

**“A STUDY ON CUSTOMER SATISFACTION WITH
SPECIAL REFERENCE TO RELIANCE TRENDS”**

Dissertation submitted to
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In partial fulfilment of the requirement for the
Degree of Bachelor of Business Administration

SUBMITTED BY
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BHARATA MATA COLLEGE, THRIKKAKARA
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BHARATA MATA COLLEGE

(AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM)

BONAFIDE CERTIFICATE

This is to certify that the study report entitled “**A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO RELIANCE TRENDS**” is a record of original work done by **KRISHNA GIRI** (Registration no.210021080009) in partial fulfilment of the requirement for the degree of Bachelor of Business Administration under the guidance of **MS. DRISHYA S RAJ, ASSISTANT PROFESSOR, DEPARTMENT OF BACHELOR OF BUSINESS ADMINISTRATION**. This work has not been submitted for the award of any other degree or titled of recognition earlier.

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DECLARATION

This is to declare that this Bonafide record of the project work done by me entitled “**A STUDY ON CUSTOMER SATISFACTION WITH SPECIAL REFERENCE TO RELIANCE TRENDS**” in partial fulfilment of the BBA Programme of Mahatma Gandhi University under the guidance of **MS. DRISHYA S RAJ. ASSISTANT PROFESSOR**, and that the report has not found the basis for the award of any Degree/Diploma or other similar titles to any candidate of any other university.

Place:

Date:

KRISHNA GIRI

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Place:

Date:

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CHAPTER 1
INTRODUCTION

1.1 Introduction

In today's fast-paced and highly competitive world of fashion, consumer choices are as diverse as the styles they wear. Branded apparels have become synonymous with not just clothing but also with a lifestyle and personal identity. The importance of customer satisfaction in the context of branded apparel cannot be overstated. This introduction sets the stage to explore the intricacies of customer satisfaction when it comes to branded apparel, diving into the multifaceted factors that influence shoppers' experiences, choices, and brand loyalty.

The world of branded apparel represents an ever-evolving tapestry of creativity, identity, and aspiration. Brands, both global and local, have successfully etched their names into the psyche of consumers worldwide. These brands, ranging from iconic luxury labels to emerging streetwear sensations, offer more than just clothing; they provide a sense of belonging, self-expression, and, at times, even a status symbol. The notion of brand loyalty is strong in this domain, where consumers seek not only quality and style but also a deeper connection with the ethos and values represented by the brands they choose to wear.

Branded apparel is more than a mere covering; it is a statement of who we are and who we aspire to be. Brands, through their marketing strategies, design philosophies, and cultural associations, build an aura that extends beyond the fabric and stitches. This aura influences the way customers perceive themselves and how they are perceived by others. It is within this fascinating realm of consumer-brand relationships and the ever-present quest for customer satisfaction that we embark on this exploration.

Whether it's the iconic swoosh of Nike, the double-G monogram of Gucci, or the minimalist elegance of Calvin Klein, branded apparel choices are deeply intertwined with emotions and aspirations. These brands have not only mastered the art of creating high-quality clothing but have also cultivated an emotional bond with their customers. When consumers choose branded apparel, they often invest not only in a product but also in a story, a lifestyle, and an identity.

Customer satisfaction in the world of branded apparel is not solely about the fit or fabric quality; it encompasses the entire experience of owning and wearing the brand. It includes the anticipation of a purchase, the joy of unboxing, and the pride in flaunting the brand's logo. It encompasses the brand's ability to consistently meet or exceed customer expectations,

thereby fostering loyalty and advocacy. From the moment a consumer enters a store or browses an online catalog to the long-term relationship that develops with a brand, every touchpoint plays a crucial role in determining customer satisfaction.

In this exploration of customer satisfaction in branded apparel, we will delve into the various elements that constitute this intricate equation. We will analyse the role of brand image, quality, price, and the overall shopping experience in shaping customer satisfaction. Furthermore, we will consider the impact of social media, sustainability, and ethical practices, as modern consumers demand not just fashionable apparel but also responsible and conscious brands.

Our journey will navigate through the world of branded apparel, uncovering the factors that make customers loyal and satisfied, the challenges that brands face in meeting ever-evolving consumer expectations, and the future trends that will shape this dynamic relationship. This study aims to provide a comprehensive understanding of the complex interplay between customers and branded apparel, offering insights that can guide both consumers and industry players in their quest for satisfaction in this captivating world of fashion.

1.2 PROBLEM DEFINITION

The evaluation of customer satisfaction within the context of branded apparels is crucial for both consumers and fashion brands. This study aims to address the following key problem areas:

1. Understanding the Determinants of Customer Satisfaction:

What specific factors contribute most significantly to customer satisfaction when it comes to branded apparels? This includes the role of brand image, product quality, pricing, and the overall shopping experience.

2. Assessing the Impact of Brand Loyalty:

To what extent does customer satisfaction with a particular brand influence brand loyalty and repeat purchases? Does a satisfied customer tend to become a loyal advocate of the brand, and if so, how does this affect the brand's growth and success?

3. Examining the Role of Social Media and Online Communities:

How do social media and online platforms influence customer satisfaction with branded apparels? Do these digital channels affect the perceptions of brands and the overall satisfaction of customers, and if so, in what ways?

4. Exploring the Importance of Sustainability and Ethical Practices:

To what degree do sustainability and ethical practices play a role in customer satisfaction with branded apparels? How do consumers perceive and evaluate brands that promote responsible sourcing, environmental consciousness, and fair labour practices?

5. Investigating Future Trends and Challenges:

What are the emerging trends and challenges in the branded apparel industry that may impact customer satisfaction in the future? These may include changes in consumer expectations, technological advancements, and shifts in fashion industry practices.

This research will provide valuable insights into the complex interplay between customers and branded apparels, offering solutions and recommendations for both consumers seeking satisfying shopping experiences and fashion brands striving to create and maintain customer loyalty in a competitive market.

Importance of the Study

The study of customer satisfaction in the realm of branded apparels holds significant importance for several key stakeholders, as it addresses various facets of consumer behavior, industry practices, and social impact:

1. Consumer Decision-Making:

Understanding the factors that drive customer satisfaction helps consumers make informed choices. It empowers them to select branded apparel that aligns with their preferences, values, and expectations, ultimately leading to more satisfying shopping experiences.

2. Brand Success and Growth:

For fashion brands, customer satisfaction is intrinsically linked to success and growth. Brands that consistently satisfy their customers are more likely to build loyalty and gain a competitive edge in the market.

3. Customer Loyalty:

Satisfied customers are more likely to become loyal brand advocates. Loyal customers often make repeat purchases, provide positive word-of-mouth referrals, and support the long-term sustainability of a brand.

4. Brand Image and Reputation:

Positive customer satisfaction enhances a brand's image and reputation. It can

contribute to the establishment of a brand as a trustworthy and reliable source of quality apparel.

5. Market Competitiveness:

In a highly competitive fashion industry, customer satisfaction is a distinguishing factor. Brands that prioritize customer needs and satisfaction have a competitive advantage, driving innovation and differentiation.

1.3 Objectives of the Study

1. To Analyze the Impact of Brand Image:

Examine how a brand's image influences customer satisfaction and their purchasing decisions when it comes to branded apparels.

2. To Evaluate the Role of Quality in Customer Satisfaction:

Investigate the significance of product quality as a determinant of customer satisfaction with branded apparel, including factors such as material durability and attention to detail.

3. To Assess the Relationship Between Pricing and Satisfaction:

Determine the effect of pricing on customer satisfaction, understanding how perceived value and affordability contribute to customer contentment.

4. To Examine the Influence of Social Media and Online Communities:

To Investigate how social media and online communities affect customer perceptions of branded apparels and their overall satisfaction, including the role of reviews, feedback, and engagement with brands.

5. Predict Future Trends and Challenges:

Identify emerging trends and challenges in the branded apparel industry that may affect customer satisfaction, with a focus on evolving consumer expectations, technological advancements, and industry practices.

By achieving these objectives, this study aims to foster loyalty and meet the evolving needs of their customers.

1.4 Scope of the Study

1. Consumer Demographics:

The study will consider the varying demographics of consumers, including age, gender, income levels, and geographic location, to assess how customer satisfaction may differ among different consumer groups.

2. Factors Influencing Satisfaction:

The research will investigate the multiple factors that contribute to customer satisfaction, including brand image, product quality, pricing, shopping experience, social media influence, and the role of sustainability and ethical practices.

3. Shopping Channels:

The scope covers both physical and online shopping channels. It examines how the customer experience and satisfaction differ or overlap between traditional brick-and-mortar stores and e-commerce platforms.

4. . Impact of Social Media:

It will analyse how social media platforms and online communities influence customer perceptions, reviews, and feedback regarding branded apparel, as well as their influence on overall customer satisfaction.

5. Future Trends and Challenges:

The study will identify emerging trends and challenges within the branded apparel industry that may impact customer satisfaction in the future, including changing consumer expectations, technological advancements, and evolving industry practices.

1.5 Limitations of the Study

1. Sampling Bias:

The study may suffer from sampling bias, as it relies on survey responses, interviews, or data collected from a specific subset of the population. This could lead to a lack of representation from certain demographics or consumer groups.

2. Regional Variations:

The study may not comprehensively cover regional variations in customer satisfaction trends, potentially overlooking nuances in different markets and cultures.

3. Non-response Bias:

Surveys and interviews may suffer from non-response bias, where those who choose to participate may have different perspectives and levels of satisfaction than those who do not participate.

4. Social Desirability Bias:

Respondents may provide socially desirable responses, rather than completely honest ones, especially when discussing ethical practices or sensitive topics.

5. External Factors:

External factors, such as economic conditions or global events, can influence customer satisfaction and may not be fully accounted for in the study.

CHAPTER 2
LITERATURE REVIEW

Review of Literature

According to C Eahambaram and Mr R Divakar., (2023), regarding the city of Coimbatore in particular, consumer satisfaction with Ramraj cotton. Customer satisfaction refers to the client's overall opinion of the supplier and the goods and services they provide. The purpose of the study is to determine the attitudes and actions of consumers who favour Ramraj cotton. additionally to investigate the numerous elements affecting the Ramraj cotton's satisfactory degree. Additionally, to study how consumers feel about service, quality, and price. The study included 140 participants in total. For the investigation, percentage analysis, Likert scale analysis, and Ranking Correlation were used. With a focus on Coimbatore, the current study investigates consumer satisfaction with Ramraj Cotton.

According to Ahmad Fadli, Beby Karina F. Sembiring, Syafrizal Helmi Situmorang, (2023), This study uses the perceived value of the Bank Syariah Indonesia Krakatau branch to investigate how customer satisfaction is impacted by brand image, brand trust, and customer experience. associative study that is quantitative. Primary and secondary data are used in this investigation. Analyses of paths, descriptive statistics, and path diagrams are employed. Customers of Bank Syariah Indonesia Krakatau who utilise a variety of products are included in this study.

According to Yunianingsih, S., Suhud, U., & Aditya, S. (2023), Through TikTok live streaming, this study attempts to explore the variables impacting consumers' propensity to repurchase fashion products in Jakarta. In this study, five variables are examined: consumer satisfaction, brand experience, brand trust, and word-of-mouth (WOM) and intention to repurchase.

According to Makadina, F. D., & Muthohar, M. (2023), The purpose of this study is to determine how brand image, customer satisfaction, and service quality affect Elzatta customers' brand loyalty. The sample for the study was chosen using the non-probability convenience sampling technique. The main set of information gathered for this research comprises 250 participants.

According to Islam, I. B., Haque, A., Kaniz, A., & Islam, I. B. (2023), Businesses are always searching for efficient ways to build a powerful brand in the competitive business environment of today. With reference to the Bangladeshi garment sector, the study aims to

examine the impact of nation of origin on brand equity characteristics using Aaker's consumer-based brand equity (CBBE) model.

According to Oppong, P. K., Owusu-Ansah, W., & Owusu, J. (2023), The study's conclusions show that the relationship between brand trust, WTP at a premium, and customer satisfaction is partially mediated by perceived herbal quality. Once more, the study discovered that the relationship between perceived herbal quality and customer satisfaction and WTP is partially through the power of brand trust.

According to Pratama, A. P., Sirait, A., Fahriansyah, R., Syafitra, S., & Nasution, M. I. (2023), This study aims to determine how brand image and product quality affect buying choices through mediated customer satisfaction in bright star stores. Up to thirty customer samples were acquired through accidental technic sampling in the Bright Star shop.

According to Sidi, R. P., & Setyawan, A. A. (2023), Some suppliers compare customer loyalty to the core of economic fluctuations. In order to increase sales and please customers, quality and service are constantly being improved. The product provider's ability to determine whether or not what is sold meets the buyer's standard needs is based on consumer patterns that are consistently read in every transaction.

According to Khalid, M. S. (2023), The retail industry's adoption of augmented reality (AR) technology has completely changed the way customers interact with branded clothing stores. This study report aims to provide retailers and practitioners with practical insights into the ways that augmented reality technology impacts consumer behaviour and in-store experience.

Geetika Varshneya., (2022) Design/methodology/approach - structural equation modelling was used to examine the data (n = 354) from a survey-based questionnaire given to fashion store customers in the NCR region of India. Originality/value - this essay could be seen as a preliminary exploration of the causes and effects of experiencing value in the context of fashion commerce.

D Samuel Wesley et al., (2022), in today's cutthroat marketplace, it is imperative for brands to stay current on market trends, cater to client needs, and be aware of the products and strategies of rival firms. Due to the proliferation of options, customers today are quite picky when making purchases. It is clear that the market changes with time, with the only thing that remains constant being customers' need for high-quality products. In the past several years, the performance of some garment companies has experienced significant oscillations. A

statistical factor analysis was conducted to determine the elements influencing Indian customers' purchasing decisions. The results revealed five important criteria, namely FIT, Assortment, Perceived Value, Characteristics, and Prolongation, that affected sales of a garment.

According to Mohit Jamwal and Sita Mishra., (2021), Design/methodology/approach - this study uses a sample (n = 354) of people from India and bases its data analysis on the cognitive dissonance theory (CDT). Originality/value - the importance of CD is highlighted in this research to further our understanding of consumer behaviour.

According to Shalini Gaur and Deepika Purohit., (2021), when buying ready-to-wear clothing, women shoppers prioritise the fit of the garment. "Clothing fit is defined as garment that have the proper size & shape"; this indicates that garment fit have two main elements: size & shape. Due to the lack of standard sizes in India, the clothing industry adopts the sizing systems of Western nations and modifies according to ideal figures. Customers whose body form parameters range from the ideal figure may have fitting concerns because the female population has a variety of body shapes. The most difficult aspect of producing women's clothing for the ready-to-wear market is fitting.

Jayarajan Kootattu et al., (2021), with its enormous rise in recent years, the Indian garment industry has been a spectacular success story and has given India much pride. Due to changing lifestyles and concerns about professionalism, the industry has expanded at a dizzying rate over the past two decades, creating a massive volume of demand. Even while professional treatment is emphasised when marketing the industry's products, there is still a disconnect between expectations and fulfilment. The effectiveness of employee retention tactics depends on how well customer retention strategies are developed. The study examined the findings of earlier research projects by the scholars and assessed the literature survey. The study looked at the crucial actions branded businesses take and how that affects keeping customers.

According to Priyank Sinha and Romi Sainy ., (2021) prior to the implementation of COVID, SFRs used the strategy of overstocking a variety of brands in order to reach the widest possible audience, and then clearing the inventory at the end of the season by offering steep discounts. After the COVID-19 disruption, this tactic lost its effectiveness. To reduce the overchoice impact and increase the inventory turnover ratio, SFRs must now optimise their brand portfolio. In order to do this, we put forth an effective fuzzy probability-based brand

portfolio optimisation approach that uses primary data analysis to arrange brands into alternative categories. The portfolio must contain the brands from each group with the largest market share. We use a case study on SFR to show how effective our model is. According to our findings, the inventory turnover ratio went from 2 to 4.

Sukanya Sharma et al., (2020) states that the internet and social media (SM) have significantly changed how "customers" shop in this digital age. The SM offers a platform where "customers" can access information on reviews and opinions of the products as well as the best goods at the best price. As a result, we can look at a brand as though it were speaking directly to us. This study set out to investigate the Social Media Marketing Activities (SMMA) that are utilised to sell trendy goods like clothing, as well as the extent to which these activities help firms build stronger relationships with their target audiences and influence purchase intent. SMMA also offers a wide range of applications in corporate marketing strategy development.

Rajesh Sharma., (2020) due to its capacity to give businesses a competitive edge, brand equity is a crucial marketing term for both academics and practitioners. Fast fashion branding has received a lot of attention lately. Firms in the fast fashion sector want to understand the function of brand equity aspects for establishing and implementing sustainable brand strategy because they might affect consumers' perceptions and behaviour. Research was done on a sample of the people based in the national capital of India and north Indian cities using Aaker's brand equity model. The survey provided evidence that the four brand equity dimensions and their interactions are necessary for the development of brand equity.

Manvi Tejpal., (2020) states that companies that deal in fabric and apparel must be attentive to the always shifting consumer preferences due to the dynamic nature of the fashion industry, as consumers look for innovation not only in the items themselves but also in the overall shopping experience. For this, they compete with other companies in the industry in addition to dealing with client satisfaction. This puts pressure on fashion retail businesses to offer not just high-quality materials to suit the different clientele's tastes, but also to be efficient in terms of customer time and product cost. Therefore, in order to be responsive to client requests, businesses must be effective in a variety of areas, including procurement, production, design, distribution, sale, and service, all the while maintaining high standards of quality.

Hiroyasu Furukawa et al., (2019), by controlling brand relationships and consumption values, businesses can gain long-lasting competitive advantages. However, prior research has not compared consumption value with brand loyalty and consumer happiness. According to consumption value theory, ties between brands are improved by functional, emotional, social, and epistemic values. However, the aspect of consumption that has the greatest impact on brand loyalty or customer happiness is different. This article empirically analyses functional, emotional, social, and epistemological qualities with customer satisfaction and brand loyalty with reference to running shoes. In this study, we examined the effects of several consumption values on consumer happiness and brand loyalty, modulated by age, using 844 Japanese samples from a marathon in Kobe, Japan.

Wankhede Abha et al., (2019), the importance of cooperative banking needs to be better understood as the banking sector develops. These organisations serve as a foundation for inclusion and financial stability. However, now that the market is open, it is essential for these institutions as well to gauge consumer satisfaction and maintain strong ties with their current clients. This study of Vishwas Cooperative Bank's present customers brought to light how important product offerings are to the idea of customer pleasure, particularly in these days when being customer-centric is thought to be essential for corporate success. The main element that had a favourable impact on customer satisfaction was how simple it was to obtain loans and credit facilities from the bank.

According to Shweta Pandey and Deepak Chawla., (2018), Design/methodology/approach - OCE dimensions were taken from the literature, modified, and verified using two samples of seasoned Indian online clothes buyers. Utilising structural equation modelling, a study was conducted. Originality/value - the study makes it easier to adapt and validate the OCE aspects in the rising market of clothing e-retail. While all elements connected to the two OCE dimensions are crucial for promoting pleasure and loyalty, the study emphasises the necessity for e-retailers to place more emphasis on visual engagement in the specific situation. The OCE-satisfaction paths are moderated by gender, whereas the OCE-loyalty paths are not moderated.

Mushtaq Ahmad Darzi et al, (2018), Design/methodology/approach - in order to analyse data for a sample of 409 bank clients of a private bank in the Indian state of Jammu and Kashmir, the study used structural equation modelling (SEM). Using a cluster sampling technique, questionnaires were given out and responders were chosen. Originality/value - the study has

advanced our knowledge of the connections between the following factors: gender, employee skill, customer satisfaction, and customer retention. Prior research has not combined these variables.

According to Sandeep Kumar and Smita Bagai., (2018), Information technology has been playing a significant role in the development of fiscal sectors and business practises over the past few decades, particularly in a rising country like India. An increased focus on e-commerce results from a routine that is enhanced by smart mobile services and the internet as a new channel for domestic and international business transactions. There have been many changes brought about by the development of information and communication technology in various areas of our everyday lives. E-commerce offers many benefits that improve customer happiness and consumer locational opportunism while also allowing the business to improve its competitive advantage. E-commerce has made significant strides in the fashion apparel and accessory sector over the past ten years.

KF Yang et al., (2017) states that 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. According to the study's findings, brand loyalty and customer satisfaction are both positively correlated with service quality, regardless of whether the relationship is based on psychological or physiological factors. Additionally, brand image positively modifies the relationship between brand loyalty and service excellence.

According to Shubhapriya Bennur and ByoungHo Jin., (2017), this study analyses the processes in the US and India to examine how consumer perception of benefits from garment brands results in brand loyalty. According to the proposed research approach, brand affect and brand trust have a mediating role in influencing consumers' perceptions of a brand's utilitarian and hedonistic benefits, which in turn increases brand loyalty. The analysis of all the hypotheses showed that the improvement of brand affect and trust was influenced more by customers' hedonic benefit perceptions of apparel brands than by their utilitarian benefit perceptions. Additionally, brand affect rather than brand trust drove and mediated the growth of apparel brand loyalty.

Rakhshan Ahsan, Ayesha Saeed, Shafia Siddiqi, Afsheen Masood, Fauzia Zeeshan, Iffat Tehseen Amjad, (2017), the purpose of this study is to investigate the connections between teens' brand consciousness, brand loyalty, purchasing patterns, and satisfaction as consumers

of clothing and apparel. According to the theory, brand awareness, brand loyalty, and purchasing patterns are expected to be important determinants of customer happiness. The sample was made up of 200 young people who were enrolled in Lahore and Sahiwal's public and private colleges. Brand Consciousness Questionnaire, Brand Loyalty Questionnaire, Buying Behaviour Scale, and Consumer Satisfaction Scale made up the measures. SPSS 21.00 was used to analyse the data. The results showed that brand loyalty is strongly and positively connected with brand consciousness, consumer behaviour, and customer satisfaction. Brand awareness and purchase behaviour are powerful and beneficial indicators of brand loyalty, leading to higher customer satisfaction.

According to Gaurav Vashishth and Nishi Tripathi., (2016), the retail industry has performed exceptionally well over the past few years and has undergone a considerable renovation, which has been greatly aided by the expansion of organised retailing. The expansion of retailing in India has been facilitated by rapid urbanisation, exposure to numerous global brands, and changing lifestyles and consumer tastes. This study on consumer satisfaction with retail services attempts to define the dimensions in which the services offered to the customers by the organised retail outlets are measured, as well as to reveal the dimensions and customer satisfaction. This study also investigates the variables that influence consumer satisfaction with organised retail services.

Prerna Kumar., (2016) states 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. This has raised the desire for contemporary attire that is branded and designed. Numerous department stores have come up, giving shoppers more options, thanks to a surge in the purchase of reputable fashion brands, like Shoppers Stop, Westside, Lifestyle, and others.

Seyed Ali Alavi et al., (2016) states that for market segmentation, positioning, and the development of marketing strategies within a market, it is crucial to comprehend consumer decision-making (CDM) styles. Few studies have looked at the structural relationship between the types of decision-making that customers use when shopping in malls, their degree of satisfaction, and their desire to make a purchase. Examining CDM styles as

antecedents and determinants of level of satisfaction and purchase intention was the goal of this study. In terms of utilitarian and hedonistic viewpoints, eight CDM styles are suggested based on the Consumer Styles Inventory, which describes the behaviours people engage in while buying. These eight CDM styles are proposed as a group of predictors of consumer satisfaction and purchase intent.

According to K Venkateswara Raju and D Prasanna Kumar., (2015), Kishore Biyani is the creator of Big Bazaar, one of the pioneers in the Indian retail sector. Due to positive word-of-mouth marketing from clients, it was able to increase its market share. Many studies believe that the promotional and discount deals it gives through ongoing innovation are the reason for its success. The goal of the study is to understand the function of promotional techniques, their efficacy at BIG BAZAAR in Andhra Pradesh, and the loyalty characteristics that result from it. Promotion entails offering incentives and trial experiences to customers in order to increase sales.

Daniella Ryding, Gianpaolo Vignali, Robin Carey, Mengfei Wu, (2015), High street shops are under increasing pressure to maintain their low cost business model while also meeting the demands of an increasingly affluent consumer as a result of recent global trends. The female target group is the main group that purchases apparel, thus this article uses a segmentation analytic approach to evaluate customer expectations of product quality and customer satisfaction drivers in the context of fast fashion (Zhang et al., 2002). In the North West of the UK, a questionnaire survey was conducted both online and offline utilising a quota sample of 500 respondents. Using SPSS (Mac 20.0) and Excel, a descriptive one-way ANOVA and correlation analysis were performed to assess theories derived from the available literature. The results show that different sorts of high-street customers have distinct expectations and motivations for satisfaction.

Arpita Khare., (2014) states that design/methodology/approach - both metropolises and non-metropolises in India used the survey method of self-administered questionnaires to collect data. Originality/value - the Indian fashion clothes sector has tremendous growth potential. Research on the effects of cosmopolitanism on Indian consumers' purchase patterns is scarce. Knowing how the conduct of Indian consumers is influenced by international lifestyle, brands, media, and services can help marketers target them more successfully.

According to Leena Jeneffa and Ramesh Kaliyamoorthy., (2014), in today's competitive world, increased consumer expectations are a result of high levels of competition, more

customer churn, and greater technology. The retail sector's business models and strategies have changed recently as a result of global advancements and lifestyle changes. Success depends on retaining the consumer by offering a distinctive and comprehensive assessment of the advantages and difficulties through experiential innovation. consumer joy is the result of exceeding consumer expectations. To meet the demands of the consumer is really challenging. Therefore, in order to keep customers, every business strives to delight them. client satisfaction thus has a direct impact on client retention.

According to Vidya Rakesh and I Rajitha., (2014), The aim of the research was to investigate the influence of age, physical changes, employment, and money on the clothing preferences of women between the ages of 31 and 45. Design/methodology/approach: 200 Indian women between the ages of 31 and 45 were surveyed and questioned about their preferences for clothing. The physical changes in the respondents' bodies, their preferences for western and ethnic clothing, ready-made and custom-made clothing, and the fit of the clothing worn by the women were all the subject of the study. The majority of senior women had physical alterations to their bodies after giving birth, and they preferred to dress in semi-fitted and loose ethnic clothing.

According to Meenakshi Handa and Arpita Khare., (2013), The study looks at how gender influences the relationship between materialism and product participation with clothing trends among young people in India. The O'Casey product participation and purchase involvement scales as well as the Richins materialism scale were used to analyse Indian youth's attitudes towards fashion clothing. The sample (n = 254) was made up of college students from various regions of India. The results show that young people in India do not have strong materialistic impulses. The association between materialism and interest in fashion apparel is moderated by gender. When it comes to their involvement with purchasing fashionable attire, young men and women differ from one another, with women claiming a higher level of involvement in both situations.

According to Anand Thakur and Bhuvan Lamba., (2013), the development of the Indian textile sector is crucial for the country's economy. In the textile sector, ready-made clothing makes up nearly half of India's textile exports. After agriculture, the Indian textile industry is the country's second-largest employer and top earner of foreign currency. This sector is expanding quite quickly. For the sector to continue to thrive, it is therefore necessary to learn more about consumer perception. In addition to learning more about the factors that influence

the purchase of ready-made clothing, this study intends to identify the most well-liked clothing brands among consumers across a variety of clothing options. Knowing this information will aid ready-made clothing producers in planning their future expansion.

Wen-Shinn Low, Jeng-Da Lee, Soo-May Cheng, (2013), this study investigates the connection between price sensitivity and customer happiness. Specifically, economic satisfaction from material goods and social fulfilment through interactions with service providers are two ways that satisfaction is categorised. This study of 248 retailer- consumer pairs demonstrates a negative relationship between price sensitivity and economic satisfaction. However, among customers who shop frequently and who are female, there is a significant correlation between social pleasure and price sensitivity. Customers' price sensitivity is often influenced by the emphasis placed on interpersonal relationships in Chinese collectivist societies. These findings have numerous ramifications for academics and industry professionals working in the retail industry.

Arpita Khare, Ceeba Parveen, Ankita Mishra, (2012), Indian women are an intriguing target area for marketers given India's changing demographics. According to earlier studies, women's interest in fashion is influenced by social standards and their age. The current study examines the impact of normative and educational values on Indian women's involvement in fashion apparel (n = 355). The results imply that the impact of informational value on Indian women varies depending on age groups. We also came to the conclusion that younger women were more interested in fashionable attire. Age and conventional values both had an impact on Indian women's interest in fashion.

Rajesh Faldu., (2012), in the selected stores in Ahmedabad, this study focuses on creating profiles of retail customers and assessing their degree of happiness. Using structured questionnaires, primary data has been gathered. It has been discovered that going shopping has turned into a social activity. A majority of consumers are influenced by advertisements, acquaintances, and coworkers. Out of 150 responses, only 80 went shopping inside the store; the remainder hung out, enjoyed the crowd, met friends, and got some rest. Westside and Pantaloons were shown to have lower levels of satisfaction than Lifestyle.

Sunhilde Cuc., (2010), states that customer satisfaction is now more important than ever for all industries and commercial enterprises. In particular for the textile business, the essay discusses customer 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 theories on

customer satisfaction with examples from the textile industry are as follows. Perceived product quality, perceived service quality, and brand perception are believed to be the three main variables influencing consumer happiness. We also want to clarify why people perceive ecological items as having a greater influence on costumes.

CHAPTER 3
INDUSTRY PROFILE

3.1 Brief History of the Industry

India's apparel retail sector has a long and varied history that reflects the nation's cultural diversity and changing consumer tastes. Here's a quick rundown:

India has thousands of years of history when it comes to textile production and trading. Handcrafted textiles and elaborate weaving skills were the hallmarks of regions like as Bengal, Tamil Nadu, and Gujarat, which were traded on a national and international scale. India developed into a significant market for British textiles during the colonial era, which prompted the construction of factories and mills in cities like Mumbai, Ahmedabad, and Kolkata. Urban fashion trends are influenced by the Western dress designs that the British introduced.

India concentrated on growing its textile and apparel sector after achieving independence in 1947 in order to satisfy domestic demand. The National Institute of Fashion Technology (NIFT) was founded by the government to develop talent in the fashion sector, and other measures were put in place to support domestic textile production.

Due to economic liberalisation, the Indian market became more accessible to foreign companies and investors in the 1980s and 1990s. During this time, malls and department shops were popular retail formats, which helped organise fashion shopping in India. International fashion labels like Levi's, Adidas, and Nike entered the Indian market in the late 1990s and early 2000s. Western fashion sensibilities were introduced by these firms, which had an impact on Indian consumers' attire choices.

During this time, a number of domestic fashion labels also arose to meet the varied demands and preferences of Indian consumers. Companies like as Fab India, Biba, and Wills Lifestyle became well-known by combining traditional Indian textiles with modern styles. Fast fashion stores like Pantaloons, Westside, and Reliance Trends, which provide mainstream consumers with reasonably priced, in-style apparel, also flourished in the 2000s. These companies profited from the shifting lifestyle tastes and expanding middle class in India.

The emergence of e-commerce platforms and the internet in the 2010s revolutionised the

fashion retail scene in India. The way Indians purchase for clothes has been completely transformed by online stores like Myntra, Jabong, and Flipkart, which provide a plethora of selections and efficient delivery services.

In India, the concept of sustainable and ethical fashion practices has gained popularity in the last few years. In response to the needs of socially conscious consumers, brands are placing an increased emphasis on eco-friendly materials, fair labour practices, and transparent supply chains.

Omni channel tactics, in which businesses seamlessly combine online and offline channels to offer a comprehensive buying experience, are today's hallmarks of fashion retail in India. With this strategy, retailers may reach customers in both rural and urban locations and accommodate a range of preferences.

India's great cultural diversity and regional differences in fashion patterns have an impact on the country's retail fashion business. Indian fashion is a dynamic tapestry, with each state and area having its own distinct textile traditions, embroidery techniques, and garment styles.

Fashion festivals such as Lakmé Fashion Week and India Fashion Week, together with the impact of Bollywood celebrities, have been essential in influencing trends and increasing demand for designer apparel and accessories among consumers.

Indian festivals and weddings are lavish events that frequently call for ornate, expensive clothing. Due of this, there is now a niche market for bridal and party apparel, with merchants and designers providing couture lines specifically for these events.

In addition to conventional retail spaces, designer boutiques have grown in popularity in cities by providing carefully chosen collections from well-known Indian designers. These stores highlight the ingenuity and skill of Indian designers while offering a customised shopping experience.

Thanks to developments in textile technology, Indian producers and designers have been able to create innovative and sustainable fashion products by experimenting with new treatments, fabrics, and procedures.

The Textile Upgradation Fund Scheme (TUFS), which offers financial assistance for modernising textile manufacturing units, and the Made in India campaign, which aims to boost domestic manufacturing and promote Indian brands globally, are just two of the initiatives the Indian government has launched to support the growth of the fashion retail industry.

Although fashion retail is still mostly concentrated in urban regions, brands and retailers are beginning to pay more attention to rural retailing as they want to capitalise on the developing rural consumer market.

Fashion tech businesses have sprung up as a result of the growing popularity of smartphones and internet access. These companies provide cutting-edge solutions like virtual try-ons, AI-powered style advice, and augmented reality-enabled purchasing experiences, which improve the online buying experience for Indian customers.

All things considered, the fashion retail sector in India has changed dramatically over time due to a confluence of economic, technological, and cultural influences. It persists in expanding and innovating in spite of obstacles, mirroring the ever-changing fashion scene in India.

All things put together, the fashion retail business is distinguished by its fast-paced and cutthroat atmosphere, emphasis on creativity and design, intricate supply chain management, customer-focused methodology, and growing significance placed on sustainability and Omni channel commerce.

3.2 Industrial Performance - Global, National and Regional

GLOBAL LEVEL

Reliance Trends is a company that operates in the retail, telecommunications, petrochemical, and refining sectors.

Revenue and Growth: With notable revenue and growth, Reliance Industries Limited (RIL) is among the world's largest companies. The company's retail segment, which includes Reliance Trends, has been expanding quickly and is now a larger contributor to its overall revenue

even though its petrochemical and refining industries still account for the majority of its revenue.

Market Presence and Expansion: Reliance Trends has been extending its reach both locally and globally. It is widely available in India, where it can be found in many standalone stores as well as Reliance Retail's multi-brand outlets. Reliance Industries has been investigating prospects for growth abroad, such as joint ventures and acquisitions in diverse areas.

Retail Strategy: Reliance Trends is a vital part of Reliance Retail's plan to take advantage of the expanding fashion retail sector in India. The brand combines Reliance Retail's vast network and resources to deliver stylish and reasonably priced fashion for Indian consumers in a range of demographics.

Omnichannel Strategy: In order to give customers a seamless shopping experience, Reliance Trends has adopted an omnichannel strategy that integrates online and physical retail channels. This approach is in line with more general tendencies in the global retail sector towards omnichannel and digital transformation.

Competitive Positioning: Reliance Industries' overall financial performance and competitive positioning can offer insights into the company's strength and growth trajectory within the retail sector, even though specific data on the company's industrial performance globally is not easily accessible.

NATIONAL LEVEL

Revenue Growth: Thanks to India's developing retail sector and rising consumer spending on clothing and fashion, Reliance Trends has been steadily increasing its revenue. Reliance Trends adds to the total revenue of the company as a part of Reliance Retail, a division of Reliance Industries Limited.

Retail Expansion: Reliance Trends has been aggressively growing its Indian retail network. In addition to being present in Reliance Retail's multi-brand stores like Reliance Fresh and Reliance Smart, the brand has a number of independent locations in significant cities and

towns. Reliance Trends is able to reach a broad customer base in both urban and rural locations thanks to its extensive retail footprint.

Market Penetration: With a large selection of stylish yet reasonably priced clothing and accessories for men, women, and kids, Reliance Trends has become a well-liked option for fashion-conscious Indian shoppers. In the very competitive Indian fashion retail scene, the brand has gained market share thanks to its competitive price strategy and emphasis on quality and style.

Omni channel Strategy: To improve the shopping experience for customers, Reliance Trends has implemented an Omni channel retail strategy that integrates online and physical channels. In addition to its physical retail presence, the brand's e-commerce platform lets users browse and buy products online with choices for home delivery and in-store pickup.

Brand Recognition and consumer Loyalty: Reliance Trends gains from the Reliance Industries conglomerate's great brand recognition and devoted consumer base. The brand's unwavering commitment to providing stylish and reasonably priced goods has allowed it to cultivate a devoted following and hold its place as India's top fashion shop.

Private Label Strategy: To keep control over product quality, price, and inventory management, Reliance Trends places a lot of emphasis on private label brands. By creating its own collections and brands, Reliance Trends can set itself apart from rivals and provide clients with distinctive products.

Reliance Trends leverages the rich cultural and celebratory traditions of India through its seasonal collections and items with festive themes. This comprises exclusive lines created for events like Eid, Diwali, Navaratri, Weddings.

REGIONAL LEVEL

Local Sourcing: Reliance Trends frequently sources goods locally, so promoting the growth of the surrounding manufacturing and service sectors. This boosts the regional supply chain in addition to helping local companies.

Employment Creation: Reliance Trends generates jobs in a number of locations by building stores and warehouses. These include management, logistics, and retail positions that support stable local economies and high employment rates.

Infrastructure Development: Building commercial premises and transit networks is necessary for the opening of stores. The presence of Reliance Trends can encourage infrastructural improvements in the area, which will improve connections and assist a number of enterprises.

Adoption of Technology: Reliance Trends frequently incorporates cutting-edge technologies, like online platforms and inventory management systems, into their business operations. This raises the industrial competitiveness of the area and promotes local enterprises' use of technology.

3.3 Prospectus and Challenges in the Industry

PROSPECTUS

. Industry Overview: Give a brief synopsis of the fashion retail sector, highlighting major companies, consumer preferences, and current market developments. Draw attention to the industry's growth prospects and investment appeal.

Market Analysis: To determine target demographics, geographic areas, and the competitive environment, do a thorough market analysis. Examine the market's size, expected growth, and prospective target niches or segments.

Business Model: Describe the suggested business plan for the retail fashion initiative. This covers the product offerings, price policy, distribution networks, and kind of retail format (e.g., physical store, online store, pop-up shops).

Brand Identity: Describe the positioning approach and brand identity for the retail fashion company. Give an explanation of the brand values, intended brand image, and unique selling proposition (USP). Emphasise how the brand will set itself apart from rivals and appeal to the intended audience.

Describe your marketing and sales plans in detail in order to draw in and keep customers. Campaigns for influencers, social media marketing, events, and loyalty schemes are a few examples of this. Describe the customer acquisition and retention tactics that will increase revenue and foster a sense of brand loyalty.

CHALLENGES

Consumer Preferences: Social media, trends, and influencers all contribute to the quick evolution of consumers' tastes and preferences. In order to stay current and satisfy consumer desires, fashion businesses need to keep ahead of these trends.

Fierce Competition: There are many brands fighting for the attention of consumers in the fiercely competitive fashion retail sector. Strategies for distinctiveness, profitability, and price are under strain from this competition.

Seasonal Variability: Changing trends and weather patterns can cause big swings in demand for fashion shops. It can be difficult to balance supply and demand and manage inventory levels, especially for seasonal goods.

Disruptions to the Supply Chain: Fashion retailers are dependent on intricate worldwide supply chains that are susceptible to events like natural catastrophes, geopolitical unrest, and delays in transit. Production hold-ups, inventory shortages, and higher expenses might result from these disruptions.

E-commerce Competition: As e-commerce has grown, it has changed the retail environment and put traditional brick-and-mortar fashion merchants under pressure. Online rivals frequently provide ease of use, aggressive pricing, and a larger selection of products, pushing traditional merchants to modify their business plans in order to remain competitive.

CHAPTER 4
COMPANY PROFILE

4.1 Brief History of the Organization and Current Board of Directors/Organization Chart

Dhirubhai Ambani formed the company Reliance Industries Limited (RIL) in 1966, and Reliance Trends is a division of Reliance Retail. In Gujarat, India, Reliance Industries began as a modest textile producer and developed into one of the country's biggest and most varied corporations.

Specifically, Reliance Trends opened its first store in Hyderabad, India, in 2007 to mark its entry into the retail sector. Reliance Trends leveraged Reliance Retail's vast network and resources to quickly extend its footprint throughout India, first concentrating on garments and accessories.

Reliance Trends has developed into one of India's top fashion merchants throughout the years, providing a vast selection of apparel, accessories, and shoes for kids, women, and men. It serves a variety of consumer demographics and tastes through a combination of physical storefronts and an online platform.

Reliance Trends has adapted its shop structures, marketing approaches, and product offers consistently to maintain its competitiveness in the ever-changing retail industry of India. Additionally, it has increased its global footprint by opening outlets in nations like the United Arab Emirates.

Under the direction of Reliance Retail, Reliance Trends keeps innovating and adapting to shifting consumer preferences, concentrating on offering its clients convenience, quality, and value while advancing the retail sector in India.

Following its 2007 debut, Reliance Trends quickly extended its reach throughout India. Taking advantage of Reliance Retail's vast infrastructure and distribution network, it developed outlets in significant cities and towns.

Reliance Trends expanded their product line over time to include accessories, footwear, and wardrobe staples in addition to clothing. Its client base grew as a result of this development, and its market share in the fashion retail sector rose.

Reliance Trends deliberately concentrated on creating private label brands to provide customers with unique and reasonably priced fashion options. Reliance Trends saw great success with their private labels as a distinction that encouraged repeat business and consumer loyalty.

Realising the value of Omni channel commerce, Reliance Trends made investments in its web infrastructure to provide customers with a smooth online and offline shopping experience. Customers' convenience and accessibility were increased by this Omni channel strategy.

Reliance Trends has alliances and joint ventures with both local and foreign companies to improve its range of products and brand recognition. Reliance Trends was able to adapt to changing consumer demands and stay on trend because to these partnerships.

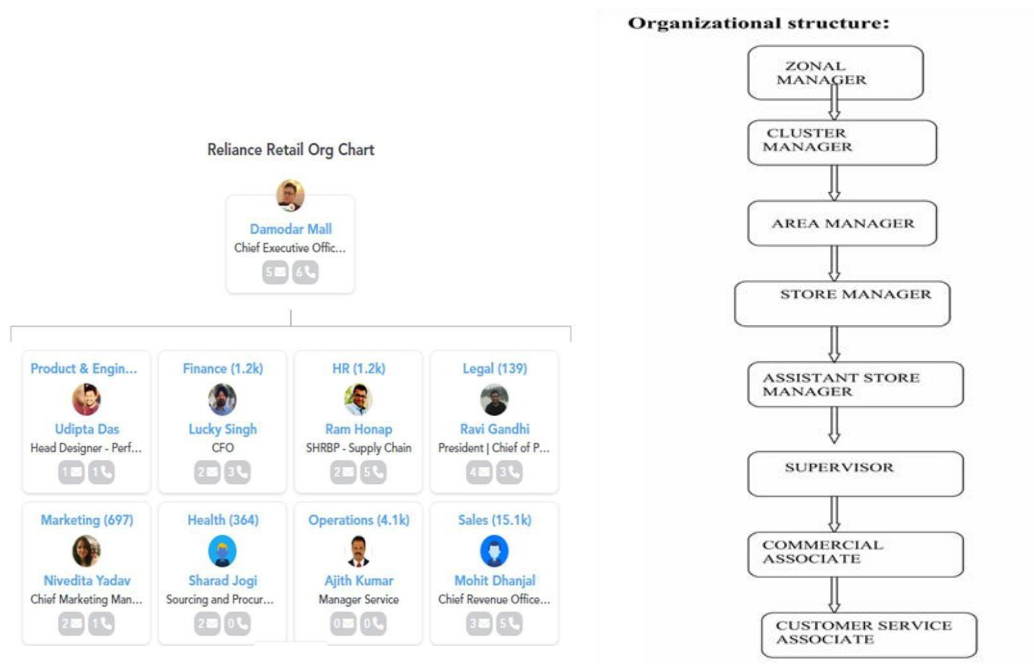
Reliance Trends increased its market share abroad by building on its achievements in India. In an effort to meet the rising demand for fashion and lifestyle goods in international markets, it built outlets in nations including the United Arab Emirates.

Reliance Trends changed its retail experience continuously to improve consumer pleasure and engagement. To improve the shopping experience, it added features including interactive displays, individualised styling services, and digital payment choices.

Reliance Trends launched a number of sustainability efforts, including as eco-friendly product lines, waste reduction strategies, and energy-efficient retail operations, in accordance with worldwide sustainability trends. By taking these steps, the company hoped to attract environmentally sensitive customers while reducing the negative effects of its activities on the environment.

Reliance Trends was honoured with prizes and recognition for its contributions to the retail sector, including honours for leadership in the market, innovation, and customer service. Reliance Trends' status as a dominant force in the apparel retail industry was reinforced by these accomplishments.

All things considered, Reliance Trends has experienced tremendous expansion and change since its founding, growing to become a major force in India's fashion retail market and extending its influence beyond.



4.2 Mission, Vision Statement and Quality Policy Followed

MISSION

Reliance Trends, a division of Reliance Retail, generally focuses on providing clients in India with stylish, cheap, and trendy apparel and accessories.

In order to maintain quality and compete in the retail sector, this entails offering a variety of options for men, women, and children.

To stay atop the fashion retail scene in the nation, they might also endeavour to broaden their customer base, improve customer happiness, and adjust to shifting consumer tastes.

Customer Satisfaction: Giving customers' requirements first priority and offering outstanding service will guarantee their happiness and loyalty.

Accessibility: Encouraging a broad spectrum of consumers from various Indian areas and demographic groups to have access to stylish apparel.

Innovation: Keeping a step ahead of the curve and always coming up with fresh looks, patterns, and shopping experiences.

Sustainability: Reducing environmental effect and supporting social responsibility initiatives by implementing sustainable methods in procurement, production, and operations.

Community Engagement: Getting involved in local communities by supporting regional artists, highlighting traditional crafts, and making charitable contributions.

In general, Reliance Trends wants to be known as a reliable source for fashion, embodying the principles of excellence, creativity, sustainability, and community involvement in addition to providing fashionable and reasonably priced apparel.

VISION

At Reliance Trends, our mission is to revolutionise the fashion retail scene in India by positioning ourselves as the go-to place for style-conscious people, providing a broad selection of fashionable, reasonably priced, and high-quality apparel and accessories. Our goal is to create a smooth, motivating shopping experience that enables clients to use fashion to represent who they are.

We're dedicated to remaining at the forefront of innovation, using data analytics and state-of-the-art technology to predict and satisfy the changing demands and tastes of our wide range of clients. Every facet of our business, from product design and sourcing to distribution and customer support, is subject to our unwavering pursuit of perfection.

Furthermore, we are committed to developing a culture of social responsibility and environmental responsibility throughout our supply chain by supporting sustainability and ethical practices. Our mission is to positively impact society and leave a lasting legacy for future generations by investing in community development programmes, supporting local craftspeople, and advocating for sustainability measures.

By being true to our fundamental principles of honesty, diversity, and customer-focused, we hope to establish ourselves as the leading fashion retailer in India and encourage self-expression, creativity, and confidence in everyone we work with.

QUALITY POLICY

It's possible that Reliance Trends adheres to a strict quality policy to guarantee that their goods and services constantly match or surpass the expectations of their clients. Although its quality policy's exact specifics might not be made public, it might contain the following essential elements:

Product Quality: Reliance Trends is dedicated to finding and providing clients with premium apparel and accessories. This calls for strict quality control procedures at all supply chain stages, including design, manufacture, distribution, and retail.

Customer Satisfaction: A top priority for Reliance Trends, which is demonstrated by the company's affordable, stylish, and long-lasting items. They might have procedures in place to deal with complaints, returns, and client feedback in an effective and timely manner.

Compliance and Standards: To guarantee the security, dependability, and integrity of their products, Reliance Trends complies with all applicable industry standards, laws, and best practices. This involves adhering to ISO 9001 and other quality management system standards.

Continuous Improvement: Reliance Trends is dedicated to constant improvement in every facet of their business operations. For the purpose of finding opportunities for innovation and improvement, they can periodically evaluate and analyse their procedures, performance indicators, and client input.

Relationships with Suppliers: Reliance Trends keeps solid rapport with its suppliers and partners, cooperating with them to respect ethical standards and quality standards all the way through the supply chain.

In general, Reliance Trends' quality policy probably aims to maintain their standing as a reputable seller of stylish and dependable apparel and accessories, build brand loyalty, and inspire confidence in consumers.

4.3 Business Process of the Organization – Product Profile

BUSINESS PROCESS

Reliance Trends' business processes comprise a range of operational tasks intended to effectively oversee its retail operations, guarantee consumer contentment, and propel the company's expansion. The following are some essential components of Reliance Trends' business procedures, while the precise procedures may differ:

Product Sourcing and Merchandising: To guarantee a varied and current selection of products, Reliance Trends participates in strategic sourcing and merchandising operations. This entails working with vendors, settling agreements, keeping an eye on style, and choosing products that suit the tastes of the consumer.

Inventory Control: Reliance Trends needs effective inventory control to maximise sales, reduce stock outs, and optimise stock levels. This entails stock allocation, replenishment planning, inventory forecasting, and warehouse management to guarantee product availability throughout all of its retail locations.

Store Operations: Reliance Trends prioritises efficient store operations to give customers a pleasurable shopping experience. To create a warm and stimulating environment for customers, this involves customer service, visual merchandising, staffing, training, and retail layout design.

Sales and Marketing: To draw clients and increase revenue, Reliance Trends uses a range of sales and marketing techniques. To raise brand awareness and customer involvement, this includes advertising, loyalty programmes, digital marketing efforts, and promotions.

Supply Chain Management: To guarantee the prompt delivery of goods from suppliers to retail locations, Reliance Trends oversees a complicated network of supply chains. To ensure product availability and quality, this also covers vendor management, distribution centre operations, transportation logistics, and quality control.

Customer Relationship Management: Reliance Trends places a high priority on customer relationship management (CRM) in order to increase client loyalty and satisfaction. To do this, you must collect customer information, examine consumer purchasing patterns, put CRM systems in place, and provide individualised services in order to develop enduring relationships with clients.

Technology Integration: Reliance Trends makes use of data-driven decision-making, process optimisation, and streamlined operations with the use of technology solutions including inventory management software, point-of-sale systems, and data analytics tools.

Quality Assurance: Reliance Trends employs quality assurance procedures to guarantee the calibre and dependability of its goods. In order to resolve consumer problems and enhance product quality, this involves feedback channels, regulatory compliance, quality control inspections, and product testing.

In India's cutthroat retail sector, Reliance Trends' business procedures are all intended to boost operational effectiveness, provide outstanding client experiences, and promote long-term growth.

PRODUCT PROFILE

Reliance Trends provides a broad range of products to meet the various lifestyle demands and fashion tastes of its clientele, which spans several age groups. The following is a summary of the product categories that Reliance Trends normally offers:

Clothing: Reliance Trends provides a wide range of clothing for men, women, and kids, such as: T-shirts, jeans, shorts, dresses, skirts, and loungewear are examples of **casual attire**.

Formal dress includes suits, blazers, trousers, shirts and office-appropriate clothing.

Traditional Indian attire, including kurtas, lehengas, salwar suits, and sarees, is referred to as **ethnic wear**.

Active wear includes gym attire, sportswear, and athleisure ensembles.

Footwear: There is a wide selection of footwear for kids, ladies, and men.

Jewellery: Bracelets, rings, necklaces, and earrings.

Sunglasses: Stylish shades for both genders.

Beauty and Personal Care: Products for beauty and personal care may be available in selected Reliance Trends stores, such as: **Skincare products:** sunscreens, cleansers, toners, and moisturisers.

Shampoos, conditioners, style aids, and hair accessories are all part of **haircare**.

Cosmetics: Products for applying makeup, including nail polishes, foundations, lipsticks, and eyeliners.

Home Goods: To improve living areas, Reliance Trends may also offer home goods.

Reliance Trends' overall goal is to satisfy its clients' varied fashion and lifestyle demands with an extensive and fashionable product line, all the while upholding quality and affordability in every area.

4.4 Strategies – Business, Pricing, Management

BUSINESS

Product diversification: To meet the needs of a wide range of consumer preferences and market niches, Reliance Trends consistently expands the range of products it offers. To guarantee that customers have an extensive and fashionable assortment, this entails growing its product lines for home, accessories, clothing, and footwear.

Private Label Brands: To set itself apart from rivals and provide clients with distinctive, reasonably priced fashion options, the company concentrates on creating and marketing private label brands. Higher profit margins and more control over product quality and cost are also offered by private labels.

Omni Channel Retailing: To offer a smooth online and offline buying experience, Reliance Trends employs an Omni channel retailing strategy. This entails connecting its physical storefronts with its online storefront, enabling clients to peruse, buy, and exchange merchandise via various methods.

Value Pricing: Reliance Trends places a strong emphasis on value pricing by providing stylish apparel and accessories at reasonable costs. With the help of this tactic, the company may stay competitive in the market and appeal to a wide range of consumers.

Customer Engagement: Through interactive marketing campaigns, tailored offers, and loyalty programmes, Reliance Trends aims to strengthen customer relationships and improve engagement. The business may efficiently adjust its offers and services to fit the needs of its customers by studying their preferences and behaviour.

PRICING

Everyday Low Pricing (EDLP): Reliance Trends has the option to use an EDLP strategy, which entails maintaining continuously low prices for its products without requiring regular sales or markdowns. By guaranteeing value for money on each transaction, this tactic seeks to draw in price-conscious clients and foster enduring loyalty.

Value-Based Pricing: Reliance Trends may use value-based pricing, which bases prices on how much consumers think its items are worth. This approach justifies price points that correspond with the perceived worth of the products by taking into account variables including product quality, brand image, and consumer preferences.

Promotional Pricing: To boost demand and boost sales during particular times or to get rid of extra inventory, Reliance Trends may employ promotional pricing strategies including sales, discounts, and special offers. Price-conscious consumers can be drawn in and a sense of urgency to buy can be generated by promotional pricing.

Bundle Pricing: Is a strategy used by Reliance Trends to sell many products at a lower price as compared to buying each item separately. This tactic gives the impression of savings while encouraging clients to purchase more goods and raising the average transaction value.

Dynamic Pricing: Reliance Trends has the option to use dynamic pricing techniques, which involve real-time price adjustments based on variables like demand, inventory levels, rival pricing, and consumer behaviour. With dynamic pricing, the business can adjust prices in various market conditions to maximise revenue and profitability.

MANAGEMENT

Strategic Planning: To describe its long-term goals, objectives, and efforts, Reliance Trends creates thorough strategic plans. This entails assessing market trends, spotting chances for expansion, and allocating resources in a way that supports strategic objectives.

Operational Efficiency: To increase productivity and efficiency, Reliance Trends focuses on streamlining workflows and operational processes. To cut expenses and boost efficiency, this entails optimising supply chain management, inventory control, retail operations, and administrative tasks.

Talent Management: In order to create a staff that is knowledgeable and driven, Reliance Trends places a high priority on talent management and development. This entails attracting the best employees, offering training and growth opportunities, cultivating a positive workplace environment, and rewarding exceptional performance.

Customer Relationship Management: Reliance Trends employs customer relationship management (CRM) techniques to improve engagement, better understand client preferences, and cultivate enduring partnerships. This could entail gathering and evaluating client data, putting loyalty plans into place, and providing individualised services to satisfy each client's needs.

Adoption of Innovation and Technology: Reliance Trends uses innovation and technology to improve business processes and keep ahead of industry trends. This entails making investments in e-commerce platforms, data analytics, and digital retail solutions to enhance consumer experiences, maximise inventory control, and increase sales.

4.5 SWOT Analysis of the Company

STRENGTHS

Strong Brand Presence: Reliance Trends benefits from the strong brand reputation and trust associated with the Reliance Industries conglomerate, which enhances its credibility and customer loyalty.

Wide Product Range: The company offers a diverse range of fashionable clothing, accessories, and home products for men, women, and children, catering to various consumer segments and preferences.

Omni Channel Presence: Reliance Trends has a robust Omni channel presence, with a combination of physical retail outlets and an online platform, providing customers with convenience and flexibility in shopping.

WEAKNESSES

Dependence on Indian Market: Reliance Trends' operations are primarily focused on the Indian market, which makes it vulnerable to fluctuations in the domestic economy, consumer spending patterns, and regulatory changes.

Limited International Presence: Unlike some global competitors, Reliance Trends has limited international presence, which may restrict its growth opportunities and exposure to diverse markets.

Supply Chain Vulnerabilities: Reliance Trends relies on an extensive supply chain network to source products, which may be susceptible to disruptions due to factors such as logistics challenges, supplier issues, and geopolitical risks.

OPPORTUNITIES

Market Expansion: Reliance Trends can increase its market share in India by establishing additional stores in underserved areas and by investigating international expansion into developing nations where there is a rising demand for fashion among consumers.

E-commerce Growth: Reliance Trends has a chance to improve its online platform, take advantage of digital retail trends, and reach a larger group of tech-savvy customers thanks to e-commerce's increasing popularity.

Sustainable Fashion: Consumer demand for environmentally friendly and sustainable fashion items is growing. By integrating sustainability activities into its product offerings and marketing tactics, Reliance Trends can leverage this trend to its advantage.

THREATS

Competition: Reliance Trends confronts fierce rivalry from major e-commerce companies, as well as from domestic and foreign fashion retailers. This competition could affect the company's profitability, pricing power, and market share.

Economic Uncertainty: Reliance Trends' sales and profitability may be impacted by economic downturns, inflationary pressures, and currency movements that jeopardise consumer spending habits and purchasing power.

Changing Consumer Preferences: Reliance Trends faces problems in staying current and modifying its product range and marketing methods in response to rapidly emerging fashion trends and shifting consumer preferences.

CHAPTER 5
RESEARCH METHODOLOGY

5.1 STATEMENT OF THE PROBLEM

Reliance Trends, a prominent participant in the Indian fashion retail industry, must continue to raise and sustain customer satisfaction levels in order to satisfy the changing demands of its wide range of patrons. Even though the business has invested a lot in customer service, retail atmosphere, and product offerings, it is still necessary to evaluate the success of these efforts and pinpoint areas that require development.

5.2 RESEARCH DESIGN

This study's main goal is to evaluate and analyse customer happiness, with a focus on Reliance Trends, a well-known fashion retail chain in India. By doing so, we hope to improve overall customer experience and find areas for development. Through the use of a descriptive research design, this study seeks to offer insightful information about Reliance Trends customer satisfaction. This information can help guide strategic decision-making and improve the company's competitive position in the fashion retail industry.

5.3 SAMPLE DESIGN

The study's data is gathered using the questionnaire approach. A set of structured questions is presented to respondents as part of the questionnaire method, a research approach used to gather data from them. It is a frequently used method to collect data on particular subjects, attitudes, views, behaviours, or experiences in both quantitative and qualitative research.

5.3.1 POPULATION

The population that the sample is actually drawn from is a subset of the target population. It exceeds the bounds of the notion sample frame. One could argue that the sample frame is an operationalized representation of the study population. The Reliance Trends clientele makes up the chosen population.

5.3.2 SAMPLING TECHNIQUE

A sampling approach is a way to choose a portion of people or things for a research study from a wider group. In order to collect data in an economical and efficient manner and guarantee that the sample chosen is representative of the population from which it is derived, sampling procedures are used.

- **Method of Sampling: Convenience Sampling**

5.3.3 SAMPLING SIZE

The number of subjects or observations included in a study is referred to as the sample size. A key component of research design, sample size has a direct impact on the validity and generalizability of study results.

- **Sample Size = 100**

5.4 Data Collection Design

The methodical plan or technique used by researchers to collect data for a research study is referred to as the data collection design. It includes all of the techniques, steps, and tools needed to gather information from subjects or other sources pertinent to the goals of the study. In order to minimise biases and errors and to guarantee the authenticity, integrity, and reliability of the data gathered, a well-designed data gathering procedure is crucial.

5.4.1 DATA SOURCE

PRIMARY DATA

Original information gathered directly from the source by researchers and used personally is referred to as primary data. This kind of data has never been acquired, examined, or published before and is only available for use in a specific research project or goal. In order to test ideas, answer specific research questions, and produce fresh insights, primary data is necessary.

SECONDARY DATA

Secondary data is already-existing information that has been gathered, handled, and examined for purposes other than the current research project by other researchers, institutions, or sources. Secondary data is already available and accessible for use in research, in contrast to primary data, which is gathered directly from the source by the investigator.

5.4.2 DATA COLLECTION TOOL

Questionnaire method: Using a series of structured questions, respondents are asked a series of questions in order to gather data for a study.

5.4.3 DATA ANALYSIS TOOL

1. PERCENTAGE ANALYSIS

By expressing results as percentages of a total or base value, percentage analysis also referred to as proportional analysis or ratio analysis is a technique for analyzing and interpreting data. In order to facilitate comparisons and the discovery of patterns or trends within the data, it entails determining the proportion of each individual component or category to the total.

2. PIE CHART

A circular statistical visual broken into slices to show numerical proportions is called a pie chart. Every slice is a portion of the whole, and every slice's size corresponds to the quantity it represents. Pie charts are frequently used to show how categorical data is distributed or how various components contribute compared to a total.

3. HORIZONTAL BAR CHART

A horizontal bar chart is a graphical representation of data in which bars are used to depict the frequency, proportion, or quantity of several categories or variables. It is also referred to as a horizontal bar graph or horizontal bar diagram.

4. CHI SQUARE TEST

A statistical test called the chi-square test is used to assess if two category variables in a contingency table significantly correlate with one another. When analyzing data with categorical variables instead than numerical ones, it is frequently utilized.

CHAPTER 6
DATA INTERPRETATION AND ANALYSIS

6.1 FREQUENCY OF VISIT TO RELIANCE TRENDS

Topic	Number of Respondent	Percentage
Daily	4	4
Weekly	7	7
Monthly	18	18
Occasionally	71	71

TABLE 6.1

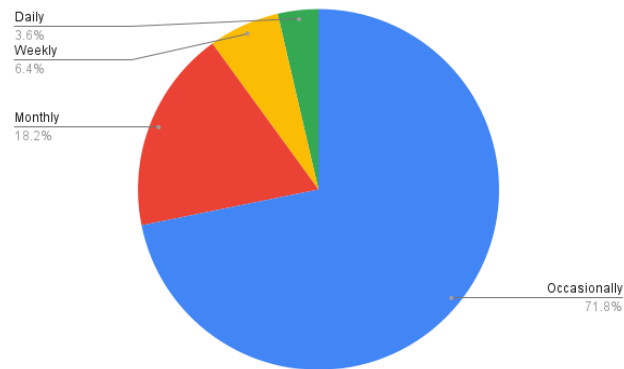


CHART 6.1

INTERPRETATION

It is clear that 71% of the respondents visits Reliance Trends occasionally, 18% of the respondents visits monthly, 7% visits weekly and 4% visits Reliance Trends daily.

6.2 SHOPPING BUDGET AT RELIANCE TRENDS

Topic	Number of Respondent	Percentage
1000 – 2000	39	39
2000 – 3000	49	49
Above 3000	12	12

TABLE 6.2

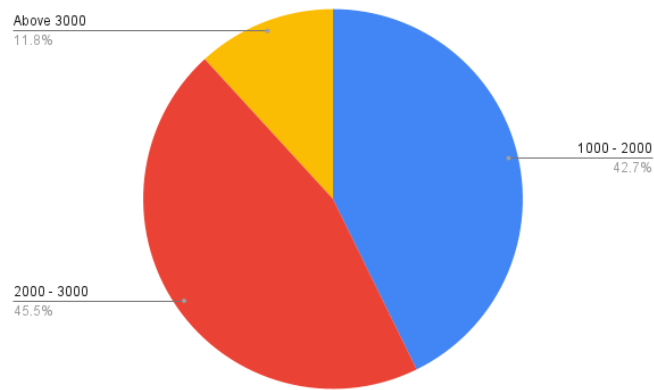


CHART 6.2

INTERPRETATION

It is shown that 49% of the respondents prefer to spend 2000-3000 on products, while 39% prefer to spend 1000-2000 and 12% spend over 3000 for products from Reliance Trends.

6.3 BRAND SATISFACTION AT RELIANCE TRENDS

Topic	Number of Respondent	Percentage
Yes	46	46
No	15	15
Maybe	39	39

TABLE 6.3

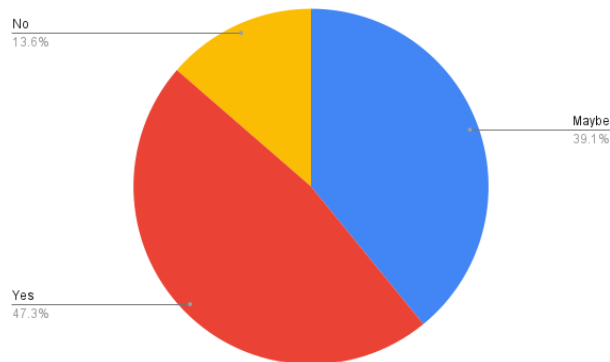


CHART 6.3

INTERPRETATION

It is shown that 46% of the respondents are satisfied with the brands offered by Reliance Trends, 39% of the respondents have a neutral opinion about brand satisfaction provided by Reliance Trends and the rest 15% are not satisfied with the brands offered by Reliance Trends.

6.4 AVERAGE TIME SPEND AT RELIANCE TRENDS

Topic	Number of Respondent	Percentage
Less than 30 minutes	18	18
Less than 1 hour	9	9
1 – 2 hour	62	62
More than 2 hours	11	11

TABLE 6.4

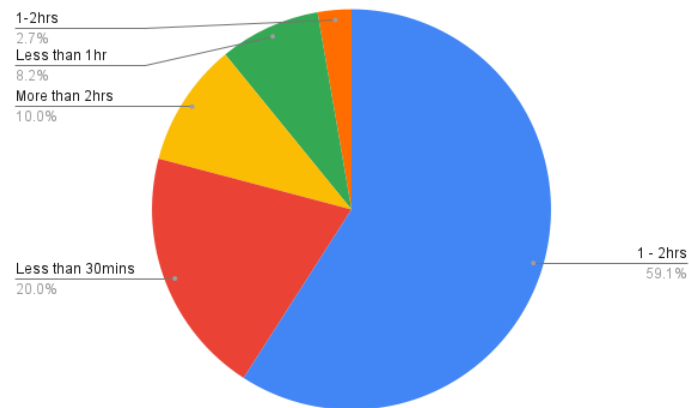


CHART 6.4

INTERPRETATION

It is shown that 62% of the respondents spend an average time of 1-2 hours in Reliance Trends, 18% spend less than 30 minutes, 11% spend more than 2 hours and finally 9% of the respondents spend less than 1 hour while purchasing in Reliance Trends.

6.5 INFLUENCE TO PURCHASE FROM RELIANCE TRENDS

Topic	Number of Respondent	Percentage
Friends	60	60
Family	46	46
Self	27	27

TABLE 6.5

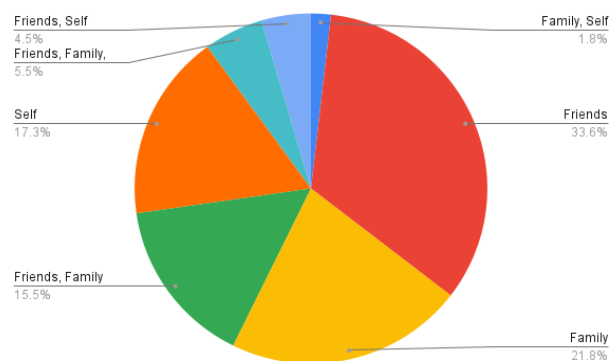


CHART 6.5

INTERPRETATION

It is shown that 60 respondents were influenced by Friends to purchase from Reliance Trends, while 46 respondents were influenced by their family and 27 respondents were self-influenced to purchase from Reliance Trends.

6.6 OCCASIONS FOR PURCHASING FROM RELIANCE TRENDS

Topic	Number of Respondent	Percentage
Festivals	46	46
Weddings	42	42
Offer Period	59	59

TABLE 6.6

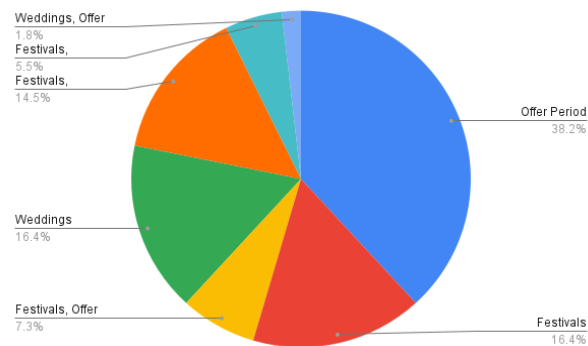


CHART 6.6

INTERPRETATION

It is shown that 59 respondents prefer purchasing clothes for offer period, 46 respondents prefer purchasing clothes during festivals and 42 respondents prefer purchasing clothes during wedding period.

6.7 CRITERIA FOR PURCHASING CLOTHES

Topic	Number of Respondent	Percentage
Price	60	60
Quality	70	70
Brand	28	28
Colour	13	13

TABLE 6.7

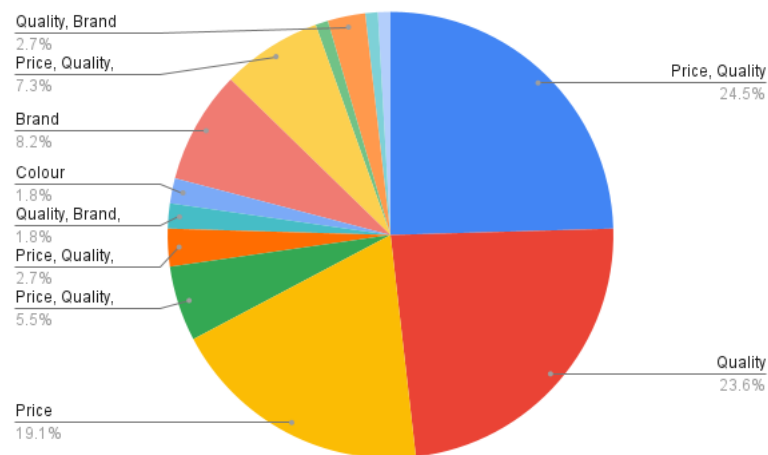


CHART 6.7

INTERPRETATION

It is shown that 70 respondents prefer quality of the products, 60 respondents purchase products on the basis of price of the products, 28 respondents prefer brand and 13 respondents prefer colour of the products.

6.8 PREFERRED CLOTHING STYLE

Topic	Number of Respondent	Percentage
Formals	33	33
Casuals	80	80
Sportswear	6	6

TABLE 6.8

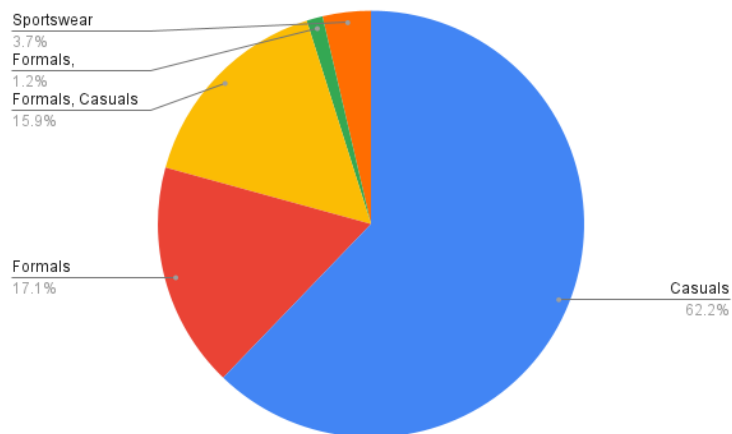


CHART 6.8

INTERPRETATION

It is shown that 80 respondents prefer purchasing casual clothes, while 33 respondents prefer purchasing formal clothes and 6 respondents prefer purchasing sportswear.

6.9 PREFERRED FORMAL WEAR BRANDS

Topic	Number of Respondent	Percentage
Net Play	46	61.3
First Class	20	26.7
Scullers	9	12

TABLE 6.9

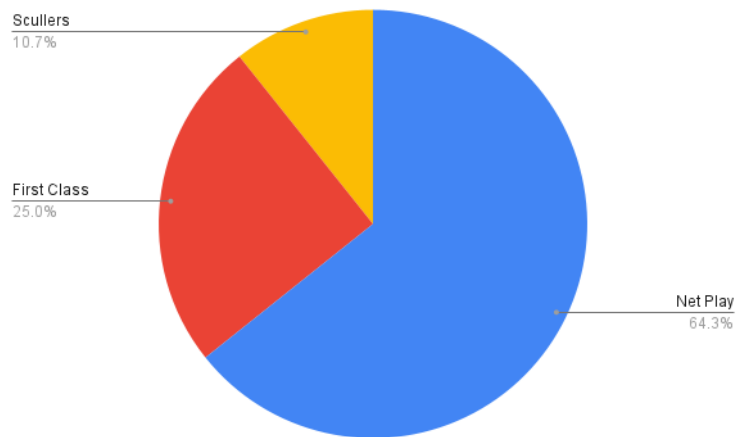


CHART 6.9

INTERPRETATION

It is shown that 61.3% of the respondents prefer purchasing Net Play, while 26.7% of the respondents prefer purchasing First Class and 12% prefer purchasing Scullers from Reliance Trends.

6.10 PREFERRED SPORTS WEAR BRANDS

Topic	Number of Respondent	Percentage
Perfomax	52	68.4
Teamspirit	24	31.6

TABLE 6.10

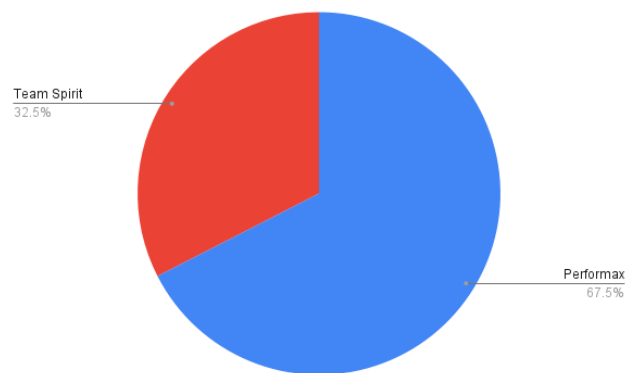


CHART 6.10

INTERPRETATION

It is shown that 68.4% of the respondents prefer purchasing Perfomax, while 31.6% of the respondents prefer purchasing Team Spirit from Reliance Trends.

6.11 STORE ACCESSIBILITY AND CUSTOMER NEEDS

Topic	Number of Respondent	Percentage
Yes	57	57
No	11	11
Maybe	32	32

TABLE 6.11

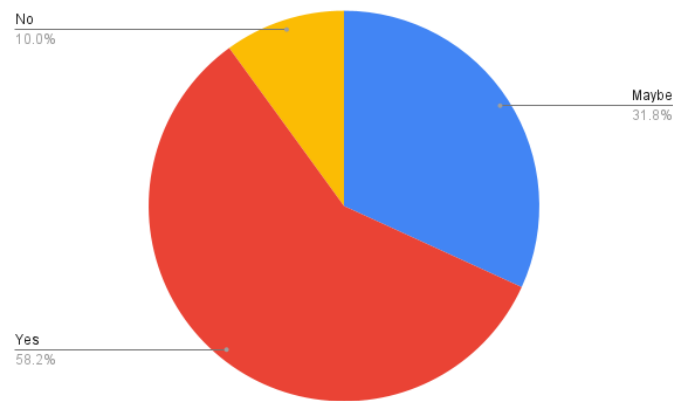


CHART 6.11

INTERPRETATION

It was shown that 57% of the respondents found it easy to find what they needed at the store, while 32% of the respondents had a neutral opinion to having an easy time finding out what they needed at the store and 11% of the respondents were not satisfied in finding what they needed at the store.

6.12 STAFF ENGAGEMENT WITH CUSTOMERS

Topic	Number of Respondent	Percentage
Yes	63	63
No	7	7
Maybe	30	30

TABLE 6.12

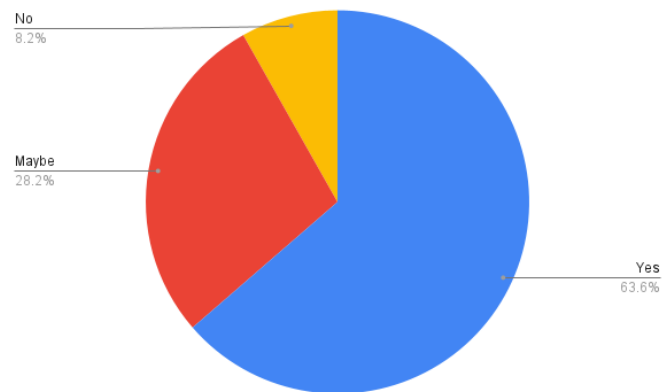


CHART 6.12

INTERPRETATION

It is clear that 63% of the respondents claim that the staffs maintain a good connection with them, 30% of the respondents had a neutral opinion on the case of staffs maintaining a good connection with the customers and 7% of the respondents were not satisfied as to how the staff's approach towards the customers.

6.13 BRAND PROMOTION AT RELIANCE TRENDS

Topic	Number of Respondent	Percentage
Yes	45	45
No	18	18
Maybe	37	37

TABLE 6.13

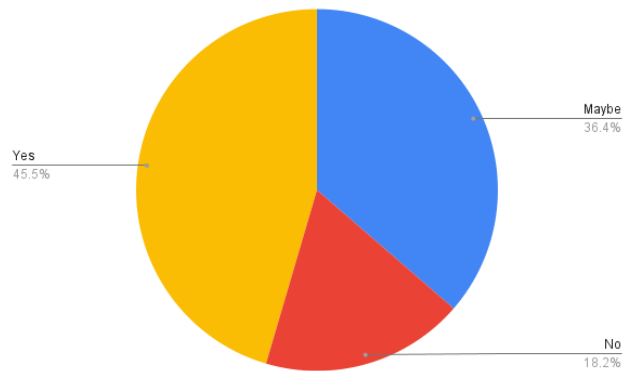


CHART 6.13

INTERPRETATION

It is shown that 45% of the respondents promote the brands that Reliance Trends carries, while 37% of the respondents had a neutral opinion about promoting the brands carried by Reliance Trends and 18% of the respondents do not promote the brands that comes under Reliance Trends.

6.14 FACTORS INFLUENCING PURCHASE AT RELIANCE TRENDS

Topic	Number of Respondent	Percentage
Advertisement	46	46
Shop Displays	48	48
Others	30	30

TABLE 6.14

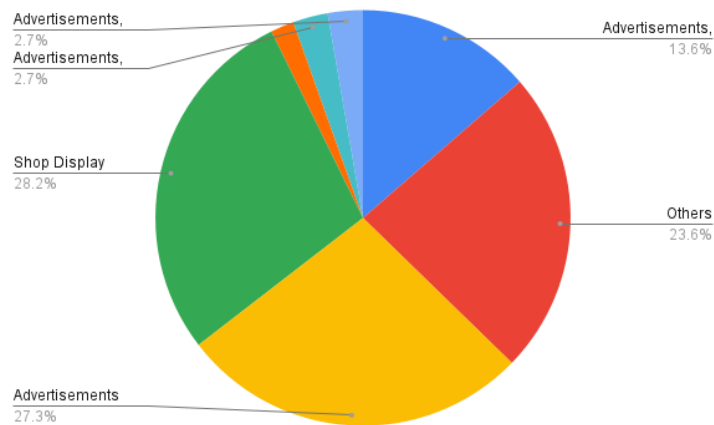


CHART 6.14

INTERPRETATION

It is shown that 48 respondents were influenced to purchase from Reliance Trends by seeing the shop displays, while 46 respondents were influenced to purchase from Reliance Trends by seeing the advertisement and 30 respondents were influenced to purchase from Reliance Trends on considering other factors.

6.15 PREFERRED FABRIC CHOICES

Topic	Number of Respondent	Percentage
Cotton	67	67
Silk	15	15
Polly Cotton	10	10
Others	8	8

TABLE 6.15

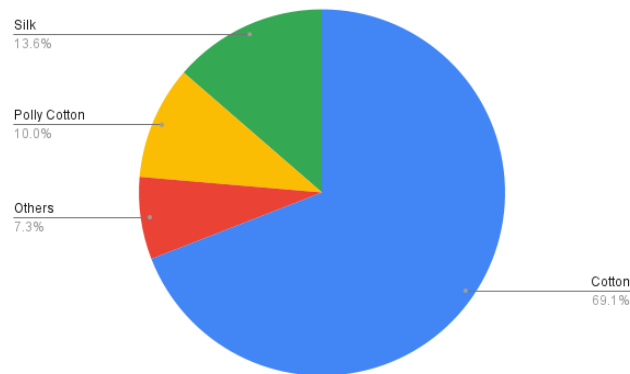


CHART 6.15

INTERPRETATION

It is shown that 67% of the respondents prefer cotton fabric for the products, 15% of the respondents prefer silk fabric for the products, 10% of the respondents prefer polly cotton fabric for the products and 8% of the respondents prefer purchasing other fabrics for the products.

6.16 SATISFACTION WITH PRODUCT RANGE OF RELIANCE TRENDS

Topic	Number of Respondent	Percentage
Highly Satisfied	20	20
Satisfied	54	54
Neutral	25	25
Not Satisfied	1	1

TABLE 6.16

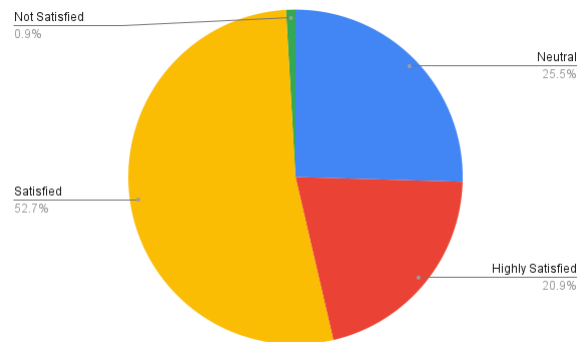


CHART 6.16

INTERPRETATION

It is shown that 54% of the respondents are satisfied with the products offered by Reliance Trends, 25% of the respondents have a neutral opinion with the products offered, 20% of the respondents are highly satisfied with the products offered and 1% of the respondents are not satisfied with the products offered by Reliance Trends.

6.17 PRICE FAIRNESS COMPARED TO SIMILAR RETAILERS

Topic	Number of Respondent	Percentage
Expensive	24	24
Affordable	70	70
Low	6	6

TABLE 6.17

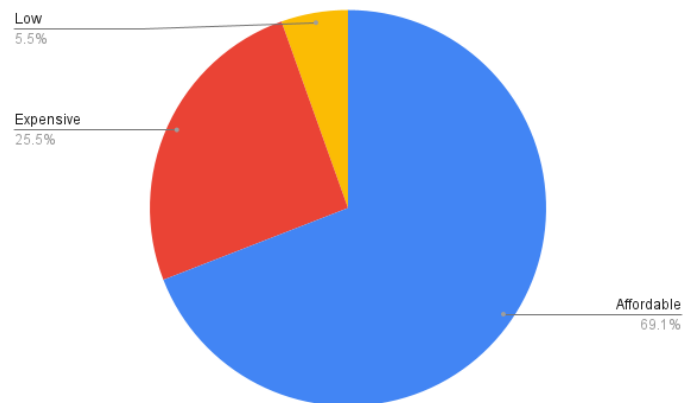


CHART 6.17

INTERPRETATION

It is shown that 70% of the respondents claim that the prices are affordable when compared to similar retailers, while 24% of the respondents claim that the products are expensive when compared to similar retailers and 6% of the respondents claim that the price is low when compared to similar retailers.

6.18 FAIRNESS OF RETURN POLICY

Topic	Number of Respondent	Percentage
Highly Unfair	14	14
Unfair	15	15
Neutral	39	39
Fair	20	20
Very Fair	12	12

TABLE 6.18

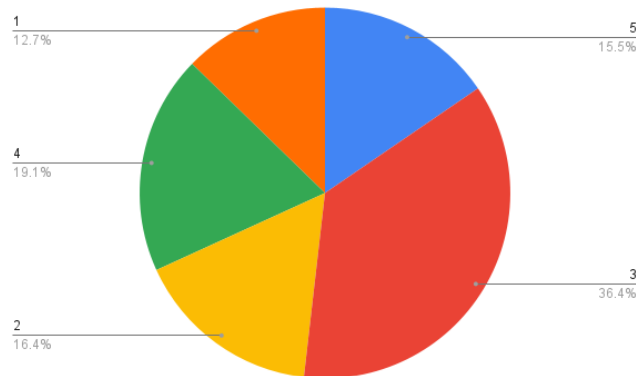


CHART 6.18

INTERPRETATION

It is shown that 14% of the respondents are very dissatisfied, 15% of the respondents are dissatisfied with the return policy, 39% of the respondents have a neutral opinion about as to how fair the return policy of the store, 20% of the respondents are satisfied with the return policy and 12% of the respondents are highly satisfied with the return policy.

6.19 IN-STORE EXPERIENCE SATISFACTION

Topic	Number of Respondent	Percentage
Very Dissatisfied	2	2
Dissatisfied	4	4
Neutral	44	44
Satisfied	34	34
Very Satisfied	16	16

TABLE 6.19

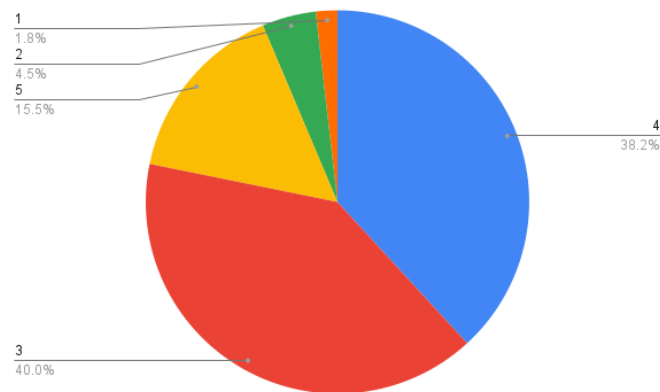


CHART 6.19

INTERPRETATION

It is shown that 2% of the respondents were very dissatisfied with their store experience, while 4% of the respondents are dissatisfied with their store experience, 44% of the respondents have a neutral opinion about their store experience, 34% of the respondents are satisfied with their store experience and 16% of the respondents are highly satisfied with their store experience.

6.20 LIKELIHOOD OF RECOMMENDING RELIANCE TRENDS

Topic	Number of Respondent	Percentage
Very Unlikely	5	5
Unlikely	4	4
Neutral	48	48
Likely	25	25
Very Likely	18	18

TABLE 6.20

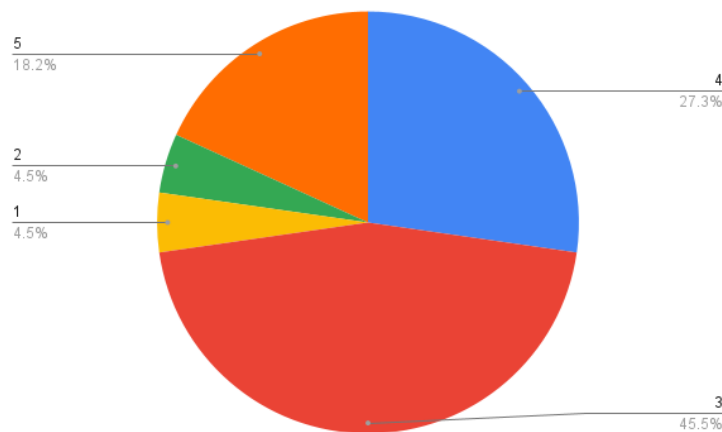


CHART 6.20

INTERPRETATION

It is shown that 5% of the respondents are not at all likely to recommend Reliance Trends to others, while 4% of the respondents are not likely to recommend Reliance Trends to others, 48% of the respondents have a neutral opinion as to if they will recommend Reliance Trends to others, 25% of the respondents are likely to recommend Reliance Trends to others and 18% of the respondents are very likely to recommend Reliance Trends to others

CHAPTER 7
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- The general degree of satisfaction among Reliance Trends shoppers may be found out from the study. It was acknowledged that people priorities quality over product colour and price.
- The results of the survey may reveal which characteristics or elements most strongly affect Reliance Trends customers' satisfaction. These could include the ease of shopping, retail atmosphere, customer service, price, and product quality.
- The study may identify particular areas where Reliance Trends could make improvements to boost customer satisfaction based on input from customers. This can entail taking care of problems with staff friendliness, product availability, checkout wait times, or store layout.
- The study may examine how satisfied Reliance Trends' customers are compared to those of its rivals in the retail apparel sector. This could shed light on how Reliance Trends compares to its rivals and what areas it performs better or worse.
- The research could examine how satisfaction levels differ between several demographic categories, including age, gender, income bracket, and place of residence. Comprehending these distinctions may facilitate the customization of marketing tactics and enhance client support.
- Customers' plans to make repeat purchases in the future and their level of loyalty to Reliance Trends may be evaluated by the study. This could offer perceptions into the chances for long-term business growth and client retention.
- It would be possible to assess how consumers view Reliance Trends' value proposition, reputation, and brand image. Positive word-of-mouth referrals and a rise in client loyalty may result from favourable perceptions.
- Customers of Reliance Trends may be asked to rate their degree of brand loyalty and how likely they are to tell others about the company. Increased customer acquisition and positive word-of-mouth marketing can result from strong brand endorsement and loyalty.

SUGGESTIONS

- Clearly identify the goals of the research, including the general levels of consumer happiness, the important elements impacting satisfaction, and the impressions of particular aspects of the shopping experience.
- Select the best research methodology for your project, including focus groups, interviews, surveys, or a combination of techniques. Take into account elements including the target audience, the level of insights required, and the resources at hand.
- Create a thorough survey suited to the unique environment and clientele of Reliance Trends. Ask about things like product quality, cost, atmosphere of the business, employee conduct, and after-sale service, among other aspects of the consumer experience.
- Based on the target population and the goals of the research, choose a sampling strategy. To guarantee a broad and representative sample, take into account selecting customers based on their frequency of visits, geographic area, and membership in various demographic groups.
- Gather information from a variety of touchpoints, such as online, in-store, and customer service interactions. By using a comprehensive approach, we can uncover opportunities for development and gain insights into the Omni channel customer experience.
- Use a platform for collecting customer feedback from customers in real time, such as mobile apps, online surveys, or feedback forms. This makes it possible to quickly address customer complaints and assess satisfaction levels over time.
- Analyze the gathered data using statistical analysis techniques to find trends, patterns, and correlations. For a thorough understanding, pay attention to both quantitative measures (like as satisfaction ratings) and qualitative input (such as customer comments).
- Encourage a culture of client participation and engagement all through the research process. To make sure their opinions are acknowledged, customers should be encouraged to share their stories, take part in focus groups or surveys, and offer feedback.

CONCLUSION

- The study emphasizes how crucial it is to put in consistent effort to preserve and raise customer satisfaction over time. Critical success aspects include fostering strong customer relationships, adjusting to shifting market conditions, and consistently inventing to satisfy changing client wants.
- The bulk of consumers say they are happy with Reliance Trends and attribute their happiness to things like the store's handy locations, affordable prices, and wide selection of products.
- According to the report, the main factors influencing consumer satisfaction at Reliance Trends are the availability of fashionable fashion items, reasonable price, and high-quality products. Overall happiness is also influenced by hassle-free shopping experiences and pleasant contact with store employees.
- Although the feedback received has been largely good, there are still certain areas that require work. These include improving inventory management to guarantee product availability, improving the online shopping experience, and allocating resources for staff training to raise customer service standards.
- According to the report, it's critical to provide clients with a smooth omnichannel experience that allows them to switch between online and offline channels. Improvements in this area may result in a rise in consumer satisfaction and loyalty.
- Reliance Trends has a strong position in the retail apparel market thanks to its strengths in providing a large selection and reasonably priced fashion. Through the strategic utilisation of these advantages and the resolution of shortcomings, Reliance Trends can enhance its market standing.

ANNEXURE

QUESTIONNAIRE

- 1) How often do you visit Reliance Trends?
 - Daily
 - Weekly
 - Monthly
 - Occasionally

- 2) How much do you spend when you purchase from Reliance Trends?
 - 1000-2000
 - 2000-3000
 - Above 3000

- 3) Are you satisfied with the brands offered by Reliance Trends under different departments and categories?
 - Yes
 - No
 - Maybe

- 4) What is the average time that you spend at Reliance Trends?
 - Less than 30 minutes
 - Less than 1 hour
 - 1-2 hours
 - More than 2 hours

- 5) Who influenced you to purchase from Reliance Trends?
 - Friends
 - Family
 - Self

- 6) During which occasions do you purchase from Reliance Trends?
- Festivals
 - Weddings
 - Offer period
- 7) What criteria do you follow while purchasing clothes?
- Price
 - Quality
 - Brand
 - Colour
- 8) Which clothing do you usually purchase?
- Formals
 - Casuals
 - Sportswear
- 9) If formals then which brand do you prefer?
- Net Play
 - First class
 - Scullers
- 10) If sportswear then which brand do you prefer?
- Perfomax
 - Team Spirit
- 11) Is it easy for customers to find out what they need at the stores?
- Yes
 - No
 - Maybe
- 12) Do the staff members maintain good connection with the customers?
- Yes

- No
- Maybe

13) Do you promote the brands that the store carries?

- Yes
- No
- Maybe

14) What made you purchase from brands?

- Advertisement
- Shop display
- Others

15) What kind of fabric do you prefer the most?

- Cotton
- Silk
- Polly cotton
- Others

16) Are you satisfied with the products offered by Reliance Trends under different departments and categories?

- Highly satisfied
- Satisfied
- Neutral
- Not satisfied

17) How fair are the prices compared to similar retailers?

- Expensive
- Affordable
- Low

18) How fair is the return policy?

- 1 - Highly unfair
- 2 - Unfair
- 3 - Neutral

- 4 - Fair
- 5 - Very Fair

19) How satisfied were you with your in store experience?

- 1 - Very Dissatisfied
- 2 - Dissatisfied
- 3 - Neutral
- 4 - Satisfied
- 5 - Very Satisfied

20) How likely are you to recommend Reliance Trends to others?

- 1 - Very unlikely
- 2 - Unlikely
- 3 - Neutral
- 4 - Likely
- 5 - Very likely

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