An Empirical Study on Customer Contentment towards Reliance Fresh

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ABSTRACT: *Gone are the days were the consumer went in search of materials from shop to shop. Today, things are made available in one shop, one place. These days, consumer buying is not mere transfer of item from seller to buyer. Consumer wants buying to become a happy affair. They would like to see, touch and feel the commodities they buy. Understanding this psychology for the consumer many organizations have come to make purchase of happy affair.The present study is based on the awareness of Reliance fresh among the customers. The study mainly concentrated on general price level, quality about products, overall satisfaction about Reliance fresh , general awareness, and consumer preferences of Reliance fresh.The primary data is collected through a structured questionnaire with the available data. The data is analyzed and interpreted with like percentage analysis method. Based on findings suitable recommendation and suggestions has been made.The probability Sample techniques are used to Simple random sampling and the sample size is 50.*

I. INTRODUCTION

Reliance fresh is the convenience store format which forms part of the retail business of Reliance industries of india which is headed by Mukesh Ambani. Reliance plans to invest in excess 0f Rs.250 billion in the next 4 years in their retail division. The company already has 453 Reliance Fresh outlets across the country. These stores sell fresh fruits and vegetables, staples, groceries, fresh juice, bars and dairy products. A typical Reliance Fresh store is approximately 3000-4000 square feet and caters to a catchment area of 2-3 km.

II. REVIEW OF LITERATURE

With the reviving of the economy, our highly improved life quality booms service industries and causes economic growth. Among the service industries, the department stores having a great to do with economic development for its great amount of cash flow is especially worthy of attention. Furthermore, many large department stores have been opened in the recent years and they do their best to promote in order to attract consumers and boost sales. Since 20% off for all and price reduction is very common, sellers start rewarding their customers with large numbers of prizes to draw their attention. Saravanan," an investigation of user perception and attitude to Reliance fresh store in Madurai" an unpublished submitted to Kamaraj university july,2011.

III. RESEARCH METHODOLOGY

The search for knowledge through objective and systematic method of finding a proper and feasible solution to a problem is popularly known as research. Methodology shall be considered on the methods used in one research selecting sample ,sample size, data collection and various tools for data analysis .The study is descriptive in nature because it describes opinion , views and satisfaction level of users of Reliance Fresh.Non-probability sampling has been used in this study.Under this non probability sampling, convenience sampling was choosen.The data was collected through structured questionnaire.further the research is designed to employ simple statistical tools.50 samples has been used for the survey and data analysis.

IV. OBJECTIVES

- To study the satisfaction level of customer with regarding to economy, price.
- To access the opinion of the customers about Reliance fresh when compared to other departmental stores.
- To study the services provided by the Reliance fresh store.

ANALYSIS AND INTERPRETATION:

COMPARED IN OTHER STORE PRICE DISTRIBUTION OF THE RESPONDENTS

S. No	Response	No. of Respondents	% of Respondents
1	Very high	7	14
2	High	20	40
3	Average	13	26
4	Low	6	12
5	Very low	4	8
	Total	50	100

ENSURE COMPLETE CUSTOMER SATISFACTION DISTRIBUTION OF THE RESPONDENTS

S. No	Response	No. of Respondents	% of Respondents
1	Very good	4	8
2	Good	31	62
3	Average	9	18
4	Low	5	10
5	Very low	1	2
	Total	50	100

DELIVERY ONTIME DISTRIBUTION OF THE RESPONDENTS

S. No	Response	No. of Respondents	% of Respondents
1	Very good	10	20
2	Good	25	50
3	Average	8	16
4	Low	5	10
5	Very low	2	4
	Total	50	100

THE MERCHANDISE SOLD IS A GOOD VALUE FOR THE MONEY DISTRIBUTION OF THE RESPONDENTS

S. No	Response	No. of Respondents	% of Respondents
1	Very strongly agree		
	Agree	8	16
2	Disagree	27	54
3	Very disagree	12	24
4		3	6
	Total		
		50	100

SPSS customer satisfaction * product price Crosstabulation

Count

		product price					Total
		very high	High	average	low	very low	
customer satisfaction	very low	0	1	0	0	0	1
	low	0	1	2	1	1	5
	average	2	2	4	1	0	9
	good	3	14	7	4	3	31
	very good	2	2	0	0	0	4
Total		7	20	13	6	4	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.825[a]	16	.612
Likelihood Ratio	15.571	16	.483
Linear-by-Linear Association	1.883	1	.170
N of Valid Cases	50		

a. 23 cells (92.0%) have expected count less than 5. The minimum expected count is .08.

HYPOTHESIS:

H0:There is no relationship between price level and satisfaction of customer.
H1:There is relationship between the price level and satisfaction of customer.

INFERENCES:

Since,13.825<26.296 we accept the null hypothesis. There is no relationship between price level and satisfaction of customer

INETRPRETATION:

- 40% of the respondents are rated products high.
- 62% of the respondents are feel good by services of the store.
- 50% of the respondents are feel good by delivery on time distribution.
- 54% of the respondents are agree in the merchandise sold is a Good value for the money distribution.

SUGGESTION:

- Company should improve the quality of the products.
- Company should reduce the cost of the products.
- To create awareness of about the company and multiple products available there.

V. CONCLUSION

I concludes that the respondents are satisfied by Reliance fresh store. But level of satisfaction is low with respect to other factors like price , services. I would like to request the company to improve their service for successful running of the company.

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