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Customer Satisfaction with the Shopping Experience in Organised Fashion Retail: A Study of Reliance Trends

Deepak Kumar R[1] | Dr. Sudha S[2*]

[1]Student, 2nd Year, MBA (HR & Marketing), VELS University, Chennai.
[2]Professor, Department of Management Studies, VISTAS, Chennai.

[*]Corresponding Author: srisudha.research18@gmail.com

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Abstract

In organised fashion retail, customers can easily compare stores, brands and online platforms, so the quality of the in-store shopping experience has become an important basis for competition. Satisfaction is shaped by many touchpoints, including product choice, pricing, store atmosphere, staff behaviour and billing. This study examines customer satisfaction with the shopping experience at Reliance Trends, Kundrathur branch, Chennai. It focuses on five dimensions: Product Variety, Price and Value, Store Environment, Staff Service and Checkout Convenience. A descriptive and analytical design was adopted. Primary data were collected from 70 customers through a structured questionnaire measured on a five-point Likert scale, and secondary data were drawn from company information and published literature. The data were analysed using percentage analysis, mean, standard deviation, reliability analysis, correlation analysis and multiple regression. The instrument showed good internal consistency (Cronbach's Alpha = 0.849). The five dimensions together explained 38.9% of the variation in customer satisfaction ($R^2 = 0.389$). Store Environment ($B = 0.365$, $p < 0.001$) and Product Variety ($B = 0.242$, $p = 0.006$) were significant predictors, whereas Price and Value, Staff Service and Checkout Convenience were not significant at the 5% level. Checkout Convenience had the lowest mean score (2.96). The study suggests that retailers should give priority to store environment and product assortment, while reducing waiting time at trial rooms and billing counters.

Keywords: *Customer Satisfaction, Shopping Experience, Fashion Retail, Store Environment, Product Variety, Reliance Trends.*

Introduction

The Indian retail sector has changed considerably with the growth of organised retail, shopping malls, department stores and branded outlets. Rising urbanisation, higher disposable incomes, exposure to national and international brands and the growing participation of young consumers have changed how people shop. Customers no longer look only for products. They expect a complete shopping experience that includes variety, reasonable prices, attractive presentation, helpful employees and efficient billing. At the same time, e-commerce offers convenience and wide choice, which makes the in-store experience a key way for physical retailers to differentiate themselves.

Customer satisfaction is the level of contentment a customer feels after comparing expectations with the actual performance of a product or service. In retail, it develops through several interactions before, during and after a purchase. Poor product availability, crowded stores, unhelpful staff, long billing queues or unclear pricing can reduce satisfaction even when the products themselves are good. Fashion retailing is a particularly relevant setting because purchases are driven by both functional and emotional

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considerations. Customers may visit to explore styles, try garments and spend time with family or friends, so store appearance, lighting, cleanliness, trial rooms and staff interaction all influence their perception.

Reliance Trends, established in 2007 under Reliance Retail Limited, is one of India's prominent organised fashion retail formats. It offers menswear, womenswear, kids wear, footwear and accessories at affordable prices, along with private labels such as DNMX, Netplay, Avaasa, Rio, Teamspirit and Performax. Customer satisfaction is also closely linked to loyalty, repeat visits and recommendation to others, so understanding what drives it helps retailers decide on store layout, assortment, staff training and service processes. This study examines how customers perceive the shopping experience at the Reliance Trends Kundrathur branch and which dimensions influence overall satisfaction.

Review of Literature

Literature on retail customer satisfaction stresses that satisfaction is multidimensional. It is shaped by product assortment, pricing and promotions, store atmosphere, service quality, convenience and post-purchase service. Earlier work also shows that the physical environment and service performance strongly affect shoppers' emotions, buying behaviour and willingness to return. The studies below provide the base for examining the effect of Product Variety, Price and Value, Store Environment, Staff Service and Checkout Convenience on customer satisfaction.

Parasuraman, Zeithaml & Berry (1988) Parasuraman, Zeithaml and Berry (1988) developed SERVQUAL, which measures service quality through tangibles, reliability, responsiveness, assurance and empathy. The scale is widely used to structure service-related items such as staff helpfulness and responsiveness.

Gupta, Mehta & Shah (2024) Gupta, Mehta and Shah (2024) studied price sensitivity, brand image and perceived quality among Reliance Trends shoppers using multiple regression on data from 250 respondents. Value-for-money pricing combined with contemporary designs drove satisfaction, and middle-income consumers viewed the brand as an affordable family fashion destination.

Kumar & Patel (2025) Kumar and Patel (2025) examined omnichannel integration at Reliance Trends. Flexible services such as ordering online and exchanging in-store raised satisfaction and brand trust, but stock unavailability during sales and long checkout queues at peak hours remained operational problems.

Ramesh & Nair (2025) Ramesh and Nair (2025) studied sales promotions and loyalty programmes in South India. Attractive discounts and transparent rewards improved footfall and retention, while delayed billing during sale events caused temporary dissatisfaction, which shows the need for efficient point-of-sale systems.

Deshmukh, Joshi & Kulkarni (2025) Deshmukh, Joshi and Kulkarni (2025) applied SERVQUAL to apparel shoppers at Reliance Trends using data from 120 customers. Staff responsiveness, product quality and hassle-free returns had direct positive effects on satisfaction.

Priya & Sundaram (2026) Priya and Sundaram (2026) found that layout, lighting, visual displays, music and cleanliness at Reliance Trends improved the shopping experience, and that helpful staff strengthened the effect of the store environment on satisfaction.

Sharma & Verma (2026) Sharma and Verma (2026) found that competitive pricing, frequent promotions, wide apparel choice and well-organised trial rooms encouraged repeat visits among Reliance Trends shoppers, and that merchandise must keep pace with changing fashion trends.

Chowdhury & Das (2023) Chowdhury and Das (2023) studied the private labels of Reliance Trends, such as Avaasa, Netplay and DNMX, among 150 respondents. Private-label variety was strongly and positively related to satisfaction because shoppers could buy trendy fashion at lower price points.

Kapoor et al. (2023) Kapoor et al. (2023) surveyed 300 shoppers during holiday periods. Long waits at trial rooms and billing counters lowered satisfaction even when customers were pleased with price and quality, and adequate staffing and queue management reduced frustration

Srivastava& Saxena (2022) Srivastava and Saxena (2022) studied organised apparel retail in Tier-II and Tier-III cities of India. Brand reputation and reasonable pricing created high satisfaction among customers moving from unorganised to organised retail, and middle-income families valued one-stop clothing for all ages.

Vikram (2023) Vikram (2023) studied shopping convenience among 200 urban apparel shoppers. Parking, operating hours, clear section segregation and active billing counters were important operational determinants of satisfaction and revisit decisions.

Research Gaps

Most existing studies on retail satisfaction examine individual factors such as pricing, promotions, store atmosphere or service quality in isolation. Few studies assess product variety, price and value, store environment, staff service and checkout convenience together, so the relative contribution of each dimension remains unclear. Many studies also cover large urban centres or brands in general, and there is limited branch-level evidence from suburban locations such as Kundrathur in Chennai. Finally, studies often report correlations without testing which dimensions remain significant when all of them are considered simultaneously. This study addresses these gaps by testing the combined effect of five shopping-experience dimensions on customer satisfaction at a Reliance Trends outlet.

Research Questions

- What is the effect of Product Variety on customer satisfaction at Reliance Trends?
- What is the effect of Price and Value on customer satisfaction?
- What is the effect of Store Environment on customer satisfaction?
- What is the effect of Staff Service on customer satisfaction?
- What is the effect of Checkout Convenience on customer satisfaction?
- What is the demographic profile of the respondents?
- What recommendations can be made to improve the shopping experience from the findings of this study?

Objectives

- To study the overall level of customer satisfaction with the shopping experience at Reliance Trends.
- To evaluate customer satisfaction with the variety and availability of products.
- To examine customers' perceptions of price and value for money.
- To assess the influence of store environment and shopping atmosphere on satisfaction.
- To examine the quality of staff service.
- To evaluate the checkout and billing experience.
- To identify areas of dissatisfaction and provide suggestions based on the results.

Hypotheses

H1: Product Variety has a significant positive influence on Customer Satisfaction.
H2: Price and Value has a significant positive influence on Customer Satisfaction.
H3: Store Environment has a significant positive influence on Customer Satisfaction.
H4: Staff Service has a significant positive influence on Customer Satisfaction.
H5: Checkout Convenience has a significant positive influence on Customer Satisfaction.

Research Methodology

The study adopts a quantitative, descriptive and analytical design. The descriptive part summarises respondent characteristics and satisfaction levels, and the analytical part examines whether the five shopping-experience dimensions are associated with overall customer satisfaction. The population consists of customers who have shopped at Reliance Trends, and the sample comprises 70 customers of the Kundrathur branch, Chennai, selected through convenience sampling after their shopping visit. Primary data were collected through a structured questionnaire with sections on demographic and visit information, the five independent dimensions (Product Variety, Price and Value, Store Environment, Staff Service, Checkout Convenience) and overall Customer Satisfaction. All statements were rated on a five-point Likert scale from Strongly Disagree (1) to Strongly Agree (5). Secondary data were obtained from Reliance Retail corporate information and published literature. Construct scores were computed as the average of the relevant item scores. The data were analysed using percentage analysis, mean, standard deviation, Cronbach's Alpha, Pearson correlation and multiple regression, with customer satisfaction as the dependent variable.

Data Analysis

This section presents the respondent profile, reliability, descriptive statistics, correlation and regression results.

Frequency Analysis

Table 1: Age-Wise Distribution of Respondents

Age	Frequency	Percentage
Below 25 years	22	31.4%
25 – 34 years	10	14.3%
35 – 44 years	21	30.0%
45 – 54 years	13	18.6%
Not reported / other	4	5.7%
Grand Total	70	100%

Interpretation: The largest group is respondents below 25 years (31.4%, 22 respondents), followed closely by those aged 35–44 years (30.0%, 21 respondents). Respondents aged 45–54 years account for 18.6% and those aged 25–34 years for 14.3%. The sample is therefore dominated by young and middle-aged shoppers.

Table 2: Gender-Wise Distribution of Respondents

Gender	Frequency	Percentage
Male	41	58.6%
Female	26	37.1%
Other / prefer not to say	3	4.3%
Grand Total	70	100%

Interpretation: Male respondents form the largest group with 41 respondents (58.6%), followed by 26 female respondents (37.1%). Three respondents (4.3%) chose other categories. Males formed a clear majority of the sample.

Table 3: Marital Status of Respondents

Marital Status	Frequency	Percentage
Married	40	57.1%
Unmarried	30	42.9%
Grand Total	70	100%

Interpretation: Of the 70 respondents, 40 (57.1%) were married and 30 (42.9%) were unmarried, a difference of about 14 percentage points. The sample therefore has a moderate tilt towards married shoppers.

Table 4: Monthly Income of Respondents

Monthly Income	Frequency	Percentage
Below ₹25,000	21	36.2%
₹25,000 – ₹50,000	20	34.5%
₹50,000 – ₹75,000	17	29.3%
Total (valid responses)	58	100%

Interpretation: Among the 58 respondents who reported income, the largest group earns below ₹25,000 per month (36.2%), followed by ₹25,000–₹50,000 (34.5%) and ₹50,000–₹75,000 (29.3%). Most respondents are in the low-to-middle income range, which matches the brand's positioning as an affordable fashion destination.

Table 5: Purchase Frequency of Respondents

Purchase Frequency	Frequency	Percentage
Monthly	29	41.4%
Once in 2–3 months	21	30.0%
Occasionally	15	21.4%
More than once a month	5	7.1%
Grand Total	70	100%

Interpretation: Monthly purchase is the most common pattern (41.4%), followed by once in 2–3 months (30.0%) and occasional purchase (21.4%). Only 7.1% buy more than once a month. About 71% of respondents shop on a regular monthly or bi-monthly cycle, which indicates a stable base of repeat customers.

Reliability Analysis

Reliability analysis assesses the internal consistency of a measurement instrument. Cronbach's Alpha is the most common measure, and a value above 0.70 is generally considered acceptable for academic research.

Table 6: Reliability Analysis

Scale	Cronbach's Alpha	Respondents
Overall questionnaire	0.849	70

Interpretation: Cronbach's Alpha of 0.849 is well above the 0.70 benchmark, indicating good internal consistency. The items measure the intended constructs reliably, and the data are suitable for correlation and regression analysis.

Descriptive Statistics

Table 7: Descriptive Statistics of Study Variables

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Product Variety	70	2.00	4.00	3.23	0.60
Price & Value	70	2.00	4.25	3.17	0.61
Store Environment	70	2.00	5.00	3.34	0.56
Staff Service	70	1.75	5.00	3.32	0.61
Checkout Convenience	70	2.00	4.00	2.96	0.56
Customer Satisfaction	70	2.00	4.00	3.22	0.50

Interpretation: Store Environment (mean = 3.34) and Staff Service (mean = 3.32) received the highest ratings, followed by Product Variety (3.23) and Price and Value (3.17). Checkout Convenience has the lowest mean (2.96), slightly below the neutral midpoint of 3.00. Overall Customer Satisfaction has a mean of 3.22. All scores are close to the midpoint, which indicates moderate satisfaction with scope for improvement, particularly at checkout. The standard deviations (0.50–0.61) show limited variation among respondents.

Correlation Analysis

Correlation analysis measures the strength and direction of the relationship between two variables. It shows association and does not by itself prove cause and effect.

Table 8: Correlation Analysis

Variable	PV	PVL	SE	SS	CC	CS
Product Variety (PV)	1	.294	.078	−.005	.062	.387
Price & Value (PVL)	.294	1	.013	.077	.132	.304
Store Environment (SE)	.078	.013	1	.041	.152	.452
Staff Service (SS)	−.005	.077	.041	1	.042	.106
Checkout Convenience (CC)	.062	.132	.152	.042	1	.220
Customer Satisfaction (CS)	.387	.304	.452	.106	.220	1

Interpretation: All five dimensions are positively related to Customer Satisfaction. The strongest relationship is with Store Environment (r = 0.452), followed by Product Variety (r = 0.387) and Price and Value (r = 0.304). With 70 respondents, these three coefficients are statistically significant at the 5% level. Checkout Convenience (r = 0.220) and Staff Service (r = 0.106) show weaker associations that are not significant at the 5% level. The correlations among the independent variables are low (the highest is 0.294), so multicollinearity is not a concern for the regression.

Regression Analysis

Table 9: Regression Model Summary

Model	R	R^2	Adjusted R^2	N
Model 1	0.624	0.389	0.341	70

Table 10: Regression Coefficients (Dependent Variable: Customer Satisfaction)

Predictor	B	Std. Error	t	Sig.
Constant	0.214	0.521	0.410	0.683
Product Variety	0.242	0.086	2.830	0.006
Price & Value	0.161	0.087	1.903	0.062
Store Environment	0.365	0.089	4.102	< 0.001
Staff Service	0.059	0.081	0.732	0.468
Checkout Convenience	0.100	0.090	1.115	0.269

Interpretation: The five dimensions together explain 38.9% of the variation in Customer Satisfaction ($R^2 = 0.389$; adjusted $R^2 = 0.341$). Store Environment is the strongest significant predictor (B = 0.365, $p < 0.001$): a one-point increase in the store environment rating is associated with a 0.365-point increase in satisfaction, holding the other variables constant. Product Variety is also significant (B = 0.242, $p = 0.006$). Price and Value is positive but marginally above the 5% level ($p = 0.062$). Staff Service ($p = 0.468$) and Checkout Convenience ($p = 0.269$) are not significant predictors.

Table 11: Hypothesis Testing Summary

Hypothesis	Statement	Sig. (p)	Decision
H1	Product Variety has a significant positive influence on Customer Satisfaction	0.006	Supported
H2	Price & Value has a significant positive influence on Customer Satisfaction	0.062	Not supported
H3	Store Environment has a significant positive influence on Customer Satisfaction	< 0.001	Supported
H4	Staff Service has a significant positive influence on Customer Satisfaction	0.468	Not supported
H5	Checkout Convenience has a significant positive influence on Customer Satisfaction	0.269	Not supported

Discussion

This study examined the influence of Product Variety, Price and Value, Store Environment, Staff Service and Checkout Convenience on customer satisfaction at Reliance Trends. The instrument was reliable (Cronbach's Alpha = 0.849). Respondents rated the shopping experience as moderately satisfactory (mean = 3.22), with the highest ratings for store environment and staff service and the lowest for checkout convenience.

The regression model explained 38.9% of the variation in satisfaction. Store Environment was the strongest predictor, which is consistent with the atmospherics and servicescape literature (Kotler, 1973; Bitner, 1992) and with studies on Reliance Trends that link layout, lighting, cleanliness and fitting rooms to shopper satisfaction. Product Variety was the second significant predictor, in line with earlier findings that wide apparel choice and private-label variety encourage repeat visits. Price and Value was significant in the correlation analysis but only marginally missed significance in the regression ($p = 0.062$). Its overlap with the other dimensions may explain why its independent effect is weaker, and a larger sample may clarify its role.

Staff Service and Checkout Convenience did not significantly predict satisfaction, even though previous studies emphasise service responsiveness and billing efficiency. A likely reason is that these aspects work as basic expectations. Customers do not notice them when performance is acceptable, but they react strongly when queues become long, particularly at peak hours. Checkout Convenience had the lowest mean score, so it remains a concern even though it was not a significant statistical driver in this sample. The results indicate that satisfaction depends on the whole shopping journey, with the physical environment and product assortment as the main drivers in this branch.

The findings should be read with some caution. The sample of 70 respondents was drawn by convenience sampling from one branch, and the model explains less than half of the variation in satisfaction. The results therefore cannot be generalised to all Reliance Trends customers.

Practical Implications

- Give priority to store environment: maintain cleanliness, clear aisles, good lighting and signage, and comfortable fitting rooms through regular store audits.
- Maintain a strong assortment across sizes, styles and categories, especially in private labels such as Avaasa, DNMX and Netplay, to prevent stock-outs during promotions.
- Communicate prices and promotions in a simple and prominent way so that customers can easily see the value offered.
- Reduce waiting time at billing counters and trial rooms during weekends and festive periods through adequate staffing, express checkout lanes and mobile billing.
- Continue training employees on courtesy, product knowledge and size assistance so that service stays at the level customers expect.
- Simplify exchange and return procedures and extend exchange timelines to reduce post-purchase friction.
- Collect short feedback through QR codes or digital surveys, and convert it into store-level action plans with measurable targets.
- Integrate loyalty programmes and billing across online and offline channels, for example through SMS or WhatsApp billing.

Conclusion

This study analysed customer satisfaction with the shopping experience at Reliance Trends, Kundrathur branch, using data from 70 customers. Reliability analysis gave a Cronbach's Alpha of 0.849, confirming the suitability of the data for further analysis. Descriptive statistics showed moderate satisfaction (mean = 3.22), with Checkout Convenience as the lowest-rated dimension (mean = 2.96). Correlation analysis showed positive associations between all five dimensions and customer satisfaction, strongest for Store Environment ($r = 0.452$). The regression model explained 38.9% of the variation in satisfaction, and only Store Environment ($B = 0.365$, $p < 0.001$) and Product Variety ($B = 0.242$, $p = 0.006$) were significant predictors. Price and Value, Staff Service and Checkout Convenience were not significant at the 5% level. Retail managers should therefore give priority to the store environment and product assortment while improving checkout efficiency and staff service to maintain overall satisfaction and encourage repeat visits. Future research can use larger samples across several branches and include loyalty and repurchase intention as outcomes.

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