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A study on consumer satisfaction of reliance fresh in Tamilnadu (with special reference to Salem district)

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Abstract

This Research is done to get an idea of consumer satisfaction. The goal of this study is to find out the market's customer level of satisfaction and how they satisfy the customers with the service of an enterprise. Customer satisfaction research identifies how well an organisation provide service to the customers from their point of view. And also another goal is to identify areas that still need to be improved so that those areas can be further developed. Here the data type of this study is primary data as well as secondary data. And the sample size is restricted to 120 Respondents. The data is collected by questionnaire method. And the simple average method is the statistical tool used here.

Key Words : consumer satisfaction, Retailing, Reliance Fresh

A Study on Consumer Satisfaction of Reliance Fresh in Tamil Nadu [With special reference to Salem District].

INTRODUCTION

The word consumer is made from the word 'consume' which means 'to use'. In this way, the word consumer means a person who purchases the product or service for his own use or consumption. Consumer satisfaction means feeling of pleasure after using the product or service. Consumer satisfaction is a critical issue in the success of any business system, traditional or online. To understand satisfaction we need to have a clear understanding of what is meant by consumer satisfaction. Consumer satisfaction is critical for establishing long term client relationships. Relationship between service quality and satisfaction is the key to measure user satisfaction.

Retailing consists of the sale of goods or merchandise from a fixed location, such as a department store, boutique or kiosk, or by mail, in small or individual lots for direct consumption by the purchaser. Retailing may include subordinate services, such as delivery. Purchaser may be individuals or business. In commerce, a “retailer” buys goods of products in large quantities from manufacturers or importers, either directly or through a wholesaler, and then sells smaller quantities to the end user. Retail establishments are often called shops or stores, retailers are at the end of the supply chain.

ACTIVITY INVOLVED IN RETAILING

- Choosing the Store Location
- Sales Promotion
- Store Operation
- Inventory Management
- Building the Store as a Brand
- Achieving Efficiency in Retail Operation

RETAILING IN INDIA

The Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and

around 8 per cent of the employment. India's retail market is expected to nearly double to US\$ 1 trillion by 2020 from US\$ 600 billion in 2015, driven by income growth, urbanisation and attitudinal shifts. While the overall retail market is expected to grow at 12 per cent per annum, modern trade would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent. The Indian Retail sector has come off age and has gone through major transformation over the last decade with a noticeable shift towards organised retailing. A T Kearney, a US Based global management consulting firm has ranked India as the fourth most attractive nation for retail investment among 30 flourishing markets. India is expected to become the world's fastest growing E-Commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Various agencies have high expectations about growth of Indian E-Commerce markets. Indian E-Commerce sales are expected to reach US\$ 120 billion! by 2020 from US\$ 30 billion in FY2016.

India's direct selling industry is expected to reach a size of Rs 23,654 crore (US\$ 3.54 billion) by FY2019-20, as per a joint report by INDIA DIRECT

SELLING ASSOCIATION (IDSA) and PHD. Indian exports of locally made retail and lifestyle products grew at a compound annual growth rate (CAGR) of 10 per cent from 2013 to 2016. The size of modern retail in India is expected to double to Rs 171,800 crore (US\$ 25.7 billion) from Rs 87,100 crore (US\$ 13 billion) in three years driven by OMNI-channel retail.

RELIANCE GROUP

The Reliance Group, founded by **Dhirubhai H. Ambani (1932-2002)**, is India's largest private sector enterprise, with businesses in the energy and materials value chain. Group's annual revenues are in excess of USD 27 billion. The flagship company, Reliance Industries Limited, is a Fortune **Global 500 company** and is the largest private sector company in India. Backward vertical integration has been the cornerstone of the evolution and growth of Reliance. Starting with textiles in the late seventies, Reliance pursued a strategy of backward vertical integration - in polyester, fibre intermediates, plastics, petrochemicals, petroleum refining and oil and gas exploration and production - to be fully integrated along the materials and energy value chain. **The Group's activities span exploration and production of oil and gas, petroleum refining and marketing, petrochemicals**

(polyester, fibre intermediates, plastics and chemicals), textiles and retail.

Reliance enjoys global leadership in its businesses; The Group exports products in excess of USD 15 billion to more than 100 countries in the world. There are more than 25,000 employees on the rolls of Group Companies. Major Group Companies are Reliance Industries Limited (including main subsidiaries Reliance Petroleum Limited and Reliance Retail limited) and Reliance Industrial Infrastructure Limited. Reliance Industries Limited is India's largest private sector conglomerate (and second largest overall) with an annual turnover of **US\$ 35.9 billion** and profit of **US\$ 4.85 billion** for the fiscal year ending in **March 2008**.

FORMATS OF RELIANCE RETAIL

1. Reliance Fresh,
2. Reliance Mart,
3. Reliance Digital,
4. Reliance Trendz,
5. Reliance Footprint,
6. Reliance Wellness,
7. Reliance Jewels.

RELIANCE FRESH

Reliance fresh is the retail chain division of reliance industries of India which is headed by Mukesh Ambani. Reliance has entered into

this segment by opening new retail stores into almost every metropolitan and regional area of India. Reliance plans to invest Rs 25000 crores in the next 4 years in their retail division and plans to begin retail stores in 784 cities across the country. The reliance fresh supermarket chain is Reliance's Rs 25,000 crore venture and it plans to add more stores across different and eventually have a pan-India footprint by year 2011. The super marts will sell fresh fruits and vegetables, staples, groceries, fresh juice bars and dairy products and also will sport a separate enclosure and supply-chain for non-vegetarian products. Besides, the stores would provide direct employment to 5 lakh young Indians and indirect job opportunities to a million people, according to the company. The company also has plans to train students and housewives in customer care and quality services for part-time jobs.

It had a turnover of Rs.216 billion in the financial year 2015-16.

Approx. 56 per cent of this revenue came from its 'value and other' segment that operates grocery

chains Reliance fresh, Reliance super, Reliance hyper. Reliance Retail has announced revenues of Rs. 66.66 billion for the first quarter of 2016, showing 45% jump from 2015. The company also reported operating profit of Rs. 240 million for the same quarter.[4] Reliance reported quarterly profit of Rs. 198 million in the corresponding period of the previous year registering a jump of 21.2 per cent.

STATEMENT OF PROBLEM

1. What are the products available in RELIANCE FRESH MARKET.
2. What are the factors considered by the CONSUMERS BEFORE PURCHASING the PRODUCTS.
3. What is the CONSUMER LEVEL of SATISFACTION towards using RELIANCE FRESH PRODUCT.
4. How much consumers were AWARE of the product.

OBJECTIVES OF THE STUDY

1. To know the preference of the Consumers towards the Products.
2. To know the Satisfaction level of the Consumer in using the Product.
3. To study the Consumer's opinion and Ideas about the Price, Quality

and Services rendered by the Retail Stores.

4. To identify the Consumer loyalty towards RELIANCE FRESH.

SCOPE OF THE STUDY

This study is helpful to the organisation for identifying the satisfaction level of their consumers and helpful to identify the problems faced by the consumers and find appropriate solutions for it. The study covers the consumers of Ammapet, Hasthampatti & Agaraharam branches in Salem City.

RESEARCH METHODOLOGY

SAMPLE AREA

The study area is confined to Salem City.

SAMPLE SELECTION

The aim of the study is to find out the consumer satisfaction towards the RELIANCE FRESH MARKET in SALEM CITY the research adopts sampling technique. Random sampling method is adopted in the selection of respondents and the sample size is restricted to 120 respondents.

DATA TYPE

The study is based on Primary data and Secondary Data.

PRIMARY DATA

Data observed or collected directly from first -hand experience it can be explained has information collected from sources such as personal interview, questionnaire or surveys with a specific intension.

SECONDARY DATA

The published data and the data collected in the past or from the information collected by other parties is called secondary data.

METHOD OF DATA COLLECTION

The questionnaire / interviewer method was framed by based on the requirements of the study, the data was collected by sampling which has been transferred to the master table of the purpose of analysis.

STATISTICAL TOOLS

SIMPLE PERCENTAGE method has been used to analyse the data collected.

LIMITATION OF THE STUDY

1. The sample size is limited to 120 respondents.

2. The data differs from 1 respondent to another based on their beliefs.
3. The data is collected from the respondents of the Salem city only, it may not be applicable universally.

FINDINGS OF THE STUDY

The following points indicates the findings of the study

- The Analysis is concluded and the result depicts that the Majority (53%) of the Respondents were Female.
- The Analysis is concluded and the results depicts that the Majority (34%) of the Respondents were at the age of 20-30 years.
- The Analysis is concluded and the result depicts that the Majority (60%) of the Respondents were Married.
- The Analysis is concluded and the result depicts that the Majority (52%) of the Respondents were between the family size 4-6 Members.
- The Analysis is concluded and the result depicts that the Majority (35%) of the Respondents were Graduate.
- The Analysis is concluded and the result depicts that the Majority (49%) of the Respondents were under the Occupation of Business.
- The Analysis is concluded and the result depicts that the Majority (47%) of the Respondents were aware through Friends & Relatives.
- The Analysis is concluded and the result depicts that the Majority (50%) of the Respondents were using from Below 2 years.
- The Analysis is concluded and the result depicts that the Majority (37%) of the Respondents were influenced through Brand image.
- The Analysis is concluded and the result depicts that the Majority (63%) of the Respondents were aware about Coupons & Discounts.
- The Analysis is concluded and the result depicts that the Majority (40%) of the Respondents prefer Grocery.
- The Analysis is concluded and the result depicts that the Majority (38%) of the Respondents prefer towards Offer & Discounts.
- The Analysis is concluded and the result depicts that the Majority (36%) of the Respondents feel Average about the product.
- The Analysis is concluded and the result depicts that the Majority (38%) of the Respondents Rate Quality as Satisfied.

- The Analysis is concluded and the result depicts that the Majority (43%) of the Respondents Rate Price as Average.
- The Analysis is concluded and the result depicts that the Majority (55%) of the Respondents Rate Quantity as Satisfied.
- The Analysis is concluded and the result depicts that the Majority (52%) of the Respondents Rate Availability as Average.
- The Analysis is concluded and the result depicts that the Majority (58%) of the Respondents Rate Coupons & Discounts as Satisfied.
- The Analysis is concluded and the result depicts that the Majority (68%) of the Respondent were not influenced through advertising activity .
- The Analysis is concluded and the result depicts that the Majority (28%) of the Respondent Rate RELIANCE FRESH MARKET as Average .
- The Analysis is concluded and the result depicts that the Majority (50%) of the Respondent feel Average about the Employee Service.
- The Analysis is concluded and the result depicts that the Majority (64%) of the Respondent Recommend to others.
- The analysis is concluded and the result depicts that the Majority (70%) of the Respondent have no idea of Channing the product.

SUGGESTIONS

- Reliance fresh should emphasis more on the Advertisement and Promotion activity.
- Reliance fresh should emphasis more on Quality of Products.
- Reliance fresh should emphasis more on the training of their Employees in order to build up Good Relationship with Consumers.
- Reliance fresh need to increase the Availability of Product.
- It should improve more on the awareness about the Offer and Discounts.
- It should increase their number of Employees working in Reliance Fresh Market.

CONCLUSION

Consumer are the king of the market, superior in an organisation and management. Consumer satisfaction plays a significant role in modern marketing era. Vegetables are a important for the day to day consumption of the consumer .Now a day competition is going on with a flame of advertisement war. A lot of varieties of grocery are being introduced by several producers. The present study concludes that, the advertisement awareness in all areas is increasing. People are not much worried about the price of the product. They are showing willingness to use the branded product, it also evaluate their status, As well as in their area. The change in attitude to spend more on highly priced branded products. They are showing high preference to the packed products.

The RELIANCE FRESH MARKET has to emphasis more on the quality and availability of the products. The study is concluded as that majority of the consumers prefer the RELIANCE FRESH MARKET in regards of the brand image.

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