A STUDY ON CUSTOMER SATISFACTION TOWARDS RELIANCE TRENDS WITH SPECIAL REFERENCE WITH COIMBATORE CITY

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ABSTRACT

During this times the dressing of the person decides the every thing.But within the olden days the dresses are consistent with the cultures and different location .My study is about "a customer satisfaction towards reliance trends with special reference in Coimbatore city.The main objectives of this study is to find out the the factors influencing the consumer to choose reliance trends. to research the most purchasing goods. Tools utilized in this project is straightforward percentage analysis, Ranking Analysis . Most of the purchasers suggestion is Respondents are satisfied by the reliance trends product but customer asked to improve the offer.Most of customer asked for collections in the kids wear section can be increased. .So, it should maintain the standard of the merchandise to retain its customers.

KEY WORDS: *Relaince,Customer satisfaction,Influencing factor.*

1. INTRODUCTION
During this times the dressing of the person decides the everything. But within the olden days the dresses are consistent with the cultures and different location.Even now most of the people are dressing according to the culture but many peoples are love to adopt the different culture and their cloths. In simple, clothing in India is usually dependent upon the different religion. Historically, Male and feminine clothing has evolved from simple garments like salwaar, lungi, sari .

2. STATEMENT OF THE PROBLEM
Many of us love Reliance Trends due to the their good quality, design ,variety of collection and price. The customer often visit trends due to their offers and discount.In this survey analyzed customer satisfaction towards Reliance Trends, which determines the factors that influences the customer to buy in trends and people factors will help the marketers to formulate their strategies towards Reliance Trends.

3. OBJECTIVE OF THE STUDY
1. To analyse the social economic background of customer.
2. To seek out out the customer expectations in reliance trends.
3. To spot the factors influencing the buyer to settle on reliance trends.
4. To Analyse the customer Satisfaction towards reliance trends.

4. RESEARCH METHODOLOGY

Source of Data	Primary and Secondary data
Sampling technique	Convenient sampling
Sample size	82 respondents
Tools and Technique	Simple percentage analysis, Ranking scale analysis

5. STATISTICAL TOOLS
• Simple Percentage Analysis
• Ranking Scale Analysis

6. REVIEW OF LITERATURE
K.MARAN, PRAVEEN KUMAR (2017), in their review on "a study on the brand apparels customers purchase behavior regrading the India" expressed that the target of the study is to look at the effect of quality apparent and incentive hooked in to behavior purchase towards the holding of city marked in India . The survey is employed to work out the components what Indian buyer not driving towards a brand of Indian clothing. A respondent from Chennai participated during this review. This survey provides important major ramifications to Indian retailers who shall "expand their market'.

SHEIK MEERAN AND RANJITHAM (2016) the study has investigate customer perception towards branded apparel and to determine the brand of apparel using by the respondents in Tirunelveli

HUO. The study may be a descriptive nature and were used primary data was collected through the structured questionnaire with the sample size of 2 hundred and fifteen male respondents within the particular city. The study reveals that Raymond, peter England, and john player remains the highest three branded apparels by the respondents

KUMAR.R..,& VETRIVEL,.T(2016) concluded that "The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market because the study reveals that perception of the service quality influenced by thvaried nature with various customers even some of the general factors like personal interaction,

physical aspects are the dimensions on the customer perception remains constant and common to all or any the customer on a majority basis therefore the shops need to frame their own strategies so as to draw in the purchasers on a extended basic".

7. TABLE

Simple percentage of the people where they located

S.No	Place	Respondents	Precentage
1	Urban	38	45
2	Rural	46	55
	TOTAL	84	100

Rankings of the factors according to the respondents

S.No	Factors	1	2	3	4	5	6	Total	Rank
1	Price	25(6)	11(5)	22(4)	8(3)	11(2)	7(1)	346	1
2	Discount	2(6)	34(5)	18(4)	13(3)	8(2)	9(1)	318	3
3	Offer	7(6)	11(5)	35(4)	15(3)	6(2)	10(1)	334	2
4	Quality	8(6)	9(5)	12(4)	33(3)	10(2)	12(1)	275	4
5	Services	3(6)	9(5)	14(4)	13(3)	32(2)	13(1)	235	5
6	Design	6(6)	10(5)	8(4)	17(3)	6(2)	37(1)	218	6

FINDINGS FROM PERCENTAGE AND RANK ANALYSIS:
• Majority (54%) of the respondents are belongs to male.
• Most (61%) of the respondents are belongs to the age bracket of 21-30 years. • Majority (74%) of the respondents are Unmarried.
• Majority (55%) of the respondents are Rural.

• Majority (56%) of the respondents family consists of three person.
• Majority (69%) of the respondents are belongs to Undergraduate.
• Majority (39%) of the respondents have monthly family income level of Rs 20001-30000.

8. SUGGESTIONS

- Respondents are satisfied by the reliance trends product but customer asked to improve the offer.
- Most of customer asked for collections within the kids wear section are often increased. • a number of the purchasers suggest to enhance the planning of the products because design is ranked as sixth.
- Most of the purchasers prefer cash payment method. Therefore the purchasers don't prefer credit or open-end credit that much.
- From the above study, it's noted that Reliance Trends is satisfied the purchasers . Hence this could be maintained to retain the purchasers .

9. CONCLUSION

The customer is more curious about range and price of the merchandise instead of the worth . Bringing customer into the shop could also be easy, but once they enter the shop they ought to get what they need , and retaining the customer is that the toughest job for each business. Reliance Trends is been since while they need to considered about the advertisement and therefore the design the customer search for . Most of the customer are satisfied the merchandise and repair and therefore the customer are highly satisfied with the worth and therefore the payment method. Customer have high expectation regarding the reliance trends because of their price and offers. They must consider the planning they're going to attain the simplest stage.

10. REFERENCE

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