers guided tours, exhibitions, interactive activities, etc. in addition to beautifully decorated rooms.
20. **Schepers, J., & Nijssen, E. J. (2018)** stated that This study demonstrates that brand advocacy practises reduce customer happiness, particularly when dealing with straightforward service problems (like maintenance) for newly released items. Fortunately, under certain service settings, brand recognition can offset this detrimental effect.
21. **Wang, Y., Lu, X., & Tan, Y. (2018)** stated that the modelling strategy and estimating method used in our work can be applied more broadly to enhance the creation of various goods, particularly complicated ones, during the design and production phases. Frequently, complex items are promoted as having a wide range of design elements. Manufacturers will have difficulties in determining which qualities to enhance and add. Customers could also have considerably greater expectations for complicated items.
22. **Torres-Moraga, E., Vásquez-Parraga, A. Z., & Zamora-González, J. (2018)** stated that the relationship satisfaction/loyalty is notably present when assessing items alone, even if it is less pronounced than when evaluating brands alone, according to the results. Both conventional (such as bottled wine) and novel (such as electronic) items exhibit this uneven presence, while the latter exhibits it to a greater extent. When analysing the product and brand together, the satisfaction-loyalty relationship is still evident, showing that the relationship between the two remains in the middle.
23. **Yang, K. F., Yang, H. W., Chang, W. Y., & Chien, H. K. (2017, December)** Stated that this study sought to determine if brand image has a beneficial moderating impact between service quality and brand loyalty by measuring the psychological and physiological aspects of Taiwan's Superdry's service quality, customer satisfaction, and brand loyalty. The study's results showed that brand loyalty and service quality, regardless of their effects on brand loyalty's psychological and physiological dimensions, are both positively correlated with customer pleasure.
24. **Kaul, D. (2017)** stated that Retailers must eventually utilise customer satisfaction and repeat purchase probability data to calculate customer lifetime value. Long-term competitive advantage via value (CLV). Retailers' client bases will, however, decrease if they concentrate all of their CRM efforts on maximising ROI and solely keeping customers with high CLV.
25. **Babu, G., & Sultana, N. (2017)** stated that A loyalty programme has the power to draw a client back to a business time and time again. It motivates a customer to spend more

money on more merchandise. For creating and maintaining customer relationships and retaining customers, loyalty programmes are helpful and crucial. That implies All initiatives involving loyalt programmes are built around the idea that customer retention benefits. Customer relationship management (CRM) is a technique used to build profitable, long-lasting relationships with customers.

26. **Kumar, P. (2016)** stated that High end clothing stores sell various brands and variations of designer clothing and apparel, and they cater to sophisticated and discerning clients. These shops sell ethnic dress, western wear, office wear, and casuals to meet the demands and fashion preferences of men, women, and children all under one roof. Increased consumerism, higher disposable income, higher education levels, and double-income households have all helped customers become more aware of their lifestyle choices.

27. **Tsai, H. T., Chang, H. C., & Tsai, M. T. (2016)** stated that from the perspective of expectation-disconfirmation theory, this study looked at the factors impacting consumer satisfaction and repurchase intent for online apparel businesses. By including the idea of corporate social responsibility (CSR) and disconfirmed quality expectation, we created an expanded model to explain repurchase intention.

28. **Azim, M., Sadiq, M. W., & Humyon, A. A. (2016)** stated that a closer examination reveals that the servicescape is divided into two categories: hedonic servicescape and utilitarian servicescape. Hedonic servicescape is a type of servicescape that significantly influences client satisfaction. The enjoyment and fun have an impact on it the satisfaction of spending a lot of time there, how the visit went, and whether or not the clients want to go again.

29. **Bai, Y., Li, C., & Niu, J. (2016)** stated that Online apparel retailers are also known as network retailers or original network retailers. The term "Taobrand" was first coined by the Taobao platform in 2009. They allude to the well-known brands that emerged from C2C stores and progressively grew in popularity on Taobao. emerging trend that might support the businesses' success.

30. **Zhu, D. H., Sun, H., & Chang, Y. P. (2016)** stated that the results of this study, which are based on S-O-R, show that informational and emotional support have a considerable impact on CCB via consumer satisfaction with businesses in online brand communities. Additionally, the informational and emotional support received from businesses and other clients has a variety of impacts on client satisfaction.

31. **Erdil, T. S. (2015)** stated that Based on statistical analysis of the data, it has been determined that the majority of the variables influencing customers' buy intentions in the garment retailing industry are compatible with those that have been documented in the literature. Price image, brand image, and perceived risk were mentioned as elements influencing store image in the study's model. These elements also proposed to have a direct impact on purchase intention as well as through the influence of shop image, which is evaluated and incorporated in the model as a mediator.

32. **Hui, S. L., & Yee, R. W. (2015).** stated that due to the recent emergence of numerous retail options, the fashion market has become more competitive. This research proposes that an interpersonal relationship between employees and customers is an effective means for companies to influence the purchase decisions and experiences of customers.
33. **Hameed, S. (2015)** stated that the most valuable resource a firm has is its customers. Many organisations compete for clients in a cutthroat environment where businesses must compete both offline and online. Customer happiness is viewed as a major differentiator and increasingly has become a core component of corporate strategy while supplying textile products. Brand loyalty may also be ensured by the high quality of the clothing item and the extra social and environmental benefits.
34. **Srivastava, M., & Kaul, D. (2014)** stated that through consumer experience, social contact is a strong determinant of satisfaction. According to Harris (2007), who suggested that interpersonal connection is crucial in the process of creating a positive customer experience, as this is what drives relationships between clients and staff members.
35. **Gul, R. (2014)** stated that the purpose of the research study is to determine how crucial client loyalty is in the modern world. The world's companies operate and thrive thanks to consumers, especially repeat and loyal ones. A person who regularly makes purchases or plans to do so is considered a devoted customer.
36. **Chinomona, R., & Dubihlela, D. (2014)** stated that customers are prepared to pay extra for the authorised or name brand because they believe it to be of greater quality. In order for the indirect information to have a substantial influence on the consumer's perspective, it is essential to choose an endorser who is well-liked by customers and who is well-known for having qualities that complement those of the product.
37. **Gamboa, A. M., & Gonçalves, H. M. (2014)** stated that client satisfaction has the biggest beneficial influence on fans' loyalty, both directly and indirectly, therefore organisations that want to build a loyal client base should respect it more (Figure 1). Facebook is a communication tool that helps to increase consumer satisfaction, which in turn strengthens client-brand connections.
38. **Jaskulska, J. (2013)** stated that building brand loyalty, reaching brand-loyal consumers, and providing those customers with satisfied products are massive tasks that must be accomplished by a firm in order to be dominant (i.e., long-term successful). This study sought to identify devoted clients to particular apparel brands by examining their purchasing patterns, self-perceptions, and demographics. Additionally, post-purchase effects based on apparel features for brand-loyal clients were examined.
39. **Shirin, A., & Puth, G. (2011)** since it is no longer sufficient to only acquire new consumers, retention and repurchase are vital elements of success in the current world, loyalty is without a doubt a crucial marketing concept with significant consequences for any organisation. Customer happiness is one of the most prominent factors in determining loyalty,

and while it has a significant impact, there are other factors, particularly those that are fundamental to the consumer, that can have an impact on loyalty and repurchase behaviour.

40. **Prasad, C. J., & Prakash, J. (2013)** stated that online buying became more significant during the COVID-19 epidemic. One facet of online purchasing is peer recommendations for items. This form of marketing, also known as electronic word of mouth (EWOM), is successful in internet marketing. This study looked at what influences customer satisfaction and EWOM based on a survey of 206 Indonesian consumers.

41. **Faldu, R. (2012)** stated that This study's findings suggest that: (1) Visiting stores has turned into a social activity. (2) People go to the mall at least once regardless of their financial level. Individuals who are Single rather of shopping on weekends, they come to hang out with pals in the evening. whereas on weekends, married folks visit in the evenings with their families to go shopping and relax.

42. **Cuc, S. (2010)** stated that Customer satisfaction is now more important than ever for all industries and commercial companies. In particular for the textile business, the essay discusses consumer happiness. In the first section, the idea of customer happiness and where it fits into the current management models and tools are presented. The primary ideas on customer satisfaction with examples from the textile industry are as follows.

43. **Mizani, M., Fakhri, M., & Silvianita, A (2010)** stated that according to the data analysis findings, the four variables— affective commitment, corporate image, customer loyalty, and customer satisfaction— have higher AVE values and hence satisfy the criteria for validity. The results of the outer loading test demonstrate that all indicators are reliable, appropriate for study, and capable of be applied to other research. Positive outcomes may be seen in each variable's effective application, and these results are consistent with one another. Additionally, all of the variables included in the study had values above the average, indicating that the research was accurate and reliable.

44. **Thakur, A., Chauhan, S., & Botla (2010)** stated that the purpose of the study was to comprehend the impact of retail marketing methods on consumer happiness. Retail marketing techniques include a number of different marketing activities to assist in getting the products to the buyers. Every retailer's main goal is to make money, which can be accomplished by growing sales, but those sales are entirely dependent on the patrons.

45. **Oliver, R. L. (2010).** Customer satisfaction. Wiley international encyclopaedia of marketing. This study shows each of the focal determinants, namely expectations, performance, and subjective disconfirmation, is defined, explained from a conceptual perspective, and suggested as to how they might be used in satisfaction studies. Additionally, several issues facing satisfaction researchers are explored and resolved throughout the discussion.

Chapter 3
Industry profile

3.1 Brief history of the industry

Reliance trends belongs to fashion retail chain industry in India. The retail industry in India is expanding at one of the quickest rates, particularly in the past few years. There are organised and unorganised segments within the Indian retail industry. With only 5% of the Indian retail market held by the organised retail sector, the unorganised sector continues to dominate the country's retail market. Nonetheless, the business is growing in popularity and organisation these days due to shifts in customer tastes and inclinations. The new store formats, such as hypermarkets, supermarkets, discount stores, and specialty shops, are being adopted by the traditional Indian markets.

With the advent of Western-style malls in both large cities and smaller villages, Indian shoppers may now have a shopping experience unlike anything they have ever experienced before. One of the most accurate measures of India's retail prospects is the growth in the number of young people working. The retail service sector is growing due to factors including high pay packages, the increase of working women, and the ubiquity of nuclear families in urban regions.

India's expanding economy combined with more affluent and discerning consumers who seek a broader selection of goods would give the textile and apparel industry a greater local and international market for its goods. Over the last 10 years, India's organised retailing sector has grown significantly thanks to favourable demographics, growing customer demands, and improved brand awareness. Accordingly, there have been a lot of changes in the fashion sector throughout time in terms of the types and positioning of brands, goods, formats, and the entry of new competitors. These days, shopping centres provide a significantly wider range and variety of fashion brands in every subcategory, including bags, shoes, accessories, and apparel. Since organised retail establishments started to arise in smaller towns, clothing stores have not just they have penetrated Tier 2 and Tier 3 cities in addition to growing in metropolitan regions.

The key trends witnessed in the fashion category over the years include:

- A rise in the number of premium fashion labels.
- The entry of quick fashion stores and more recent international names in India; and therefore, an increase in the demand for high-quality Class A retail space
- Fast fashion stores starting to appear as mall anchors
- Fashion retailers are adopting newer formats and technology.
- Western wear and fusion wear are becoming more popular;
- Retailers are customising their real estate strategies for different micro markets;
- Due to increased competition, shopping malls are being forced to regularly evaluate the performance of their brands.

3.2 Industrial Performance- Global, National & International

GLOBAL: With billions of clothing things and embellishments created every year and billions of customers around the world, the worldwide piece of clothing industry could be a advanced, enormous machine. The around the world clothing and extra trade was anticipated to produce over 1.5 trillion dollars in revenue by 2022. Although most of the most brands within the clothing commerce are from North America or Europe, much of their make and fabricating takes put abroad, essentially in Asia where compensation are cheaper. China accounted for around one-third of worldwide attire sends out in 2021, making it the world's best supplier of attire. This deciphered to a esteem of trades of nearly 176 billion dollars. With almost 30 percent of the world's article of clothing trades, the EU was the second-biggest attire exporter behind China as a exchange union.

That year, the generation of attire utilized over 761 thousand individuals within the EU. When it came to clothing imports, the EU was moreover a critical member, topping the rankings by a wide edge. With attire imports esteemed over \$100 billion, the Joined together States came in moment. In spite of social and moral issues encompassing attire sourcing, numerous well-known quick design companies outsource their fabricating to abroad production lines, with China being the driving area of production lines brands such as Inditex Bunch or HandM utilize. Over the a long time, activities coming from the design industry to make the supply chain more straightforward and moral succeeded in making numerous brands uncover their supply chain relations. Based on the sum of data they provide as to their supply chain hones and approaches, numerous brands have as of now been recognized as making adequate endeavours, whereas others were still seen to be missing.

NATIONAL: One of the worldwide marketplaces with the speediest rate of development in later a long time has been the article of clothing retail segment in India. In spite of all the pandemic-induced limitations, the article of clothing trade shows up to be making a comeback, at slightest based on the information, in spite of the approaching wrath of the infection ruining it in 2020. Following the scourge, attire started to grow by twofold digits in late 2021, while Omicron cases in India proceeded to decrease. Due to the plague, clients had been cooped up inside their houses for a couple of a long time, subsequently the essential cause of this double-digit rise was their choice to step exterior and shop for retaliation. It is critical to distinguish and look at the contributing components, in spite of the fact that. In any case, it is vital to discover and analyse the variables that have been instrumental within the development of the Indian attire retail market and how the situation will be in 2022 and past. Yes, Indian design retail is balanced for power. The restoration begun at some point in late 2021, when people bought everything, they couldn't in 2020 and early 2021, particularly attire and design adornments.

With the immunization drive picking up a critical pace all through the year and schools and workplaces opening in numerous parts of the nation, a rise in shopper certainty and richness was seen. This certainty and excitement drove individuals to the apparel/footwear stores within the city and purchase the things of their choice.

****A study on customer satisfaction with special reference to Reliance Trends***

INTERNATIONAL: International fashion retailing is a dynamic and ever-evolving industry that involves the buying, selling, and marketing of clothing, accessories, and other fashion-related products on a global scale. This sector is characterized by its fast-paced nature, influenced by changing consumer preferences, cultural trends, and economic factors. Here are key aspects of international fashion retailing:

1. **Globalization and Market Expansion:** Fashion retailers often strive to expand their presence beyond domestic markets to capitalize on the opportunities offered by the global marketplace. International expansion involves careful consideration of cultural differences, consumer behaviors, and local regulations.
2. **Supply Chain and Production:** Global fashion retailers manage complex supply chains that span multiple countries. This includes sourcing materials, production, and distribution. Outsourcing production to countries with lower labor costs is a common strategy, leading to the creation of international networks of suppliers and manufacturers.
3. **E-Commerce and Digital Transformation:** The rise of e-commerce has transformed the way fashion is bought and sold internationally. Online platforms enable retailers to reach a global audience, breaking down geographical barriers. Digital marketing and social media play a crucial role in promoting international fashion brands and connecting with a diverse customer base.
4. **Cultural Sensitivity and Localization:** Successful international fashion retailers understand the importance of cultural sensitivity. Adapting products and marketing strategies to suit local tastes and preferences is essential. Some brands opt for localization strategies, collaborating with local designers or influencers to resonate with regional audiences.
5. **Fast Fashion and Trend Cycles:** The international fashion industry is characterized by fast fashion, where trends are quickly produced and made available to consumers at affordable prices. Retailers need to stay ahead of trends and adapt swiftly to changing consumer demands, often necessitating efficient supply chain management.

International fashion retailing is a multifaceted industry that requires a keen understanding of global markets, cultural nuances, and rapid adaptation to emerging trends. Successful brands navigate these complexities to establish a strong global presence and connect with diverse consumers worldwide.

3.3 Prospects and Challenges in the industry

Prospects of the Apparel Retailing Industry

1. **Global Market Expansion:** The apparel retailing industry has the potential for global expansion. With the rise of e-commerce and the ability to reach consumers worldwide, retailers can tap into new markets and diverse consumer bases.
2. **E-Commerce Growth:** The growth of online retailing presents significant opportunities for apparel retailers. E-commerce platforms provide a convenient way for consumers to shop

****A study on customer satisfaction with special reference to Reliance Trends***

for clothing, and retailers can leverage digital marketing and technology to enhance the online shopping experience.

3. Personalization and Customer Experience: The industry can benefit from advancements in technology to personalize the shopping experience. Data analytics and artificial intelligence enable retailers to understand consumer preferences better, leading to personalized recommendations and improved customer satisfaction.

4. Sustainability and Ethical Practices: Increasing consumer awareness and demand for sustainable and ethically produced clothing present opportunities for retailers. Brands that adopt eco-friendly practices, use sustainable materials, and promote ethical manufacturing can attract environmentally conscious consumers.

5. Fast Fashion and Trend Cycles: The fast fashion model, characterized by quickly responding to changing trends and delivering affordable clothing, can be a significant prospect. Retailers that effectively manage their supply chains and stay agile in responding to fashion trends can thrive in this environment.

Combining online and offline channels through omni-channel strategies can enhance the overall shopping experience. Retailers can leverage both physical stores and e-commerce platforms, allowing customers to seamlessly transition between online and offline channels.

Challenges of the Apparel Retailing Industry

1. Intense Competition: The apparel retailing industry is highly competitive, with numerous brands vying for consumer attention. Standing out in a crowded market and differentiating from competitors can be a significant challenge.

2. Supply Chain Complexity: Managing a complex and global supply chain, especially when sourcing materials and production are dispersed across different regions, poses challenges. Supply chain disruptions, logistics issues, and fluctuating costs can impact the industry.

3. Consumer Behaviour Shifts: Rapid changes in consumer preferences and shopping behaviour, influenced by factors like social media, can pose challenges for retailers. Staying attuned to shifting trends and adapting to changing consumer expectations require flexibility and agility.

4. Rising Costs and Margins: The industry often faces challenges related to rising production costs, including labor, materials, and overhead expenses. Balancing the need for affordable pricing with maintaining profit margins is a constant concern for apparel retailers.

5. Sustainability Implementation: While sustainability is a prospect, it also presents challenges. Implementing sustainable practices, sourcing eco-friendly materials, and adhering to ethical manufacturing standards may entail higher costs initially, impacting profit margins.

Chapter 4
Company Profile

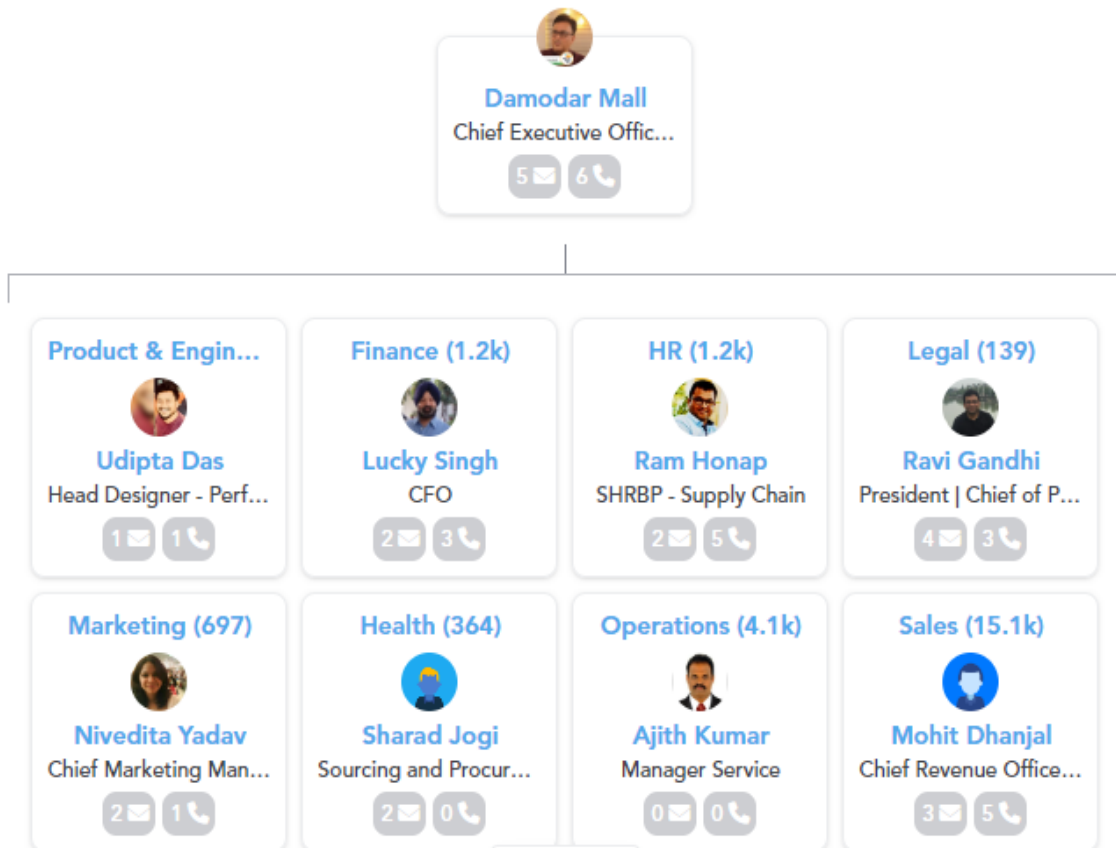
4.1 Brief history of the organisation & current board of directors/organisational chart

HISTORY OF RELIANCE TRENDS PVT LTD.

Reliance Trends is a fashion and retail subsidiary of Reliance Retail, which is part of the Reliance Industries Limited conglomerate in India. Reliance Trends operates a chain of apparel and accessory stores across India, offering a wide range of clothing for men, women, and children, as well as accessories and footwear.

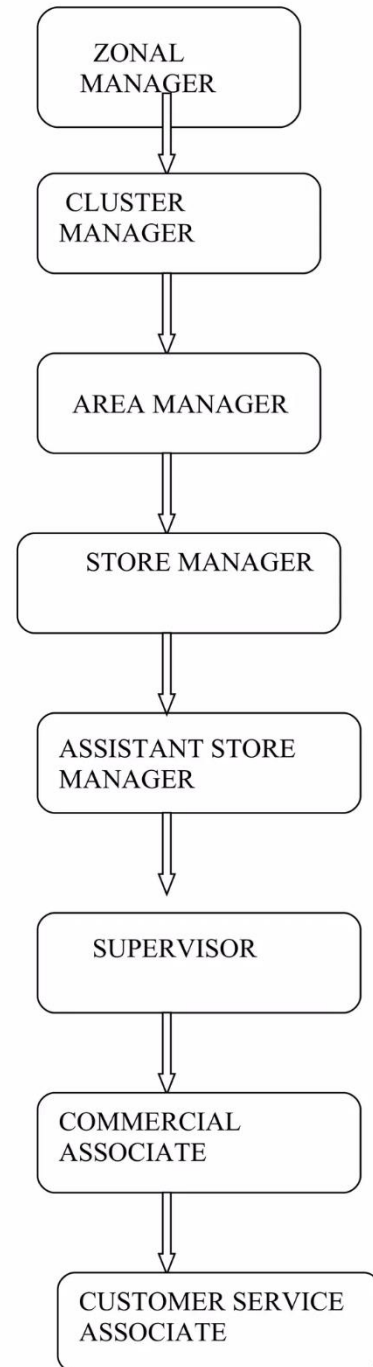
Reliance Trends was established as a retail brand under Reliance Retail and was officially launched in 2007. Over the years, Reliance Trends has expanded its presence across India, opening numerous stores in various cities and towns. The stores offer a diverse range of fashion and lifestyle products, including clothing, accessories, and footwear. They cater to different age groups and style preferences. Reliance Industries has been working on integrating its various retail ventures, including Reliance Trends, with its online grocery platform, JioMart, to create a comprehensive e-commerce ecosystem.

Reliance Retail Org Chart



CEO <u>Mukesh Ambani</u>	>
Director <u>Ramniklal Ambani</u>	>
Director <u>Raghunath Anant Mashelkar</u>	>
Director <u>Mansingh Bhakta</u>	>
Director <u>Dipak Jain</u>	>
Director <u>D.V Kapur</u>	>
Director <u>Ashok Misra</u>	>
Director <u>M.P Modi</u>	>
Director <u>Yogendra Trivedi</u>	>

Organizational structure:



4.2 Mission, Vision Statement and Quality Policy Followed

- Mission: To become India's largest retailer delivering superior value to its customers, suppliers and shareholders.

VISION STATEMENT

To be the most admired and successful organized Retail Company in India that materially enhances the quality of life of every Indian. Reliance Trends started its business as private label brand. Reliance Trends is a great example of a brand taking advantage of Facebook Marketing. With an objective to understand the shopping behavior of consumers and drive traffic to their stores, Reliance Trends set up 'Trends Spotting', a feedback app on their Facebook page and rewarded their fans for their valuable feedback with a discount voucher.

QUALITY POLICY

Our key directive is complete customer satisfaction. We provide our customers with product and services that conform to all requirements. We develop quality objectives at appropriate level to ensure those requirements are effectively addressed in our business. We are fully committed to continuous improvement as a strategic approach to achieve these quality objectives.

Our policy and associated quality objectives are reviewed and communicated to all employees on a regular basis. At Reliance Enterprises our employees adhere to and contribute to the efficiency of our quality system in every aspect of our business. Our commitment guarantees to provide our clients with uncompromising quality and service. This is achieved through a team approach where all the members are aware of the company objectives and work within their own discipline to make an effective contribution. To verify that the supply made to our clients exact specifications, our quality control team combines technical expertise, knowledge of industrial standards and the latest inspection tools and machines to meet all requirements. Particular attention is paid to high quality, tolerance and traceability. Our quality assurance program maintains the highest level of quality and actively contributes towards establishing and achieving the corporate objectives

These principles are:

- We strive to be the best in our industry.
- We care about our customers, our suppliers and partners.
- We do our absolute best to honor our commitments.
- We strive to always act with integrity and fairness.

- ***RELIANCE ENTERPRISES.***

4.3 Business Process of the Organisation- Product Profile

Reliance Retail, being a large conglomerate with diverse retail businesses, engages in various business processes across its different divisions. The business processes can include procurement, supply chain management, retail operations, customer service, and more..

Here is a general overview of some common business processes that are typically associated with retail operations:

1. Procurement and Sourcing: Reliance Retail would engage in the process of procuring goods and services, negotiating with suppliers, and ensuring a stable supply chain for its various retail outlets.

2. Supply Chain Management: This involves the planning, sourcing, manufacturing, and distribution of products to ensure they reach the retail outlets efficiently. An effective supply chain is crucial for maintaining inventory levels and meeting customer demand.

3. Merchandising: Reliance Retail would engage in strategic merchandising, which involves selecting and purchasing the right mix of products to meet customer demand and preferences. This includes product assortment, pricing, and promotional strategies.

4. Retail Operations: This involves the day-to-day activities within each retail outlet, including inventory management, sales transactions, staffing, and customer service. Retail operations aim to create a seamless and positive experience for customers.

5. Customer Relationship Management (CRM): Building and maintaining relationships with customers is a key aspect. CRM processes involve understanding customer preferences, managing loyalty programs, and addressing customer feedback and concerns.

6. Technology Integration: Reliance Retail may leverage technology for various aspects of its operations, including point-of-sale systems, inventory management, and customer analytics.

7. E-commerce Operations: In recent years, there has been a growing emphasis on e-commerce operations. This involves managing online sales platforms, order fulfillment, and ensuring a positive online shopping experience.

RELIANCE TRENDS PRODUCT PROFILE

- **Apparel:** Reliance Trends offers a wide variety of apparel, including casual wear, formal wear, activewear, ethnic wear, and more. This encompasses a range of styles, designs, and sizes to cater to different customer preferences.
- **Accessories:** The store may also feature a selection of accessories such as handbags, wallets, belts, scarves, and hats to complement the clothing offerings.
- **Footwear:** Reliance Trends usually includes a footwear section with options for men, women, and children. This may include shoes, sandals, and other types of footwear.

****A study on customer satisfaction with special reference to Reliance Trends***

- Kid's Wear: A dedicated section for children's clothing, covering various age groups, is common in Reliance Trends stores.
- Seasonal Collections: The product range often follows seasonal trends, with specific collections for spring/summer and autumn/winter, reflecting the latest fashion trends.
- Private Labels: Reliance Trends may feature private label brands, which are exclusive to the retailer. These brands offer a unique selling proposition and are often designed to cater to specific customer segments.

The own brand portfolio includes:

1. Rio - a vibrant range of snazzy trends for young women
2. Fig - fashion wear for discerning, independent & working women
3. Avaasa - a range of Indian wear for women offering the finest collection of Salwar Kurtas, Churidars and a fast-evolving Mix n Match range of garments
4. Fusion – a range of fusion wear for women where east meets west & style meets comfort
5. Hushh - the lingerie line for women offers an extensive range of innerwear and sleepwear
6. Frendz - range of garments that complements the wardrobes of the growing generation of boys and girls
7. Pureza – a collection of pure Cotton & Linen shirts for men
8. Network – offering a range of garments which comprises of formal office wear collection for men and women
9. Netplay - range showcases a smart casual collection for the evolving workplace
10. The DNMX - range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T shirts etc.
11. Performax - the specialized sportswear or active wear brand, which supports performance in sporting activity
12. Graviti - the innerwear range for men offering the best of inner and lounge wear
13. Point Cove – Kidswear brand that features bold colors bringing the California spirit to India.

4.4 Strategies- Business, Pricing & Management

RETAIL STRATEGY

- Target Market: Being a specialist store for garments, Reliance Trends offers a deep and limited selection of products. It provides products for every age group, including women's, men's, and infant. Sixty percent of all these customers are between the ages of 19 and 29. Its target client base is therefore considered to be youthful. Males and females in equal amounts make up its target group for the dependence trend; no one segment is given precedence. The product is primarily targeted at the middle and higher middle classes, with a price range ranging from ₹ 299 to ₹ 3000.
- Reliance uses different types of promotion strategies like advertising, sales promotions, events, personal selling etc. It mainly advertises its offers through printed

****A study on customer satisfaction with special reference to Reliance Trends***

brochures, broadcast ads etc. The brand ambassadors are mainly the common people. It offers premiums, gifts, samples etc of their products.

- Reliance Retail has adopted a multi-prong strategy and operates a wide array of store formats that cater to planned shopping needs, as well as daily or occasional needs of the customers across major consumption in Fashion & Lifestyle through Trends.

PRICING STRATEGY

Dependency Trends has a high/low price strategy. It offers savings of up to 50% (depending on the brand) between January and July, which are the end of the season. Additionally, for holidays like Dusshera, Diwali, Holi, etc., additional discounts are offered. The business offers reward points on loyalty cards and price bundling (buy one get one free or buy three for Rs. 600) in order to compete with other stores. In addition, if a customer purchases merchandise for Rs. 5,000, they would receive 10%–20% off their subsequent purchase. RelianceTrends bases their pricing strategy on cost. The cost of the goods is increased by a markup to determine the retail price. Additionally, they give loyalty cards and alluring deals like "Shop for Rs. 2999 and Get Clothes Worth Rs. 1500 Free at RelianceTrends" to their regular shopper programme. By offering this, they hope to win over customer loyalty.

HUMAN RESOURCES: STORE HIERARCHY

- Role of store manager - The store manager is in charge of that specific store. They are employed centrally through a variety of channels, including internal promotion/transfer, job portals, university placement, and reference checks. To turn a profit on the shop.to understand the needs of the client.observing the prevailing trendsBoost the store's conversion rate:Reliance Trends' ideal conversion rate is 30%, although the project's shop has a 35% conversion rate. Hire every worker in the specific store who is not a store manager.
- Role of store department - Oversee and oversee certain departments, such as the children's, men's, and women's sections.Preserve the designated department's SKUs.
- Role of team leader - Any department store sector is assigned to them. For instance, men are assigned to either the formal or casual sections of the section.
- Role of sales associate - Communicate with the client Help the client anytime they want assistance.Reliance Trends trains its staff based on their prior experience, if any, and present role.Employees are given 15 minutes to complete the sales associate profile.

STORE LOCATION

Main Street is home to Reliance Trends, a conventional retail centre in the secondary business zone. The majority of the traits of a Central Business District (CBD) are shared by main streets. They selected this site since the store's occupancy costs are somewhat less than those of the CBD.It can be found at Buddha Colony, Patna, on East Boring Canal Road.Both Boring Road and Boring Canal Road are posh area and are located next to each other. This is where the majority of the wealthy people reside. They may thus be prospective clients.

4.5 SWOT Analysis of the Company

<p>STRENGTH</p> <ul style="list-style-type: none"> ○ Good location: Trends choses the right location for their store, where its profitable and reachable to their target audience. ○ Established brandname: Reliance is a well known brand in india that has good reputation for quality and affordability. ○ Wide range of products: Reliance Trends offers variety of clothing, footwear, accessories for men and women and children ○ Affordable pricing: Reliance Trends offers products at affordable prices that attract customers from different socio-economic backgrounds. 	<p>WEAKNESS</p> <ul style="list-style-type: none"> ○ Limited differentiation- although Reliance Trends offers a wide range of products, there is a lack of differentiation from its competetion in terms of design and quality. ○ Inadequate customer service- there could be concerns regarding the level of customer service provided by the store. ○ Underdeveloped online presence- the store is not having online presence which could deter younger or tech-
<p>OPPURTUNITIES</p> <ul style="list-style-type: none"> ○ E-commerce expansion: the store could benefit from expanding its online shopping platform to cater to a wider audience. ○ Increased marketing efforts: Reliance Trends could invest in more promotional and advertising activities to reach out to a larger customer base. ○ Expansion: there could be potential to open more varity of trends (footwear, digital, fresh) in same location for better visibilityand accessibility. ○ Personalized: There could be opportunities to provide personalised styling services to customer to enhance customer experience. 	<p>THREATS</p> <ul style="list-style-type: none"> ○ Competetion: reliance trends is likely to face stiff competetion from various local and national clothing retailers, which could impact customer retention and aquasition (eg. Zudio) ○ Economic slowdown: a slowdown in the economy could lead to reduced customer spending on non- essential items. ○ Changing customer preferences- customers preferences for fashion could shift, and Reliance Trends may not be able to keep up with the latest trends, resulting in a loss of markt share.

Chapter 5

Research Methodolog

5.1 Statement of the Problem

The purpose of the study is to analyse the customer satisfaction levels of the customers in accordance with reliance trends pvt ltd. The title of our study is “A Study on Customer Satisfaction With Special Reference to Reiance Trends”. This project is carried out to understand the company’s product awareness among customers and to find major factors that influence customer satisfaction, sideby identifying the company’s shortcomings and suggesting solutions.

5.2 Research Design

Research design refers to the overall plan or structure that guides the process of collecting, analyzing, and interpreting data in a research study. It is a blueprint that outlines the steps, procedures, and methods that researchers will follow to address their research questions or objectives. A well-constructed research design is essential for ensuring the validity and reliability of the research findings. The research design used for this project is;

- **Descriptive Design:** Descriptive research aims to describe the characteristics or behaviors of a population. Researchers use questionnaires to gather data that helps paint a detailed picture of the target group.

5.3 Sample Design

Sample design refers to the method and process of selecting a subset (sample) from a larger population for a research study. It involves decisions on how to choose participants to ensure the sample is representative and provides reliable insights. The sample design used for this project is random sampling random sampling.

5.3.1 Population

The population refers to the entire group of individuals, items, or elements that the researcher is interested in studying. It is the larger collection from which a sample is drawn, and the findings from the sample are generalized back to the population. The population represents the broader group that the researcher aims to make inferences about based on the data collected from the selected sample.

5.3.1 Sampling Technique

Random sampling is a sampling technique where every individual in the population has an equal chance of being selected for the sample. It involves a random and unbiased selection process, ensuring that each member of the population has an equal probability of being chosen. This method helps in creating a representative sample that reflects the characteristics of the entire population.

5.3.2 Sampling Size

The sample size refers to the number of individuals, items, or data points selected from a larger population for a study. The appropriate sample size depends on various factors,

including the research objectives, the level of confidence desired, the variability within the population, and the chosen statistical methods. “The sample size used for the analysis of this study is 100”.

5.4 Data Collection Design

Data collection design involves planning and organizing the methods and procedures for gathering information or data in a research study. It is a crucial step in the research process and requires careful consideration of various factors.

Here are key elements in data collection design:

- Objectives: Clearly define research goals.
- Population and Sample: Identify target group and sample criteria.
- Methods: Choose data collection methods.
- Instruments: Develop or select tools.
- Procedures: Outline step-by-step data collection.
- Pilot Testing: Test procedures and instruments.
- Data Management: Establish storage systems.
- Timeline and Budget: Plan schedule and estimate costs.
- Training: Train data collectors.
- Quality Control: Implement consistency checks.
- Analysis Plan: Specify data analysis methods.

5.4.1 Data Sources

To achieve the goals of the study, both primary and secondary data were gathered.

- Primary data refers to information collected directly from original sources for a specific research purpose. This data is firsthand and is gathered through methods such as surveys, interviews, observations, or experiments. It is tailored to address the specific objectives of a research study and is unique to that particular investigation.
- Secondary data refers to information that has already been collected by someone else for a purpose other than the current research. It is not gathered directly from the original source but is instead obtained from existing sources, such as published research papers, government reports, or databases. Secondary data can be useful for contextualizing or supplementing primary research.

5.4.2 Data Collection Tools

A data collection tool is a systematic method or instrument used to gather information for a research study or analysis. It can take various forms, such as surveys, questionnaires, interviews, observations, or experimental instruments. The purpose of these tools is to collect

accurate and relevant data to address specific research objectives. The tools used in this project are as follows:

- **Questionnaire:** A questionnaire is a structured data collection tool that consists of a series of written or verbal questions designed to gather information from individuals. It is a common method in survey research and can be administered in various formats, including paper-based, online, or through interviews. Google forms were used for this purpose. It is a web-based application developed by Google that allows users to create and distribute surveys and forms. It offers a user-friendly interface for designing questionnaires, quizzes, or feedback forms.
- **Interview Method:** The interview method, a qualitative research technique, involves direct interaction between a researcher and participants to glean in-depth insights into their experiences, opinions, or behaviors. The versatility of interviews is reflected in various types, including structured, semi-structured, and unstructured formats. Researchers carefully design interview guides tailored to their study objectives, posing questions that encourage thoughtful responses. The role of the interviewer is pivotal, requiring effective communication skills, empathy, and adaptability to foster a comfortable environment for participants. Whether conducted in person, over the phone, or through video, interviews provide an avenue for flexibility, enabling researchers to explore unexpected avenues during the conversation.

5.4.3 Data Analysis tool

Pie chart, bar diagram, csta formula etc... has been used to analyse data. The choice of a data analysis tool depends on factors such as the size and complexity of your dataset, your familiarity with programming languages, and specific analysis requirements. Many analysts and data scientists often use a combination of tools based on the tasks at hand.

Chapter 6
Data Interpretation & Analysis

6.1 BRANDS OFFERED

The table showing satisfaction levels with the brands offered by reliance trends :

SATISFACTION LEVELS	NO. OF RESPONDENTS	PERCENTAGEs
Yes	40	40%
No	16	16%
Maybe	44	44%
Total	100	100%

Table 6.1

Are you satisfied with the brands offered by reliance trends?

100 responses

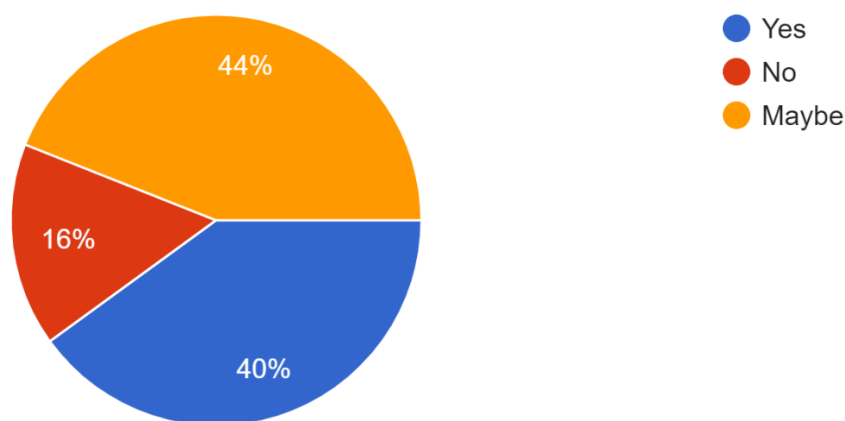


Chart 6.1

INTERPRETATION:

As you can see in pie chart: i ; 40% of the respondents are satisfied with the brand variants offered by Reliance Trends, 16% are not satisfied and 44% being the majority has voted for the option maybe to their satisfaction levels with the brands at Trends. Through this we can half an understanding that more than half of the population is not sure and are dissatisfied with their brand preferrances at Reliance Trends. Although Half of the rest population is actually satisfied with brands offered here. Hence we can say that brands as satisfactory at reliance trends, but there is more room for improvement.

6.2 PRODUCT QUALITY

The table showing satisfaction levels with the quality of products purchased at Reliance Trends:

SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGES
Very satisfied	26	26%
Satisfied	44	44%
Neutral	21	21%
Dissatisfied	6	6%
Very dissatisfied	3	3%
Total	100	100%

Table 6.2

How satisfied are you with the quality of products purchased at Reliance Trends?
100 responses

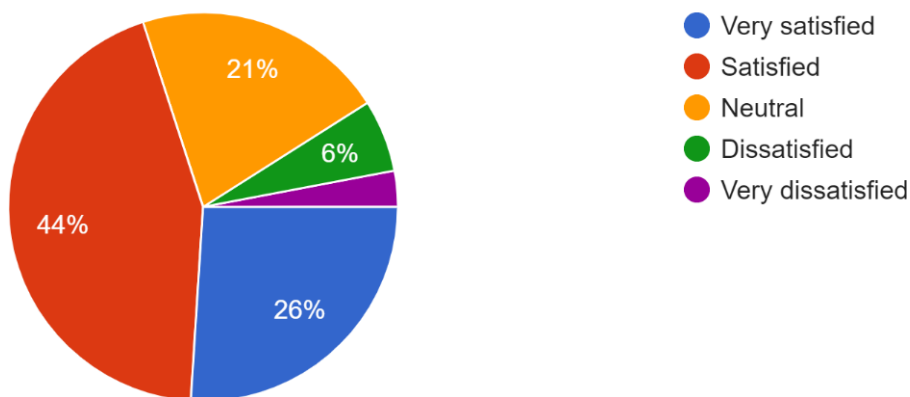


Chart 6.2

INTERPRETATION;

As shown in pie chart: ii ; 44% being the majority have voted to be satisfied with the quality of products at Trends, 26% being very satisfied at it, 21% neutral about the quality offered and only 6% being dissatisfied with the quality of products at Reliance Trends. This indicates that quality offered at Reliance Trends are very well satisfactory considering the least percentage of respondents being dissatisfied and majority being satisfied.

6.3 COLLECTION OF APPARELS

The table showing the satisfaction levels with the collection of apparels at reliance trends:

SATISFACTION LEVELS	NO. OF RESPONDENTS	PERCENTAGES
Very satisfied	6	6%
Satisfied	31	31%
Neutral	57	57%
Dissatisfied	6	6%
Very dissatisfied	0	0%
Total	100	100%

Table 6.3

How satisfied are you with the collection of apparels at Reliance Trends?

100 responses

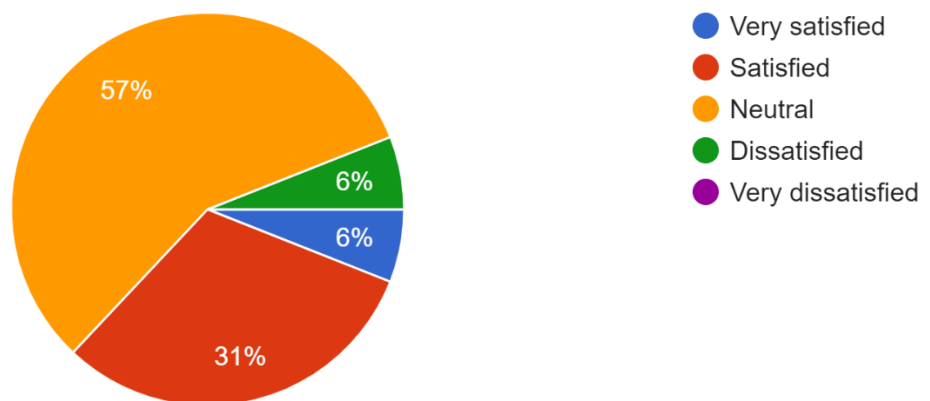


Chart 6.3

INTERPRETATION:

As shown in pie chart: iii ; 57% being the majority are neutral about their satisfaction towards the collection of apparels offered by Reliance Trends, 31% being satisfied and 6% being very satisfied & dissatisfied. More than half of the population voting option neutral & dissatisfied indicates room for improvement but can survive in the market with current range.

6.4 MENSWEAR COLLECTION

The table showing ratings given to menswear collection at reliance trends:

RATINGS	NO. OF RESPONDENTS	PERCENTAGES
0	6	6%
1	4	4%
2	32	32%
3	36	36%
4	18	18%
5	4	4%
Total	100	100%

Table 6.4

How satisfied are you with the menswear collection at Reliance Trends?

100 responses

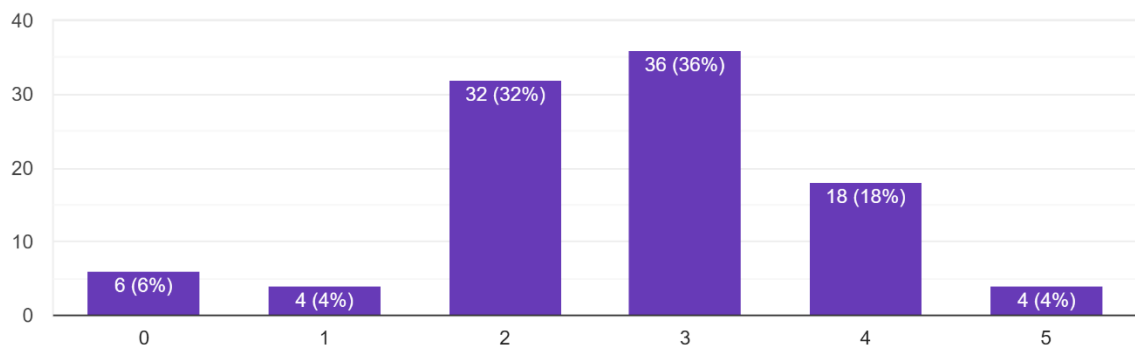


Chart 6.4

INTERPRETATION:

As shown in bar diagram: i ; majority of respondents (36%) rated 3 for their satisfaction towards menswear and 32% rated 2, 6% rated 0, 18% rated 4, 4% rated 5. As majority ratings are 2 & 3 we can say menswear isn't doing well at Reliance Trends.

6.5 WOMENSWEAR COLLECTION

The table showing ratings given to womenswear collection at Reliance Trends:

RATINGS	NO. OF RESPONDENTS	PERCENTAGES
0	2	2%
1	2	2%
2	12	12%
3	40	40%
4	36	36%
5	8	8%
Total	100	100%

Table 6.5

How satisfied are you with the womenswear collection at Reliance Trends?

100 responses

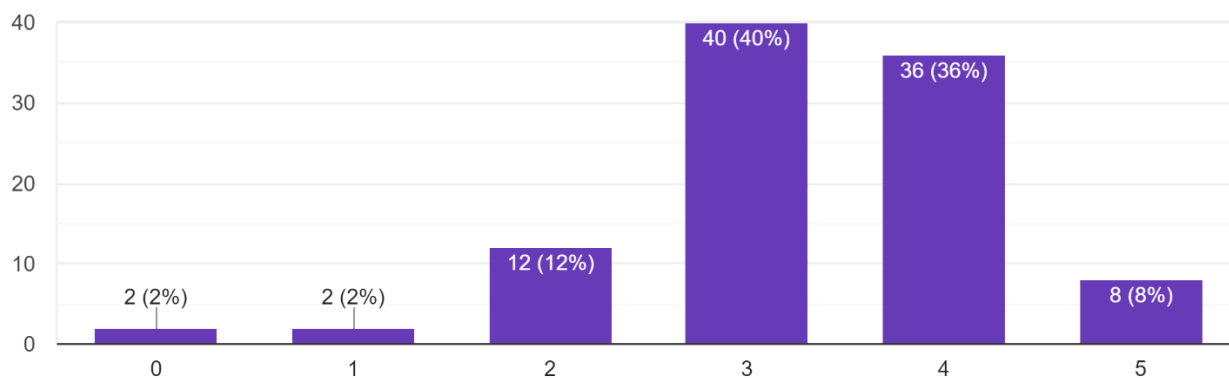


Chart 6.5

INTERPRETATION:

As we can see in bar diagram: ii majority respondents being 40% have given womenswear 3 as rating and next majority being 36% is being given to rating 4, 12% rated 2, 8% rated 5 and 2% rated 0 & 1. Majority of the ratings are 3 & 4 indicating that womenswear is doing better comparative to menswear although there is room for improvement.

6.6 KIDSWEAR COLLECTION

The table showing the ratings given to kidswear collection at Reliance Trends:

RATINGS	NO. OF RESPONDENTS	PERCENTAGES
0	2	2%
1	2	2%
2	4	4%
3	25	25%
4	57	57%
5	10	10%
Total	100	100%

Table 6.6

How satisfied are you with the kidswear collection at Reliance Trends?

100 responses

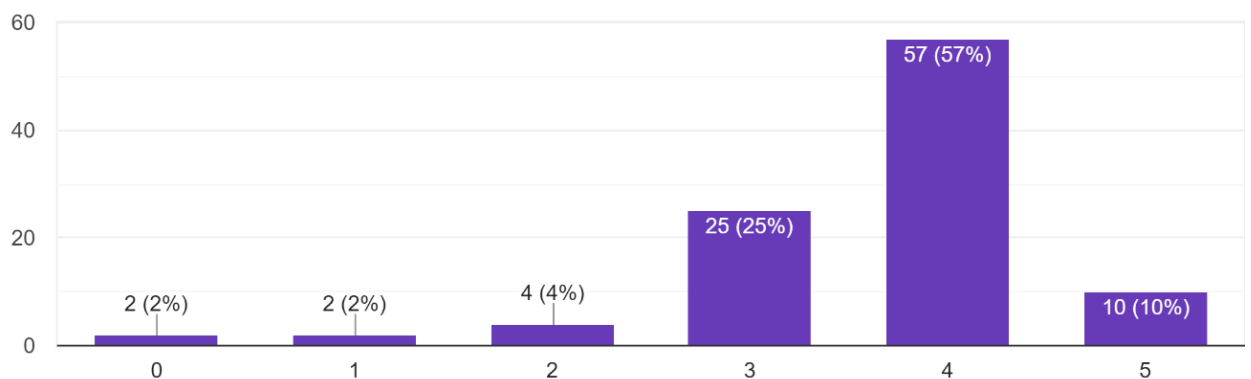


Chart 6.6

INTERPRETATION:

As you can see in bar diagram: iii ; the majority of respondents have rated kids wear 3 (25%) and 4 (57%) and 10% gave 5 as the rating this encompasses more than 90% of the respondents. Hence we can conclude that customers are well satisfied with kidswear at reliance trends.

6.7 CLEANLINESS AND AMBIENCE

The table showing satisfaction levels with the cleanliness and ambience of the store:

SATISFACTION LEVELS	NO. OF RESPONDENTS	PERCENTAGES
Very satisfied	15	15.2%
Satisfied	75	75.8%
Neutral	8	8.1%
Dissatisfied	0	0%
Very dissatisfied	2	2%
Total	100	100%

Table 6.7

How satisfied are you with the cleanliness and ambience of the store?

99 responses

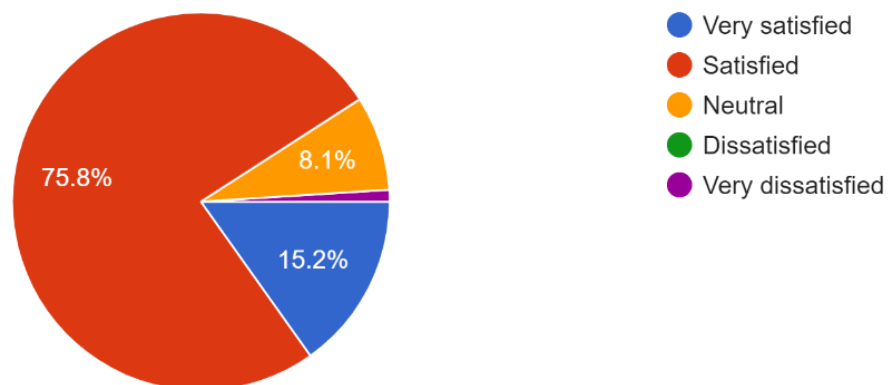


Chart 6.7

INTERPRETATION:

As shown in pie chart: iv ; we can see that 75.8% of the respondents are satisfied with the cleanliness at reliance trends, 15.2% are very satisfied, 8.1% voted neutral towards their satiosfaction with cleanliness. No respondents have voted dissatisfaction towards the shoreroom's cleanliness. Hence we can conclude that customers are satisfied with the cleanliness offered at Trends.

6.8 PRICE RANGES

The table showing satisfaction levels with the price ranges of apparels at Reliance Trends:

SATISFACTION LEVELS	NO OF RESPONDENTS	PERCENTAGES
Very satisfied	1	1%
Satisfied	24	24%
Neutral	62	62%
Dissatisfied	11	11%
Very dissatisfied	2	2%
Total	100	100%

Table 6.8

How satisfied are you with the price ranges of apparels at Reliance Trends?

100 responses

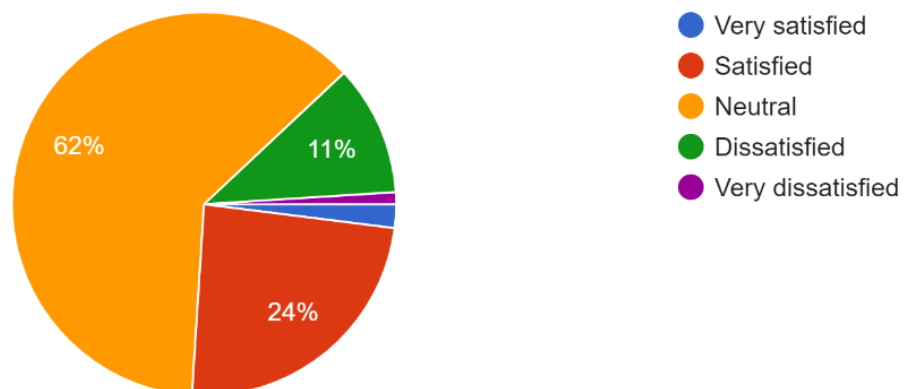


Chart 6.8

INTERPRETATION:

As shown in pie chart: 62% of the respondents have voted neutral towards their satisfaction for price ranges offered at Reliance Trends, 24% are satisfied, 11% are dissatisfied, rest are very satisfied and very dissatisfied. Through this we get an understanding that there is room for improvement in the price ranges offered at Reliance Trends as most of the respondents tend to be not sure about it.

6.9 LOYALTY PROGRAMMES

The table showing satisfaction levels with the loyalty program and discounts offered:

SATISFACTION LEVELS	NO. OF RESPONDENTS	PERCENTAGES
Very satisfied	24	24%
Satisfied	32	32%
Neutral	29	29%
Dissatisfied	9	9%
Very dissatisfied	6	6%
Total	100	100%

Table 6.9

How satisfied are you with the loyalty program and discounts offered?

99 responses

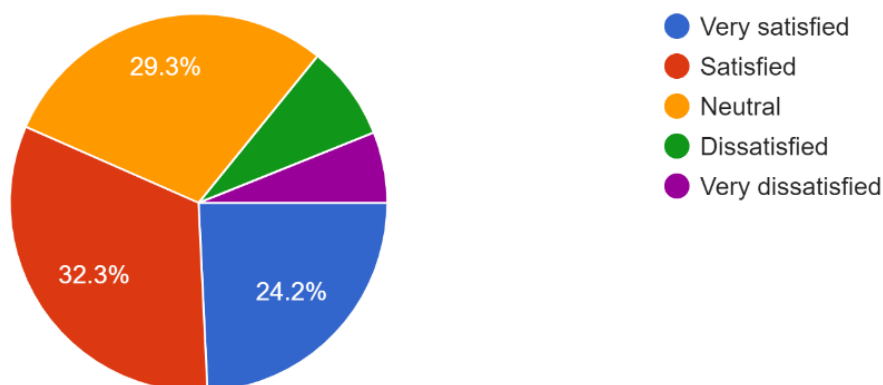


Chart 6.9

INTERPRETATION:

As shown in pie diagram: 32% are satisfied with the loyalty programmes offered at Reliance Trends, 29.3% are neutral, 24.2% very satisfied, rest are dissatisfied and very dissatisfied. Respondents are majoritily satisfied, very satisfied and neutral towards the discounts and loyalty programmes offered. Hence we can say that although there is room for improvement, it is survivavble for the current period.

6.10 TREND UPDATION

The table showing satisfaction level with the trend updation at Reliance Trends:

SATISFACTION LEVELS	NO. OF RESPONDENTS	PERCENTAGES
Yes	30	30%
No	34	34%
Maybe	36	36%
Total	100	100%

Table 6.10

The chart showing the satisfaction levels with the trend updation at Reliance Trends:

Would you say reliance trends keeps up with fashion updates?

100 responses

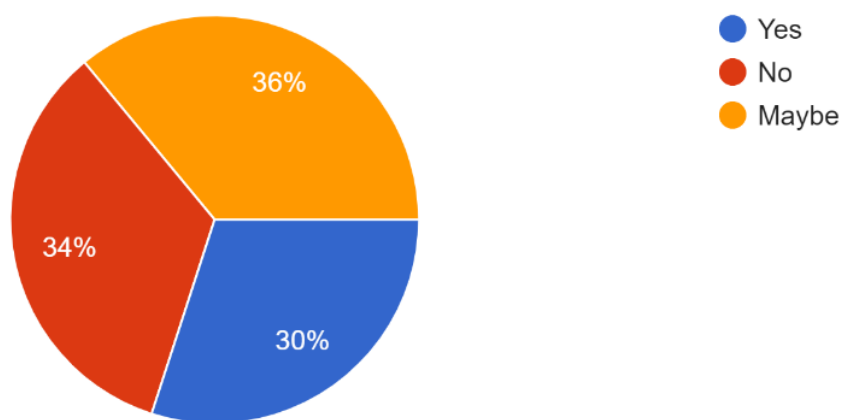


Chart 6.10

INTERPRETATION:

As we can see in pie chart: vii ; 36% of the respondents voted maybe, 34% voted no and 30% voted yes for the given question. As the majority does not lean towards the favour of the statement, we can say that reliance trends has not completely succeeded in keep up with fashion updations over the period.

6.11 OVERALL SHOPPING EXPERIENCE

The table showing satisfaction levels with overall shopping experience at Reliance Trends:

SATISFACTION LEVELS	NO. OF RESPONDENTS	PERCENTAGES
Excellent	11	11%
Very good	19	19%
Good	40	40%
Fair	22	22%
Poor	8	8%
Total	100	100%

Table 6.11

The chart showing the satisfaction levels with overall shopping experience at Reliance Trends:

How would you rate your overall shopping experience at Reliance Trends?

100 responses

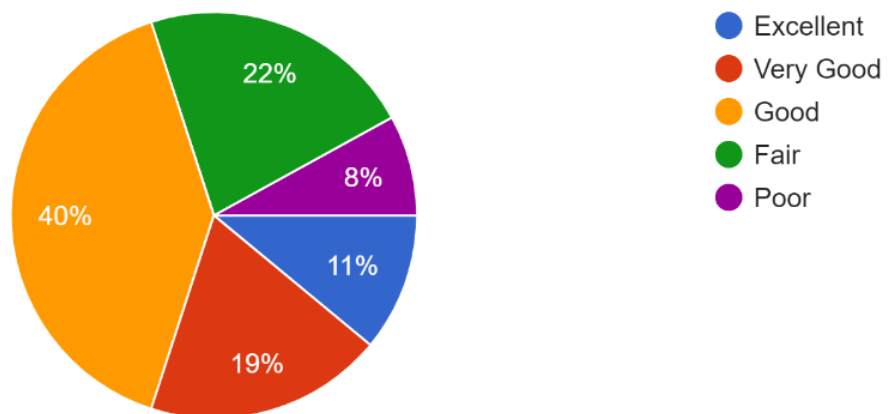


Chart 6.11

INTERPRETATION:

As shown; 40% of the respondents rated good for the overall shopping experience at Reliance Trends, 22% rated fair, 19% rated very good, 11% rated excellent, 8% rated poor.

Chapter 7
Findings, Suggestions & Conclusion

7.1 FINDINGS

I. Primary Objective: To examine customer's satisfaction levels

Customer satisfaction is of paramount importance for businesses as it directly influences their success and longevity. Satisfied customers are more likely to remain loyal, make repeat purchases, and recommend products or services to others. The most common CSAT scale ranges from different levels of satisfaction, 1 to 5 or 1 to 10, with higher scores indicating higher levels of satisfaction. The formula for calculating CSAT is: $CSAT = \left(\frac{\text{Total Number of Respondents}}{\text{Number of Satisfied Customers}} \right) \times 100$

CSAT SCORE OF RELIANCE TRENDS

s.no	Satisfaction Heads	CSAT Score	Total
1.	Brands offered	40	100
2.	Quality of products	70	100
3.	Collection of apparels	37	100
4.	menswear	22	100
5.	Womenswear	42	100
6.	Kidswear	67	100
7.	Cleanliness	91	100
8.	Price range	26	100
9.	Discounts and loyalty programmes	56.5	100
10.	Fashion updation	30	100
11.	Shopping experience	70	100

Table 7.1

Total CSAT score percentage:

$$551.5/1100 * 100 = 50.13\%$$

II. Secondary Objectives:

i. To understand the awareness of company's product among customers.

- Reliance Trends tend to be popular among the customers who belong to the age group 20-30.

***A study on customer satisfaction with special reference to Reliance Trends**

Age
99 responses

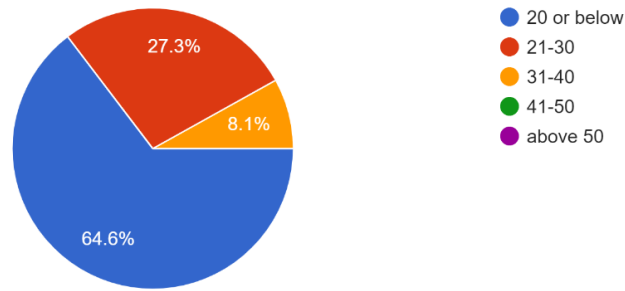


Chart 7.1

- Majority of Trends customer tends to be women

Gender
100 responses

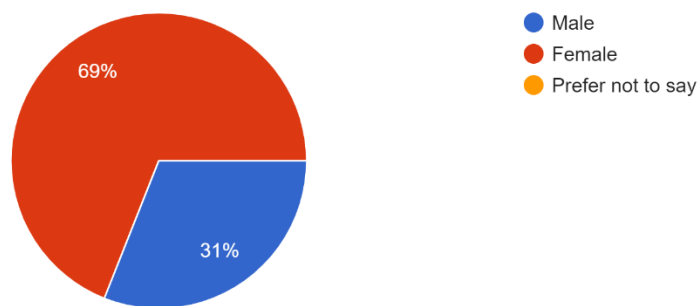


Chart 7.2

- Reliance trends is mostly known by it's brand popularity, then through adverstisements, word of mouth and social media.

How did you get to know about Reliance trends?
99 responses

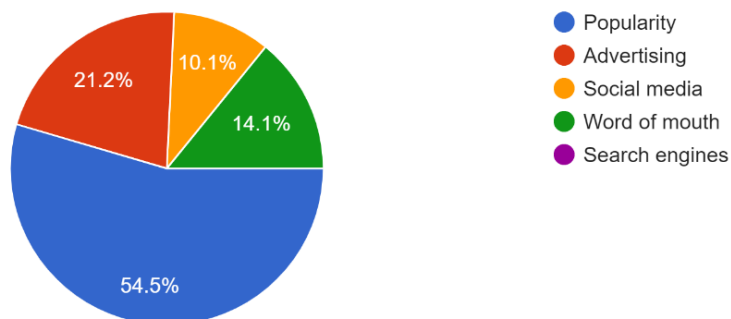


Chart 7.3

***A study on customer satisfaction with special reference to Reliance Trends**

- Most of the customers visit Reliance Trends during offers(38.4%) and festive seasons(32.3%), rest visit monthly(14.1%) and quarterly(12.1%)

How often do you visit Reliance trends?
99 responses

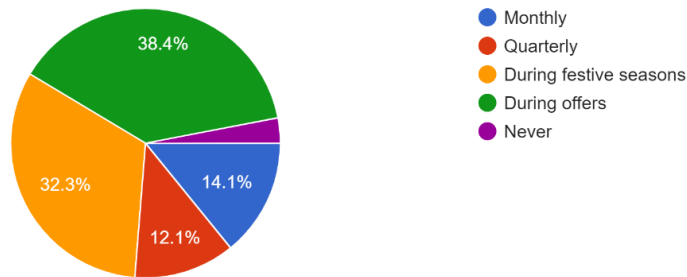


Chart 7.4

ii. To find out major factors that influence the customers while making purchasing decision.

After some study and observation, we came down to 6 categories based on which customers make their purchasing decision at Reliance Trends.

- Fashion and trends: 34% of the respondents make their purchasing decision in apparels based on it's meeting of current fashion and trends requirement.
- Comfort and quality: this factor has been majoritily choosen have the votes of 54% of the respondents. They make their purchasing decision in apparels based on it's comfort and quality at Reliance Trends.
- Brand value: Reliance industries ltd already has their market segment and popularity and image. 7% of the respondents make purchasing due to this motive.
- Price: 3% of the respondents make their purchases based on the pricing of the products and reliance trends
- Others: rest 2% of the respondents make their purchasing decision on other factors.

On what basis do you make purchases at Reliance trends?
100 responses

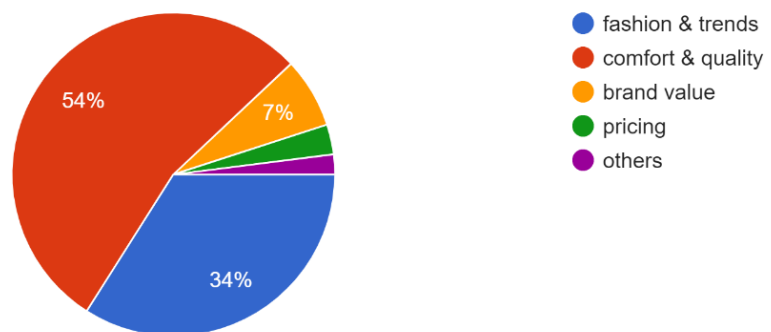


Chart 7.5

iii. To identify the shortcomings of westside's customer satisfaction

Through the analysis of CSAT score of those below 50%, the following are the areas where Trends faces challenges and need to retain their customer satisfaction:

- Collection of apparels has CSAT of 37%
- Menswear has CSAT of 22%
- Womenswear has CSAT of 42%
- Brand offered has CSAT of 40%
- Price range at Trends has CSAT of 26%
- Fashion updation has CSAT of 30%

Competitors are increasing in the market and are being more innovative and updated. Trends poses to be one of the best choices for traditional wear shopping, but doing the same in casuals wears could result in capturing more consumers. Entering the market with a good game is easier, but it's all about sustainability, and for that any business needs constant observation and updation, Reliance Industries Ltd having its own brand popularity will always give an edge to the businesses under it, but to be no.1 in the market you need to win the heart of consumers.

7.2 SUGGESTIONS

A fashion retail chain should stay trend updated by implementing the following strategies:

- 1. Market Research:** Conduct thorough market research to understand current and upcoming fashion trends. Monitor fashion shows, industry publications, and social media platforms to stay informed.
- 2. Attend Fashion Events:** Attend fashion weeks, trade shows, and other industry events to observe emerging trends, connect with designers, and gain insights into the latest styles.
- 3. Collaborate with Influencers:** Partner with fashion influencers and bloggers who have a strong influence on consumer preferences. Their insights and collaborations can help keep the retail chain in tune with current trends.
- 4. Customer Feedback:** Collect feedback from customers through surveys, social media, and in-store interactions. Understanding their preferences and opinions can provide valuable insights into trending styles.
- 5. Data Analytics:** Use data analytics tools to analyze sales data, customer behavior, and market trends. This data-driven approach can help identify patterns and predict future trends.
- 6. Regular Store Visits:** Regularly visit retail stores, both within and outside your chain, to observe merchandise displays, customer reactions, and popular styles. This firsthand experience can aid in trend identification.

7. Stay Connected with Suppliers: Maintain strong relationships with suppliers and manufacturers. They often have insights into upcoming trends and can provide information on new materials, patterns, and designs.

8. Collaborate with Designers: Collaborate with fashion designers or hire an in-house design team to create exclusive and on-trend collections. This can set your retail chain apart and attract customers looking for unique and fashionable items.

9. Utilize Social Media Monitoring: Monitor social media platforms for trending hashtags, styles, and influencers. Social media is a powerful tool for real-time trend identification and consumer sentiment analysis.

- Reliance Trends needs to be updated with fashion and trends as their customer satisfaction score 30% for fashion updations. By combining these strategies, a fashion retail chain can stay trend updated, offering customers the latest and most sought-after styles while remaining competitive in the dynamic fashion industry.

To enhance a men's wear collection in a retail chain, consider implementing the following strategies:

1. Market Research: Understand current fashion trends and consumer preferences through market research, including surveys, competitor analysis, and trend forecasting.

2. Customer Feedback: Collect feedback from male customers to identify their preferences, sizing needs, and style choices. Use this information to tailor the collection to the target audience.

3. Diversify Styles: Offer a diverse range of styles, including casual, formal, athleisure, and seasonal trends. Cater to various occasions and lifestyles to attract a broader customer base.

4. Quality Fabrics and Construction: Emphasize high-quality fabrics and meticulous construction to enhance the perceived value of the menswear collection. Quality is a key factor in customer satisfaction and loyalty.

5. Fit and Sizing Options: Provide a range of sizes and ensure that garments are well-fitted. Consider offering customization or tailoring services to accommodate diverse body types.

6. Collaborations and Exclusive Lines: Collaborate with popular designers, influencers, or celebrities to create exclusive menswear collections. This can generate excitement and attract new customers.

7. Incorporate Sustainable Fashion: Respond to the growing demand for sustainable fashion by including eco-friendly and ethically produced menswear options. Highlight these efforts in marketing to appeal to environmentally conscious consumers.

8. Digital Shopping Experience: Enhance the online shopping experience with detailed product descriptions, size guides, and high-quality images. Provide virtual try-on options and ensure a user-friendly interface.

9. Trendy Accessories: Include a variety of accessories such as ties, belts, socks, and hats to complement the menswear collection and allow customers to personalize their looks.

10. Promotions and Discounts: Offer promotions and discounts strategically to attract customers and encourage repeat business. Consider loyalty programs or exclusive offers for regular shoppers.

-The customer satisfaction score of menswear is 22% and needs urgent improvisation to catch up. By combining these strategies, a retail chain can improve its menswear collection, attract a wider customer base, and enhance overall customer satisfaction.

Strategies to enhance customer satisfaction regarding price ranges:

1. Clearly Communicate Value:

- Highlight Quality: Emphasize the quality and craftsmanship of your products. Clearly communicate the value customers receive for the price they pay.
- Unique Selling Points (USPs): Clearly articulate the unique features or benefits that set your products apart from competitors.

2. Offer Diverse Price Points:

- Entry-Level Options: Include affordable, entry-level products to cater to a broader customer base.
- Mid-Range and Premium Options: Provide a variety of price points to accommodate different budget ranges and preferences.

3. Transparent Pricing:

- No Hidden Fees: Be transparent about pricing, avoiding hidden fees or unexpected charges.
- Clear Discount Structures: Clearly communicate discounts and promotions. Highlight the savings customers receive during sales events.

4. Create Value Bundles:

- Combo Offers: Bundle related items or accessories to create value packs.
- Discounted Sets: Offer discounts for purchasing multiple items together.

5. Customer Loyalty Programs:

- Rewards and Discounts: Implement loyalty programs that reward repeat customers with exclusive discounts or early access to sales.
- Points System: Offer points for purchases that customers can redeem for discounts or free items.

7.3 Conclusion

In conclusion, customer satisfaction stands as a pivotal metric that significantly influences the success and sustainability of businesses, particularly in the context of the fashion retail industry. It serves as a barometer of customer contentment, reflecting how well a brand meets or exceeds customer expectations across various touchpoints. Understanding the diverse dimensions of customer satisfaction is essential for businesses aiming to thrive in the competitive retail landscape. From product quality and pricing to personalized experiences and effective communication, each element plays a crucial role in shaping customers' perceptions and loyalty.

However, it is crucial to acknowledge the inherent limitations of relying solely on customer satisfaction metrics. Subjectivity, external influences, and the dynamic nature of consumer preferences underscore the need for a comprehensive approach to customer experience management. Combining customer satisfaction metrics with other performance indicators, such as customer loyalty, brand reputation, and market share, provides a more nuanced understanding of a business's overall health and success. In the fast-paced and ever-evolving world of fashion retail, where trends change rapidly, customer satisfaction is not a one-time achievement but an ongoing commitment. Businesses must stay attuned to shifting customer preferences, leverage innovative technologies, and continuously evolve their strategies to deliver exceptional and relevant experiences.

Ultimately, customer satisfaction is not just a metric; it is a reflection of the relationship between a brand and its customers. Successful fashion retail chains recognize the symbiotic nature of this relationship, striving to create positive emotional connections, build brand loyalty, and foster a customer-centric culture. By doing so, these businesses not only meet the immediate needs and desires of their customers but also position themselves for sustained success and resilience in an ever-changing market.

In this chapter, we displayed our findings towards the primary and secondary objectives of this study. Primary objective being “to examine customer satisfaction levels” and secondary objective being “To understand the awareness of company’s product among customers” ,”To find out major factors that influence the customers while making purchasing decision” , “ To identify shortcomings of Reliance Trends customer satisfaction” and “ To analyse the effective remedies to fill the shortcomings of Reliance Trends customer satisfaction. For the primary objective we calculated the customer satisfaction score using the widely used formula “ number of satisfied customers/total number of respondents x 100” and we derived the score of 50.13% for the customer satisfaction of consumers towards reliance trends. We can say that Trends is at an break even point at this stage and needs to level up its game.

Next, for secondary objective- I Through the data derived from questionnaire we analysed the brands product awareness among customers and we found that the age group of 20-30 comprises the majority of our customers and more than half of them are women. Trends is mostly known through its brand popularity. Advertisements, social media, word of mouth add to it’s brand awareness. Majority of the customers visit Trends during festives and offers periods. In secondary objective – II we found that majority of the customers make their purchasing decision based of fashion & trends and comfort & quality. In the next secondary objective to identified that menswear collections are not doing well at reliance trends, customers are not completely satisfied with the price ranges offered at Reliance Trends. They need to keep their collections updated with the fashion trends of current time. In the last objective, we mentioned suggestions and methods to improve customer satisfaction at Trends, which included strategies to stay trend updated, enhance menswear collection and customer satisfaction regarding price ranges.

7.4 Questionnaire

1. Name

2. Age

- 20 or below
- 21-30
- 31-40
- 41-50
- Above 50

3. Gender

- Male
- Female
- Prefer not to say

4. How did you get to know about reliance trends?

- Popularity
- Advertising
- Social media
- Word of mouth
- Search engines

5. How often do you visit reliance trends?

- Monthly
- Quarterly
- During festive seasons
- During offers
- Never

6. Are you satisfied with the brands offered at reliance trends?

- Yes
- No
- Maybe

7. How satisfied are you with the quality of products purchased at reliance trends?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

8. How satisfied are you with the collection of apparels at reliance trends?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

9. How satisfied are you with menswear collection at reliance trends?

- 0
- 1
- 2
- 3
- 4
- 5

10. How satisfied are you with the womenswear collection at reliance trends?

- 0
- 1
- 2
- 3
- 4
- 5

11. How satisfied are you with the kidswear collection at reliance trends?

- 0
- 2
- 1
- 3
- 4
- 5

12. How satisfied are you with the cleanliness and ambiance of the store?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

13. What is your expenditure on shopping at reliance trends?

- Up to 1500
- 1500 to 2500
- 2500 to 3500
- 3500 to 4500
- 4500 and above

14. How satisfied are you with the price ranges of apparels at Reliance Trends?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

15. On what basis do you make purchases at Reliance trends?

- fashion & trends
- comfort & quality
- brand value
- pricing
- others

16. Which festive occasions collection do you prefer at Reliance trends?

- Onam
- Christmas
- Diwali
- Eid
- Other

17. How satisfied are you with the loyalty program and discounts offered?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

18. Would you say reliance trends keeps up with fashion updates?

- Yes
- No
- Maybe

19. Which occasional wear do you prefer to purchase at Reliance Trends?

- Festives
- Casuals
- Formal
- Partywear

20. How would you rate your overall shopping experience at Reliance Trends?

- Excellent
- Very Good
- Good
- Fair

7.5 Bibliography

1. Maulidah, Fardha. Pengaruh Customer Satisfaction, Brand Trust, dan Switching Barriers terhadap Customer Retention pada Pengguna Jasa Transportasi Online Grab di Kota Surabaya. Diss. UPN Veteran Jawa Timur, 2023.
2. Kiwanuka, Hassan. The influence of product quality on customer satisfaction of Mukwano manufacturing industries in Uganda: a case study of Kampala District. Diss. Makerere University, 2023.
3. Pratama, Gde Yudhie Adhitya Surya, et al. "The Application of Multitasking For Maximizing Staff Effectiveness During The Covid-19 Era at Most Blue Bali Resort." *International Journal of Travel, Hospitality and Events* 2.3 (2023): 264-276.
4. Chuc, Ahmed Al-Musallam, Ahmed Abdulwahed Atayah, and Salman Qarata Özer. "IMPACT OF FINANCIAL TECHNOLOGY (FINTECH) ON FINANCIAL PERFORMANCE OF MICRO FINANCE INSTITUTIONS IN BAHRAIN." *African Journal of Emerging Issues* 5.17 (2023): 1-11.
5. Lamani, Devalappa D., and Neetu Agarwal. "Data-Backed Policy Formulation: Utilizing Big Data Analytics to Anticipate and Adapt to Customer Behavior." *Mathematical Statistician and Engineering Applications* 72.2 (2023): 83-90.
6. Pham, Thi Hong Loan, et al. Factors affecting customer satisfaction when utilizing a virtual tour 360-degrees at hotels in Can Tho city. Diss. FPTU Cần Thơ, 2023.
7. Palliyage, Hasindu Liyana, and Chathumi Kavirathna. "Factors of inventory management on inventory performance measures: case study from Sri Lankan wholesale industry." (2023).
8. Frau, Daniela. "The impact of overall fairness in monetary rewards systems on trust in the employer: a longitudinal mixed-method, field quasi-experiment." 12th FINT Workshop on Trust Within and Between Organizations, Helsinki, Finland, 14-17 June 2023. 2023.
9. Ossola, Paola. "For more dementia-friendly facilities in tourism and hospitality." *ICHRIE Research Reports* 8.2 (2023): 3.
10. Anam, Khairul, et al. "Multi Criteria Decision Making for Fresh Mango Supply Chain Risk Management: An ISM & TOPSIS-Based approach." *Supply Chain Insider* | ISSN: 2617-7420 (Print), 2617-7420 (Online) 11.1 (2023).
11. Nguyen, Minh Tri, et al. Influences Of E-Logistics Service Quality on Gen-Z Customer Satisfaction and Loyalty in Mekong Delta, Vietnam. Diss. FPTU Cần Thơ, 2023.
12. Teoh, Kok Ban, et al. "A Study on Customer Satisfaction of AirAsia Berhad." *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)* 6.3 (2023): 133-147.

13. Xu, Z., Zhu, G., Metawa, N., & Zhou, Q. (2022). Machine learning based customer meta-combination brand equity analysis for marketing behavior evaluation. *Information Processing & Management*, 59(1), 102800.
14. Bernarto, I., & Purwanto, A. (2022). The effect of perceived risk, brand image and perceived price fairness on customer satisfaction. *Brand Image and Perceived Price Fairness on Customer Satisfaction* (March 1, 2022).
15. Mohammad, S. (2021). Impact of Brand Loyalty on Customer Satisfaction (An Empirical Analysis of Clothing Brands). Jamal, S. & Sultan, K.(2021). Impact of Brand Loyalty on Customer Satisfaction (An Empirical Analysis of Clothing Brands). *Turkish Journal of Computer and Mathematics Education*, 12(10), 7085-7093.
16. Mirza, F., Younus, S., Waheed, N., & Javaid, A. (2021). Investigating the impact of product-related and service quality attributes on re-purchase intention: Role of customer characteristics and customer satisfaction. *International Journal of Research in Business and Social Science* (2147-4478), 10(3), 24-35.
17. Diputra, I. G. A. W., & Yasa, N. N. (2021). The influence of product quality, brand image, brand trust on customer satisfaction and loyalty. *American International Journal of Business Management (AIJBM)*, 4(1), 25-34.
18. Chan, T. J., & Goh, M. L. (2019). Determinants of service quality and customer satisfaction of retail clothing company. *Journal of Business and Social Review in Emerging Economies*, 5(2), 295-304.
19. Yeh, T. M., Chen, S. H., & Chen, T. F. (2019). The relationships among experiential marketing, service innovation, and customer satisfaction—A case study of tourism factories in Taiwan. *Sustainability*, 11(4), 1041.
20. Schepers, J., & Nijssen, E. J. (2018). Brand advocacy in the frontline: how does it affect customer satisfaction?. *Journal of Service Management*.
21. Wang, Y., Lu, X., & Tan, Y. (2018). Impact of product attributes on customer satisfaction: An analysis of online reviews for washing machines. *Electronic Commerce Research and Applications*, 29, 1-11.
22. Torres-Moraga, E., Vásquez-Parraga, A. Z., & Zamora-González, J. (2018). Customer satisfaction and loyalty: start with the product, culminate with the brand. *Journal of consumer marketing*, 25(5), 302-313.
23. Yang, K. F., Yang, H. W., Chang, W. Y., & Chien, H. K. (2017, December). The effect of service quality among customer satisfaction, brand loyalty and brand image. In *2017 IEEE international conference on industrial engineering and engineering management (IEEM)* (pp. 2286-2290). IEEE

****A study on customer satisfaction with special reference to Reliance Trends***

24. Kaul, D. (2017). Customer relationship management (CRM), customer satisfaction and customer lifetime value in retail. *Review of professional management*, 15(2), 55-60.
25. Babu, G., & Sultana, N. (2017). Loyalty Program as a Tool of Customer Relation, Customer Satisfaction, and Customer Retention: A Study on Organized Retail Industry in India. *International Research Journal of Commerce, Arts, and Science*, 8(12), 339-353.
26. Kumar, P. (2016). Impact of Relationship Marketing by High End Apparel Stores on Customer Satisfaction. *Vindhyan Bloom—A Quarterly Research Journal*, 4, 9-15.
27. Tsai, H. T., Chang, H. C., & Tsai, M. T. (2016). Predicting repurchase intention for online clothing brands in Taiwan: quality disconfirmation, satisfaction, and corporate social responsibility. *Electronic Commerce Research*, 16, 375-399.
28. Azim, M., Sadiq, M. W., & Humyon, A. A. (2016). Servicescape under consideration of Hedonic and Utilitarian approach, a Conceptual debate related to customer satisfaction in context of female clothing brand in Pakistan. *European Online Journal of Natural and Social Sciences*, 5(2), 494.
29. Bai, Y., Li, C., & Niu, J. (2016). Study on customer-perceived value of online clothing brands. *American Journal of Industrial and Business*.
30. Zhu, D. H., Sun, H., & Chang, Y. P. (2016). Effect of social support on customer satisfaction and citizenship behavior in online brand communities: The moderating role of support source. *Journal of Retailing and Consumer Services*, 31, 287-293.
31. Erdil, T. S. (2015). Effects of customer brand perceptions on store image and purchase intention: An application in apparel clothing. *Procedia-Social and Behavioral Sciences*, 207, 196-205.
32. Hui, S. L., & Yee, R. W. (2015). Relationship among interpersonal relationship, customer satisfaction and brand loyalty in fashion retailing industry. *Research Journal of Textile and Apparel*.
33. Hameed, S. (2015). A study on Consumer Satisfaction in Organised Retail with Respect to Apparels. *Research paper*, 4(10).
34. Srivastava, M., & Kaul, D. (2014). Social interaction, convenience and customer satisfaction: The mediating effect of customer experience. *Journal of retailing and consumer services*, 21(6), 1028-1037.
35. Gul, R. (2014). The relationship between reputation, customer satisfaction, trust, and loyalty. *Journal of Public Administration and Governance*, 4(3), 368-387.

36. Chinomona, R., & Dubihlela, D. (2014). Does customer satisfaction lead to customer trust, loyalty and repurchase intention of local store brands? The case of Gauteng Province of South Africa. *Mediterranean Journal of Social Sciences*, 5(9), 23.
37. Gamboa, A. M., & Gonçalves, H. M. (2014). Customer loyalty through social networks: Lessons from Zara on Facebook. *Business horizons*, 57(6), 709-717.
38. Jaskulska, J. (2013). Quality of service and product as the main factors influencing customers' satisfaction in the clothing retailing industry in Ireland-case study of Zara Plc (Doctoral dissertation, Dublin Business School).
39. Shirin, A., & Puth, G. (2011). Customer satisfaction, brand trust and variety seeking as determinants of brand loyalty.
40. Prasad, C. J., & Prakash, J. (2013). Brand endorsement by celebrities impacts towards customer satisfaction. *African journal of business management*, 7(36), 3630-3635.
41. Faldu, R. (2012). Comparative study of the selected apparel retail stores in the organized sector. *International Journal of Scientific and Research Publications*, 2(5), 1-6.
42. Cuc, S. (2010). A Managerial approach of customer satisfaction drivers in the clothing industry. *Management & Marketing-Craiova*, (2), 334-342.
43. Mizani, M., Fakhri, M., & Silvianita, A. The Impact of Corporate Image, Customer Loyalty, Customer Satisfaction and Affective Commitment in the Consumer Clothing Brand.
44. Thakur, A., Chauhan, S., & Botla, M. L.(2010) A COMPARATIVE STUDY ON CONSUMER SATISFACTION AND EFFECTIVENESS OF RETAIL MARKETING STRATEGIES AT RELIANCE TRENDS AND WESTSIDE. *European Journal of Molecular & Clinical Medicine*.
45. Oliver, Richard L. "Customer satisfaction." *Wiley international encyclopedia of marketing* (2010).

**A study on customer satisfaction with special reference to Reliance Trends*