A Study on Customer Perception Towards Reliance Digital Retail Store in Hubli City

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Abstract:

Reliance Digital is a one stop store for electronics and consumer durables. Customer perception certainly plays an important role in having the ability to attract new customers and also to retain existing customers. In the highly grown markets, it is quite important to attract new customers and also keep track of the existing customer base. The objective of the present study is to analyze the customer perception towards quality, store design, service, pricing of products and location aspects and in turn also analyze customer perception towards the ambience of the store. The study conducted might help Reliance digital to know what all factors are essential for maintaining a good relationship with its customer. In this regard a survey was conducted using structured questionnaire with around 150 respondents through Google forms (online). Data collected was analyzed and represented using SPSS. The study strives to assess the major challenges faced by the employees while working in the store. It was also found during the course of research that many of the customer were more loyal towards Reliance digital store maintained a good customer service. The study helps us to understand and ascertain customer perception towards Reliance Digital and its products in Hubli City.

A comprehensive survey was conducted in this regard to get sufficient insights for the study. The findings of the study can be of help to Reliance Digital to understand customer perception.

Key words: *Reliance Digital, Customer perception, customer base, customer service, consumer durables*

Introduction:

The Indian retail industry has emerged as one of the most dynamic and growing fast due to several new player enter into the industry .Total consumption expenditure is expected to reach nearly US$ 3,600 billion by 2020 from US$ 1,824 billion in 2017**.** The organized retail market has a share of 8% as per 2012. While India presents a large market opportunity given the number and increasing purchasing power of consumers, there are significant challenges as well given that over 90% of trade is conducted through independent local stores. Challenges include: Geographically dispersed population, small ticket sizes, complex distribution network, little use of IT systems, limitations of mass media and existence of counterfeit goods. India is one of the fastest growing retail markets in the world, with 1.2 billion people. As of 2003, India's retailing industry was essentially owner manned small shops. In 2010, larger format <u>convenience stores</u> and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. Indian government continues the hold on retail reforms for multi-brand stores. In June 2012, <u>IKEA</u> announced it had applied for permission to invest $1.9 billion in India and set up 25 retail stores. customer perception and its associate contribution to the customers satisfaction has been given in a brief form. Perception is a process by which an individual select, organize and Interpret stimuli in a meaningful picture of the world. Also, we can describe as "how we see the world around us". Perception is the process of selecting, organizing and interpreting or attaching meaning to events happening in environment. Perception is one of the objects studied by the science of consumer behavior. Analyzing the work of scientists studying the consumer behavior, it is possible to make a conclusion that perception is presented as one of personal factors, determining consumer behavior. In today's digital age, virtually everything is a Google search away. This makes your goods and services easier to find, but the tradeoff is that your competition is easier to find as well. That means it's easier for unhappy or unsatisfied customers to leave. Consumers want good quality, but they also want to know they are getting good value. That value isn't just judged by the product or service they are purchasing, but by the availability and usability of the customer service that supports it. It's just not enough anymore to have brand recognition, consumers want to feel good about a brand and company. They want to do business with civic-minded corporations with positive world views.   When consumers' perceptions are good, they will continue purchasing goods from this company. These customers also will avoid spreading disappointing experiences to others Consumer perceptions are based on feelings.

A customer perception measurement is an important tool used by companies that expresses how well the companies are satisfying customers. Create a survey to give customers. The only way to measure and increase customer's positive perceptions of your company is to

ask customer's how they feel about your company. By creating a survey, you are able to get information directly from the customer.

Review of Literature:

Chanaka Jayawardhena and Andrew M. Farrell (2009) conducted a research, the purpose of which was to test conceptual model of the effects of customer and service orientation behaviors of individual retail employees on individual customers' perceptions of service encounter quality, service quality, value, satisfaction, and behavioral intentions. The sample (n = 271) was customers of a supermarket in Central India, and they completed questionnaires following mall intercept. To test the hypothesis, the structural equation modeling using LISREL 8.7 was employed. The findings were:1) Service and customer orientation behaviors are positively related to service encounter quality and service quality; 2) Service encounter quality is positively related to service quality and customer satisfaction.

William & Prabakar (2012) concluded that "The customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market as the study reveals that perception of service quality influenced by the various nature with various customers even some of the general factors like Personal interaction, physical aspects are the dimensions on of the customer perception remains constant and common to all the customer on a majority basis so the retail outlets have to frame their own strategies In order to attract the customers on a longer basis" the sample is used 400 .research methodology is the descriptive method.

(Dholakia, 2014) This paper inspects the influence of consumer's characteristics on the perception of shopping benefits which are associated with electronic and physical shopping. The empirical study finds the two shopping formats to be clearly different from each other in terms of perceived shopping benefits as found from a mail survey of upscale American households. The data supports the influence of individual characteristics (such as age, household income and family composition) as well as past behaviors on the shopping benefits associated with the two modes of shopping.

Rajaguru and Matanda (2006) examined 'Consumer Perception' and observed that except product price, other store and product attributes have positive effects on customer perception. Further research is needed to identify retail managers focus on product quality, store convenience as well as assure quality and availability of new products in order to enhance customer loyalty and also to compare consumers using various retail formats and consumers" perception of product and store attributes on retail formats keeping in view demographic correlates major Findings are. 1) Service quality is positively related to value perceptions and

customer satisfaction; and 2) Customer perception .Structure of the research methodology: Research design – Descriptive and sample size is 200.

Finlay (2007) in their study examined the underlying perceptions of consumers towards store and shopping outlets and found price and location as two critical factors influencing store outlet choice. She indicated that consumers are rarely prepared to change their shopping patterns to access alternative outlets for electronics purchases being habitual nature, time constraint and low cognitive processing characteristic. Further research is needed to consider different demographic groupings in different localities in order to better understand the impact of limited choice in an area. Major findings I s The Indian urban landscape comprises of 66 million households as per Indian Census 2001. Further analysis of the census data indicates that 29% of the urban households live in metros followed by towns with less than 1 lakh population and sample were used is the 250. Structure of the research methodology: Research design - Descriptive

Prof. Arati. Biradar (2018*)* Analyze of Customer Perception has become a very important component in giving outstanding customer service. By increasing popularity of customer relationship management can companies are now placing more importance on customer perception and their relationship with customers. Many of the manufactures are adjusting flexible strategies to attract customers from various classes. Structure of the research methodology: Research design – Descriptive and sample size is 100.Major Findings from the survey are that it was found that maximum customers are visit occasionally. 2 Most of the respondents purchase products from Reliance Digital, because of product Variety, better quality and various brands available at store. 3. According to the respondents the best part of Reliance Digital is availability of products.

Krishnan Ramasamy (2013) the research also tried to identify the impact of various factors on customer satisfaction in selected consumer durable white goods. They found some independent variables were overall quality; usage experience, pre sales, after sales service, sales person's behavior, repair, reliability, customer service and product compatibility. These variables were found statistically significant and had positive impact on customer satisfaction and worthiness, responsiveness, warranty, loyalty programs; competitive prices were the factors that had negative impact on customer satisfaction.

Objectives of the Present study:
1) To understand the Retail industry.
2) To analyse the customer perception towards quality, store service, pricing of products and location.
3) To analyse customer perception towards ambiance of store.

Scope of the study:

It is helpful to Reliance Digital to understand the customer perception. This study also helps to Reliance Digital to know what all factors are essential for maintaining good relationship with customers.

Need of the study

Here Industry wants to know the customer perception towards RELIANCE DIGITAL in order to get data which provide them a result of their product in market how is performing, also study helps to have some changes to adopt to make it more effective

This study also helps for Customer perception plays a vital role in a store ability to attract new customers and to retain existing customers from this study is that store have the ability to control many of the factors that build an individual perception of the company brand.

Limitations of the present study:

The information collected from the respondents is considered for analysis and respondents might be biased in providing satisfactory answers to questions. The study is limited to HUBLI CITY and its surrounding areas only. Data presented in this study is based on the opinions of the Limited respondents.

Statement of the Problem:

Major factors and reasons for customer perception of Reliance digital of retail store evaluated by getting feedback from the customers and also ascertaining the findings of the study. The study would help to improve the sales/marketing activities of Reliance digital of retail store in HUBLI CITY.

Research methodology:

Research methodology is a way to study a problem systematically and scientifically. In it we study the various factors causing the problem along with the logic behind them. It is necessary for the researcher know not only the research method or technique but also the methodology. This learning is evocative in the environment. The evocative examine describes the demographics of the customers and help to get clarity on the research. Also Principal and derivative data being used to collect a data. Crucial data is the raw data which is been collected from one on one interview, observation, structured questionnaire.

Type of Research:

The type of research adopted for the study is descriptive in nature.

Type of Data:

Both Primary and Secondary data are used for the purpose of research.

Data Collection method:

Primary data: Primary data was collected with the assistance of 150 respondents with structured questionnaire in Google forms through online mode.

Secondary data: The secondary data was taken from various websites, books, journals, magazines, news clippings etc. Data regarding various research papers to support research objectives was also taken from online web sources.

Sampling method employed:

Population: Customers of Reliance digital in HUBBLI CITY

Sample Size: 150 respondents

Data collection method: Online survey

Sampling method: Non probabilistic convenience sampling

Research instrument: Structured questionnaire framed with the help of Google forms

Data Analysis: By using SPSS and Graphs

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Data Analysis and Interpretation:

1. Reliance digital always provide discount /coupon facility

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	25	16.7	16.7	16.7
	Agree	54	36.0	36.0	52.7
	Neutral	55	36.7	36.7	89.3
	Strongly disagree	8	5.3	5.3	94.7
	Disagree	8	5.3	5.3	100.0
	Total	150	100.0	100.0	

## 1 Reliance digital always provide discount /coupon facility
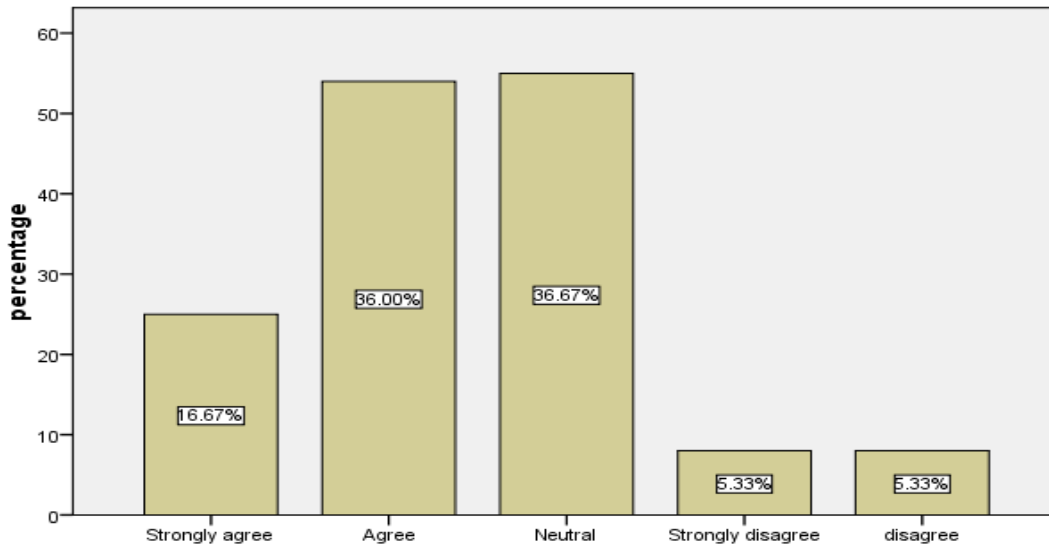
Interpretation: the above one shows that the36.67% customer are neither agreed not disagreed because the store provide the better discount facility in reliance digital when compared with other stores which leads the perception of that brand increased in HUBBLI city .and 5.33% of responses are strongly disagreed because poor in providing the discount facilities .

2. In Reliance Digital we get alternative product display

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	40	26.7	26.7	26.7
	Agree	50	33.3	33.3	60.0
	Neutral	32	21.3	21.3	81.3
	Strongly disagree	17	11.3	11.3	92.7
	Disagree	11	7.3	7.3	100.0
	Total	150	100.0	100.0	

## 2. In Reliance Digital we get alternative product display
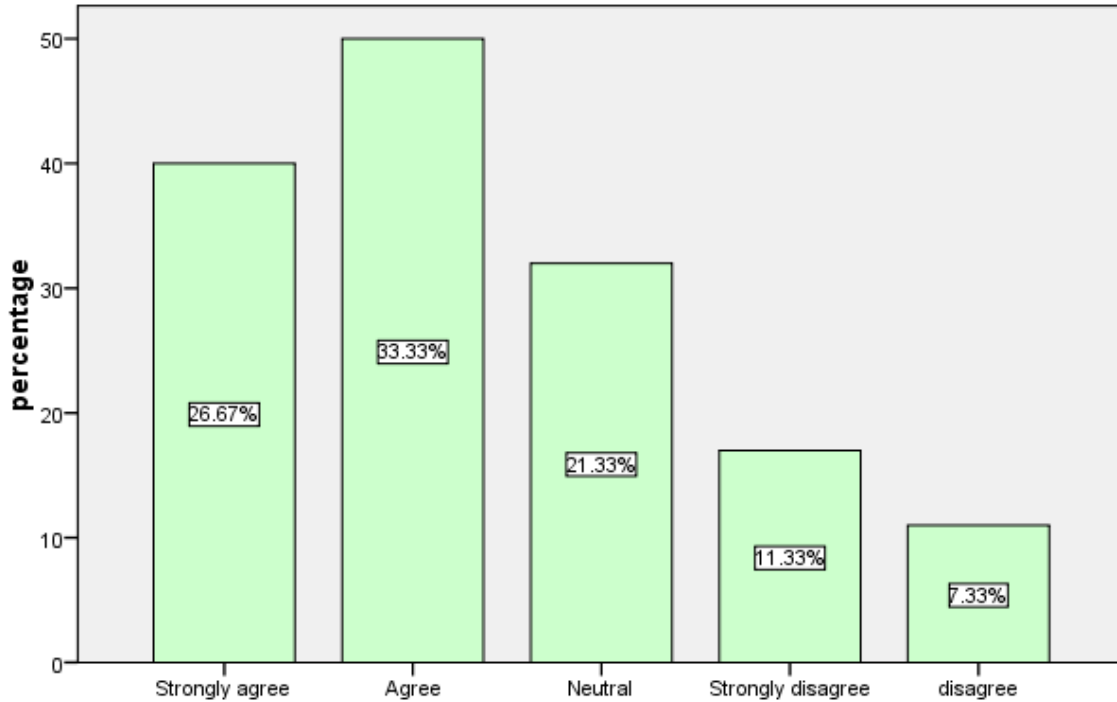
Interpretation: The above analysis shows that 33%customer are agreed in store . Customers want a reason to return to store because get them excited by displaying new and different products. And Bright colors can focus your customer's attention on key products and services. Combined with good lighting it helps you to create focal points for your customers. The 7.33% of responses are disagreed because the displaying of products are not proper .

3. Reliance digital always concern about store cleaning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	45	30.0	30.0	30.0
	Agree	53	35.3	35.3	65.3
	Neutral	26	17.3	17.3	82.7
	Strongly disagree	14	9.3	9.3	92.0
	Disagree	12	8.0	8.0	100.0
	Total	150	100.0	100.0	

### 3. Reliance digital always concern about store cleaning
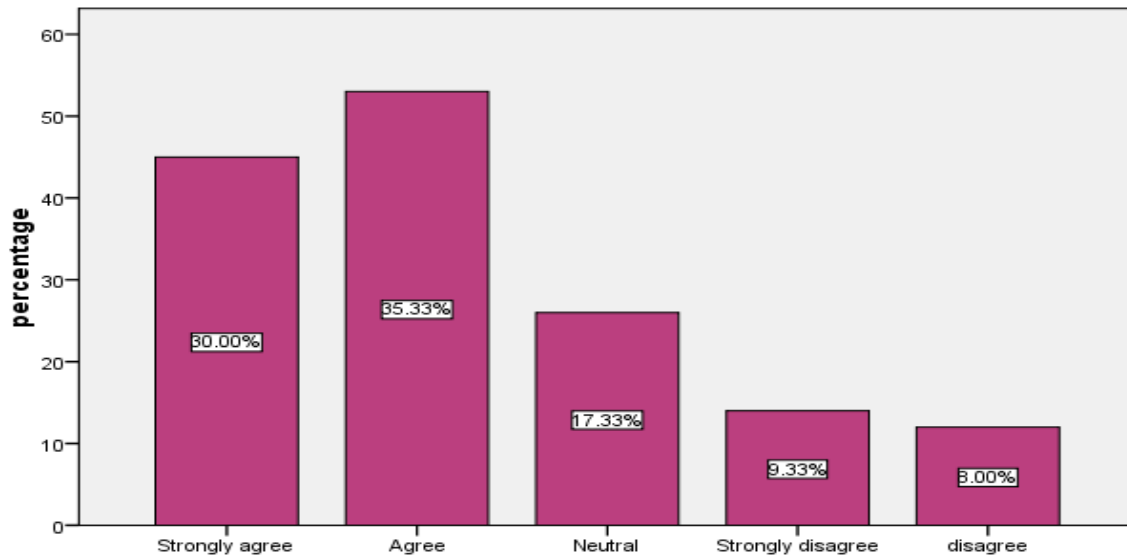
Interpretation The above analysis shows that the most customers35.33% are agreed because for Cleanliness isn't just about keeping consumers happy. It's also about keeping them safe. And Generate positive word-of-mouth about your store. The 8%customers are disagreed because if the customer is injured in a store and they can prove the owner was negligent in maintaining a safe environment, they could win a costly judgment against the store.

4. Reliance digital provide sufficient information boards

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	50	33.3	33.3	33.3
	Agree	39	26.0	26.0	59.3
	Neutral	35	23.3	23.3	82.7
	Strongly disagree	10	6.7	6.7	89.3
	Disagree	16	10.7	10.7	100.0
	Total	150	100.0	100.0	

## 4. Reliance digital provide sufficient information boards
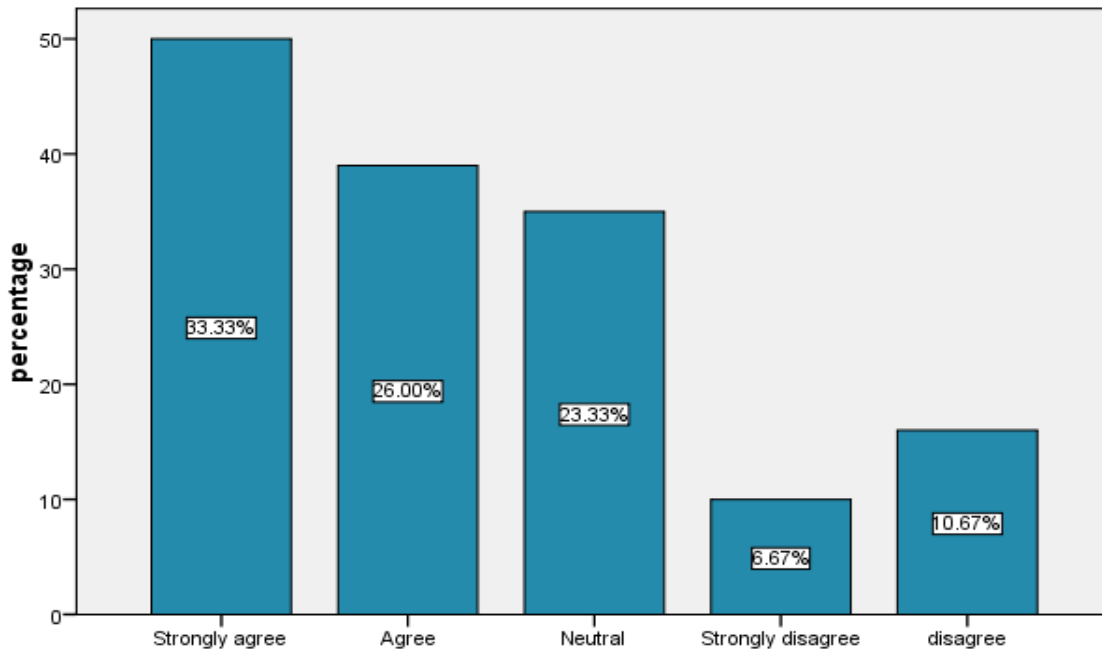
Inter pretation:The above anaysis shows that the 33.33%cutomer are strongly agreed because information boards give all necessary information about the store. The customer can easily come to know about the products kept at the store without actually bothering anyone. The information boards give the store its unique identity and helps in furthering its brand image. The information boards should be interesting enough to pull the customers into the store as a retailer can't afford to lose even a single customer. 6.67% customers are strongly disagreed because poor in providing the information boards.

5 Reliance digital will provide latest products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	57	38.0	38.0	38.0
	Agree	41	27.3	27.3	65.3
	Neutral	25	16.7	16.7	82.0
	Strongly disagree	14	9.3	9.3	91.3
	Disagree	13	8.7	8.7	100.0
	Total	150	100.0	100.0	

5 Reliance digital will provide latest products
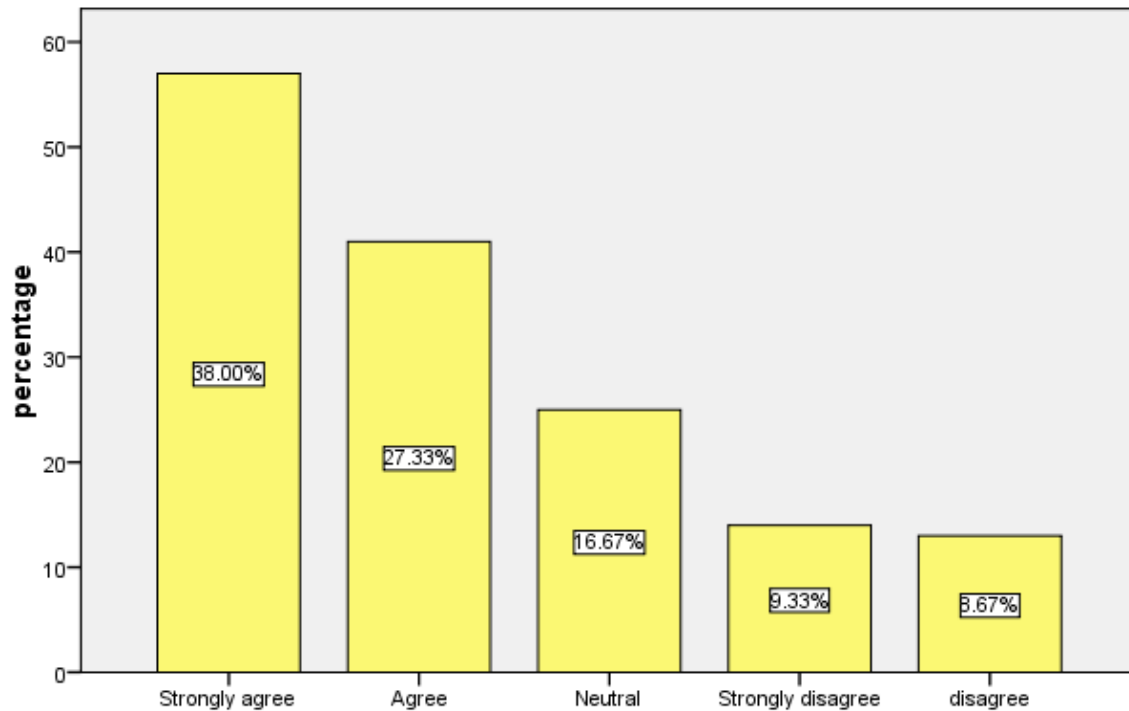
Interpretation: The above analysis shows that the38% customers are strongly agreed for the to providing the better for latest products because the customer are more strongly connivance about latest   products and also providing better quality of the latest product they fell the positive attitude towards store which leads to them more loyal to the store .8.67% customer disagreed because not providing better quality of the latest products.

Major findings of the study:
- From table 1 graph 1 conclude that 36.67% Customer are visiting Reliance digital are neutral that is neither agreed nor disagreed for providing discount /coupon facility and 5.33% customer are disagreed for providing discount facilities hence neutral or neither agreed nor disagreed customer are accepted discount facilities .
- From table 2 graph 2 conclude that 33.33% customer are visiting to reliance digital are agreed for getting the alternative product display and 7.33% of customer are disagreed

for getting the alternative product display hence more costumer are agreed for the getting the alternative product display .

- From table 3 graph 3 conclude that 35.33% customer are visiting to reliance digital are agreed for store cleaning and 8% customer are disagreed about store cleaning.
- From table 4 graph 4 conclude that 33.33% customer are visiting to reliance digital are strongly agreed for providing sufficient information boards and 6.67% customer are strongly disagree for providing information boards.
- From table 5 graph 5 conclude that 38%customer are visiting to reliance digital are strongly agreed for reliance digital provide the latest products and 8.67% customer are disagree for reliance digital provide the latest products.

Major Recommendations/Suggestions of the study:

- From the table 1 and graph 1 it is observed that out 150 respondents only 16.67% are strongly agreed for the coupons facilities but from the study is found that not providing proper discount facilities .so it is recommended that providing Creating discounts or offers based on different customers' preferences can greatly increase conversions. And should also provide Loyalty Discounts for Existing Customers.
- From the table 17 and graph 17 it is observed that out 150 respondents only 20% customer are agreed for the about the parking facility but from the study is found that not providing the proper parking facility. so it is recommended that the store should provide the efficiency space and also provide a traffic signage to drivers so park vehicles in the provided spaces and also provide parking lot security provisions like Drainage provisions, Lighting design.
- From the table 3 and graph 3 it is observed that out 150 respondents only 17.33% are neutral about store cleaning but from the study is found that store is not concerned about the cleanness so its recommended that Wipe glass display units regularly and also install air purifiers will help to reduce unpleasant smells and improve overall customer experience. Provide staff and customers with sanitization units for preventing from the spreading of germs.

Conclusion:

The study reveals that the name of Reliance brand is widely accepted brand is the today's market .They have the electronics and consumer durables that customer needs .It was found that overall customer perception towards reliance digital store is good. Majority of the respondents are happy that reliance digital store has opened in HUBLI. Most of the respondents

felt that the price was appropriate to the products and it provide better service. And it has variety of products are available .Reliance digital need to provide better discounts and vouchers /coupons that attracts customers. In HUBLI city, compared to other digital stores is a preferred choice for electronic purchases. Reliance digital should strive for maintaining the lead position in market. Advertisements should be directed towards newspaper, online advertisements and TV commercials to have a wider impact on the customers.

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