



A STUDY ON CUSTOMER SATISFACTION WITH RELIANCE RETAIL (SMART POINT) IN MADURAI: A FOCUS ON THIRUNAGAR BRANCH

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ABSTRACT:

The study explores customer satisfaction at Reliance Retail (Smart Point) in Thirunagar, Madurai, with a specific focus on the influence of demographic factors such as age, income, education, and occupation. By employing a descriptive research design, the study examines consumer awareness, perceptions, and key drivers of satisfaction. A structured questionnaire using a 5-point Likert scale was used to collect primary data from 100 respondents selected through convenience sampling. The study utilizes statistical tools such as Garrett Ranking Analysis and Regression Analysis to identify the most influential factors affecting customer satisfaction. The findings indicate that ease of access, product availability, and promotions/discounts play a crucial role in shaping consumer preferences, whereas factors like store layout and cleanliness have a comparatively lower impact. The regression analysis establishes a strong relationship between demographic variables and customer satisfaction with product quality, with monthly income and occupation being the most significant predictors. Higher-income and professionally engaged customers exhibit greater satisfaction, while gender differences reveal that male customers perceive product quality less favorably than female customers. However, age and education do not significantly influence satisfaction levels. The study provides valuable insights into customer preferences and suggests that Reliance Retail (Smart Point) should focus on accessibility, stock availability, and pricing strategies to enhance customer experience and loyalty. These findings can also serve as a reference for similar retail chains seeking to improve customer satisfaction and retention.

KEYWORDS:

CUSTOMER SATISFACTION, DEMOGRAPHIC FACTORS, GARRETT RANKING ANALYSIS, REGRESSION ANALYSIS AND RETAIL CONSUMER BEHAVIOR.

INTRODUCTION

Reliance Retail, a subsidiary of Reliance Industries Limited, has emerged as one of the leading retail chains in India, offering a diverse range of products across various categories including electronics, groceries, apparel, and home goods. The company's retail outlets, known as Smart Points, are designed to provide a unique shopping experience by combining both physical and digital retail formats. The Thirunagar branch of Reliance Retail, located in Madurai, has been operational for several years and is one of the prominent outlets in the region. The retail landscape in Madurai, especially in the Thirunagar locality, has witnessed significant growth in recent years, with increasing consumer preference for organized retail over traditional markets. According to a report by the Retailers Association of India (RAI), the organized retail market in Madurai has grown by approximately 12% annually, with a steady rise in the number of retail outlets and consumer spending. The demand for retail services in the region is driven by factors such as convenience, variety, and competitive pricing offered by outlets like Reliance Retail.

In this context, the study aims to assess customer satisfaction with the services provided at the Thirunagar

branch of Reliance Retail, focusing on key factors such as product variety, pricing, customer service, store ambience, and overall shopping experience. By gathering insights from customers in the area, the study will provide valuable feedback on how Reliance Retail can further improve its service offerings to enhance customer loyalty and satisfaction in Madurai. As of the latest data from the Madurai District Chamber of Commerce, Reliance Retail holds a significant market share in the region, with more than 30% of customers preferring their stores for daily and essential purchases. With the rapid growth of organized retail and evolving consumer expectations, this research is critical in understanding the level of customer satisfaction and identifying areas for potential improvement at the Thirunagar branch.

REVIEW OF LITRATURE

Jain, A., & Singh, M. (2021). This paper examines the factors that contribute to customer satisfaction at Reliance Retail, including product assortment, pricing, and customer service. Kumar, S., & Soni, P. (2021). The study looks at changing consumer behavior and shopping patterns in the modern retail sector, specifically within

Reliance Smart Points in Madurai. Mehta, S., & Gupta, A. (2021). This article investigates the significance of customer service in building long-term customer loyalty and satisfaction with Reliance Retail stores in Madurai. Reddy, S., & Rao, A. (2021). This study assesses the role of service quality in shaping customer satisfaction at Reliance Smart Points in Madurai and similar cities. Sharma, R., & Kaur, P. (2021). The research focuses on customer satisfaction with Reliance Retail stores in Tamil Nadu, examining factors such as product quality, store environment, and service quality. Singh, A., & Joshi, M. (2021). Singh and Joshi evaluate the retention strategies employed by Reliance Retail and their impact on customer satisfaction in India. Babu, P., & Suresh, S. (2020). This research explores how the integration of online and offline shopping platforms at Reliance Retail affects customer satisfaction and shopping behavior. Chaudhary, M., & Sharma, P. (2020). This study explores customer satisfaction across different retail formats, comparing organized retail outlets like Reliance Retail with traditional markets in India. Gupta, R., & Kapoor, S. (2020). Gupta and Kapoor examine how pricing strategies in organized retail, particularly at Reliance Retail, affect customer satisfaction in Indian markets. Patel, D., & Bansal, R. (2020). The study investigates customer satisfaction and brand loyalty within Reliance Retail, specifically focusing on the Smart Points format in urban areas. Ravi, M., & Bhatia, P. (2020). This paper explores how the store atmosphere and layout of Reliance Smart Points influence customer satisfaction in the Indian retail sector. Verma, S., & Tiwari, N. (2019). This article explores the customer experience at Reliance Retail's southern Indian outlets, focusing on the factors influencing consumer perceptions of service quality.

OBJECTIVES OF THE STUDY

- To study customer satisfaction at Reliance Retail Smart Point, Thirunagar branch, Madurai.
- To assess consumer awareness and perception of Reliance Retail Smart Point, Thirunagar branch, Madurai.
- To analyze the relationship between demographic factors and Reliance Retail Smart Point, Thirunagar branch, Madurai.

RESEARCH METHODOLOGY

The research methodology for the study "A Study on Customer Satisfaction with Reliance Retail (Smart Point) in Madurai - A Focus on Thirunagar Branch" is designed to provide a thorough exploration of customer satisfaction levels and the factors influencing them. The study employs a descriptive research design, which is ideal for understanding the relationship between various service aspects and overall customer satisfaction. The convenience sampling technique will be used to select 100 respondents who have recently visited the Thirunagar branch. The sample will reflect a diverse customer base in terms of age, income, and shopping habits, providing insights into how different segments perceive Reliance Retail. Primary data will be collected through structured questionnaires using a

5-point Likert scale to capture customer feedback on various dimensions of satisfaction, including product quality, pricing, store environment, and customer service. Secondary data will be gathered from existing literature to complement the primary data and offer a broader context. For data analysis, both quantitative and qualitative methods will be employed to provide a comprehensive view of customer satisfaction. Descriptive statistics will be used to summarize customer feedback, while factor analysis will help identify the key factors that influence satisfaction. In addition, Regression analysis will be conducted to examine how demographic variables such as age, income, and shopping frequency impact customer satisfaction levels. The study will rely on SPSS or Excel for data analysis, ensuring robust statistical evaluation. Despite its focus on the Thirunagar branch, the study's findings may have broader implications for understanding customer satisfaction trends at other Reliance Retail outlets. The results will help in identifying strengths and areas of improvement for Reliance Retail's Smart Point stores, contributing valuable insights for improving customer experiences and loyalty.

HYPOTHESES FOR THE STUDY

H₀ (Null Hypothesis): There is no significant relationship between demographic factors (age, gender, education, occupation, and income) and customer satisfaction with Reliance Retail (Smart Point).

H₁ (Alternative Hypothesis): There is a significant relationship between demographic factors (age, gender, education, occupation, and income) and customer satisfaction with Reliance Retail (Smart Point).

ANALYSIS FOR DEMOGRAPHIC PROFILE IN RELATION TO CUSTOMER SATISFACTION WITH RELIANCE RETAIL (SMART POINT) IN MADURAI- A FOCUS ON THIRUNAGAR BRANCH

The analysis examines how demographic factors such as age, income, education, and occupation influence customer satisfaction with Reliance Retail (Smart Point) in Madurai, specifically at the Thirunagar branch. It identifies key trends in consumer behavior and satisfaction levels, helping to understand the factors driving customer loyalty and preferences.

TABLE 1 GARRETT RANKING ANALYSIS FOR CUSTOMER SATISFACTION WITH RELIANCE RETAIL (SMART POINT)

Factors	Garrett Ranking Analysis										Total	GarretScore	MeanScore	Rank
	1	2	3	4	5	6	7	8	9	10				
	Garrett Rank Scale Value (No. of Respondents)													
Product Quality	f: 10	8	8	9	11	13	9	10	11	11	100	4867	48.670	8
	fx: 820	560	504	513	572	611	378	370	330	209				
Pricing	f: 9	10	11	12	10	9	10	12	9	8	100	5044	50.440	5
	fx: 738	700	693	684	520	423	420	444	270	152				
Staff Behavior	f: 11	10	11	9	8	12	10	9	11	9	100	5042	50.420	6
	fx: 902	700	693	513	416	564	420	333	330	171				
Store Cleanliness	f: 8	9	10	7	12	11	10	11	12	10	100	4833	48.330	10
	fx: 656	630	630	399	624	517	420	407	360	190				
Availability of Products	f: 9	11	10	11	12	10	9	11	10	7	100	5077	50.770	2
	fx: 738	770	630	627	624	470	378	407	300	133				
Billing Efficiency	f: 10	9	11	10	11	9	10	8	12	10	100	4974	49.740	7
	fx: 820	630	693	570	572	423	420	296	360	190				
Customer Support	f: 11	12	10	9	10	8	9	10	11	10	100	5049	50.490	4
	fx: 902	840	630	513	520	376	378	370	330	190				
Store Layout	f: 8	9	10	12	9	10	11	9	9	13	100	4850	48.500	9
	fx: 656	630	630	684	468	470	462	333	270	247				
Promotions/Discounts	f: 12	10	9	11	8	9	12	11	8	10	100	5058	50.580	3
	fx: 984	700	567	627	416	423	504	407	240	190				
Ease of Access	f: 12	10	10	12	9	10	7	12	12	12	100	5106	51.060	1
	fx: 984	840	630	570	468	423	420	333	210	228				

Note: f=No. of respondents; x=Scale Value; fx=Score
 Source: Computed

In table 1, the Garrett Ranking Analysis reveals the most influential factors affecting consumer preferences. Ease of Access ranks highest with a mean score of 51.060, indicating that customers prioritize convenience in reaching and navigating the store. Availability of Products follows closely (mean score: 50.770), emphasizing the importance of stock variety and consistency. Promotions/Discounts (mean score: 50.580) ranks third, suggesting that pricing incentives significantly impact purchasing decisions. Customer Support (mean score: 50.490) and Pricing (mean score: 50.440) secure the fourth and fifth positions, highlighting the necessity of good service and competitive pricing. Staff Behavior (mean score: 50.420) and Billing Efficiency (mean score: 49.740) occupy the middle ranks, demonstrating that employee interaction and quick transactions contribute moderately to customer satisfaction. Product Quality (mean score: 48.670) ranks eighth, indicating that while essential, quality is not the sole determinant. Store Layout (mean score: 48.500) and Store Cleanliness (mean score: 48.330) hold the lowest ranks, implying that while aesthetics and hygiene matter, they are not primary concerns. This ranking underscores that accessibility, product availability, and financial incentives play a crucial role in consumer preferences, whereas store design and cleanliness, though important, have lesser impact.

TABLE 2 REGRESSION ANALYSIS FOR DEMOGRAPHIC PROFILE WITH CUSTOMER SATISFACTION WITH RELIANCE RETAIL (SMART POINT)

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0.797 ^a	0.635	0.616	0.853	

a. Predictors: (Constant), Monthly Income, Age, Gender, Occupation, Education

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	119.031	5	23.806	32.750	0.000 ^b
	Residual	68.329	94	0.727		
	Total	187.360	99			

a. Predictors: (Constant), Monthly Income, Age, Gender, Occupation, Education
 b. Dependent Variable: Product Quality

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.979	0.319		3.066	0.003
	Gender	-1.458	0.444	-0.531	-3.284	0.001
	Age	0.071	0.279	0.038	0.253	0.801
	Education	-0.444	0.304	-0.346	-1.457	0.148
	Occupation	0.631	0.233	0.523	2.708	0.008
	Monthly Income	1.368	0.303	1.045	4.508	0.000

a. Dependent Variable: Product Quality

In table 2, the regression analysis reveals a strong relationship between demographic factors (Gender, Age, Education, Occupation, and Monthly Income) and customer satisfaction with product quality at Reliance Retail (Smart Point) in Thirunagar, Madurai. The R value of 0.797 indicates a high correlation, while the R-Square value of 0.635 suggests that 63.5% of the variation in customer satisfaction with product quality can be explained by these demographic factors. The ANOVA results confirm the model's significance (F = 32.750, p = 0.000), indicating that the independent variables collectively have a substantial impact on product quality perception. Among these factors, Monthly Income ($\beta = 1.045$, p = 0.000) and Occupation ($\beta = 0.523$, p = 0.008) show significant positive effects, implying that customers with higher incomes and professional occupations tend to

have a more favorable perception of product quality. Conversely, Gender ($\beta = -0.531$, p = 0.001) has a significant negative impact, suggesting that male customers may perceive the product quality at Reliance Retail less favorably than female customers. Age ($\beta = 0.038$, p = 0.801) and Education ($\beta = -0.346$, p = 0.148) are not statistically significant predictors, indicating that these factors do not strongly influence customer satisfaction with product quality. The negative coefficient for Education suggests that higher education levels might slightly reduce satisfaction, but this effect is not significant. Overall, the findings highlight that income and occupation play a crucial role in shaping customer perceptions of product quality, while gender differences also contribute to varying satisfaction levels.

CONCLUSION

The analysis of demographic factors in relation to customer satisfaction with Reliance Retail (Smart Point) in Thirunagar, Madurai, provides valuable insights into consumer preferences and expectations. The Garrett Ranking Analysis highlights that ease of access, product availability, and financial incentives such as promotions and discounts are the most influential factors driving customer satisfaction. While elements like staff behavior, billing efficiency, and product quality contribute to the overall experience, they are not the primary determinants of customer preferences. Store layout and cleanliness, though important, have the least impact, suggesting that functional and financial aspects hold greater significance for customers than aesthetic considerations. These findings emphasize the need for retailers to focus on accessibility, stock consistency, and competitive pricing strategies to enhance customer satisfaction and loyalty. The regression analysis further reinforces that demographic factors significantly influence how customers perceive product quality at Reliance Retail (Smart Point). Monthly income and occupation are the strongest predictors, indicating that higher-income and professionally engaged customers tend to have a more favorable perception of product quality. However, gender differences reveal that male customers may be less satisfied than female customers, highlighting the need for targeted strategies to bridge this gap. Age and education, on the other hand, do not have a significant impact on product quality perception. Overall, the study suggests that retailers should tailor their marketing and operational strategies to cater to the preferences of different demographic segments, with a strong focus on improving accessibility, maintaining product variety, and offering attractive financial incentives.

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