CHAPTER - 1

1. INTRODUCTION

1.1 About the study

The study attempts to identify perceptions of consumers towards existing retail formats in Reliance trends, Coimbatore. To have in-depth study of consumer perceptions, the basis on which consumers have been segmented keeping in view the products to be sold need to be understood. Customers of today carry out extensive research in gathering maximum information about product to be purchased, occasion for which the purchase is to be made as well as from where the purchase is to be made.

The evaluative criteria include price, brand reputation, distribution, promotion, personal selling. The factors causing planned vs unplanned purchasing behaviour and consumer decision process model need to be understood thoroughly. The customers remain in dilemma about outlet choice vs brand choice. Retail is an emerging sector in India. Marketers are leaving no stone unturned to influence the customers by offering them in various ways, at various locations, in various forms resulting in emergence of various retail formats throughout the country.

For this, we need to understand the process of outlet selection, consumer choice and shopping behaviour, the shopping process, shopper types and shopping strategies, choice decisions during shopping access, attempts made by marketers to close the gap between expectation and performance and so on.

The retailers should put in efforts focusing on attracting the customers towards the store outlets on continual basis by focusing on their distinct features, thus, adding to the retail formats, followed by persuasion of paying a visit to the store causing a positive impact on the prospects by their effective formats, convincing them to make first purchase, in turn, followed by repeat patronage.

Customers of today are not focusing only on the purchase, however, less it is; they are equally concerned with external as well as internal environment of the retail format. Their pre-purchase experience is highly influenced by family members, friends and channels of communication in comparison to competitive offerings.

Moreover, needs, perceptions and experiences of customers vary to a great extent which a marker needs to identify and thus make offerings accordingly. Retail sector in India is growing rapidly. As per Images F&R India Retail Report 2007 (Table shown below), retail sector is growing at the rate of 5.7% attracting the major retailers such as Wal-Mart, Spencer from all over the world for expansion of their retail operations. Last decade has seen sea-change in the sector. But, still only 4.6% of the sector, worth Rupees 47,500 crore is still organized.

It is further supported by liberal government policies, FDI and increase in income level, buying power, and rise in lifestyle, shift in attitude, cheap labour, better employment opportunities, and availability of raw material, mass market and many more.

A) Retail format:

Retail format is defined as a type of retail mix used by a set of retailers. It is a place, physical or virtual where the vendor interacts with its customer". As many new formats are emerging rapidly viz. supermarkets, hypermarkets, convenience stores, departmental stores, factory outlets, category killers and many more, retailers of today need to understand what customer, in actual, is seeking for? They need to segment, target and position their products, communicate pricing and place via effective promotional strategies to cultivate favourable retail outlet image via effective merchandise, service, clientele, physical facilities, convenience, promotion, store atmosphere, institutional factors, post-transaction satisfaction and enabling them choose and visit the store. Advertising and sales promotions are the most widely used forms of promotion.

Effective sales promotional strategies include Point-of-purchase/ point of sale, contests, coupons, frequent shopper, prizes, demonstrations, referral gifts, two for the price of one, branded giveaways, samples, premiums and special events. The other main forms include public relations and personal selling. Retail promotion can be defined as any communication that informs influences and prompts the target market about any aspect of retail sponsor. Again, bringing the customer to the store will not be sufficient in achieving their ultimate objective.

Their evaluation criterion refers to tangible and/ or intangible benefits that consumers use to compare product classes, brand, and vendors and so on. Persuading them to buy again needs due emphasis on in-store promotions, ambience, design and social cues, thus, enabling them to choose the brand and product from the store. Their consumption and post purchase experience accompanied by various loyalty building initiatives can play a major role in convincing them to make impulse buying, repeat purchases ultimately creating store loyal customers.

This study aimed to assess consumer behavior towards multi-brand apparel retailers by employing the Stimulus-Organism-Response model. In addition to the traditional store atmospheric stimuli of social cues, design cues, and ambient cues, this study introduced merchandise cues as a stimulus within the multi-brand apparel retail store. This study also incorporated both cognitive and affective evaluations as consumer's internal states. This study also introduced the concept of store as a brand which was evaluated to identify whether consumers considered the single-brand apparel retail store and the merchandise carried by the store to be a multi holistic entity.

In this study, we propose that the merchandise sold in multi-brand apparel retailers is a part of the store atmosphere, as multi-brand apparel retailers attempt to create a holistic image for their merchandise and their store in consumers' minds. This study will attempt to understand how atmospheric cues and merchandise cues within a multi-brand apparel retail store leads to cognitive and affective evaluations in the consumers' minds, which then leads to approach behavior.

B) The Concept of 'Store as a Brand':

A strategy that today's retailer has to adopt to survive the intense competition is to become a brand itself (Floor, 2007). Consumers today have the option of choosing their products from a large number of stores. A strong brand identity can differentiate a brand from its competitors and thus create consumer loyalty. A retailer who is a brand itself will have the opportunity to strengthen, not only its rational but also emotional relationships with its consumers.

One of the ways by which a retailer can brand itself will be through its store. To achieve the ―store as a brand status, a retail store will have to be more than an assortment of products or brands. A retailer has to move from being a mere distributor of products or brands to becoming a strong brand that differentiates it from other retailers. A retailer‟s store needs to communicate what the retailer stands for and deliver the brand promise. A retailer that uses a store not only to sell products, but also to build its brand, creates a positive image in its consumers ‗minds (Floor, 2007).

Customer pull to the store can be generated via in-store communications (e.g., store design, visual merchandising, and employees) and out-of-store communications (e.g., advertising, direct marketing, store exterior) as well (Floor, 2007). A strong brand identity toward a retailer can be perceived by the consumer only if there is cohesion between store image, in-store communications and out-of-store communications.

1.1.1 Retailing in India:

Retailing in India is one of the pillars of its economy and accounts for 14 to 15 percent of its GDP. The Indian retail market is estimated to be US$ 450 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. As of 2013, India's retailing industry was essentially owner manned small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population.

Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, forbidding foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51% ownership and a bureaucratic process. In November 2011, India's central government announced retail reforms for both multi-brand stores and single-brand stores. These market reforms paved the way for retail innovation and competition with multi-brand retailers such as Wal-Mart, Carrefour and Tesco, as well single brand majors such as

IKEA, Nike, and Apple. In December 2011, under pressure from the opposition, Indian government placed the retail reforms on hold till it reaches a consensus.

In January 2012, India approved reforms for single-brand stores welcoming anyone in the world to innovate in Indian retail market with 100% ownership, but imposed the requirement that the single brand retailer source 30 percent of its goods from India. Indian government continues the hold on retail reforms for multi-brand stores.

In June 2012, IKEA announced it had applied for permission to invest $1.9 billion in India and set up 25 retail stores. An analyst from Fitch Group stated that the 30 percent requirement was likely to significantly delay if not prevent most single brand majors from Europe, USA and Japan from opening stores and creating associated jobs in India.

On 14 September 2012, the government of India announced the opening of FDI in multi-brand retail, subject to approvals by individual states. This decision was welcomed by economists and the markets, but caused protests and an upheaval in India's central government's political coalition structure. On 20 September 2012, the Government of India formally notified the FDI reforms for single and multi brand retail, thereby making it effective under Indian law.

On 7 December 2012, the Federal Government of India allowed 51% FDI in multi-brand retail in India. The government managed to get the approval of multi-brand retail in the parliament despite heavy uproar from the opposition.

1.1.2 Background:

Most Indian shopping takes place in open markets or millions of small, independent grocery and retail shops. Shoppers typically stand outside the retail shop, ask for what they want, and cannot pick or examine a product from the shelf. Access to the shelf or product storage area is limited. Once the shopper requests the food staple or household product they are looking for, the shopkeeper goes to the container or shelf or to the back of the store, brings it out and offers it for sale to the shopper.

Often the shopkeeper may substitute the product, claiming that it is similar or equivalent to the product the consumer is asking for. The product typically has no price label in these small retail shops; although some products do have a manufactured suggested retail price (MSRP) pre-printed on the packaging. The shopkeeper prices the food staple and household products arbitrarily, and two consumers may pay different prices for the same product on the same day. Price is sometimes negotiated between the shopper and shopkeeper. The shoppers do not have time to examine the product label, and do not have a choice to make an informed decision between competitive products.

1.1.3 Notable Indian retailers

- Mahindra Group
- Reliance Industries
- Aditya Birla Group
- Bharti Enterprises, including joint venture with Wal-Mart
- Fabindia: Textiles, Home furnishings, handloom apparel, jewellery
- Shoppers Stop, Crossword, Hyper City, In orbit Mall

Foreign companies with plans to operate in India include:

- Carrefour
- Costco Wholesale
- Tesco

1.2 About the organization:

Reliance Retail, Ltd. is a subsidiary company of Reliance Industries. Founded in 2006 and based in Mumbai, it is the second largest retailer in India. Its retail outlets offer foods, groceries, apparel and footwear, lifestyle and home improvement products, electronic goods, and farm implements and inputs. The company's outlets also provide vegetables, fruits, and flowers. It focuses on consumer goods, consumer durables, travel services, energy, entertainment and leisure, and health and well-being products, as well as on educational products and services.

1.2.1 Subsidiaries & Divisions

There are various Subsidiaries & division under Reliance Retail. Following is the list of all of them

1. Reliance Fresh - Retail Outlets of fruits, Vegetables & Groceries.
2. Reliance Digital - Consumer Electronics retail Store
3. Reliance Jewels - Jewellery
4. Reliance Time Out - Lifestyle store of Books, Music, Movies, Toys, Gaming, Fragrances, and Stationery.
5. Reliance Trends - Apparel and Clothing

6. Reliance Trends, the apparel arm of Reliance Retail Group, that offers quality and fashionable clothing at low prices, is chalking out major expansion plans. Reliance Trends is all set to expand its current base of 18 stores across the country to over 100 by 2012 across 90 cities. Mr. Akhilesh Prasad, Senior Vice President and Head, National Operations, Reliance Trends, mentioned that major thrust area for this growth will be the southern market, especially Tamil Nadu. Recently, Reliance Retail launched its first Reliance trends shop in Chennai at Mylapore.

7. As the apparel retail subsidiary of Reliance Retail, Reliance Trends commenced operations in the year 2008 with a unique target: to offer the common man quality and fashionable clothing at remarkably low prices. The mega structure store has been established keeping the needs of common man in mind. Backed by the largest corporate entity in India, Reliance Industries, this strong enterprise stayed unaffected

even during the times of economic slowdown. In fact, Reliance Trends was conferred the prestigious title of the Asia Retail Congress recently.

8. Realising the growing prosperity of smaller towns and cities in India, Reliance Trends is now laying emphasis on A and B class towns. Of the new stores, 60 per cent will be in smaller cities and towns as they have the advantage of lower rentals and lesser property prices. At present, it has 18 stores in 13 cities, including Nashik, Ghaziabad, Jalandhar and Vishakapatnam.

9. Reliance Trends is planning to add 1.5 million sq ft retail space to assist its expansion plans. A considerable number of stores sized 15,000 to 25,000 sq ft will come up in the land bank available with Reliance Retail, the rest on leased and rented spaces. “As per standards, an investment of Rs 1,500 to 2,000 is required for each sq ft of retail space,” said Mr. Akhilesh Prasad.

1.2.2 History of Reliance Retail

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 organized retail. RRL has been conceptualized to include growth for farmers, vendor partners, small shopkeepers and consumers. It is based on Reliance’s backward integration strategy, to build a value chain starting from farmers to consumers.

Reliance Retail Ltd. has a number of company-owned outlets along with a franchisee format that would be in collaboration with Kirana shop owners. Its various divisions are:

- Reliance Mart
- Reliance Fresh
- Reliance super
- Reliance Digital
- Reliance Trends
- Reliance Wellness
- Reliance Footprints

- Reliance Jewels

The Reliance Group, founded by Dhirubhai H. Ambani, is India's largest private sector enterprise, with businesses in the energy and materials value chain. Group's annual revenues are in excess of $ 30 billion. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India. Dhirubhai Ambani founded Reliance as a textile company and led its evolution as a global leader in the materials and energy value chain businesses.

It was in 1957 when he returned to India after a stint with A.Besse& Co., Aden he started yarn trading business from a small 500 sq.ft. Office in Masjid Bunder, Mumbai. He set up his brand new mill in Naroda, Gujarat. In 1996 Reliance went on to become the biggest textile brand Only Vimal.

In 1977 the Reliance Textile Industries came with an IPO which was oversubscribed seven times. Reliance enjoys global leadership in its businesses, being the largest polyester yarn and fibre producer in the world and among the top five to ten producers in the world in major petrochemical products. Starting as a small textile company, Reliance has in its journey crossed several milestones to become a Fortune 500 company in less than 3 decades. Reliance Industries Limited operates world-class manufacturing facilities across the country at Allahabad, Barabanki, Dahej, Dhenkanal, Hazira, Hoshiarpur, Jamnagar, Kurkumbh, Nagothane, Nagpur, Naroda, Patalganga, Silvassa and Vadodara.

1.3 Statement of the problem:

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 organized retail. The existing relaxations in the Indian particularly for single brand stores and the impending opening up of the multi-brand retail are attracting the best known international brands, adding to the competition.

A classification of retailers into single and multi brand stores seems justified for comparing their respective effectiveness in attracting shoppers in India...Through this study, the main problem that it studies during their project work is to find out the customer perception on multi brand apparel store with special reference to Reliance Trends.

1.4Scope of the study:

1) The study provides suggestions to the organized retailers about their service quality. The study helps the researcher to know how the customer perception works on organized retailers.

2) This study provides suggestions on improving the standard and the quality of the organized retailers. Scope of the study focuses on the brand preference regarding Men and Women wears of select consumers living in across the cities. It is confined to the customers visiting the selected showrooms in Brooke fields, Coimbatore.

CHAPTER 2

REVIEW OF LITERATURE

N.S. Terblanche* and C. Boshoff, (2006)[1] In this study an attempt is made to develop a generic instrument that could be used to measure customer satisfaction with the controllable elements of the in-store shopping experience. By closely following the most contemporary guidelines for scale development, and involving 11 063 respondents in four different surveys, the authors emerge with a 22-item instrument to measure satisfaction with the in-store shopping experience. The evidence of the psychometric properties of the proposed ISE instrument offered here is compelling in terms of its uni-dimensionality, with-in-method convergent validity, and cross-validation of dimensions in a cross validation sample, reliability of the instrument, its discriminate validity and its homological validity.

Chezy Ofir and Itmar Simonson, (**February 2007)** [2]Customers' expectations are key determinants of their consumption experiences, satisfaction, and loyalty. The authors examine alternative theoretical predictions about the impact of stating expectations before purchase on post purchase perceptions of the shopping experience and the firm. In particular, the authors suggest that asking customers to articulate their expectations can backfire and lead to lower post purchase evaluations of the shopping and consumption experience.

Ratih Puspa Nirmala, (2011) [3]**N**owadays, many fashion retailers or marketers use the power of internet to promote and sell their products. This research examines the effects of consumers' shopping orientations (brand/fashion consciousness, shopping enjoyment, price consciousness, convenience/time consciousness, shopping confidence, in-home shopping tendency), consumer innovativeness, online purchase

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[1] **N.S. Terblanche* and C. Boshoff**(20006), Department of Business Management, University of Stellenbosch Stellenbosch 7600, Republic of South Africa nst@maties.sun.ac.za

[2] **Chezy Ofir and Itmar Simonson**, (**February 2007)** , Journal of Marketing Research. Graduate School of Business, Stanford University (e-mail: Simonson_Itamar@gsb.stanford.edu.

[3] **Ratih Puspa Nirmala, (2011)** Master of Management, Faculty of Economics and Business, Universitas Gadjah Mada, Yogyakarta. E-mail: ikejanitadewi@yahoo.com

experience for fashion products, and gender on consumers' intention to shop for fashion products online.

Rituparna Basu, Kalyan Sengupta and Kalyan K Guin,(2012)[4] While store choice can be an outcome of several interdependent factors, understanding the impact of shoppers' format perception on their decision process helps in analyzing the developing attitude of the Indian retail customers. As organized retail market in India still evolves with notable dominance in categories like apparel, the present paper aims at exploring the formative attitude of the Indian apparel shoppers with respect to the single and multi-brand store format options. Demographic profiles are found to influence format preferences. The survey reveals that the urban Indian middle class, with leisure-oriented shopping motive, desire multibrand stores to satisfy their shop-and-fun needs.

C. Boshoff (2004)[5]Positioning based on customers' in-store shopping experience (ISE) offers retailers an altemative means of differentiation and is achieved by providing a superior in-slore shopping experience. The ISE instrument Ihat has been developed to measure eustomers" in store shopping experience is used in this study to compare the in-store shopping experiences of customers of two diverse retailing environments by assessing its impact on customer retention.

Young-Hyuck Joo Tunica, (2008) [6]Although customer's multichannel usage is believed to be potential cause of customer loyalty, the theoretical explanation about this causal relationship remains unexamined and unanswered. In this context, the authors present a systematic framework to test the postulated "multichannel usage-customer experience-customer satisfaction" chain. Moreover, the authors examine that two core components of customer-firm relationship characteristics is a moderator of the multichannel usage-customer experience relationship.

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[4] **Rituparna Basu, Kalyan Sengupta and Kalyan K Guin,(2012)** Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur 721302, West Bengal, India; and is the corresponding author. E-mail: rituparnaiitkgp@gmail.com

[5] **C. Boshoff (2004**), Department of Business Managemeni, University of Port Elizabeth. PO Box 1600, Port Elizabeth 6000. Republic of South Africa Christo.Boshoff@upe.ac.za

[6] **Young-Hyuck Joo, Hansung University, Korea mrjoo@hansung.ac.kr**

CHAPTER-3

3. RESEARCH METHODOLOGY:

The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to 250 respondents in Coimbatore city and the type of sampling was convenient sampling. Pilot study was conducted and the necessary additions and deletions were made in the questionnaire.

3.1 TYPES OF RESEARCH:

This research is a quantitative research .The research is designed as a formal study (by the degree to which the research question has been crystallized) and as a causal study (by purposes of the research) and (Cooper and Schindler 2009).

3.2 Objective of the study

3.2.1 Primary Objective

To Study the store atmospheric and merchandise cues in influencing customer shopping experience at Reliance Trends.

3.2.2 Secondary Objective:

a) To identify the different store atmospheric cues in influencing customer perception and experience.

b) To explore the varies merchandise elements that enhances customer's perception towards store and it's merchandise.

c) To analyze and examine the various atmospheric merchandise factor and it influence over customer shopping experience and tactics.

3.3 Data and sources of Data:

The sampling procedure used in the Data collection was a combination of convenience and random sampling. Respondents were visitors to Reliance trends in Brooke fields, Coimbatore. completed a questionnaire about outlet , which included five-point Likert-type and semantic differential items. The questionnaire that there were no right or wrong answers and that their responses were anonymous.

3.4 Time Period Covered:

Data collection was conducted for 20 days (February 15-Mar5, 2014).Over all Study was conducted for 56 days(Jan31-Mar26) Respondents were asked to rate their responses on a five point Likert scale (1= strongly disagree to 5= strongly agree) Those items were:

1. I do shopping to keep up with trends
2. I do shopping to see what new products are available.
3. I like to try new outlet.
4. I agree with higher the price of product, higher is the quality.
5. Lowest price offers attract me.

3.5 Population and Sample Size:

Respondents covering varied socioeconomic classes and cultural groups were considered. Respondents were asked to respond to each item to the best of their ability. 300 respondents were tried out. All the questionnaires were scrutinized, and those with incomplete or unlikely responses were deleted resulting in a final sample size of 250. The sample, covered a range of socioeconomic classes across both genders with married and single status, indicating an even spread and rightful representation of the cross section of the population residing in the Coimbatore City.

3.6 Sampling Techniques:

The study is a descriptive study. Primary data was collected with the help of structured questionnaire administered to the respondents in and the type of sampling was convenient sampling. Pilot study was conducted and the necessary additions and deletions were made in the questionnaire. This is an exploratory study based on items relating to attitudinal preference of apparel customers with respect to determinants of store format choice. Items indicating preferences towards single and multi-brand stores with variables like variety, quality of products,service, ambience, fashion and designs, sales staff behaviors were used.

3.7 Statistical tool used:

- Percentage analysis
- Descriptive statistics

- Factor analysis.
- Anova

3.8 Limitation of the study:

The present study finds out important factors that help in determining customers' Perception towards Multi brand malls in India but it has certain limitations too. The present study has taken sample of customers of Coimbatore City only. However, the data can further be extended to other regions of India to get a better insight of these dimensions. The study further purposes the research to trace out the facets which helps the customers in attaining enjoyment while shopping in the malls.

CHAPTER - 4

4. ANALYSIS & INTERPRETATION:

PERCENTAGE ANALYSIS:

Demographic variable	Sub categorization	No of respondents	Percentage
Gender	Male	150	56%
	Female	100	44%
	Total	250	100%
Age	20-30years	179	71%
	30-40years	66	27%
	40-50years	5	2%
	Total	250	100%
Income level	<Rs.10,000	63	25%
	Rs.10,000-20,000	40	15%
	Rs.20,000-30,000	76	52%
	Rs.>30,000	71	8%
	Total	250	100
Occupation	House wife	16	6%
	Paid employment	110	44%
	Business	40	16%
	Retired	4	4%
	Student	80	32%

	Total	**250**	**100**
Marital Status	**Married**	**97**	**39%**
	Unmarried	**153**	**61%**
	Total	**250**	**100%**
Educational Statu	**SSC/Diploma**	**3**	**3%**
	Degree	**97**	**38%**
	Post Graduate	**148**	**59%**
	Total	**250**	**100%**
Family Size	**1-3 members**	**61**	**24%**
	3-5 members	**169**	**68%**
	5&more members	**20**	**8%**
	Total	**250**	**100%**

Table: 4.1 Percentage Analysis

Furthermore, youngest respondents (male), formed the majority (around 56%) In the age group of 20-30 years almost 71%. In addition Where as 52% of the Respondents had total family income between Rs.20, 000-30,000, 68% respondents had 3-5 members in their family. As far as the variable occupation is concerned, majority respondents were Paid employee (44%) followed by, Business (16%) and Retired (4%). Demographic education, majority respondents (59%) were Post graduates. Concerning marital status, around 61% of the respondents were single, and married (39%)

1. GENDER:

MALE- 56%, FEMALE-44%

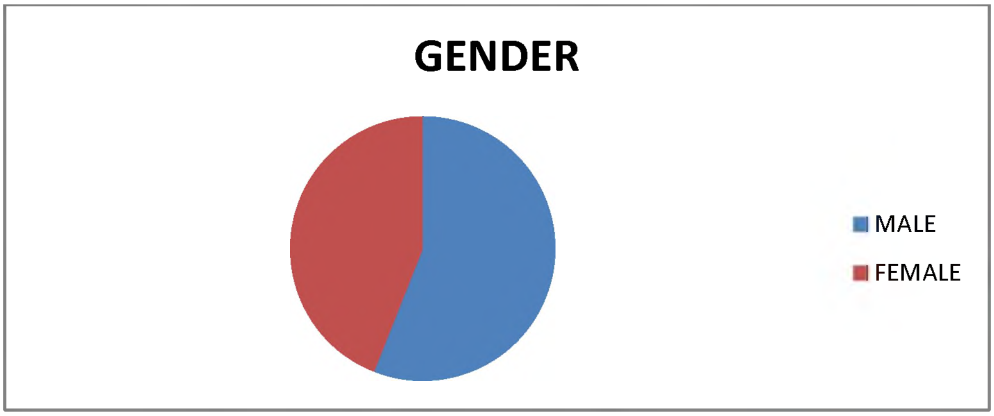


Fig:4.1 Gender

Interpretation:

The above table depicts that out of 250 respondents, majorities (56%) of them are male and remaining (44%) are female. This shows that contribution of male is more.

2. AGE 20-30 Years- 71%,30-40 years- 26%,40-50 years- 4%

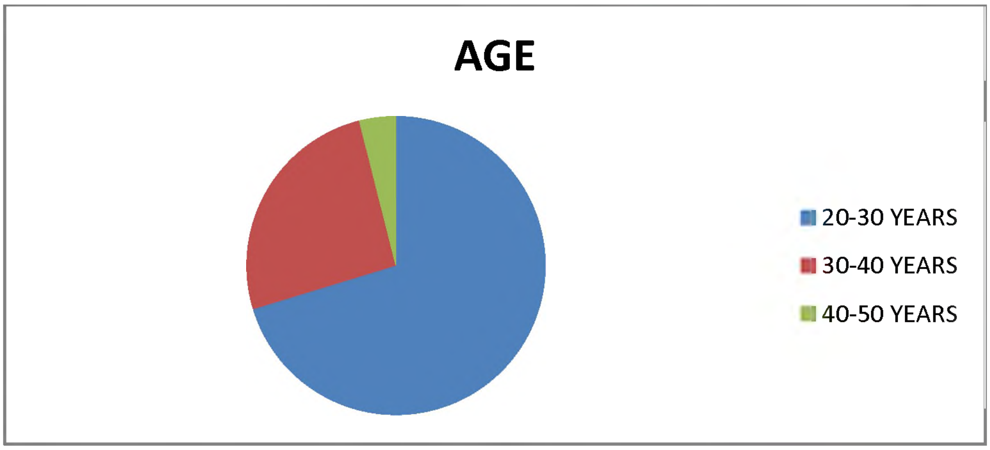


Fig:4.2 Age

Interpretation:

It is inferred from the above table that majority (71%) of the respondents are youngster's between the age group of 20-30. 26 % of the respondents fall under the age category between 30-40. only 4 % of the total respondents is above the age of 50.

3. MARITAL STATUS:

MARRIED- 39%

UNMARRIED-61%

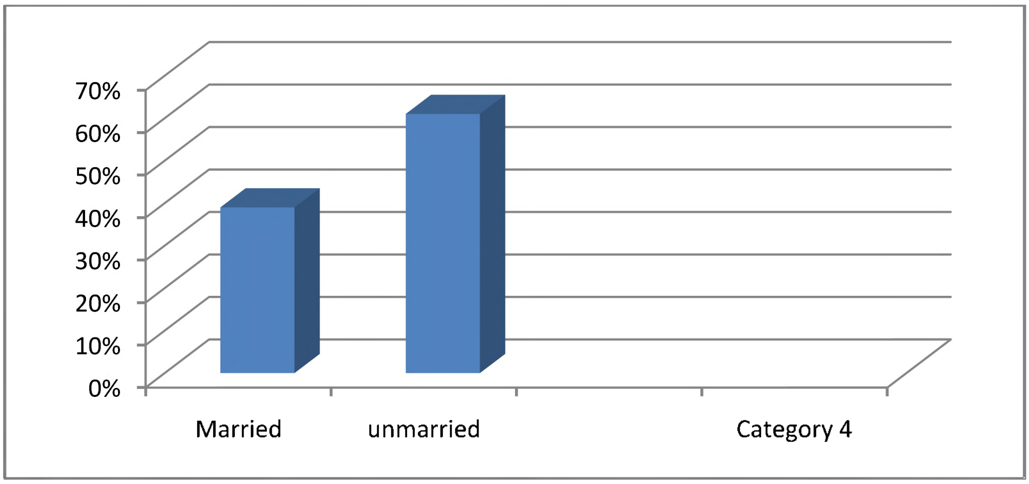


Fig:4.3 Marital Status

Interpretation:

It is inferred from the above table that majority (61%) of the respondents are unmarried and 39% of the respondents married.

4. EDUCATIONAL STATUS:

SSC/DIPLOMA-3%,DEGREE- 38%,POST GRADUATE- 59%

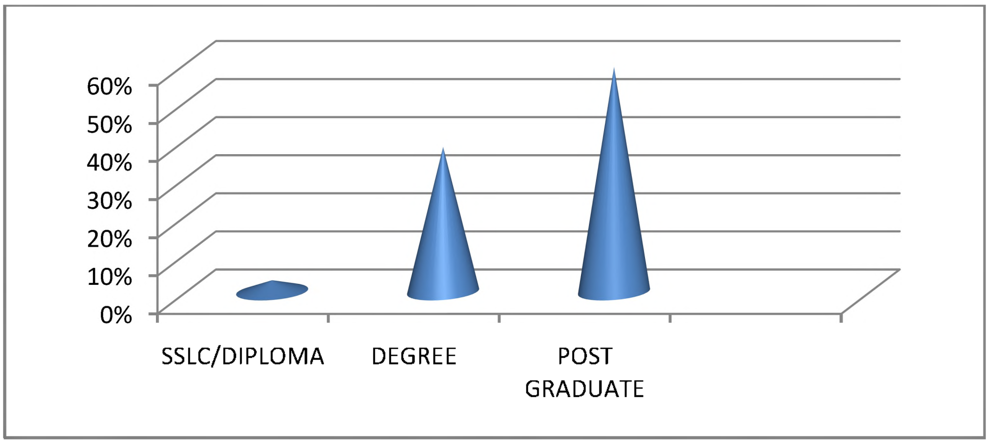


Fig : 4.4 Educational Qualification

Interpretation: It is inferred from the above table that majority 59% of the Post graduate and

38% of the respondents of the degree holders and least score of 3% respondents are diploma So highly visited to the reliance trends respondents are post graduates.

5. INCOME LEVEL:

Rs.<10,000= 25%,Rs.10,000-20,000=15&,Rs.20,000-30,000=52%,Rs.>30,000=8%

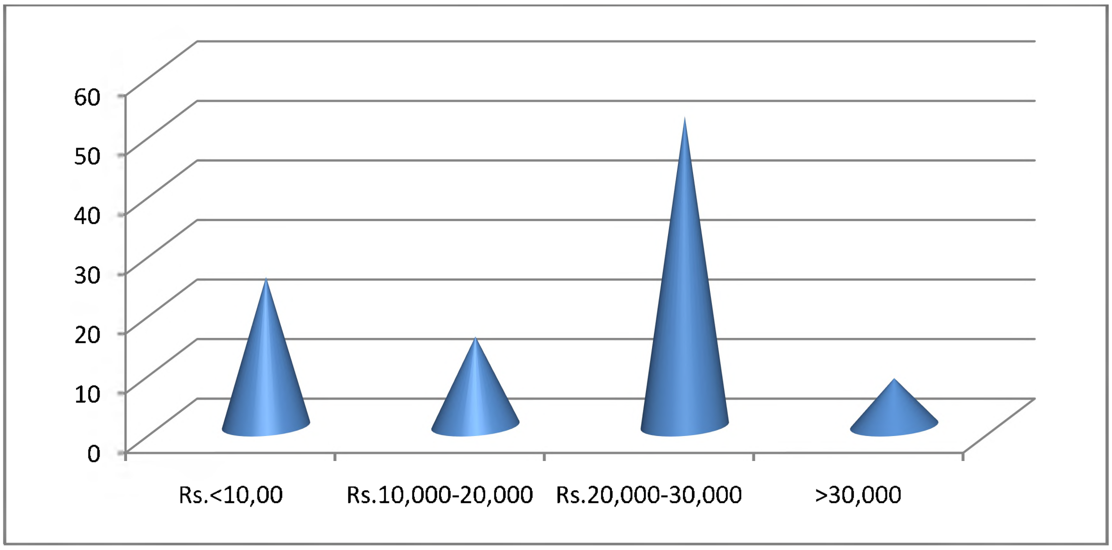


Fig : 4.5 Income Level

INTERPRETATION:

From the above table it is inferred that 52 % of the respondents earn a monthly income Rs.20,000-30,000. 15% of the respondents earn Rs.10, 000 -20,000 as their monthly income. Only 25 % of the total respondents are earning monthly income below 10,000.

6. OCCUPATION:

HOUSE WIFE=6%, PAID EMPLOYEMENT=44%,BUSINESS=16%, RETIRED=4%, STUDENT=32%.

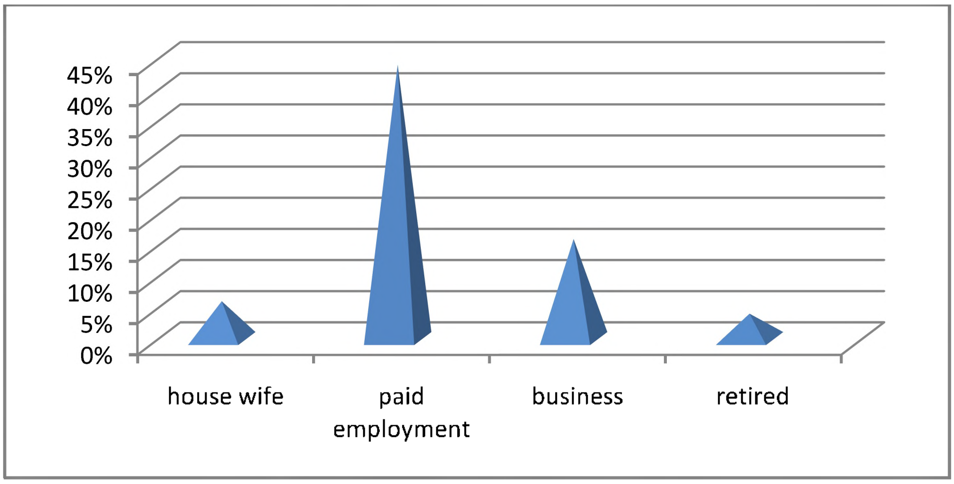


Fig : 4.6 occupation

Interpretation: Out of total 250 respondents, 44 % of them are paid employment, 32 % are Students, 16%of the respondents are Business and 6% and 4% of them are House wife and Retired .

7. FAMILY SIZE:

1-3 =24%,3-5=68%,5&MORE=8%

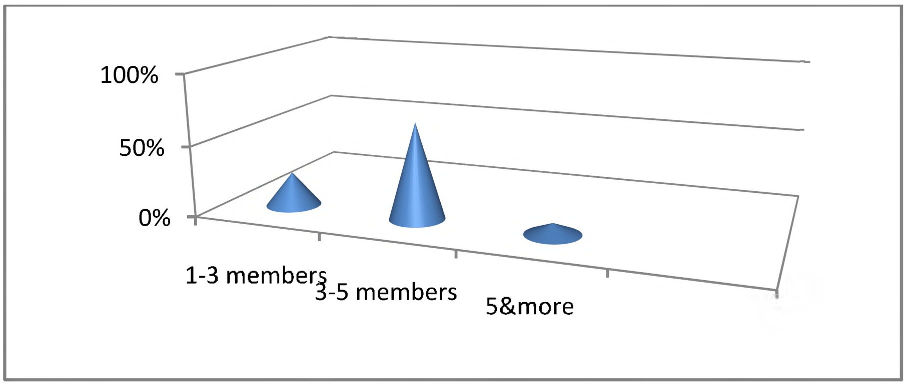


Fig : 4.7 Family size

Interpretation: Out of total 250 respondents, 68 % of them are 3-5members in their family size, 24 % of the respondents family size is 1-3 members. 8% are the respondent's family size is 5 & more

8.I do shopping to keep up with trends

1-Strongly disagree=5%, 2- somewhat disagree=8%, 3- neutral=23%, 4-somewhat agree=44%, 5 –strongly agree=20%

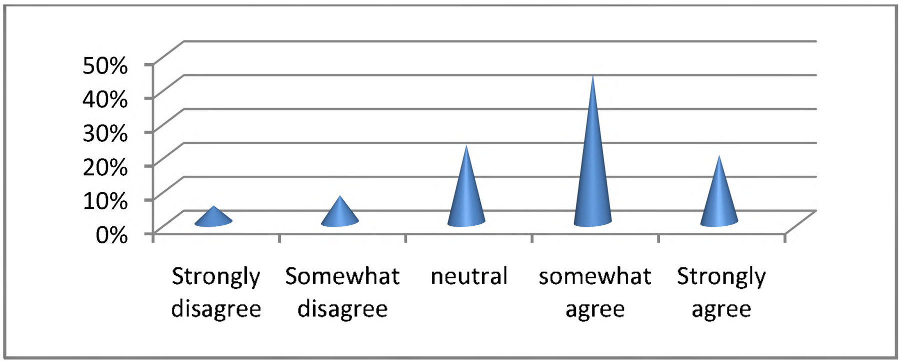


Fig : 4.7 shopping to keep up with trends

Interpretation:

Out of 250 respondents, 44% of them are agree with this statement.20% of the respondents are strongly agree with this statement. 23% of the respondents are in neutral stage. 5% of the respondents are strongly disagree with this statement.

9. I do shopping to see what the new products are available

1-Strongly disagree=17%, 2- somewhat disagree=53%, 3- neutral=17%, 4-somewhat agree=4%, 5-strongly agree=9%

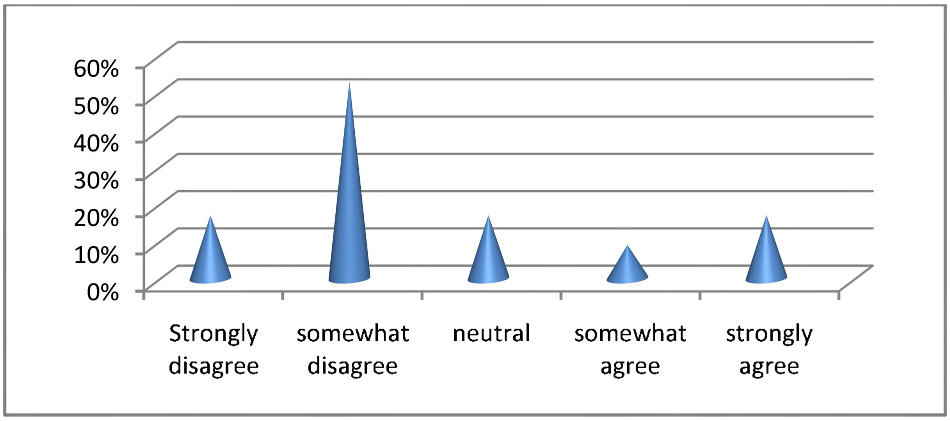


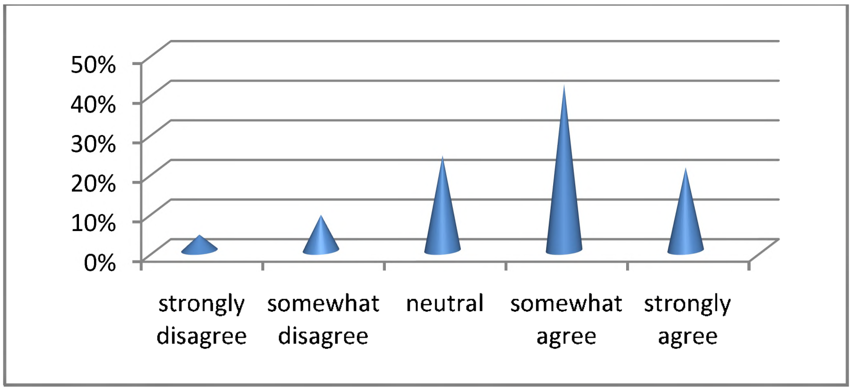
Fig : 4.8 I do shopping to see what the new products are available

Interpretation: In this table 53% of the respondents are disagree with this statement. 9%

of the respondents are agree with this statement. Majority of the respondents not to see the new products.

10.I like to try new outlets.

1-Strongly disagree=4%, 2- somewhat disagree=9%, 3- neutral=24%, 4-somewhat agree=42%, 5-strongly agree=21%



Interpretation:

Out of total 250 respondents, 42 % of them are like to try new outlets.21% of the respondents strongly agree with this statement. 24% of them are neutral stage.

I agree with that higher price of product, higher is the quality.

1-Strongly disagree=8%, 2- somewhat disagree=8%, 3- neutral=28%, 4-somewhat agree=41%, 5-strongly agree=15%

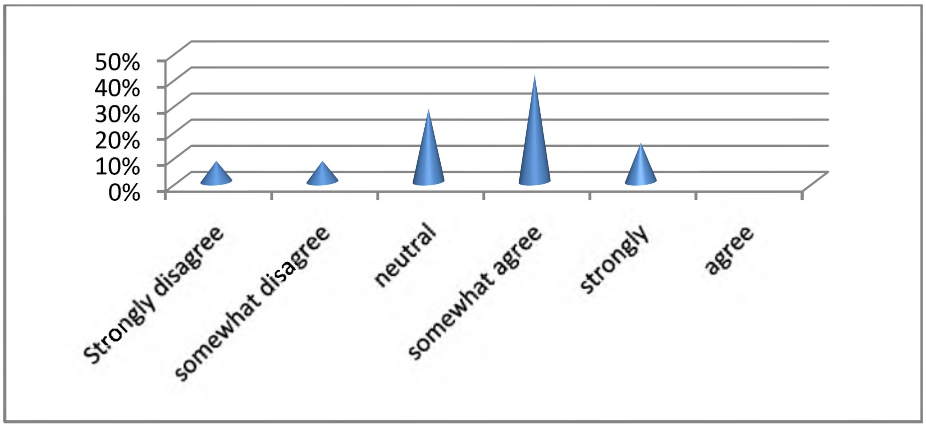


Fig : 4.9 I agree with that higher price of product, higher is the quality

Interpretation: out of 250 respondents 41% of the respondents are agree with this statement higher price of product, higher is the quality.

11.Lowest price offers attracts me.

1-Strongly disagree=10%, 2- somewhat disagree=10%, 3- neutral=28%, 4-somewhat agree=41%,

5-strongly agree=20%

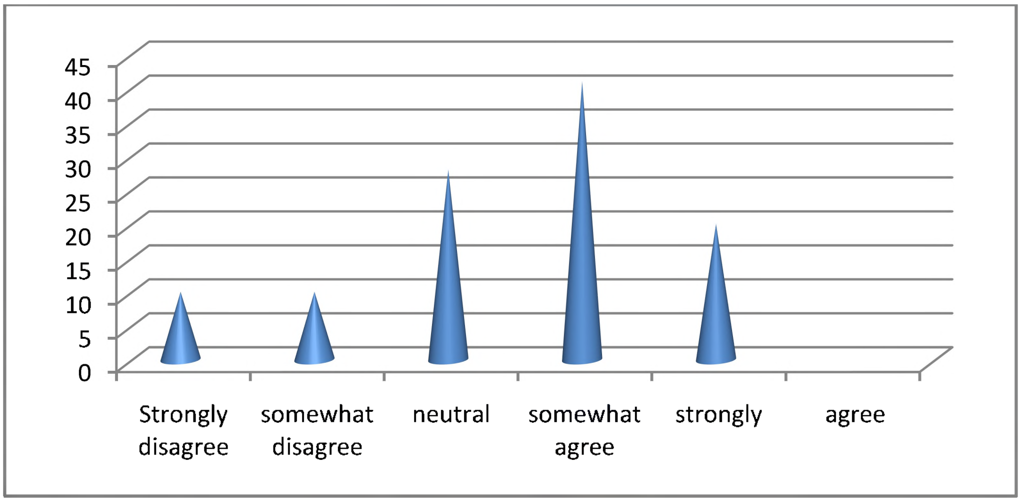


Fig: 4.11 Lowest price offers attracts me.

Interpretation:

Out of total 250 respondents 41% of the respondents agree with lowest price offers attracts with them.28% of the respondents neutral in this statement. 10% of them are disagree with this statement.

12. I buy as much as possible at discount prices.

1-Strongly disagree=8%, 2- somewhat disagree=12%, 3- neutral=27%, 4-somewhat agree=39%, 5-strongly agree=14%

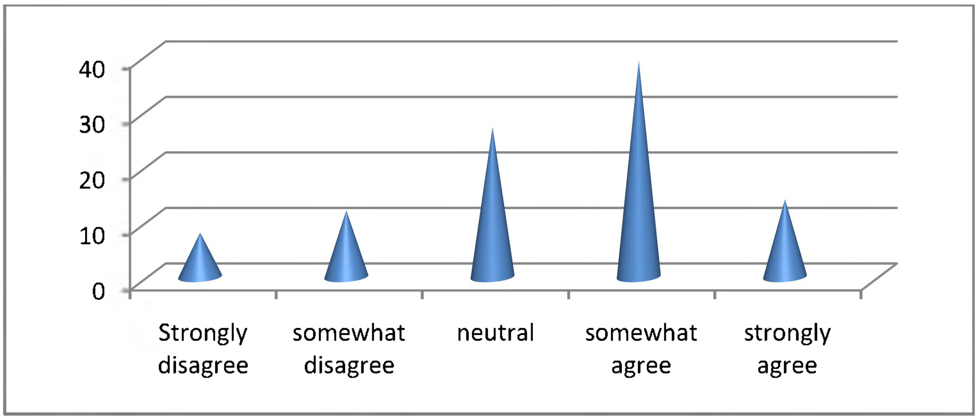


Fig: 4.12 I buy as much as possible at discount prices.

Interpretation:

Out of 250 respondents 39% of the respondents are agree with this statement they buy as much as possible with discount prices. 12% of the respondents are disagree with this statement

13. I usually watch the advertisement for announcement of sales.

1-Strongly disagree=14%, 2- somewhat disagree=30%, 3- neutral=25%, 4-somewhat agree=28%, 5-strongly agree=9%

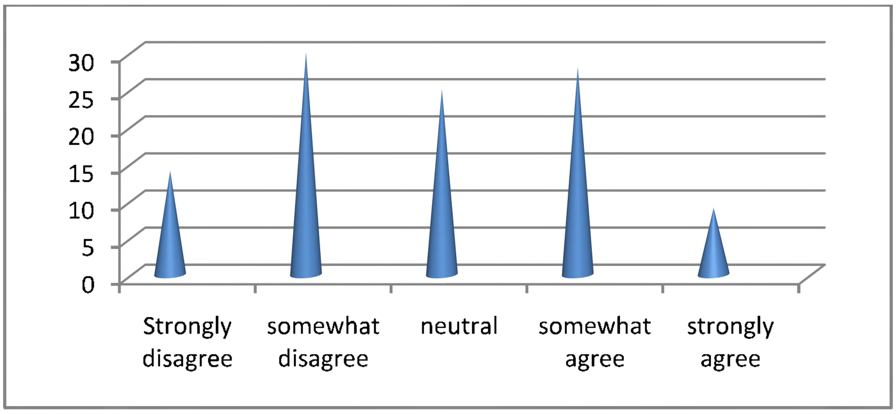


Fig: 4.13 I usually watch the advertisement for announcement of sales.

Interpretation:

Out of 250 respondents 28% of the respondents agree with this statement they usually watch the advertisement for announcement of sales.

14.I generally seek help while shopping

1-Strongly disagree=12%, 2- somewhat disagree=18%, 3- neutral=25%, 4-somewhat agree=31%, 5-strongly agree=14%

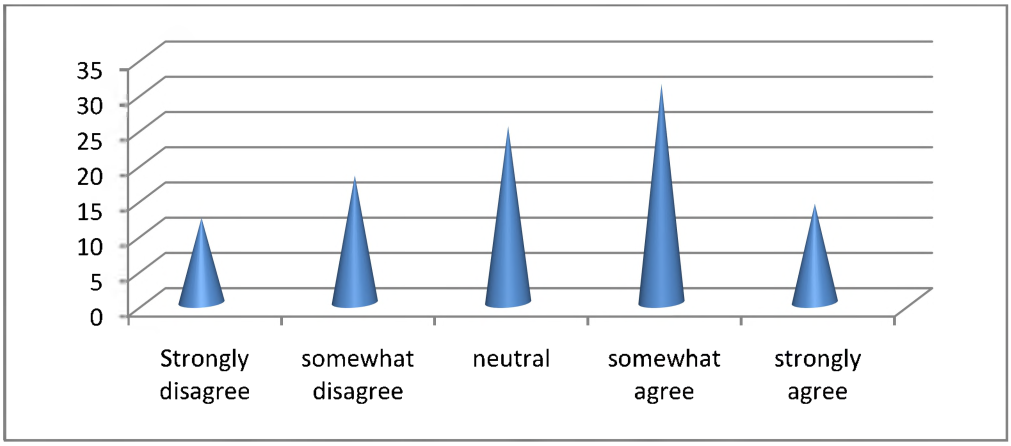


Fig: 4.14 I generally seek help while shopping

Interpretation:

In this table 31% of the respondents of the generally seek help while shopping they agree with this statement.18% of the respondents didn't expect help while shopping.

15. I would discuss with others before deciding on purchase.

1-Strongly disagree=6%, 2- somewhat disagree=17%, 3- neutral=21%, 4-somewhat agree=37%, 5-strongly agree=19%

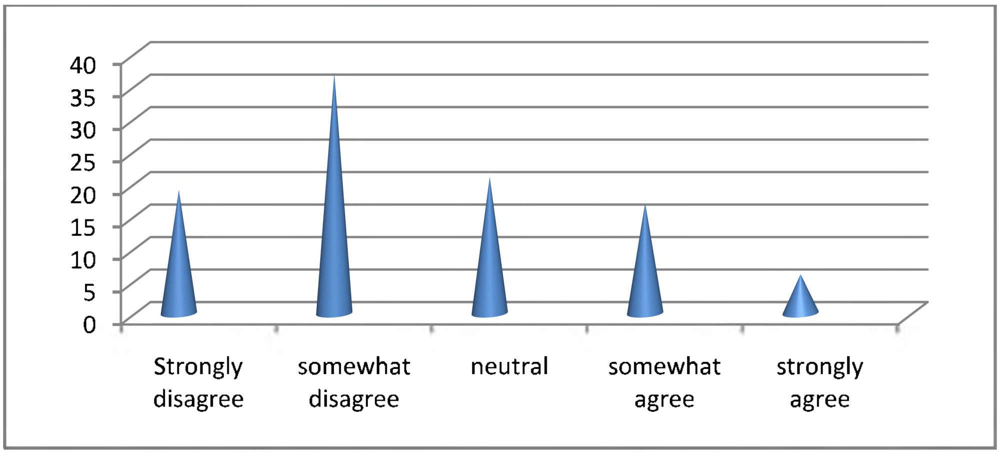


Fig: 4.15 I would discuss with others before deciding on purchase.

Interpretation:

In this table 37% of the respondents of the respondents of the discuss with friends before shopping.17% of the respondents of the respondents they didn't discuss with their friends.

16. I like to share my shopping experience with my friends.

1-Strongly disagree=6%, 2- somewhat disagree=9%, 3- neutral=15%, 4-somewhat agree=40%, 5-strongly agree=30%

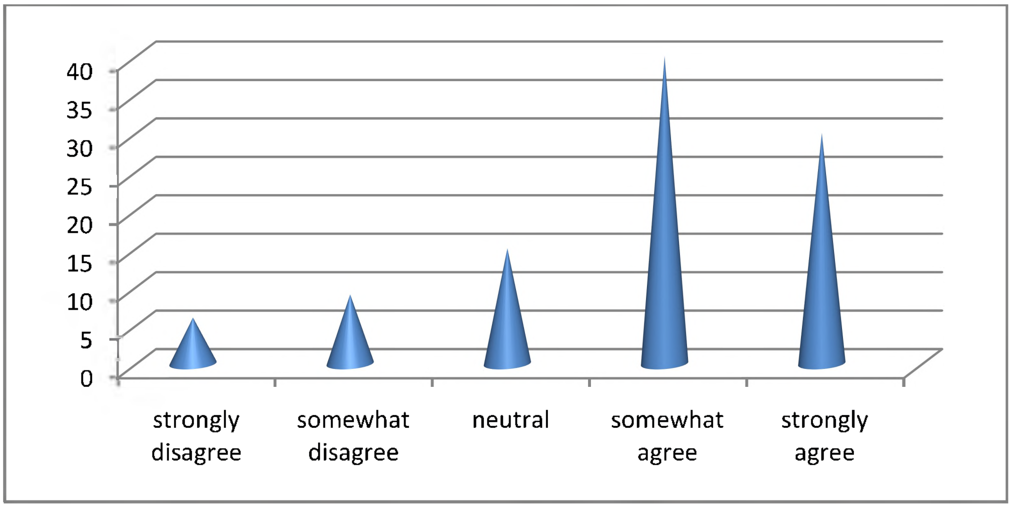


Fig: 4.16 I would discuss with others before deciding on purchase.

Interpretation: In this table 40% of the respondents they like to share their shopping experience with their friends.9% of the respondents they didn't share their experience.15% of the respondent's neutral stage from above this statement.

17. A well known brand means good quality

1-Strongly disagree=3%, 2- somewhat disagree=10%, 3- neutral=20%, 4-somewhat agree=41%, 5-strongly agree=26%

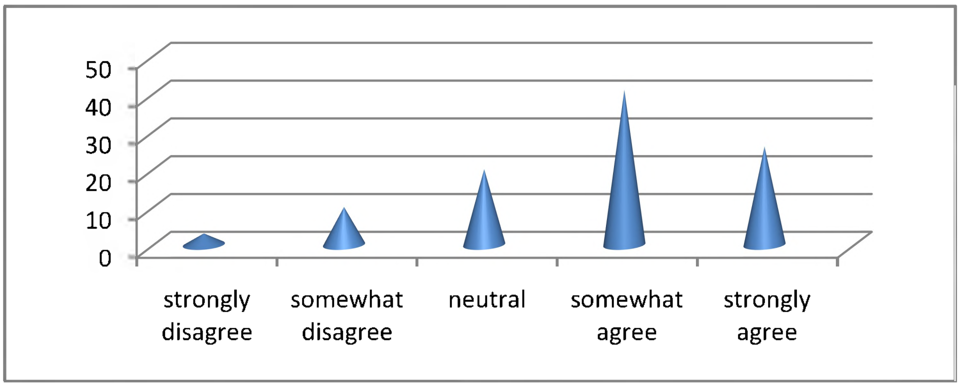


Fig: 4.17 A well known brand means good quality

Interpretation: In this table 41% of the respondents are agree with well known brand means good quality.3% of the respondents are strongly disagreeing with this statement.

18. I shop where it saves my time.

1-Strongly disagree=3%, 2- somewhat disagree=10%, 3- neutral=20%, 4-somewhat agree=41%, 5-strongly agree=26%

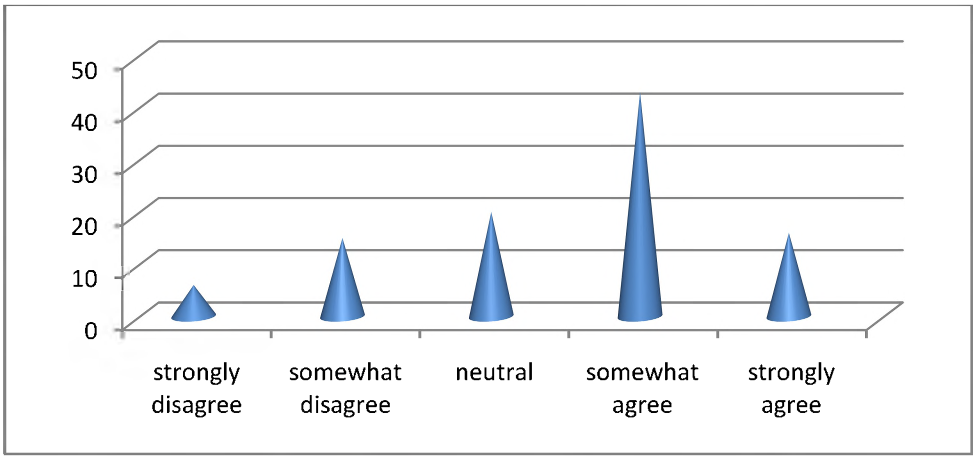


Fig: 4.18 I shop where it saves my time.

Interpretation: From above this table 41% of the respondents shop where it saves their time. 10% of the respondents somewhat disagree with this statement.20% of them are neutral stage.

19. I usually buy from the nearest store.

1-Strongly disagree=12%, 2- somewhat disagree=16%, 3- neutral=26%, 4-somewhat agree=33%, 5-strongly agree=13%

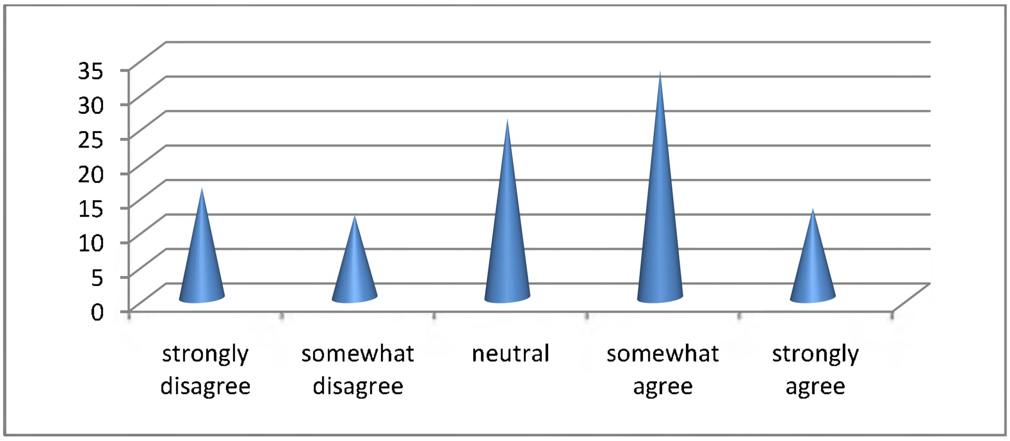


Fig: 4.19 I usually buy from the nearest store.

Interpretation:

From above this table 33% of the respondents are usually buy from the nearest store.16% of the respondents somewhat disagree with this statement.26% of them are neutral stage from this statement.

20.Local stores are attractive places to shop

1-Strongly disagree=14%, 2- somewhat disagree=20%, 3- neutral=22%, 4-somewhat agree=36%, 5-strongly agree=7%

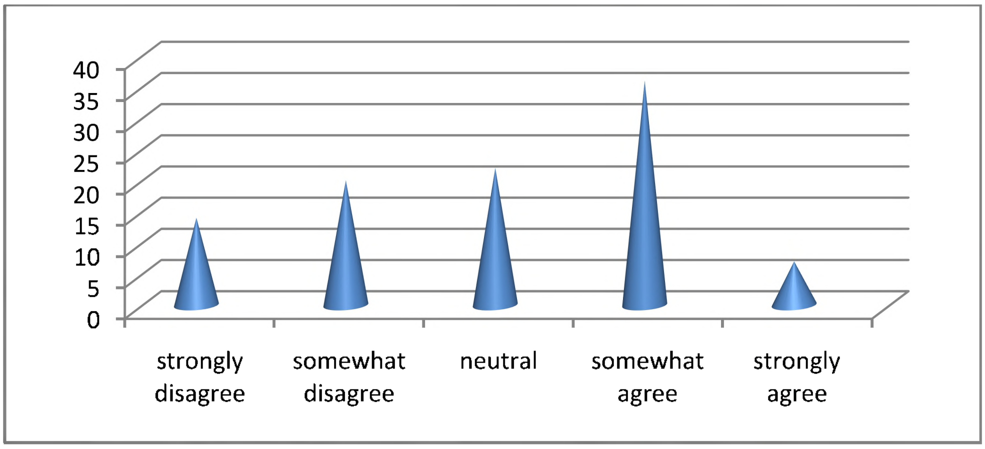


Fig: 4.20 Local stores are attractive places to shop

Interpretation:

From above this table 36% of the respondents are somewhat agree with this statement. 14% of the respondents are strongly disagreeing with this statement like local stores are attractive places to shop.

21.Local stores provide quality products for low price.

1-Strongly disagree=14%, 2- somewhat disagree=22 ,neutral=22%, 4-somewhat agree=33%, 5-strongly agree=8%

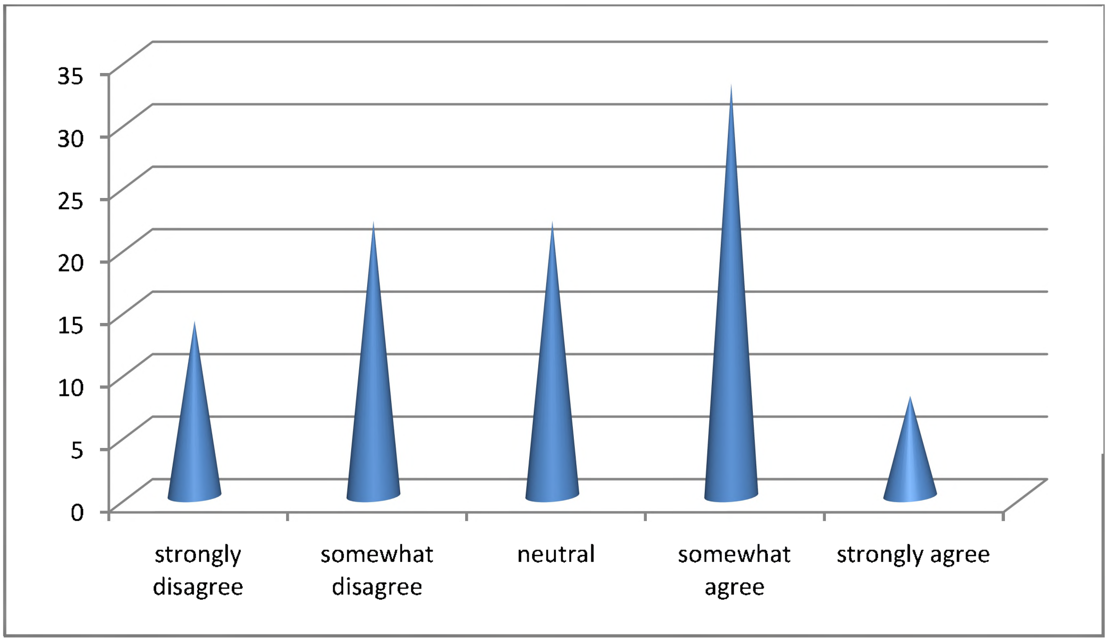


Fig: 4.21 Local stores provide quality products for low price.

Interpretation:

From above this table 33% of the respondents agree with local stores provide quality products for low price. 14% of the respondents strongly disagree with this statement. They are disagreeing local stores are not provide quality products for low price.

22. Local stores provide better services

1-Strongly disagree=11%, 2- somewhat disagree=25% , neutral=20%, 4-somewhat agree=34%,

5-strongly agree=10%

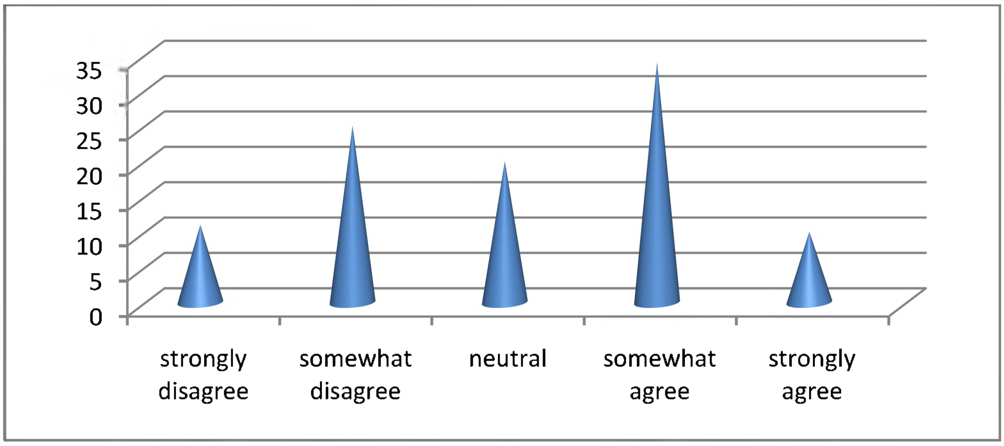
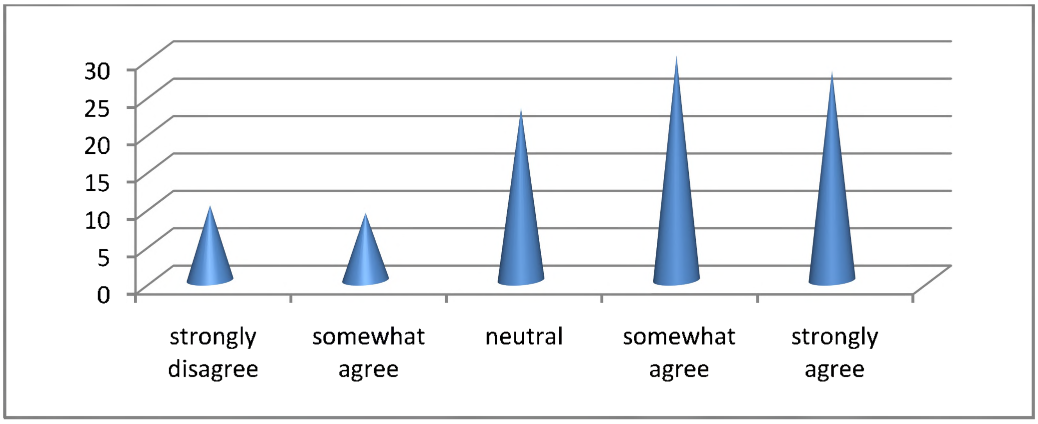


Fig: 4.22 Local stores provide better services

Interpretation: From above this table 34% of the respondents somewhat agree with this statement. Local stores provide better services .25% of the respondents are disagreeing local stores are not provide better services.

23. I go for shopping to find value for money

1-Strongly disagree=10%, 2- somewhat disagree=9% , neutral=23%, 4-somewhat agree=30%, 5-strongly agree=28%



Interpretation: From above this statement 30% of the respondents are agree with this statement they find the value for money for shopping.28% of the respondents are strongly agree with this statement.10% of the respondents are disagreeing with this statement.

24.How often do you shop for apparel for yourself?

Once a month or less=29%, 2-3 times a month=45%, more than 3 times a month=26%

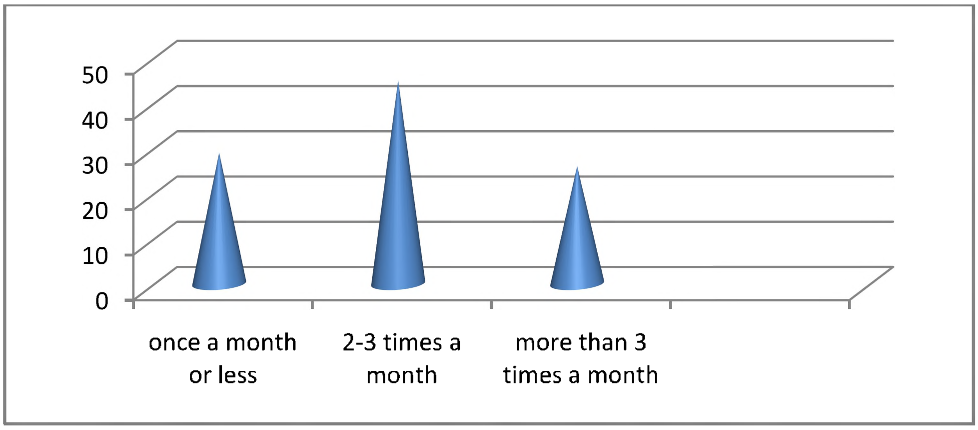


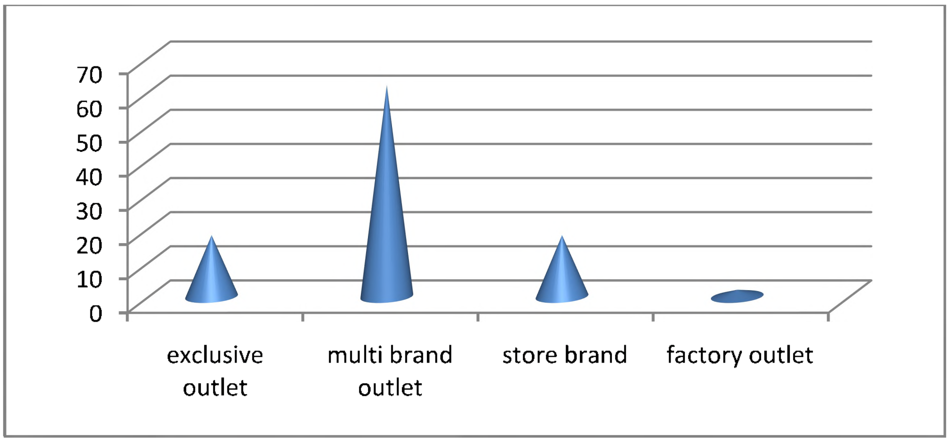
Fig: 4.24 Apparel shopping

Interpretation: Out of total 250 respondents 45% of them are spent 2-3 times a month for apparel shopping.26% of them are more than 3 times a month they spent for apparel. 29% of them are once a month or less for apparel shopping.

25.Where do you prefer shopping most?

Exclusive outlet=18%, multi brand outlet=62%, store brand=18%, factory outlet=2%

Fig: 4.25 Shopping Preference

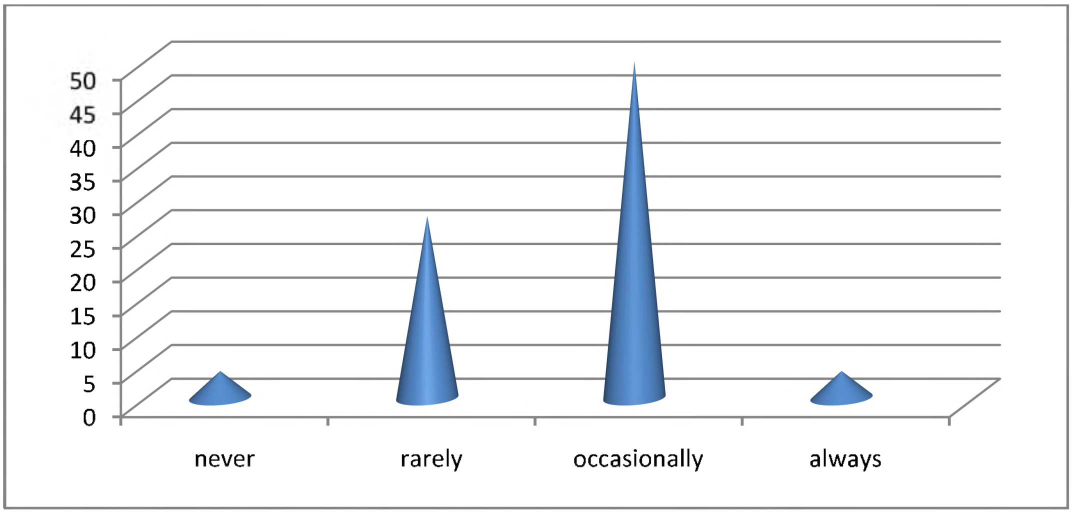


Interpretation: From above this table 62% of the respondents mostly preferred multi brand outlet for Shopping. 18% of them are preferred exclusive outlet. 18% of the respondents are preferred store brand and 2% of them are factory outlet. Out of total 250 respondents most of the respondents preferred multi brand outlets.

26.How often do you purchase for reliance trends products?

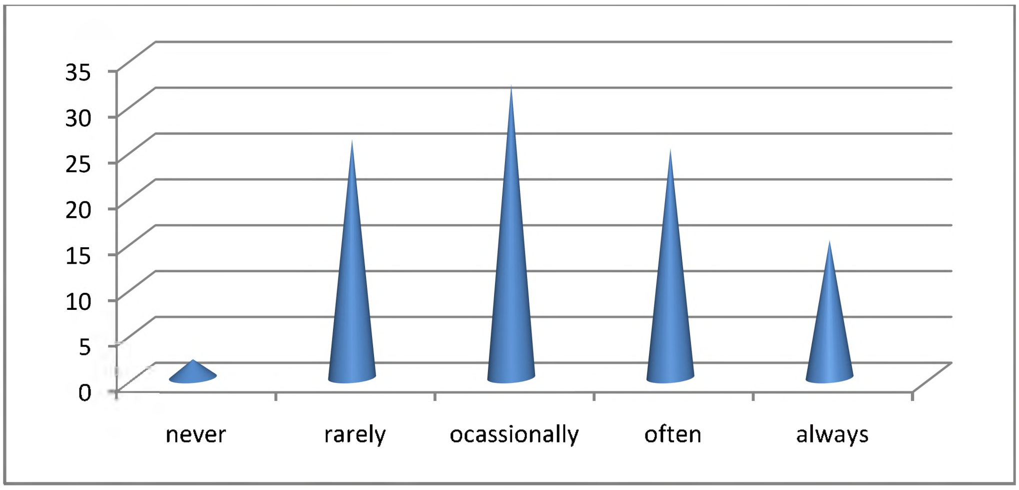
Never=4%, rarely=27% , occasionally=50% , often=15% , always=4%

Fig: 4.26



Interpretation: From above this table 50% of the respondents occasionally purchase for reliance trends products. 27% of the respondents rarely purchase reliance trends products, 15% of the respondents are often purchase reliance trends products.

27. How often do you shop for Standalone/boutiques? Never=2%, rarely=26%, occasionally=32% , often=25% , always=15% **Fig: 4.27** Stand alone/boutiques

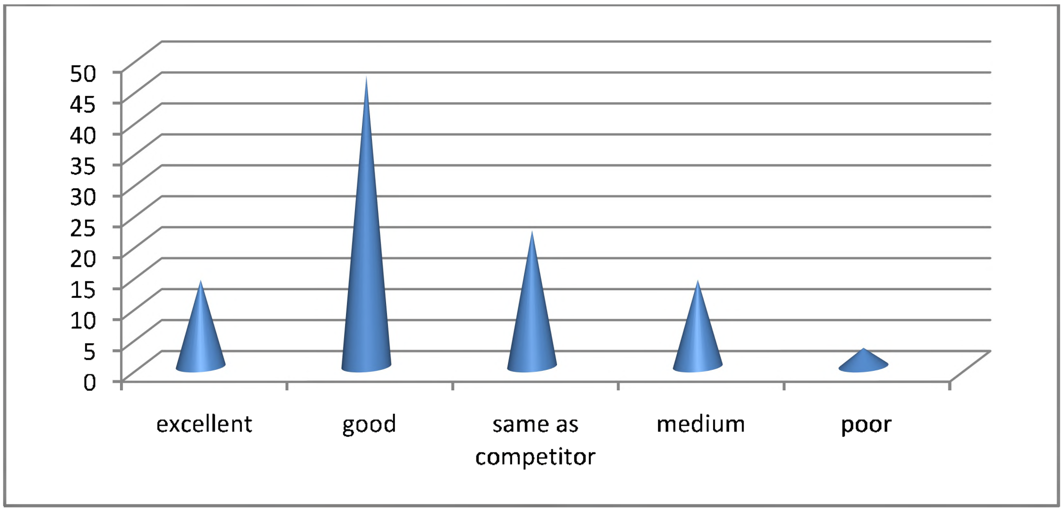


Interpretation: From above this table 32% of the respondents are occasionally preferred stand alone stores.26% of the respondents are rarely visit stand alone stores. 25% of them are often purchase from stand alone stores. 15% of them are always preferred stand alone stores.

28. One-stop shopping convenience.

Excellent= 14%, Good= 47%, Same as competitor= 22%, Medium= 14%, Poor= 3%

Fig: 4.28 One stop shopping convenience

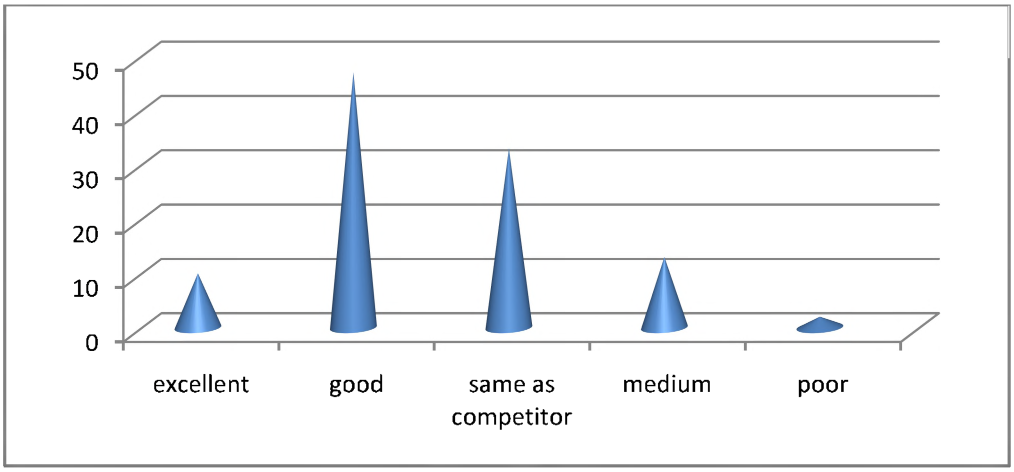


Interpretation: From above this table 47% of the respondents feel that one stop shopping convenience is good condition in reliance trends. 14% of the respondents feel that excellent shopping convenience in reliance trends. 22% of the responds told that shopping convenience mostly related with the competitor.3% of the respondent's complaint shopping convenience is poor in reliance trends. Over all shopping convenience is good condition in reliance trends.

29.Availability of good quality merchandise.

Excellent= 10%, Good= 47%, Same as competitor= 33%, Medium= 13%, Poor= 2%

Fig: 4.29 Availability of good quality of merchandise.

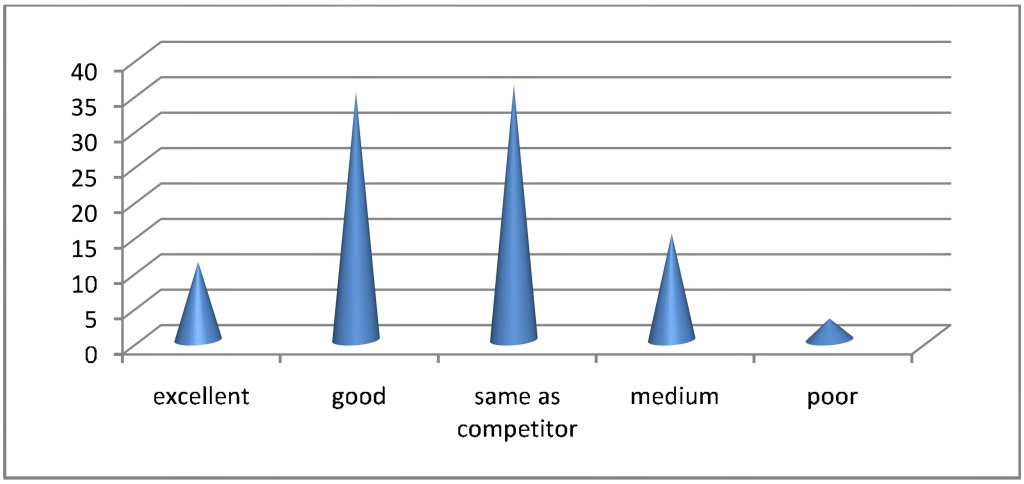


Interpretation: From above this table 47% of the respondents told that reliance trends provide good quality merchandise for apparel. 33% of the respondents feel that availability of quality merchandise is same as competitor.

30. Availability of wider choice of merchandise.

Excellent= 11%, Good= 35%, Same as competitor= 36%, Medium= 15%, Poor= 3%

Fig: 4.30 Availability of wider choice of merchandise.

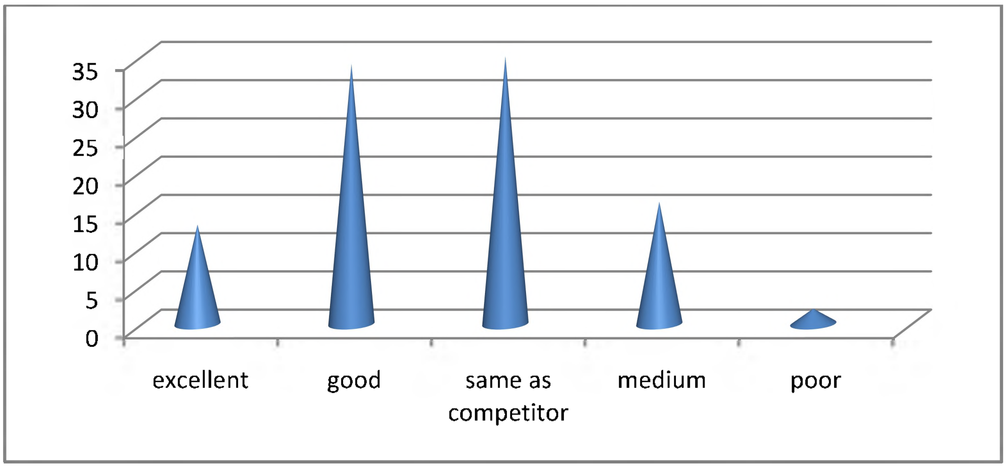


Interpretation: out of total 250 respondents 35% of them feel that availability of wider choice of merchandise is good condition in reliance trends. 36% of the respondents are told that wider choice of merchandise is same as competitior.15% of the respondents feel that medium level in reliance trends.

31. Store brand available at reasonable prices.

Excellent= 13%, Good= 34%, Same as competitor= 35%, Medium= 16%, Poor= 2%

Fig: 4.31 Store brand available at reasonable prices.



Interpretation: Out of 250 respondents 34% of them are feel that store brand available at reasonable price in reliance trends. 35% of them feel that price of the store brand is same as competitor.13% of them are feel that excellent price condition in store brand products.

32. Everyday low pricing

Excellent= 7%, Good= 35%, Same as competitor= 32%, Medium= 21%, Poor= 4%

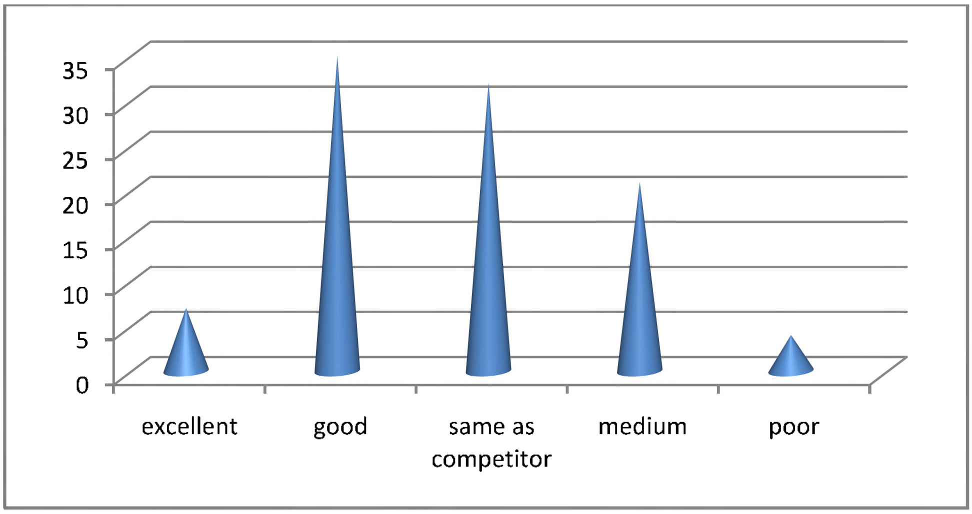


Fig: 4.32 Everyday low pricing

Interpretation: From above this table 35% of the respondents are feel that everyday low pricing is good condition in reliance trends.32% of them feel that everyday low pricing is same as competitor. 21% of them level of everyday low pricing is medium condition in reliance trends.

33. High low promotional offers.

Excellent= 5%, Good= 35%, Same as competitor= 32%, Medium= 24%, Poor= 4%

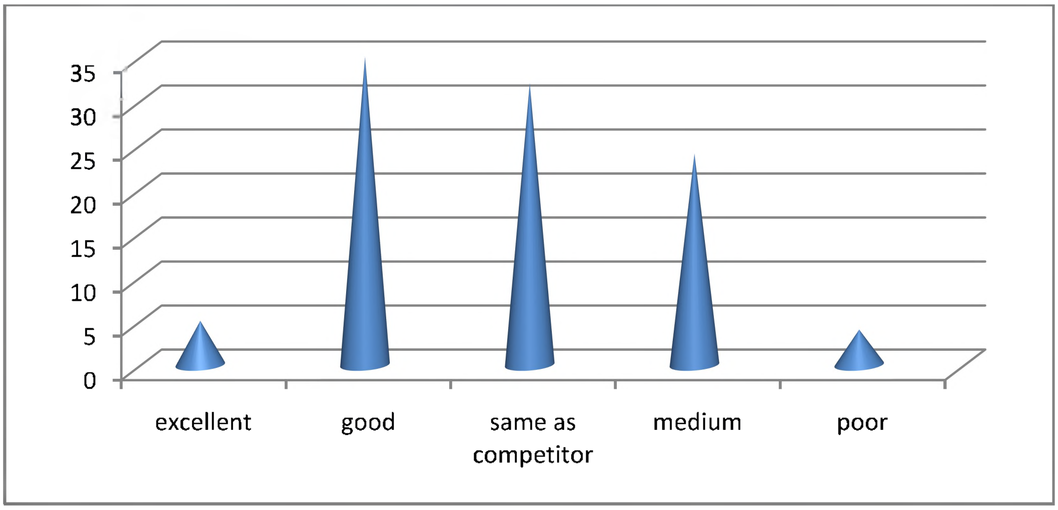


Fig: 4.33 High low promotional offers.

Interpretation:

From this table 35% of the respondents told that level of promotional offer is good condition in reliance trends. 32% of the respondents feel that level of promotional offer is same as competitor. 24% is medium condition. 5% of the respondents feel that excellent condition in reliance trends promotional offers.

34. Redemption of gift vouchers

Excellent= 5%, Good= 35%, Same as competitor= 28%, Medium= 25%, Poor= 6%

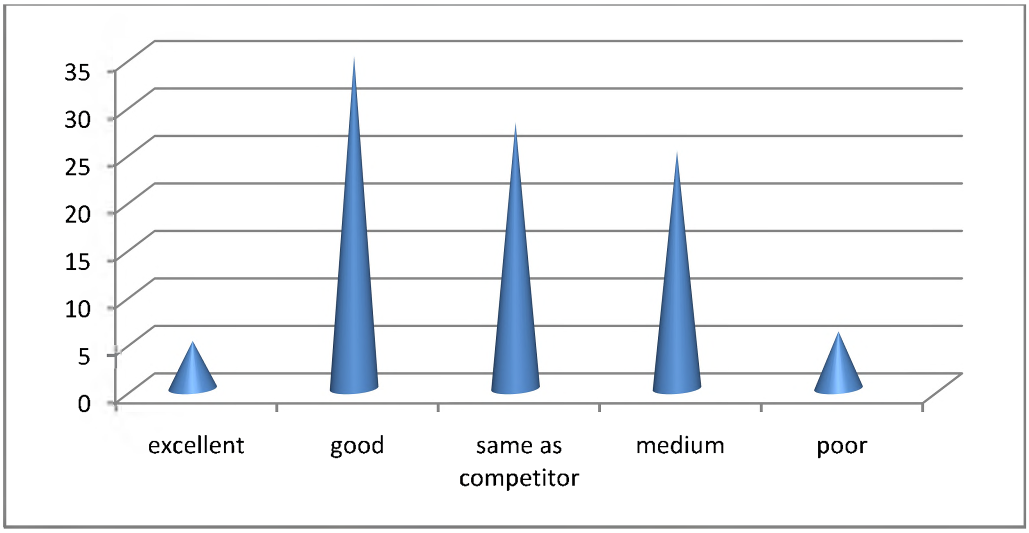


Fig: 4.34 Redemption of gift vouchers

Interpretation:

From above this table redemption of gift voucher is good (35%) condition in reliance trends. Redemption of gift voucher's condition is same as competitor (28%). 25% of the respondents are feel that medium condition in reliance trends.