

## A STUDY OF CONSUMER BEHAVIOUR AND BRAND POSITIONING OF RELIANCE TRENDS

Dr. Yogesh Mahajan

### Abstract

This research paper is mainly done on the study of consumer behaviour and marketing activities at Reliance Trends, Esplanade (LIC). To help Reliance Trends decide upon the steps to be taken care for customer behaviour and their expectations and also their brand positioning. So that there is sustainable growth in the future.

The promotion and publicity activity is very poor in this store which needs to be improved and also increased. Customers should be given prime importance. The price of the merchandise should be made reasonable. Visual merchandising should be improvised for betterment. The customers entering into the stores are happy within the offers available into his store that the offers are good value for their money. But from my observation I can conclude that reliance is not converting the people who entered the store into final customers.

The author concluded that the store Reliance Trends LIC is a newly opened store therefore it is not known to many people yet.

### INTRODUCTION

Reliance retail limited (RRL) is a subsidiary of Reliance Industries limited, which is based in Mumbai. RRL was set up in 2006 and marks the foray of the reliance group into organised retail. RRL has been conceptualized to include growth for farmers, vendor, partners, small shop keepers and consumer. It is based on reliance backward integration strategy, to build a value chain starting from farmers to consumers.

## Research Objectives

- To measure the satisfaction level of customer with regard of reliance trends.
- To gain a good idea about the retail operation.
- To study different types of promotional activities done by reliance trends for driving more customers.
- To find out the direct link between the retail operation and customer.

## Research Methodology

### Research design

For this project descriptive method is used and also used Statistical analysis method like Mean, Graphs etc

### Sources of data:

- Primary Data
- Secondary data

### Sample Size:

- Sample size is 100

### Data Collection Method:

- The secondary data was collected through a questionnaire designed for this work

## Literature Review

- The meaning of **customer satisfaction** has been commonly disputed as companies progressively attempt to review it. Customer satisfaction can be experienced in a wide range of circumstances and linked with both products and solutions. It is a highly individual evaluation that is significantly affected by **customer expectations**.
- **Satisfaction** also is based on the client's encounter of both get in touch with the company (the "moment of truth" as it is called in **business literature**) and individual results. Some scientists determine a pleased client within the private industry as "one who gets significant added value" to his/her bottom line—a meaning that may apply just as well to public services. Customer fulfillment varies with regards to the situation and the **products or solutions**.

- **Brand positioning refers to “target consumer’s” reason to buy your brand in preference to others.** It ensures that all brand activity has a common aim; is guided, directed and delivered by the brand’s benefits/reasons to buy; and it focusses at all points of contact with the consumer.
- In order to create a distinctive place in the market, a niche market has to be carefully chosen and a differential advantage must be created in their mind. Brand positioning is a medium through which an organization can portray its customers what it wants to achieve for them and what it wants to mean to them. Brand positioning forms customer’s views and opinions.
- Brand Positioning can be defined as an activity of creating a brand offer in such a manner that it occupies a distinctive place and value in the target customer’s mind. For instance- Kotak Mahindra positions itself in the customer’s mind as one entity- “Kotak ”- which can provide customized and one-stop solution for all their financial service’s needs. It has an unaided top of mind recall. It intends to stay with the proposition of “Think Investments, Think Kotak”. The positioning you choose for your brand will be influenced by the competitive stance you want to adopt.
- Brand Positioning involves identifying and determining points of similarity and difference to ascertain the right brand identity and to create a proper brand image. Brand Positioning is the key of marketing strategy. A strong brand positioning directs marketing strategy by explaining the brand details, the uniqueness of brand and it’s similarity with the competitive brands, as well as the reasons for buying and using that specific brand. Positioning is the base for developing and increasing the required knowledge and perceptions of the customers. It is the single feature that sets your service apart from your competitors. For instance- Kingfisher stands for youth and excitement. It represents brand in full flight.

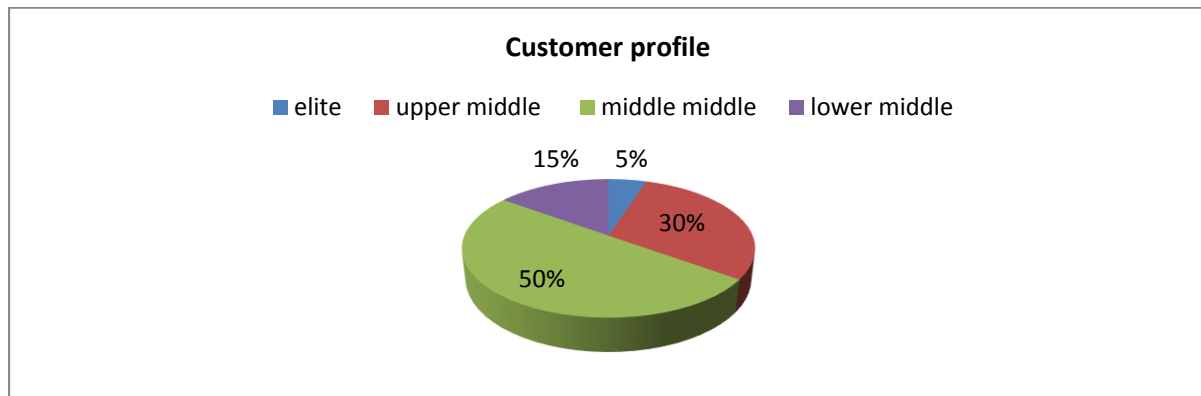
### Research Limitation:

- The study is only for the Reliance Trends confined to a particular location and a very small sample of respondents. Hence the findings cannot be treated as representative of the entire Retail Industry.
- In this study I have included 100 customers because of time.

## Data Analysis and Interpretation-

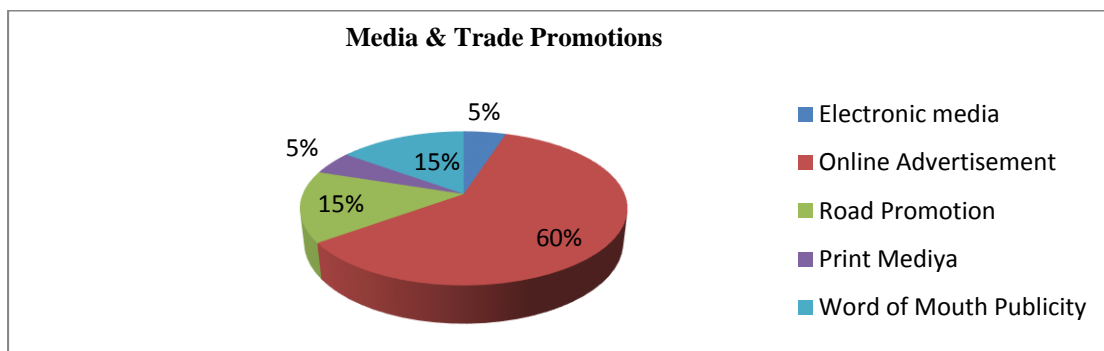
### Customer Profile

TOTAL PEOPLE	In %
Elite customer	5%
Upper Middle customer	30%
Middle customer	50%
Lower Middle customer	15%



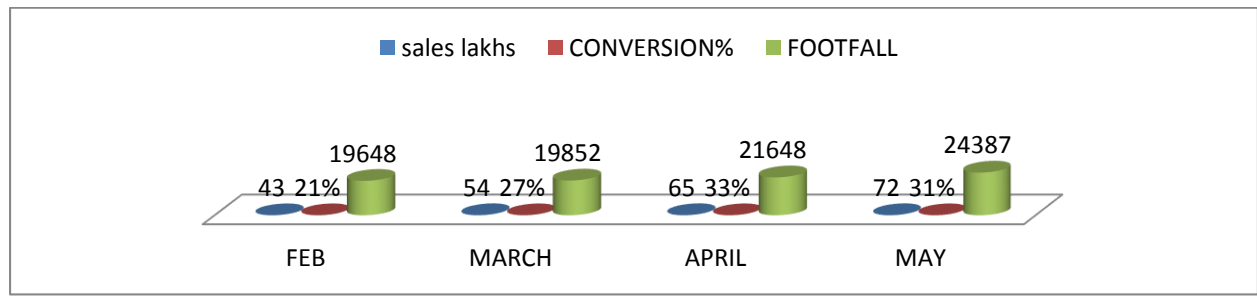
## Media and trade promotions

TOTAL PROMOTION	In 100 %
Electronic media	5%
Online Advertisement	60%
Road Promotion	15%
Print Media	5%
Word of Mouth Publicity	15%



## CATCHMENT ANALYSIS

MONTH	SALES LAKHS	CONVERSIONS%	FOOTFALL
FEB	43	21	19648
MARCH	54	27	19852
APRIL	65	33	21648
MAY	72	31	24387

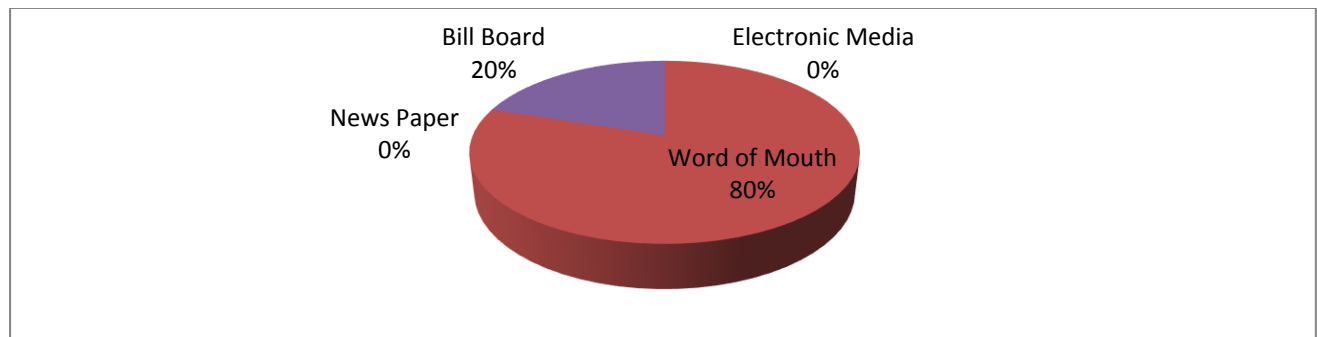


### (LIC STORE)

The survey has been conducted over 100 respondents and following data is collected and analysed.

### From where did you know about Reliance Trends?

PUBLICITY	TOTAL % In 100
Electronic media	0%
Word of Mouth	80%
News Paper	0%
Bill Board	20%

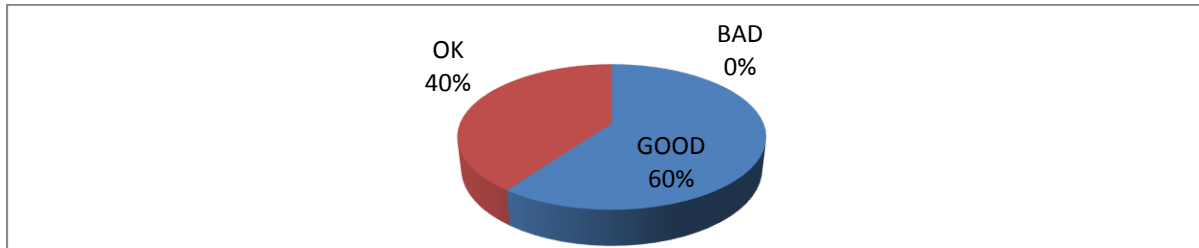


### INTERPRETATION –

Since reliance trends (LIC) is a newly opened store the promotion and publicity activity could not reach to a huge number of people. Therefore, many people are still unknown of this newly opened outlet. The only way of publicity is done through word of mouth (80%) and also through bill board (20%)

**How would you rate the following in our store and ambience?**

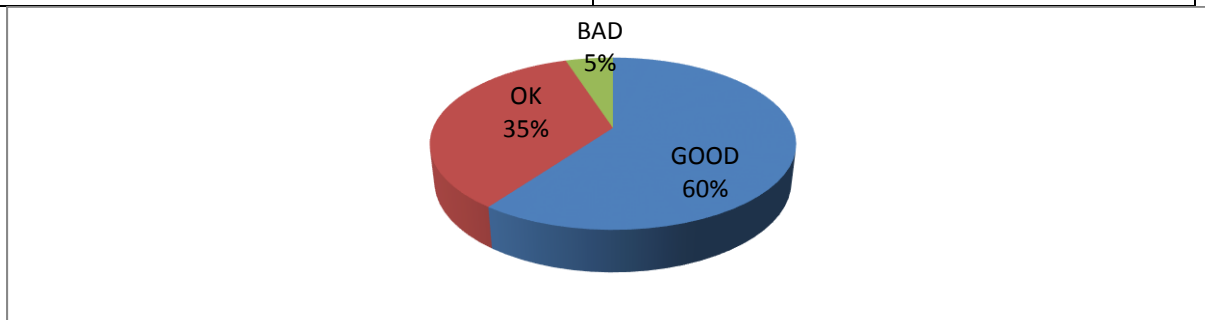
Ambience	Total % in 100
Good	60%
Ok	40%
Bad	0%



Interpretation-: The ambience of the store is liked by 60% people good and 40% people ok.

**How did you find the following qualities of our store staff?**

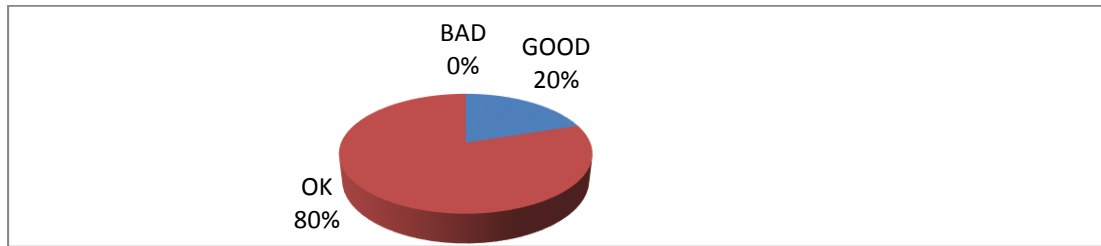
Store Staff	TOTAL In % 100
Good	60%
Ok	35%
Bad	5%



Interpretation – The quality of the store staff were voted GOOD by 60% people, OK by 35% and BAD by 5%.

**How would you rate the following in our products?**

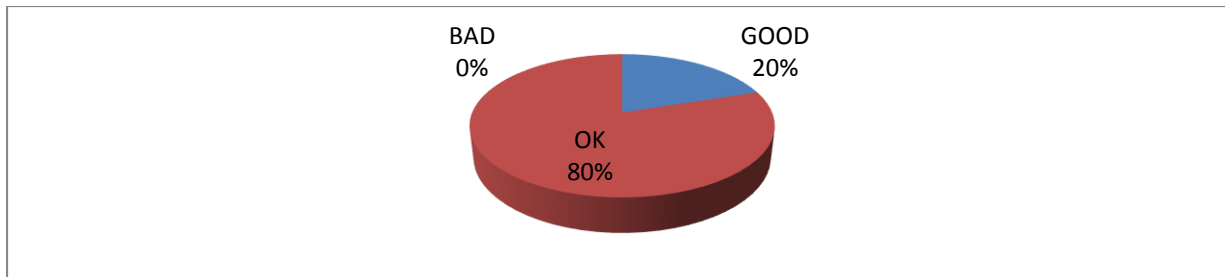
PRODUCTS	TOTAL In% 100
Good	20%
Ok	80%
Bad	0%



Interpretation-: The products of the store it's liked by 80% good and 20% ok.

### Around the Store?

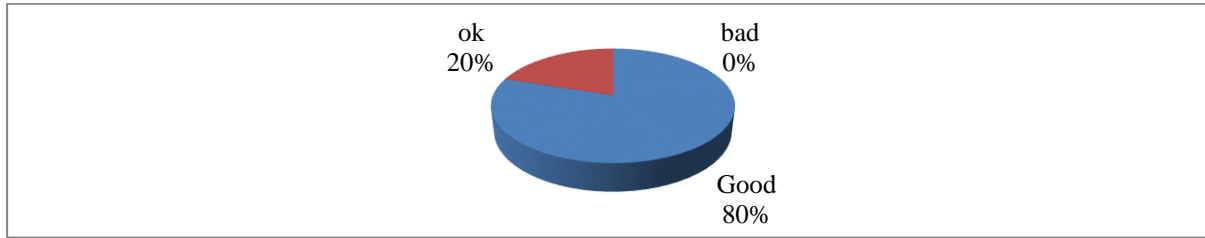
Around the STORE	TOTAL In % 100
Good	20%
Ok	80%
Bad	0%



Interpretation –: The around of the store it's liked by 80% ok and 20% good.

### How would you rate Billing process at LIC store?

BILLING PROCESS	TOTAL In % 100
Good	80%
Ok	20%
Bad	0%

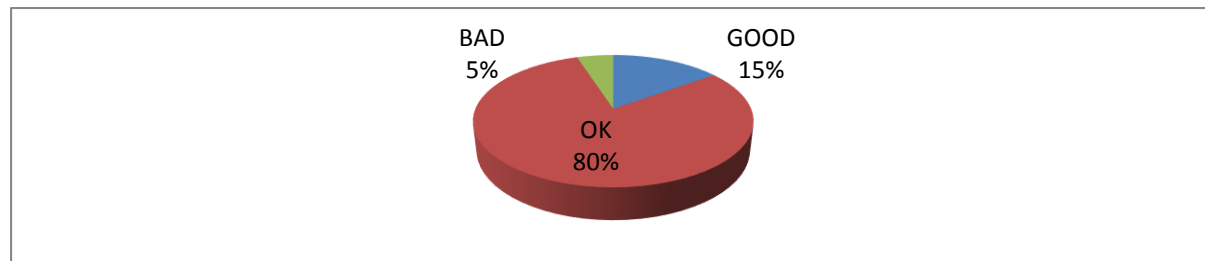


Interpretation:- The billing process of the reliance store is voted GOOD by 80% people, OK by 20%.

### How was the overall Experience?

EXPERIENCE	TOTAL In % 100
Good	15%
Ok	80%
Bad	5%

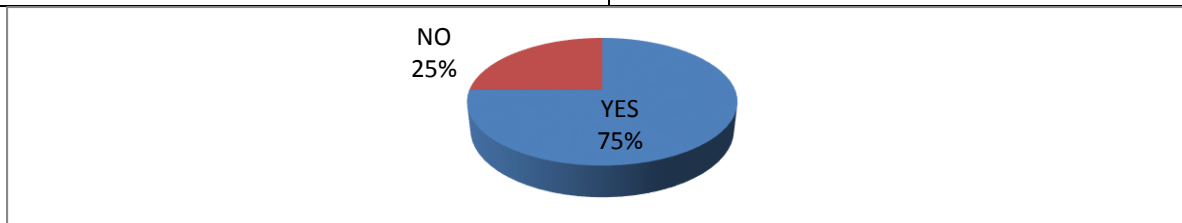
Interpr



Interpretation:- The overall experience of the customers was voted OK by 80% people, GOOD by 15% and BAD by 5%.

### Have you visited before?

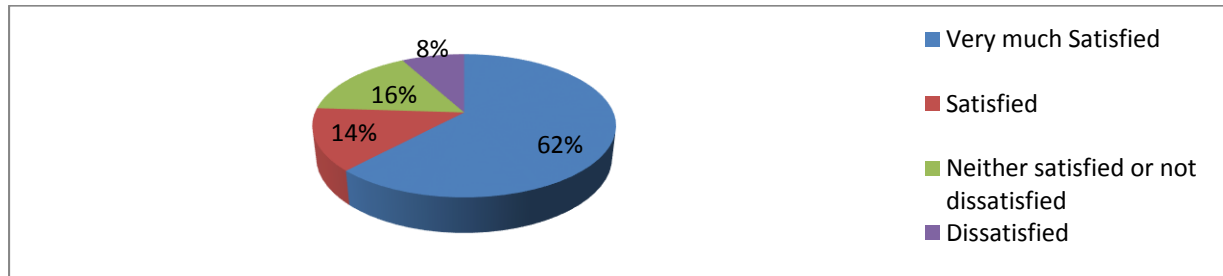
REPEATED CUSTOMER	TOTAL In% 100
Yes	75%
No	25%



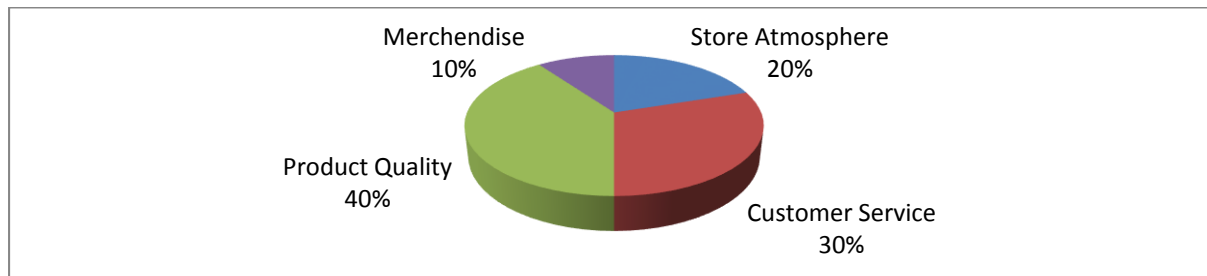


Interpretation:- The overall voting of the repeated customers were 75% YES and 25% NO.

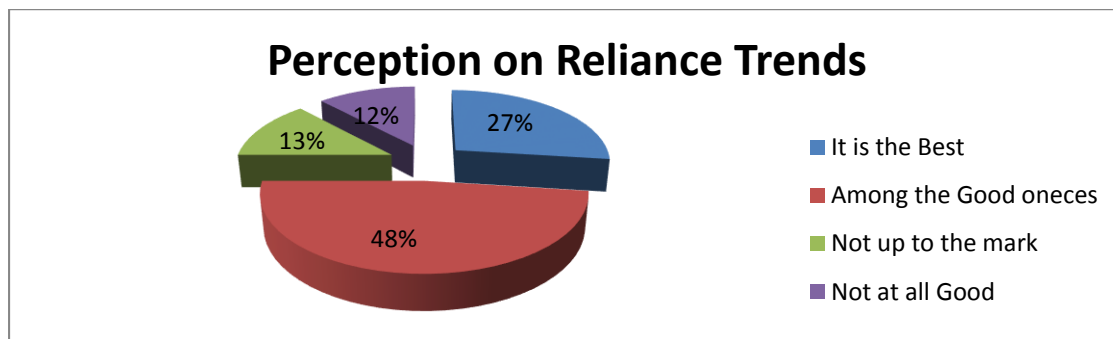
## ANALYSIS



**Analysis:** From the pie chart it is clear that 62% people are very much satisfied with the service. Provided by Reliance Trends, 14% People are satisfied with the service, 16% people are neither satisfied or not dissatisfied and 8% people are dissatisfied.



**Analysis:** From the pie chart it is clear that most of the people like the product quality in Reliance Trends, liked by 40%. Store atmosphere also liked by the 20% people. Customer service is liked by 30% people. The way Reliance Trends represent their merchandise is liked by 10% people.



**Analysis:** From the pie chart it is clear that 27% People said Reliance Trends is the best. 48%

people said Reliance Trends is among the good once.13% people said it is not up to the mark.12% People said not at all good.

### **Recommendations**

- According to the customer survey done by me, I found out that, customer's wants some more different types of brands.
- Customer's also side that few products were priced much higher than there quality.
- Customer's wants some more options of "PARTY WARE" dresses. Product planning department should think about it.
- The number of "SILENT CUSTOMERS" is more. So, the sales staff's should get training on how to deal with them.
- Sales staff should also be trained on their speaking power and fluency with the customers. Training on spoken English is required.
- Lack of external brand.
- Less Promotional Activity.

### **CONCLUSION**

- ✓ The promotion and publicity activity is very poor in this store which needs to be improved and also increased. Customers should be given prime importance. The price of the merchandise should be made reasonable. Visual merchandising should be improvised for betterment.
- ✓ The customers entering into the stores are happy within the offers available into his store that the offers are good value for their money. But from my observation I can conclude that reliance is not converting the people who entered the store into final customers.