A STUDY ON CUSTOMER SATISFACTION AT RELIANCE FRESH

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ABSTRACT

This research is done to get an idea of customer satisfaction. The goal of this study is to find out the company customers’ level of satisfaction and how satisfied the customers are with the service of the enterprise. Another goal is to find out if customers are dissatisfied with something, why and what kind of improvement suggestions they have. Therefore the goal is to identify areas that still need to be improved so that those areas can be further developed. One goal is also to find out the areas to which customers find successful. The results are to be shown so that the company can use the results, for example, in their marketing in the future.

Customer satisfaction, a term frequently used in marketing, is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products and its services (ratings) exceeds specified satisfaction goals." In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses.

It is seen as a key performance indicator within business and is often part of a balanced Scorecard. In a competitive marketplace where businesses compete for customers, customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy.

1. Need for the study: The selected Topic “Customer Satisfaction” is most important aspect in any branch under management. Thus the needs to select this topic is as follows

- To imbibe the thorough knowledge of selected topic and to inculcate the analysing efficiency on customer satisfaction.
- As the trend of retail markets is increasing these days dramatically in a country and in a world market whose growth and developed ultimately depends on customer satisfaction, this constitutes a basic need for selecting this topic for the study.

1. 2. Objectives of the study

- To identify the customer satisfaction level.
- To identify the customer loyalty.
- To identify the integrated view of the customer across the enterprise.
To explore means to maintain long term relationship with customers.

### 1.3. Scope of the study

- The scope of present study is confined to the Reliance Fresh, Malkajgiri Branch, Hyderabad.
- The analysis of study is based on 45 days period.
- The scope of the study is confined to the 200 customers or reliance fresh.

### 1.4 Methodology of study

The methodology I am, adopting for collection of the data is Market survey method. For conducting the research I have prepared well-structured questionnaires, keeping in mind the objectives of study. And Convenience sampling method is used, the sample size is 200. The study is based on both Primary and Secondary data.

#### 1.4.1. Source of the data

**Primary Data:** Under the study well-structured questionnaires’ is constructed, and I personally approached time to time to the staff and manager of Reliance Fresh. Thus questioner and personal interaction constitutes primary source in the present study.

**Secondary Data:** Under study records obtained from Marketing and Sales department to study and understand the past behaviour’s and trends are used as a secondary source.

### 1.4.2. Sample size

In the present study 200 customers of Reliance Fresh are selected on random basis.

### 1.4.3. Tools & Techniques employed

In the study simple arithmetic, questioner and “4 point rating scale” used as a tool.

### 1.5. Limitations of the study

The study is based sample chosen from almost all category customers in Reliance Fresh. The sample may not be representative to all Reliance Fresh. The time factor of the study is limited.

### DATA ANALYSIS & INTERPRETATION

The Data analysis is made purely on the basis of responses from the selected samples and on the basis of these responses Four point rating scale is being constructed. The relevant Statistics and interpretation is mentioned in annexure of this paper.

### FINDINGS

1) Customer Satisfaction Level

- On analysis, visit of customer is found to be 87 percent when placed it on a 4 point rating scale, whereas sales executive performance 76 percent service availability 78 percent and product availability as 81 percent.
- The above stated four factors are the important variables, which determine satisfaction level of a customer. On placing these variables on 4 point rating scale, they are ranging above MODERATELY SATISFY level i.e. above 75 percent. Hence this signifies that customer satisfaction level is high.
2) Customer Loyalty

- On analysis I found 88 percent of customers said that they are satisfied with the reminders, alerts and offers made by Reliance Fresh on special occasions.
- 85 percent of customers have given the positive feedback towards the pricing strategy of Reliance Fresh when it is compared with other Super Markets, This is found to be appreciative.
- 61 percent and 24 percent of customers responded Good and Excellent respectively when they were asked about product quality and services offered by Reliance Fresh whereas.
- When it was asked what made you to choose Reliance Fresh, The customers have responded that Product availability – 81.5 percent, Service availability – 78.5 percent of the total respondents.
- The customer loyalty is influenced and judged on the basis of above listed factors. The response towards these factors is found to be positive and with major percent (above 70 percent). Hence, on analysis I found the customers are loyal towards the Reliance Fresh and the company was found to be good in maintaining & surviving relationship with their customers.

3) Integrated View of the Customer

- On analysis, in order to find out the integrated view of customer across the enterprise I have found that 81 percent of customers said they like to suggest the Reliance Fresh to their family/friends.
- 66 percent of customers responded that there will be a quality of products, 19 percent of the sample responded that there will be offers on products and 15 percent of remaining expressed that the Reliance Fresh is a multi-branding strategy.
- 82 percent of the sample size have got attracted and satisfied by the service of Reliance Fresh Executives. 70 percent of the sample size got satisfied by the quick response of Reliance Fresh Executives.
- On basis of above listed factors I found positive response in major percent. On analysis I found that the customers are satisfied with the Reliance Fresh. Hence, I can say that the integrated view of the customers towards the Reliance Fresh is good.

4) To explore means maintain long term relationship with the Customer

- On analysis under Reliance Fresh I have found that 55 percent of the sample size said that they like availability of products, as well as 39 percent of respondents like offers and 6 percent of remaining liking others in Reliance Fresh.
- 77 percent of the sample size responded that they satisfied with the services in Reliance Fresh compared to their previous visit.
- 60 percent of the sample size responded that the ambiance in the Reliance Fresh is excellent. 30 percent of the respondents said that it is good. With regard to counter transaction 85 percent of respondents
are satisfied and 15 percent of respondents were not satisfied.

- When I came to know the billing experience of the customer 48 percent of customer said that it is good, 30 percent of them were satisfied.
- As such the positive response constituting a major segment in all the above factors I can say that customers satisfying with the service in Reliance Fresh compared to their previous visit. Hence, basing on the above analysis I can say that customers will maintain a long term relationship with the enterprise.

SUGGESTIONS

1. The level of customer satisfaction is ranging at moderately satisfied level, to make reach this level to the “FULLY SATISFIED LEVEL” the store has to under go with the following suggestions.
   - 9 percent of respondents said sales executives’ performance need to be improved. Hence, the store has to provide the IMPROVISED TRAINING.
   - 22 percent of unsatisfied respondents suggested to introduce two more options towards payment of bills.
     1. Exchange with replacement
     2. Reliance Card
     Thus the Reliance store is recommended to adopt these options.
   - 8 percent of the respondents said that “PRODUCT AVAILABILITY” needs to be improved. Thus the store is recommended to continuously replace and refill on display & in stock.

2. To make reach the customer loyalty “FULLY SATISFIED” the Reliance Store is recommended to adopt the following suggestions.
   - 12 percent of respondents are not satisfied with the Reminders & Alerts from the store. Hence, the store has to take necessary steps to satisfy the customers.
   - 15 percent of respondents said that the Reliance Fresh pricing strategy is high in comparison to the other supermarkets. Hence necessary steps are to be taken.
   - The 5.5 percent of the total respondents said product quality need to be improved, though the ratio is less. The firm is recommended to work towards satisfied this 5.5 percent segment also.
     By doing this customer loyalty will improve.

3. 19 percent of the respondents said they don’t want to suggest Reliance Fresh their family/friends, this is not a good sign. Thus the store is suggested to find out the causes inherent and work on it.
   - 30 percent of the respondents said that there is no quick response from executives and 12 percent of respondents said that their services or not good. So it is recommended the causes behind this negative feedback and to provide necessary training and motivation programmes.
     If these suggestions are worked out efficiently, then the integrated view of the customers across the enterprise becomes positive.

4. 23 percent of the respondents said they don’t like the service they have got
when compare with their previous visit, 10 percent of the respondents said that there is a need to improve.

- When generally asked about their shopping experience in Reliance Fresh which includes two factors a) Ambiance and b) Counter Transaction 10 percent of the respondents said “Need to be Improved” the Ambiance and 15 percent of the respondents said “Not Satisfied” with the Counter transaction.

- Further 22 percent of the respondents said need to be improved when asked about their billing experience. Thus it is suggested to find out the causes for negative response and to work on it. So that, it leads to overall customer satisfaction and enhance adds a configuration towards maintaining long term relation with them.

CONCLUSION : Customer Satisfaction is the significant & essential aspect in a Marketing discipline. The overall customer satisfaction at Reliance Fresh is found to be “Good”. But, there is a little scope when we use the turn “Good” i.e. to reach the level of “Excellency”. Sooner the firm will gain the overall customer satisfaction when it undergo workings on the findings and suggestions recommended.

BIBLIOGRAPHY:
