



**“A STUDY ON CONSUMER ATTITUDE AND BUYING BEHAVIOUR TOWARDS
STORE & SERVICE BRAND OF RELIANCE RETAIL INDUSTRY WITH A SPECIAL
REFERENCE TO JUNAGADH DISTRICT.”**

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ABSTRACT

This study looks at the opinions and purchasing patterns of customers in the Junagadh area of India regarding Reliance Retail's stores and service brands. The study intends to direct strategic marketing initiatives and enhance customer experiences by examining the elements impacting consumer choices, perceptions, and decision-making. In order to comprehend consumer sentiment, satisfaction levels, and brand loyalty, data gathered from 200 respondents was statistically evaluated. Reliance Retail may make well-informed decisions to improve customer experiences and brand loyalty thanks to the findings, which provide insightful information about regional consumer behaviour.

Key Words: Reliance Retail, Industry, Consumer Behaviour,

1. INTRODUCTION OF RELIANCE RETAIL INDUSTRY

Reliance Retail, a division of Reliance Industries, is India's largest retailer with a vast network of over 18,000 stores across 7,000 towns and employing over 245,000 people. Founded in 2006, it offers a diverse product range including groceries, apparel, electronics, and more, catering to millions of customers through both physical stores and online platforms like JioMart and AJIO. Reliance Retail has demonstrated rapid growth, driven by a commitment to customer satisfaction, a wide product selection, and a focus on innovation. Its strong online presence and expansion into sectors like FMCG, pharmaceuticals, and cosmetics through brands like Netmeds and Tira further solidify its position as a dominant force in the Indian retail landscape.



(Source: <https://images.app.goo.gl/JeejKbU9vHGjHZWW8>)

❖ HISTORY OF THE INDUSTRY:

Reliance Retail, a division of Reliance Industries, has demonstrated a strong growth trajectory since its inception in 2006. Despite challenges like the failed Future Group acquisition, Reliance Retail has strategically expanded its reach through investments from global firms like Silver Lake, KKR, and GIC. Key initiatives include partnerships with 7-Eleven, acquisitions like Dunzo and Campa Cola, and the adoption of digital currency. These strategic moves, along with investments from entities like the Abu Dhabi Investment Authority, have solidified Reliance Retail's position as a dominant force in India's retail landscape.

❖ BUSINESS PERFORMANCE:

As a vibrant and varied participant in the Indian retail scene, Reliance Retail, a Subsidiary of Reliance Industries Limited, excels in a number of industries, including Grocery, digital, connectivity, fashion and lifestyle, pharmacy, and consumer Electronics. Its business performance in these segments demonstrates a combination Of customer centric efforts, strategic alliances, and innovation



(Source: <https://images.app.goo.gl/BeSSA6UQTfWtzok8>)



2. LITERATURE REVIEW

The literature review critically analyses existing research, providing a comprehensive overview of relevant studies, theories, and findings. It helps identify research gaps, establishes the study's context, and demonstrates the researcher's understanding of the field.

1. (Rudrakash Malhotra & MS. Ruchu Negi, 2015) The paper titled “Consumer Behaviour towards Reliance Jio: A Study on Awareness, Satisfaction, and Market Potential” investigates various aspects related to Reliance Jio's impact on consumer behaviour. The objectives include assessing awareness levels among customers, gauging customer satisfaction, and exploring the market potential through a SWOT analysis. The research design adopts an Exploratory Research approach, utilizing a Simple Random Sampling method to survey 40 individuals for primary data. The study spans a specific period, employing both primary data collection (surveys) and secondary data from the internet. The findings reveal that Reliance Jio has become a significant player in the telecom sector, attracting a majority of the population, despite facing challenges such as network issues and limited reach in remote areas. Overall, the paper sheds light on the evolving consumer landscape influenced by Reliance Jio's presence.

2. (Anuja Agdhyemawer & Mahesh Kumar, 2017) The review of the literature Emphasizes how important visual merchandising is in influencing consumers' Purchase decisions, especially in the modern day when choices are heavily influenced By displays. The study concentrates on the effects of different merchandising aspects At Reliance Fresh stores in Jaipur, such as store appearance, lighting, music, and window Displays, mannequins, and price tags. After examining 270 responses' worth of Secondary and primary data, the study finds that these factors have a big impact on what customers decide to buy. For data analysis, descriptive statistics like mean and Standard deviation are used, along with Cronbach's alpha for validity and reliability. Hypotheses are tested using the One Sample T-test, which shows that respondents think the store's Lighting system, front arrangements, and aesthetic appeal are excellent and have a Positive impact on their purchasing decisions and overall shopping experience.

3. (SavinaShenoy,2017) “A Study on Marketing Strategies Adopted by Reliance to Push Sales in Sahakari Bhandar” is the title of a research study that looks at how Reliance uses marketing strategies to build customer loyalty at a retail mall called Sahakari Bhandar. Understanding consumer preferences, deciding whether to keep The Sahakari Bhandar brand, revealing marketing strategies, and gauging consumer Awareness are among the goals. Using a mixed-methods approach, the study collects Data from 50 customers at Dadar (West) Sahakari Bhandar through surveys, Interviews, and three years of mystery shopping observations. Secondary data comes from a variety of sources. The results indicate that Sahakari Bhandar's gimmicks draw more customers, that its link with Reliance has no effect on purchasing decisions, and That customers prefer it to



other supermarkets in Dadar (W). The study clarifies the Efficacy of marketing. Tactics used over a four-year period to shape consumer Behaviour in the retail industry.

4. (Aparna P. Goyal, 2017) In addition to assessing the level of customer service at Reliance Fresh locations in the Delhi/NCR, the study “Consumer Purchase Behaviour In Organized Retail Outlets: A Case Study of Reliance Fresh in Delhi” attempts to Investigate the relationship between employee behaviour and consumer purchase Intention. 136 respondents were given a well-structured questionnaire containing Liker Scale questions at Reliance Fresh stores over the course of a 15-day period. The Statistical Package for Social Science is used to analyse the data that was gathered via the questionnaire (SPSS). The principal aims of the study are to examine the aforementioned relationship and evaluate the quality of service, offering significant Insights into consumer behaviour in the context of Reliance Fresh outlets located in Delhi/NCR.

6. (Ankita Jangde & Bhuvanesh Kumar Sharma, 2018) This study report aims to Analyse consumer behaviour and assess the shopping experience in relation to Reliance Retail. This study also contributes to the understanding of the variables Influencing consumers’ opinions about Reliance Retail. Additionally, it examines the Correlation between Clients’ initial visit and overall buying experience, as well as to Find out how satisfied they are with the business overall. The study is descriptive in Character. Customers filled out an organized, self-designed questionnaire that served as the source of the primary data. Through the use of non-probability convenience sampling, 62 clients in total were chosen as a sample. With the aid of SPSS and Advanced Excel, regression analysis and the chi square test were used to analyse the Data. The study discovered that the main sources of satisfaction are product quality. The study also looked into whether a customer’s first visit and their whole purchasing Experience were significantly correlated.

3. RESEARCH METHODOLOGY

❖ STATEMENT OF THE PROBLEM

The research aims to understand consumer perception and purchase behaviour towards Reliance Retail stores and services in Junagadh district. By analysing factors influencing consumer choices, sentiments, and satisfaction, the study seeks to provide insights for improving marketing strategies and customer experiences in the region.

❖ TITLE OF THE STUDY

The research topic was carefully selected after consulting with a guide and examining the library’s book collection. Relevant tools, methods, and sources were chosen considering the research timeframe and subject matter.



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❖ PERIOD OF THE STUDY

The time frame for the study of the research was from January (2024) to March (2024).

❖ OBJECTIVE OF THE STUDY

- To investigate the factors that affect consumers' decisions to pay and purchase in the retail sector.
- To investigate the kinds of goods that are typically bought at Reliance Retail Establishments.
- To investigate consumer perceptions of dependence on retail establishments.
- To investigate the factors that draw customers into Reliance Retail locations.
- To ascertain consumers' level of brand loyalty to retail companies.

❖ DATA COLLECTION

This research utilized a mixed-methods approach. Primary data was collected through questionnaires administered in Junagadh City. Secondary data was sourced from journals, research papers, and newspapers to provide a comprehensive understanding of service quality.

❖ SAMPLE SIZE OF THE STUDY

This research study utilized a multi-stage sampling method to select 200 respondents. In this approach, the initial step involves choosing "primary sampling units," which in this case could be Google Forms. Subsequent stages would then focus on selecting individual components within these primary units.

❖ STATISTICAL TOOLS AND TECHNIQUES.

Percentage analysis with the help of graphs

Chi-square test analysis

❖ LIMITATION OF THE STUDY

- Because of the limited research period, numerous facts were overlooked.
- The exclusive field of study carried out in Junagadh. However, a wider area is required for a more in-depth analysis; therefore the study is likewise limited by the area.
- Another issue that may arise is the study's small sample size of 200 customers.



- When data is being gathered, some customers might not fill out the Questionnaire, which could result in an inaccurate portrayal of their actual Behaviour. This may result in the investigation's scope being limited.
- This study solely looks at Reliance Retail Industries, although it might also Look at other Reliance Industries and retail establishments.

4. DATA ANALYSIS AND INTERPRETATION

1. Simple percentage analysis with the help of graphs

Combining percentage analysis with graphics like pie charts and bar charts effectively visualizes data distributions, making it easier to understand trends and make informed decisions.

GRAPH NO: 1



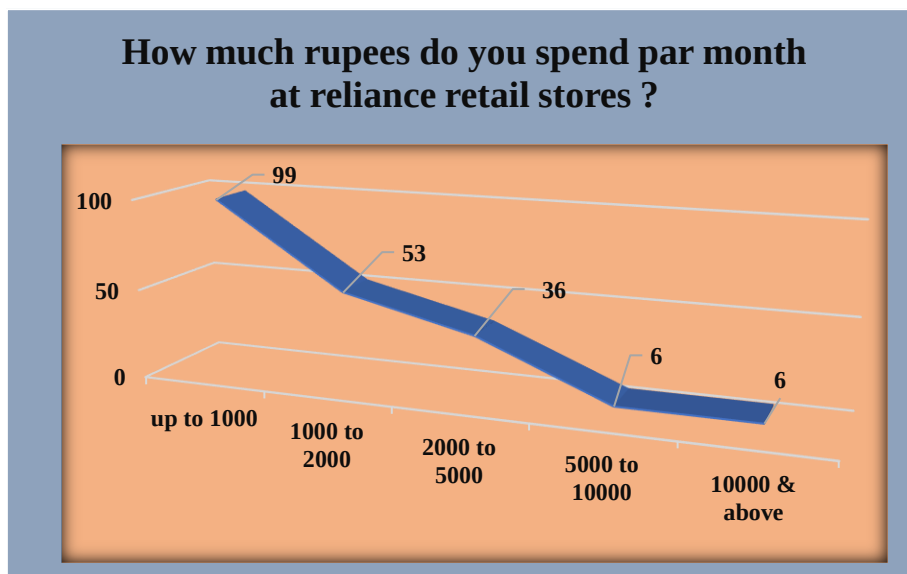
(Sources: Primary data collected through questionnaire)

INTERPRETATION

Reliance retail stores are frequented by 55% of respondents (110 out of 200), but 45% (90 out of 200) do not often shop there, according to the statistics presented. This suggests that a large portion of the population questioned frequently shops at Reliance retail locations.



GRAPH NO: 2



(Sources: Primary data collected through questionnaire)

INTERPRETATION

The data presented suggests that most customers at Reliance retail stores spend up to 1000 rupees a month; this represents 99 out of 200 customers polled, or roughly 49.5% of the total. The second most popular spending category, with 53 customers or roughly 26.5% of the total surveyed is between 1000 and 2000 rupees. From then, as the expenditure range widens and fewer consumers make greater purchases, the Percentage falls. For example, only six consumers, or roughly 3% of the total, spend between 5000 and 10,000 rupees and 10,000 rupees and above.

2. Chi-square test analysis

The chi-square test determines if observed data significantly differs from expected values, helping to understand if the relationship between categorical variables is due to chance or a true association.

TEST NO: 1

1. Question of the study:

- Your age groups
- How frequently you shop at reliance retail stores?



❖ **Table showing observed frequency.**

Age group	How frequently people shop at reliance retail stores				Grand Total
	During the offers	Monthly	Rarely	seasonally	
18 to 25	31	43	59	23	156
25 to 35	3	9	14	3	29
35 to 45	1	4	0	0	5
45 & above	0	1	0	0	1
Up to 18	0	3	4	2	9
Grand Total	35	60	77	28	200

2. Interpretation:

The data shows that people aged 18 to 25 shops most frequently at Reliance retail Stores, with the majority shopping rarely. Those aged 25 to 35 also shop regularly, primarily monthly. Older age groups shop less frequently, with very few shopping during offers or seasonally.

3. Hypothesis of the study:

(H0) Null Hypothesis: There is no significant difference in shopping frequency at Reliance retail stores between different age groups.

(H1) Alternative Hypothesis: There is a significant difference in shopping frequency At Reliance retail stores between different age groups.

❖ **Table showing expected frequency.**

Age group	How frequently people shop at reliance retail stores				Grand Total
	During the offers	Monthly	Rarely	seasonally	
18 to 25	31	43	59	23	156
25 to 35	3	9	14	3	29
35 to 45	1	4	0	0	5
45 & above	0	1	0	0	1
Up to 18	0	3	4	2	9



Grand Total	35	60	77	28	200
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❖ **Finding the study.**

P Value = 0.30	
P Value < 0.05	H0 Rejected
P Value > 0.05	H0 Accepted
0.30 > 0.05	
H0 Accepted	

4. Conclusion:

The chi-square test found no significant difference in shopping frequency at Reliance retail stores between different age groups. This is because the p-value (0.30) is greater than the significance level (0.05), leading to the acceptance of the null hypothesis.

5. Suggestion of the study:

This study found that younger adults (18-25) shop most frequently at Reliance, often during sales. Older groups shop less often. While age alone didn't significantly influence shopping, factors like income, location, and brand loyalty likely play a role.

TABLE NO: 2

1. Question of the study:

- Gender
- How loyalty is you to the reliance retail brands?

❖ **Table showing observed frequency**

Gender	consumer loyalty to the reliance retail brands					Grand Total
	Loyal	Neutral	Not at all loyal	Not loyal	Very loyal	
Female	44	56	4	7	21	132
Male	20	18	3	9	18	68
Grand Total	64	74	7	16	39	200



2. Interpretation:

The data indicates that out of 200 respondents, 132 are female and 68 are male. Among females, 44 are loyal, 56 are neutral, 4 are not at all loyal, 7 are not loyal, and 21 are very loyal to Reliance retail brands. For males, 20 are loyal, 18 are neutral, 3 are not at all loyal, 9 are not loyal, and 18 are very loyal. Overall, the majority of both genders show loyalty or neutrality towards Reliance retail brands, with females exhibiting slightly higher loyalty levels compared to males.

3. Hypothesis of the study:

(H0) Null Hypothesis: There is no significant difference in brand loyalty to Reliance retail brands between different gender groups.

(H1) Alternative Hypothesis: There is a significant difference in brand loyalty to Reliance retail brands between different gender groups.

❖ Table showing expected frequency.

Gender	consumer loyalty to the reliance retail brands					Grand Total
	Loyal	Neutral	Not at all loyal	Not loyal	Very loyal	
Female	42.24	48.84	4.62	10.56	25.74	132
Male	21.76	25.16	2.38	5.44	13.26	68
Grand Total	64	74	7	16	39	200

❖ Finding of the study:

P Value = 0.0468	
P Value < 0.05	H0 Rejected
P Value > 0.05	H0 Accepted
0.0468 < 0.05	
H0 Rejected	



4. Conclusion:

Since the p-value (0.0468) is less than the significance level (0.05), we reject the null Hypothesis (H_0). Therefore, the result of the chi-square test indicates that There is a Significant difference in brand loyalty to Reliance retail brands between different Gender groups.

5. Suggestion of the study:

The chi-square test rejected the null hypothesis, indicating a significant difference in brand loyalty towards Reliance retail brands between genders. Women showed slightly higher loyalty compared to men. Further research should explore the underlying reasons for this disparity to inform more effective marketing strategies.

5. FINDINGS

❖ Findings based on graphs analysis

1. Graph No. 5: 55% of respondents frequently shop at Reliance retail stores.
2. Graph No. 7: The majority spend up to 1000 rupees a month, representing 49.5% of the total.

❖ Findings based on Chi-square test analysis

1. There is no significant difference in shopping frequency at Reliance retail stores between different age groups. H_0 Accepted
2. There is no significant difference in brand loyalty to Reliance retail brands between different gender groups. H_0 Rejected

6. SUGGESTION

The recommendations derived from the Chi-square test and graph analysis all point toward improving Reliance Retail customers' shopping experiences and satisfaction. Reliance may enhance its market position and cultivate consumer loyalty by Prioritizing factors like product diversity, pricing competitiveness, loyalty programs, and efficient communication methods. This approach will ultimately propel growth and success within the retail industry.

7. CONCLUSION

The study underscores the critical role of understanding consumer perceptions and preferences for Reliance Retail's success. Key findings include factors influencing brand choice, customer satisfaction with in-store services, and the impact of brand reputation on purchasing decisions. To maintain a competitive edge, Reliance should prioritize initiatives to enhance customer experience and foster strong brand loyalty.



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