Customer Satisfaction Study at Reliance Retail Store – Dharwad

Jayashree Bankadmani
Lecturer- Department of Commercial Practice, K.H.K.I.E Dharwad
Corresponding Author – Jayashree Bankadmani
Email: jbankadmani@gmail.com

Abstract:
Customer satisfaction plays a very important role in revenue generation and building a healthy relationship by providing good quality products, service and many more. Various research scholars have applied different approach, methodologies and correlation of data's in studying the customer satisfaction and its behavior. But individual retails markets feedbacks and findings will be a strong base in developing the new approaches on positive side of impact. So considering all the previous studies we have consider the same behavioral and some simple statistical approach chosen as a objective and scope of study , where frequency of 100 people spending time around 30 to 40 days at our local availability of reliance store at dharwad location at Karnataka. Various feedbacks, observation which has been made and recorded showed that, undoubtedly majority of people of various parameters has provided a satisfied results but there are some feedbacks which has to be considered as a serious steps and a suggestion that may help in developing to increase the satisfaction as a most efficient tool. The individual retail store findings should be considered as a major strategy to improve the efficiency of customer satisfaction. Literature, methodologies, discussion, findings, impacts and scope of future work are discussed in the article.

Keywords: Approach, Customer satisfaction, Methodology, People.

Introduction:

Customer satisfaction of an organization plays an important role in progress and succeeding at a higher level of administration and business challenges ahead of the journey. Customer satisfaction, business terms of how the products and services Supplied by the company meet or surpass the customer expectation. It is the key Performance indicator within the business. Customer satisfaction can greatly achieved by imparting customer relationship management (CRM) in the company. Customer service plays an important role in an organization's ability to generate income and revenue. From that perspective, customer service should be included as part of an overall approach to systematic improvement [4] . A customer service experience can change the entire perception customer has of the organization. Customer support is a range of customer services to assist customers in making cost effective and correct use of a product. It includes assistance in planning, installation, trained staff, trouble shooting, maintenance, upgrading, sales ethics and disposal of a product. A multi-task position drawing on extensive customer service experience to advance a proven track record for developing and maintaining key accounts and improving department efficiencies by various approach and methodologies [1] [6] [7] [12] [16].

Objective: The objective of the study to identify the customer satisfaction level, customer loyalty and to identify the integrated view of the customer across the enterprise sales and revenue generation. To explore means to maintain long term relationship with customers [3] [4] [9] [23].

Scope: The scope of present study is confined to the Reliance Fresh, Dharwad. The analysis of study is based on 45 days period. It is confined to an average of 100 customer's frequency. Ref Image 1, 2 & 3.

Literature Review:

Reliance trends target higher & upper middle class customers. The large and growing young working population is a preferred customer segment. Reliance trends specially targets working women & home markets who are the primary decision maker. Reliance also targets on the young population of the country as they will follow fashion mostly and of reliance promotes itself as the India's largest fashion destination. Customer satisfaction, business term of how the products and the services supplied by the company meet or surpass the customer expectation. It is the key performance indicator within the business. Customer satisfaction can greatly achieved by imparting Customer Relationship management(CRM) in the company.

Provide customers and staff with clear standards and expectations. Provide a prompt, courteous and knowledgeable response to all customer enquiries. Equipped our staff to provide customers with an excellent standard of service [13]. Ensure all the customers contact reaches appropriate conclusions minimize incidences of repeat contact seek to provide a seamless service for customers.

Cater for customers needs irrespective of age, gender, physical or financial ability, ethnic, origin, race, religion or geographical location. Enable our customers to provide feedback easily, through complaints, customer surveys, etc. Use customer compliments, comments and complaints to drive improvements to service. Improve the speed, quality and consistency of response to enquiries by having our information in a format that can be easily accessed. Based on the prior studies and experiments conducted, our view was to apply the same behavior at our local availability of stores. Methodology, material tools and theoretical background helped in prediction of findings [3] [5] [10] [11] [12] [21] [22].

Methodology of Study: The methodology which was adopted for collection of the data is by using market survey method. For conducting the research we had prepared well-structured objectives, methodology and correlation toolsfor understanding, justification that has to be concluded. Convenience sampling method is used where the sample size is 100 [3] [5] [8] [11] [20].The study is based on both Primary and Secondary data. Simple excel tools like curves and profile observed in finding the results.

Resources Utilized:

Reliance in Retail:

Business Division: Reliance Retail Ltd has a number of company owned outlets in metro, tier 2 and 3 cities across the country and the world. Its various divisions are Reliance Mart, Reliance Fresh, Reliance Super, Reliance Digital, Reliance Footprint, Reliance Jewels, Reliance Trends [2]. Our plan was to visit local store at dharwad, where resources extracted as data's are discussed further more. Reliance trends have a variety of clothing. There were different sections of women's, men's And kids clothing. Each section was sub divided into ethnic wear, western wear casual wear and formal wear. It was en-corporated with sales girls

and boys who would guide us when we are in any need about information about the product. The entire mall was under continuous surveillance. The entrance after wards we entered in the ground floor was a woman's and kids wear and on the first floor there was men's and kids wear for boys. The brand of resources available at the store in different section is important for comparable considerations [14] [15] [19].

Men's Section: Formal wear: External Brand: London Bridge, Vivaldi, John Players, Peter England, Network, Vimal, Crimsoune Club, Turtle

Casual Wear: Private Brand: Dnmx, Teamspirit, Performax, Graviti. External Brand: Proline, Duke, Classic Polo, Taanz, Twills, Flying Machine

Wome's Section: Private Brand: Performax, Teamspirit, Rio, Huss, Dnmx, Avasa (Indian Wear), Fushion, **Graphite External Brand:** Crimsoune Club, Fushion Tadka, Taanz, Sin, Flying Machine, Monte Carlo, Lee Cooper, Recap Jeans, Kraus

Kid's Section: Private Brand: Teamspirit, Frendz, Dnmx, Pointcove. External Brand: Gini And Jony, Nautinat, Ap 612 Leauge, Player [17].

Promotional Strategies And Objectives:

In order to stay competitive and remain profitable, businesses have to focus on the quality of their customer service. Where channels like Customer Care, Customer Focus, Customer Service Training, Communication, Customer Relationship Management (CRM) software. Promotional Objectives is part of an overarching marketing strategy. Creating a brand identity with imagery, and slogans is the first stage of a marketing campaign, followed by expanded messaging, either directly through personal email marketing communications orthrough social media. Some of the chosen areas for collection of data's are as below:

Promotional Budget, Promotional Mix, Advertising, Publicity, Personal Selling, Media plan, Trend stylish, Seasonal offers [17] [18].

Data Analysis Conducted:

Tabel: 1

	Frequency of 100 people feedback in different point of view and observation in %				
	0-20 %	21-40 %	41-60 %	61-80%	81-100 %
Particulars	Business, Age group **(30-40 & above**, Staff availability , Helping nature **(Disagree)**, Weekly , Satisfaction **(No)**, News paper, Leaf lets , Mega mart, Lifestyle, Pantaloons , Friends & family **(No)**.	Working professional, Monthly , During offers , Helping nature **(strongly agreed)**, Staff availability, Whenever need arises, Banner & Hoardings, Friends & Relatives, Reliance max	House wife, Male, Female, Students,	Age group **(20-30)**, Staff availability Helping nature **(strongly agreed)**.	Satisfaction **(Yes)**, Friends & family **(Yes)**.

Store:
Visit to Reliance Trends Mall at Dharwad:

Image: 1

Image: 2

Image: 3

Discussion:

Observation from 100 respondents and by applying simple statistical tool using excel in plotting graphs, chart and polygons the changes observed in case of change in profile in two or more higher degree equations and deriving the nature of graph results (data's are mentioned in table 1) , the number of males is higher than the number of females, but the number is approximately same, so reliance should not neglect on any gender as both are entering into the stores since they are in same numbers. As it is clear that the people of age group between 20-30 years visiting the sores on regular basis. So Reliance trends have to concentrates on attracting more people of this group. All the promotions should be done in the way to influence the people of this age group to come into stores. Most of the people coming into the stores during special offers and some are coming on monthly basis whenever a need arises for them. It was clear that maximum of the respondents have said that reliance trends stores where located at the user friendly and very less have given disagree as a response so it is appreciable that no one have negative response. So reliance trends can concentrate on training the employees in a better way for assisting different types of customers, employees must be made to communicate in them the language which was able to understand by the customer. From the above data it is clearly understood that very few customers feel that staff was not available in timely manner and but maximum of the respondents felt that staff was available. Reliance have to maintain a better relationship with the customers for making them to come into reliance trends stores again by training the employees for assisting customers. From the above analysis it is very clearly understood that we can consider Max and Brand factory as the close competitors of Reliance trends. Pantaloons are also considered as the competitors. So, Reliance trends can concentrate on doing promotions better than its competitors for attracting more customers. It is very good for reliance trends that 86% of people who are coming into store like to visit the store again and also they would like to recommend reliance trends to others. So Reliance trends can concentrate on the remaining people who are not likely to recommended reliance trends to others by assisting them in providing what is the need that can be matched to the degree of customer requirement and satisfaction.

Conclusion:

Out of frequency of 100 number of people it was concluded that, most of the staffs were busy doing the arrangement of merchandise in the opening hours (11am-2pm), very few staff available to help customers on weekdays where this indicate that utilization of entire 8 hours per day and their availability at the right place and time is very important. All the products were not arranged according to their sizes in right place and location.

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So understanding the customer requirements according to the specification is important. Employees were not very well trained in assisting the customers. Frequent maintenance at the store was an obstacle in each and every step of a customer which can be reduced by continuous monitoring of the systems. Customers in the kids section feel that the collections for kids have to be increased. Reliance wasspending lot of money on promotional activities, but monitoring of promotional activities was very less. Utilization of time, behavioral approach, understanding the customer mentality, skills required to satisfy the customer with a minimum time has to be trained and implemented for the smooth running of department. Customer feedback has to be noted, observed and necessary actions have to be taken against them.

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