



CONSUMER TRUST AND BRAND FAITH ON RELIANCE TRENDS IN TIRUPUR CITY

Nithya. V¹, Dr. P. Kannan²

¹II – M.COM, Department of Commerce

²Associate Professor, Department of Commerce with Information Technology
Dr. NGP Arts and Science College, Coimbatore - 48

ABSTRACT

This study aims to identify the consumer trust and brand faith by the respondents while using reliance trends. The data has been collected from 150 respondents in tirupur city using simple random sampling. The statistical tools such as percentage analysis, weighted average, chi-square analysis and regression. In this above research, consumer suggested that they mostly spend 2-3 hrs in reliance trends and they are using reliance trends products for branded clothing, the respondents goes to reliance trends every month for shopping.

KEY WORDS: Reliance Trends, Consumer Trust, Brand Faith

INTRODUCTION

The textile industry in India is one of the largest in the world. Now a days dressing is major part of our lifestyle, dressing decides everything. In earlier days they do not give much interest for dressing they give important to culture and tradition. Even though many of them love to accede to different culture and cloth to the wish. Retail by hour has become an integral part of everyday life and many Countries have enjoyed social and economic progress with the help of strong retail sectors. The lightness of Access to diverse product sourcing, high levels of customer service and freedom of choice. The retail sector has made retail a popular way of doing business. Over the past decade, the retail industry has marketing constantly witnessing fundamental changes in the way of retail operations are conducted. In this era Liberalization, highly sensitive customers, globalization, retailers must make a conscious effort to do this they stand up to the competition and can definitely position themselves in the market. The celebrity endorsements, visual merchandising, and store ambiance all have a significant impact on the fashion apparel industry's short product life-span. Consumers' buying intents are driven by regional and local multi-channel systems of brand promotion and differentiation reinforced by local cultural forums.

Indian fashion scenario is known for its cultural heritage, elegance, and colorfulness. It brings out the subtlety and beauty which has sustained through innumerable decades. For not only is it comfortable, sophisticated and aesthetically beautiful but it has also evolved over time. Making a sweeping surge into today's global scenario, the fashion industry in India is an amalgamation of dynamic conventions. From ethnic to western, salwar kameez to high-street fashion; fashion industry in India has definitely gone through a milieu of transformations. Needless to say, the fashion industry in India has been advantaged by thousands of years of rich tradition behind it and the knowledge as the vogue of sewn garments have existed in India ever since ancient history.

STATEMENT OF THE PROBLEM

- Before 2000's Indian consumers preferred to purchase local clothing stores. Nowadays most of the textile segments converted into branded apparels. In this era, many people are choosing branded products due to their reputation, good quality, Variety of collection, quality service and ambience.
- Compared to other shops in the city reliance trends is not affordable for every people, and it is not suitable for every age group people, only people under 50 can get wide range of designs in reliance trends.
- Sometimes reliance trends neglect the needs of some customers and it made them lose their trust in buying from this shop. Hence the study is focused on the consumer trust towards and brand faith on reliance trends in Tirupur city.

OBJECTIVES

- To study the consumer trust towards reliance trends.



- To find out the factors influencing the customer to choose reliance trends.
- To know the consumer expectation in reliance trends.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall result design, data collection methods, and analysis procedure.

AREA OF THE STUDY

This study was conducted only in Tirupur city.

DATA COLLECTION

Data collection is the process of gathering information from all relevant sources to find answers to a research problem, test a hypothesis and evaluate the results. The researcher required two types of data.

PRIMARY DATA

The primary data are first hand collected, compiled and published by organization for some purpose. They are most original data in character and have not undergone any sort of statistical treatment. Primary data has been used well-structured questionnaires were prepared and the survey was undertaken.

SECONDARY DATA

Secondary data consists of information that already exists somewhere, having been collected for some other purpose. The secondary data are the second-hand information which are already collected by someone (organization) for some purpose and are available for the present study. In this study, the secondary data was collected from studies, journals and websites.

TOOLS USED FOR THE STUDY

The rules of statistics in research is to function as a tool in designing research, analysing the data, drawing its conclusion from most research studies result in large volumes of raw data that must be appropriately reduced so that the same can be read easily and can be used for future analysis. The tools used are

- Simple percentage analysis
- Weighted average analysis
- Chi square analysis
- Regression

REVIEW OF LITERATURE

Dr.V.Sridevi,(2022) studied In today's cutthroat marketplace, everyone who has studied the ready-to-wear industries must be aware of clients' demands, tastes, and expectations. If we want to remain in the market and gain a competitive advantage, we need have this data or a consumer study. After conducting this study, we must be able to comprehend what consumers desire from a brand, the reasons behind their switch to another brand, and the driving forces behind their purchase of rival brands of clothing. By analysing this, businesses may create tactics that cater to client needs and encourage consumers to buy the same products, which will result in increased sales.

Mr. S.Muruganantham,(2021) The 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.

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.



Pandian, Varathani, Keerthivasan (2012) This study shows that the top three brands still favoured by the respondents are Raymond, Peter England, and John Player. It is evident that the majority of men's brand-name shirt buyers were greatly impacted by criteria including durability, reference groups, a greater selection of colour and design, attractiveness, price range, and celebrity endorser. The majority of clients anticipate lower prices and a greater variety of colour and design options.

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.

ANALYSIS AND INTERPRETATION

SIMPLE PERCENTAGE ANALYSIS

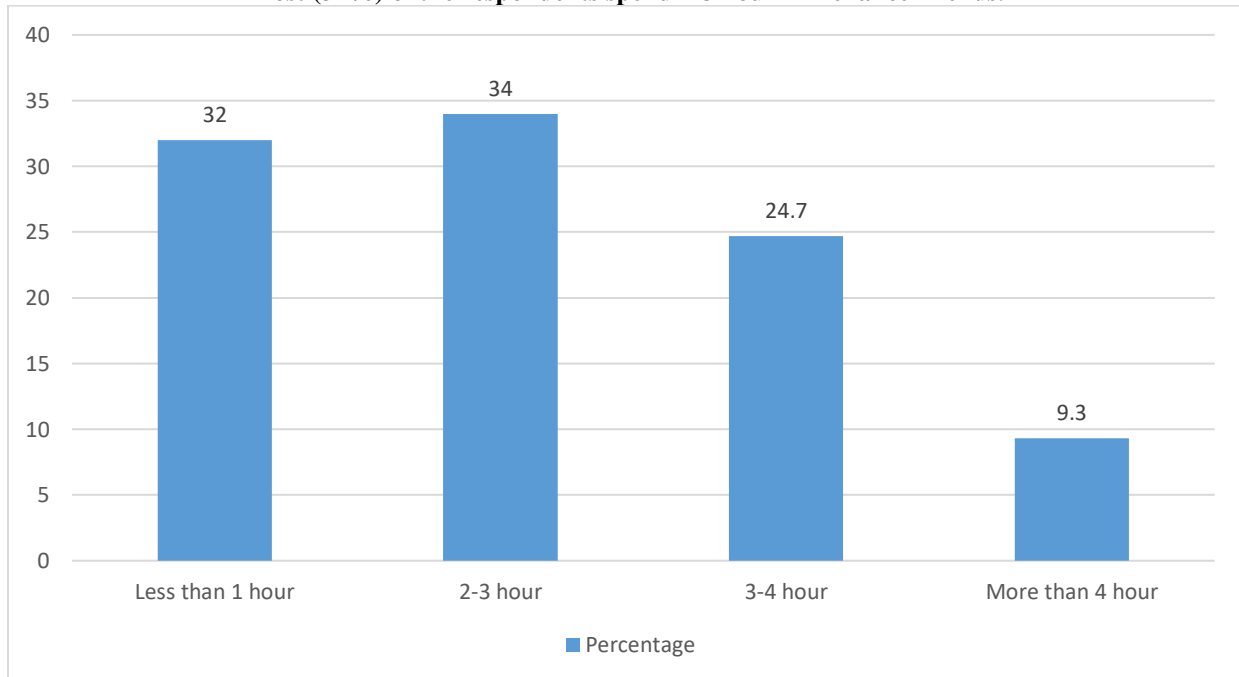
AVERAGE TIME SPEND IN RELIANCE TRENDS

S.NO	AVERAGE TIME SPEND IN RELIANCE TRENDS	NO. OF RESPONENTS	PERCENTAGE
1	Less than 1 hour	48	32
2	2-3 hour	51	34
3	3-4 hour	37	24.7
4	More than 4 hour	14	9.3
	Total	150	100

INTERPRETATION

In the above table shows the respondents average spending time in reliance trends. 34% of the respondents spend 2-3 hour, 32% of the respondents spend less than 1 hour and 24.7% of the respondents spend 3-4 hours, and remaining respondents spend More than 4 hour.

Most (34%) of the respondents spend 2-3 hour in Reliance Trends.





WEIGHTED AVERAGE ANALYSIS

DEGREE OF SATISFACTION

FACTORS	1(5)	2(4)	3(3)	4(2)	5(1)	TOTAL	MEAN SCORE
Quality of the Product	82 (460)	28 (114)	32 (96)	5 (10)	3 (3)	150 (631)	4.20
Reasonable Price	36 (180)	59 (236)	34 (102)	11 (22)	10 (10)	150 (550)	3.66
Quality Service	40 (200)	36 (144)	60 (180)	9 (18)	5 (5)	150 (547)	3.64
Billing Facility	33 (165)	49 (196)	41 (123)	20 (40)	7 (7)	150 (531)	3.54
Exchange and Return	33 (165)	45 (180)	44 (132)	16 (32)	12 (12)	150 (521)	3.47
Ambiance of the shop	45 (225)	51 (204)	35 (105)	13 (26)	6 (6)	150 (566)	3.77
Parking facility	58 (290)	40 (160)	30 (90)	17 (34)	5 (5)	150 (579)	3.86

INTERPRETATION

The above table shows the degree of satisfaction of customers in Reliance Trends. The highest mean score is 4.20 for purchase of quality product in Reliance Trends.

CHI-SQUARE ANALYSIS

RELATIONSHIP BETWEEN MONTHLY INCOME AND MONEY SPENT ON RELIANCE TRENDS

MONTHLY INCOME	MONEY SPENT ON RELIANCE TRENDS				TOTAL
	BELOW 2000	2001 - 3000	3001 - 4000	ABOVE 4001	
Less than 20000	23	18	3	6	50
20001-30000	5	18	11	2	36
30001-40000	3	13	20	3	39
More than 40001	4	5	11	5	25
Total	35	54	45	16	150

To find out the association between monthly income and money spent on reliance trends of the respondents, Chi-square test is used and result is given below.

Hypothesis

H0: There is no significant relationship between monthly income and money spent on reliance trends of the respondents.

H1: There is significant relationship between monthly income and money spent on reliance trends of the respondents.

CHI-SQUARE TEST

Factor	Calculated value	Df	Table value	Remarks
Monthly income	41.321 ^a	9	16.92	Rejected

INTERPRETATION

It is clear from the above table that the calculated value of chi-square is greater than the table value. Hence the hypothesis is rejected stating that there is significant relationship between monthly income and money spent on reliance trends of the respondents.



REGRESSION

RELATIONSHIP BETWEEN AGE AND VISITING FREQUENCY OF RELIANCE TRENDS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.234 ^a	.055	.048	0.96088

a. Predictors:(Constant), age

ANOVA^a

Model	Sum of square	df	Mean square	F	Sig.
Regression	7.892	1	7.892	8.548	.004 ^b
Residual	136.648	148	.923		
Total	144.540	149			

a. Dependent Variable: visiting Frequency

b. Predictors:(Constant), age

Coefficients^a

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	T	Sig.
(constant)	2.032	.203		10.005	<.001
age	.289	.099	.234	2.924	.004

Dependant Variables: visiting Frequency

INTERPRETATION

The beta value is positive, which means indicates the positive impact between two variables or in other word, when independent variable increases by one unit the dependent variable increases by .234 units.

CONCLUSION

In today’s world fashion is everything, mostly people are being judged based on their dressing sense. Reliance Trends offer stylish and high-quality products for value of money to the consumer, they are well known for their women’s wear, men’s wear, kids wear and fashion accessories through a diversified index of their own brand and international brands. It is frequently noticed that mid-aged people are interested than youngsters in reliance trends. Even through there are pros there is cons as well, as they are providing trust worthy product for their consumers. Bringing customer into the store may be easy, but once they enter the store, they should get what they want, and retaining the consumer is a toughest job for every business. Even though there are many competitors in the fashion industry, reliance trends is still providing good products for their consumers. Hence, I conclude that most of the consumers are satisfied with the reliance trends.

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