

A Study of Customer Opinion About Reliance Retail in Nanded City

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Abstract

The rapid growth of organised retailing in India has significantly influenced consumer shopping behaviour, making it essential for retailers to understand customer perceptions and expectations. This study focuses on customer opinion regarding the Reliance Retail store in Nanded city. In this study, the researcher has collected Primary data through a structured Likert-scale questionnaire administered to customers visiting Reliance Retail outlets. Statistical tools, including descriptive analysis and chi-square tests, were used to assess satisfaction levels and examine the relationship between demographic variables and customer opinions. The findings reveal that product variety, Pricing, staff behaviour, store ambience, and service convenience significantly influence customer satisfaction. Results show no significant relationship between gender and customer satisfaction, and the relationship between customer opinion and age was tested using SPSS. The study offers insights for improving service quality and enhancing customer experience at Reliance Retail in Nanded city.

Keywords: Likert-scale, SPSS

1. Introduction

Introduction

The Indian retail sector has experienced outstanding growth in the past two decades, driven by changing consumer lifestyles, rising incomes, urbanisation, and the rapid development of organised retail formats. Among the prominent players, **Reliance Retail** has emerged as one of the largest and most powerful retail chains in the country which is offering a wide range of products, including groceries, household items, apparel, electronics, and daily-use goods. With its growing presence across urban and semi-urban areas, Reliance Retail has become a preferred shopping destination for a large segment of consumers.

In Nanded city, the entry of Reliance Retail has significantly influenced local shopping behaviour by introducing modern store formats with impressive store ambience, competitive Pricing, and improved product variety & Quality. Due to intense competition in the retail market, understanding customer opinion becomes crucial for enhancing service quality, meeting customer expectations, and retaining customer loyalty. Customer opinion plays a vital role in evaluating store ambience & performance, identifying areas for improvement, and formulating strategies that align with consumer needs.

This study aims to analyse customer opinion about the Reliance Retail Store in Nanded city by examining key factors such as product variety, Pricing, staff behaviour, store ambience, and service efficiency. The study also aims to investigate whether demographic factors such as gender and age, are significantly

related to customer satisfaction. Insights from this research can help Reliance Retail strengthen service delivery, enhance the customer experience, and improve its competitive position in the local market.

Problem Statement: The Researcher identifies the following problem Statement to conduct the study, “A Study of Customer Opinion About Reliance Retail in Nanded City.”

2. Review of Literature

A Study of Customer Opinion about Reliance Retail in Nanded City

This literature review helps us examine existing research on organised retailing, customer perceptions and satisfaction, and the determinants of retail choice. It also helps to identify the gaps that justify the present study of Reliance Retail in Nanded city.

2.1. Growth of organised retail in India

Several researchers have recognised the rapid expansion of organised retail in India, driven by urbanisation, rising disposable incomes, changing family structures, and the entry of large modern retail stores. The available literature emphasises that organised formats (supermarkets, hypermarkets, and multi-brand outlets) have significantly changed shopping habits by offering variety, standardisation, and convenience features that are often lacking in traditional Kirana stores. This transformation provides the contextual background for studying consumer opinion toward major chains such as Reliance Retail.

2.2. Determinants of retail choice and customer opinion

Many researchers have identified common determinants of customer opinion and store choice: product assortment and availability, price and perceived value, product quality, store ambience and layout, staff behaviour and competence, payment options and checkout efficiency, and promotional activities.

2.3. Price, promotions and perceived value

The existing Retailing literature shows that Pricing strategy and promotional activity are significant drivers of store preference, particularly in price-sensitive markets. Several schemes, such as discounts, loyalty programmes, and bundled offers, increase perceived value and often lead to higher visit frequency and basket size. However, price sensitivity varies across demographic segments and purchase categories

2.4. Store layout, ambience and in-store experience

Many studies have highlighted the roles of store design, visual merchandising, signage, and ambient factors (lighting, music, spatial organisation) in order to determine shopping behaviour and dwell time. Positive in-store experiences not only increase immediate purchases but also drive favourable word of mouth and repeat visits.

2.5. Staff behaviour, training and customer handling

Frontline employees in the store strongly influence customer perception. Research indicates that courteous, knowledgeable, and active staff increase trust and perceived service quality. Training interventions and employee empowerment are often recommended to retailers as ways to improve customer satisfaction.

2.6. Demographic influences (age, gender, income, education)

Several studies have reported mixed findings on the influence of demographics. Some studies report gender differences in shopping priorities (e.g., females emphasising store ambience and product range; males emphasising convenience and price), while others find no significant gender effects. Age often correlates with format preferences and technology adoption (younger customers show greater acceptance of self-checkout and mobile offers). Income and education levels typically influence spending patterns and brand preferences.

2.7. Organised retail in smaller cities and semi-urban contexts

A smaller but growing literature examines the penetration of organised retail in tier-II and tier-III cities. Studies show that consumer expectations in smaller cities combine modern expectations (cleanliness, standardised Pricing) with strong local preferences (local brands, credit facilities at neighbourhood stores). Research cautions that strategies successful in metros may need adaptation for smaller cities.

2.8. Studies specifically on Reliance Retail and large chains

Empirical work focused on large Indian retail chains (including Reliance) finds strengths in supply-chain efficiency, competitive Pricing, and product variety. There are several other challenges which include local competition from traditional retailers, occasional stockouts of fast-moving items, and managing staff service consistency across outlets.

2.9. Gaps in the literature and justification for the present study

There is less research found specifically on customer opinion of Reliance Retail in smaller cities such as Nanded; most studies concentrate on metro cities. A Comparative analysis that links objective store measures (e.g., number of billing counters, hours of operation) with subjective customer opinion in semi-urban contexts. Mixed findings on demographic factors (especially gender and age) suggest a need for localised, context-specific testing rather than relying solely on national aggregates.

Conclusion:

The current literature establishes the major factors likely to influence customer opinion: product variety, price, service quality, store ambience, and promotions and highlights that local context matters. The present study of Reliance Retail in Nanded city addresses a gap by empirically measuring these factors in a tier-II city setting and testing demographic relationships (gender, age) with customer satisfaction.

3. Objectives of the Study

1. To study customer opinion about Reliance Retail in Nanded city.
2. To study the key factors influencing the customers.
3. To examine the relationship between gender and customer satisfaction.
4. To test the relationship between customer satisfaction and age..

4. Research Methodology

4.1 Research Design

A descriptive research design was adopted.

4.2 Sources of Data

- **Primary Data:** Structured questionnaire using a 5-point Likert scale.
- **Secondary Data:** Journals, websites, articles, and company information.

4.3 Sample Size

The population of Nanded is very large, i.e., **7,15,000**. Therefore, the sample size is determined by using the following formula.

$$n = \frac{N \cdot Z^2 \cdot p \cdot q}{e^2(N - 1) + Z^2pq}$$

Where:

- N = 800000
- Z = 1.96(95% confidence level)

- $p = 0.5$
- $q = 0.5$
- e =margin of error

For a population of 8,00,000 with a 95% confidence level, a 0.5 proportion, and a 6% margin of error, the calculated sample size is approximately 270–300. Hence, 300 respondents are considered adequate. Therefore, the researcher determines the sample size of **300 respondents**.

4.4 Sampling Technique

Convenience sampling.

4.5 Hypothesis:

H_{01} - "There is no significant relationship that exists between gender & Customer satisfaction"

H_{a1} - "There is a significant relationship that exists between gender & Customer satisfaction"

H_{02} - "There is no significant relationship that exists between age & Customer satisfaction"

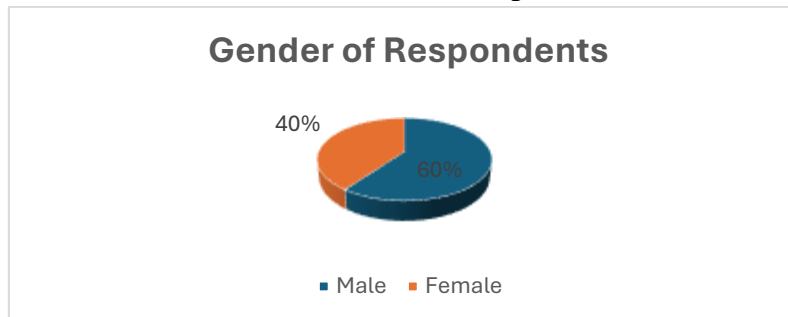
H_{a2} - "There is a significant relationship that exists between age & Customer satisfaction"

5. Data Analysis

This chapter presents the analysis of primary data collected from 100 respondents through a structured Likert-scale questionnaire. Statistical tools, including percentage analysis, mean score analysis, and hypothesis testing (Chi-Square and ANOVA using SPSS), were used to interpret the results.

5.1 Demographic Profile of Respondents

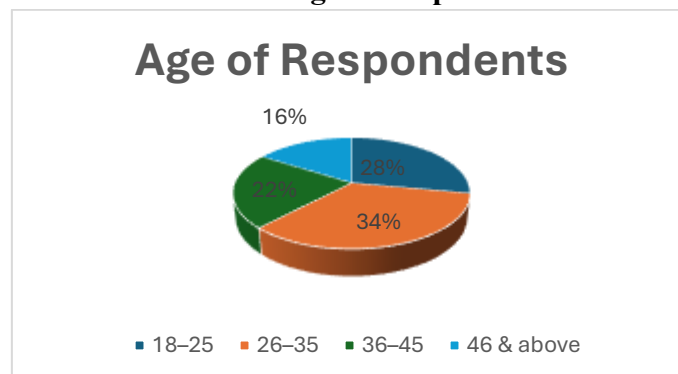
Table 4.1: Gender of Respondents



Interpretation:

Of the 300 respondents, 60% were male, whereas only 40% were female.

Table 4.2: Age of Respondents



Interpretation: Out of 300 respondents, most (34%) fall in the **26–35 age group**, indicating that young

adults form a major customer segment, whereas only 16% fall in the 46 & above age group.

4.3 Factorial Analysis

A researcher has been tasked with studying customer opinion of the Reliance Retail Store in Nanded City. He has defined 14 statements to study the customer opinion of the Reliance retail store. Customers were asked to give their opinion about the Reliance retail store, and their responses were collected on a five-point Likert scale ranging from 1 to 5 as follows.

1-Strongly Agree 2-Agree 3-Neutral 4-Disagree 5-Strongly Disagree

Sr. No.	Statement
1.	The store is clean and well-maintained.
2.	The store's lighting and layout make shopping easy.
3.	I find a good variety of products in the store.
4.	Product quality meets my expectations.
5.	Prices are competitive compared to other stores.
6.	Promotions/discounts are attractive and useful.
7.	Staff are courteous and helpful.
8.	Staff resolve my queries promptly.
9.	The billing and payment process is fast and convenient.
10.	Easy Digital payment options.
11.	After-Sales Service
12.	Customer-friendly Return/exchange process
13.	I am satisfied with my overall shopping experience.
14.	I will shop again at this store and recommend it Give it to others.

KMO and Bartlett's Test

KMO and Bartlett's Test Value	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.820
	Approx. Chi-Square	1423.56
	Df	78
	Sig.	0.000

Interpretation: Sampling adequacy is excellent; factor analysis is appropriate.

FINAL FACTOR SUMMARY

Factor	Label	Key Items	Type
Factor 1	Store Environment	Cleanliness, Layout	Ambience
Factor 2	Product & Price	Variety, Quality, Price, Promotions	Merchandise value
Factor 3	Staff Service	Courtesy, Query resolution	Human service
Factor 4	Convenience & Loyalty	Billing, Digital payments, After-sales, Satisfaction, Loyalty	Convenience & retention

4.4 Hypothesis Testing

The researcher has obtained the following result of the hypothesis

Hypothesis -1

This section presents the results of the hypothesis tested in the research paper.

The following results of the hypothesis have been obtained

H₀₁- "There is no significant relationship that exists between gender & Customer satisfaction"

H_{a1}- "There is a significant relationship that exists between gender & Customer satisfaction"

Result of Chi-Square Test

Test	Value	df	Sig. (p-value)
Pearson Chi-Square	27.57	4	0.000

From the above Table, it is evident that the association between educational qualification & satisfaction level is significant ($\chi^2=27.57$, $df=4$, $p<0.05$). Thus, the null hypothesis 'There is no significant relationship between gender & Customer satisfaction' is rejected. It means that the alternative hypothesis There is a significant relationship between gender & Customer satisfaction, " is accepted. Hence, 'There is a significant relationship that exists between gender & Customer satisfaction'

Hypothesis -2

H₀₂- "There is no significant relationship that exists between age & Customer satisfaction"

H_{a2}- "There is a significant relationship that exists between age & Customer satisfaction"

Test	Value	df	Sig. (p-value)
Pearson Chi-Square	21.4792	12	0.43789

From the above Table, it is evident that the association between educational qualification & satisfaction level is significant ($\chi^2=21.4792$, $df=12$, $p< 0.05$). Thus, the null hypothesis 'There is no significant relationship between age & Customer satisfaction' is rejected. It means that the alternative hypothesis There is a significant relationship between age & Customer satisfaction, " is accepted. Hence, 'There is a significant relationship that exists between age & Customer satisfaction'

5. Conclusion:

The present study was undertaken to understand customer opinion about the Reliance Retail store in Nanded City. Based on analyses of demographic factors and satisfaction parameters, and on statistical testing using SPSS, several important conclusions can be drawn. The study reveals that customers in Nanded generally have a positive perception of Reliance Retail. Factors such as store cleanliness, organised layout, product variety, product quality, competitive Pricing, staff behaviour, convenience of billing, and after-sales service significantly influence their satisfaction. Most customers reported that the store environment is comfortable and that product availability meets their expectations.

Statistical analysis using the Chi-Square test demonstrated that:

- There is a significant relationship between Gender and Customer Satisfaction, meaning satisfaction levels vary meaningfully across male and female customers.
- There is also a significant relationship between Age and Customer Satisfaction, indicating that different age groups perceive the store differently based on their preferences and expectations.

Factor Analysis further shows that customer satisfaction is influenced by major underlying dimensions such as:

1. Store Environment,
2. Product & Pricing,
3. Staff Service,
4. Convenience & After-Sales Support,
5. Overall Shopping Experience.

Overall, the study concludes that Reliance Retail has been successful in developing favourable customer perceptions. Still, improvements in promotional appeal, staff responsiveness, and digital transaction efficiency can further enhance customer satisfaction. If these aspects are strengthened, Reliance Retail can continue to expand its customer base and maintain a competitive advantage in Nanded City.

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