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A Study on Customer Satisfaction and Its Impact on Sales Performance in the Fashion Retail Sector: A Case Study of Reliance Trends

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Abstract

Finance plays a crucial role in the success and growth of any business organization, especially in the retail sector. In companies like Reliance Retail, financial performance is directly influenced by sales volume, pricing strategies, cost control, and customer satisfaction

Reliance Trends, being a leading fashion retail chain, focuses on offering quality products at affordable prices. The financial success of the store depends largely on its ability to attract customers, increase sales, and maintain profitability.

Customer satisfaction is closely linked with financial outcomes, as satisfied customers tend to make repeat purchases, thereby increasing revenue and overall business performance.

The literature indicates that customer satisfaction is a key factor influencing customer loyalty, repeat purchase behaviour, and business profitability. These insights form the foundation for analyzing customer satisfaction in Reliance Trends.

Keywords: Customer Satisfaction; Financial Performance; Retail Sales; Customer Loyalty; Reliance Trends

INTRODUCTION

The Retail Store Operations Department plays a vital role in the smooth functioning and success of any retail organization. In companies like Reliance Retail, store operations are responsible for managing all day-to-day activities within the store and ensuring a positive shopping experience for customers.

At Reliance Trends, the Retail Store Operations Department focuses on key functions such as customer service, product display, inventory management, billing, and maintaining store cleanliness and layout. These activities directly influence customer satisfaction and purchasing behaviour. The department ensures that products are properly arranged and available at the right time, which helps in improving sales performance.

Sales associates play a crucial role in assisting customers, providing product information, and creating a friendly shopping environment. Their behaviour, communication skills, and efficiency have a direct impact on customer satisfaction and repeat purchases.

This study focuses on understanding how the Retail Store Operations Department at Reliance Trends contributes to customer satisfaction and sales performance. By analyzing various operational factors, the study aims to identify areas for improvement and suggest strategies to enhance efficiency, customer experience, and profitability.

COMPANY PROFILE

Reliance Retail is one of the largest and fastest-growing retail companies in India. It is a subsidiary of Reliance Industries Limited, a leading business group with diversified interests in sectors such as energy, telecommunications, petrochemicals, and retail.

Established in 2006, Reliance Retail has transformed the Indian retail landscape by introducing modern retail formats and customer-centric business strategies. Reliance Trends was launched to provide stylish and affordable clothing for men, women, and children.

The success of Reliance Trends is largely driven by its strong focus on customer satisfaction and efficient store operations. The company emphasizes creating a comfortable and engaging shopping environment through well-designed store layouts, attractive product displays, and excellent customer service.

Its focus on customer satisfaction, efficient store operations, strong financial performance, and skilled workforce has contributed to its growth and success. This study aims to analyze how these factors influence customer satisfaction and sales performance at the store level.

LITERATURE REVIEW

The literature review provides a comprehensive understanding of previous research studies related to customer satisfaction, customer loyalty, service quality, and financial performance in the retail sector. Various researchers have examined how factors such as brand image, promotional strategies, customer relationship management, and store environment influence customer behaviour and satisfaction levels. Early studies by Philip Kotler and Kevin Lane Keller focused on the importance of customer satisfaction, brand image, and value delivery in building customer loyalty.

Later research expanded to include operational and strategic aspects such as store layout, promotional activities, and customer engagement strategies. Recent studies by Vikas Mittal and reports by McKinsey & Company and KPMG highlight the growing importance of customer-centric approaches and digital engagement in driving financial performance in the fashion retail industry.

Philip Kotler (2012) highlighted that customer satisfaction directly linked to customer loyalty and repeat purchases. The study emphasized that businesses must focus on delivering value through quality products and services to meet customer expectations. It concluded that satisfied customers are more likely to recommend the brand to others, thereby increasing customer base and sales.

RESEARCH METHODOLOGY

Research methodology is a systematic and scientific approach used to collect, analyze, and interpret data in order to achieve the objectives of a study. It provides a structured framework that guides the researcher in conducting the research in an organized and logical manner. A well defined research methodology ensures the reliability, validity, and accuracy of the results.

NEED OF THE STUDY

- To understand the importance of customer satisfaction in improving sales performance
- To identify factors influencing customer satisfaction such as product quality, pricing, and service
- To identify operational issues like product availability, billing delays, and staff performance
- To support better decision-making for management

OBJECTIVE OF THE STUDY

Primary Objective:

- To analyze the relationship between customer satisfaction and sales performance at Reliance Trends

Secondary Objectives:

- To identify the factors influencing customer satisfaction such as product quality, pricing, and store environment
- To evaluate the impact of staff behaviour on customer satisfaction

RESEARCH DESIGN

The research design adopted for this study is descriptive research design. This design is appropriate as it helps in describing and analyzing customer satisfaction levels, preferences, and buying behaviour in the retail environment.

ETHICAL CONSIDERATION

Ethical considerations play an important role in ensuring that the research is conducted in a responsible, fair, and transparent manner. In this study, proper ethical standards have been followed throughout the data collection and analysis process.

Participation of respondents is completely voluntary, and no individual is forced to take part in the study. Respondents are free to provide or withdraw their responses at any stage without any pressure.

TOOLS USED FOR ANALYSIS

The data collected from respondents is analyzed using various statistical tools and techniques to ensure accurate interpretation and meaningful conclusions. These tools help in simplifying complex data, identifying patterns, and establishing relationships between variables

such as customer satisfaction and sales performance.

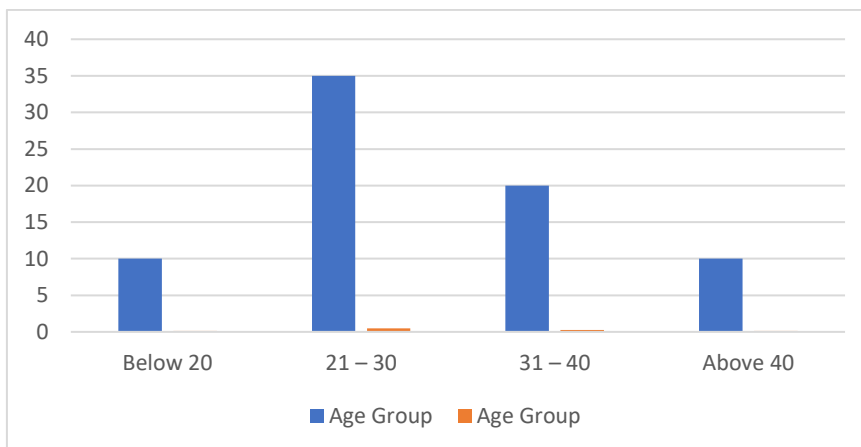
LIMITATION OF THE STUDY

- The study is limited to only 75 respondents
 - It is conducted at a single Reliance Trends outlet
 - Responses may be based on personal opinions and may be biased
- Data accuracy depends on respondents' understanding of questions

PERCENTAGE ANALYSIS4.

Table: Age-wise Distribution

Age Group	Number of Respondents	Percentage (%)
Below 20	10	13%
21 – 30	35	47%
31 – 40	20	27%
Above 40	10	13%
Total	75	100%



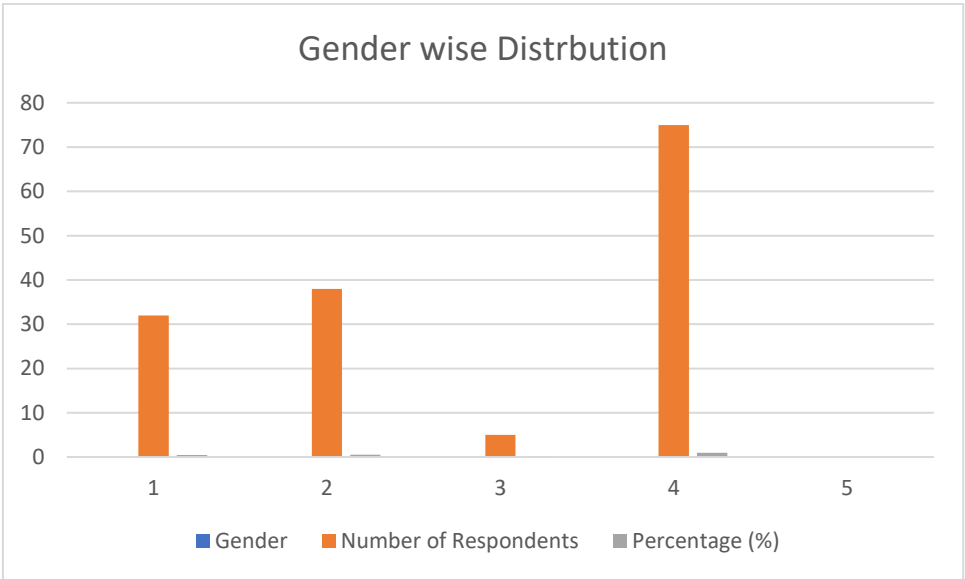
Interpretation

The analysis indicates that young adults aged 21–30 years are the primary customers, showing a higher level of interest in shopping at the store. This suggests that the store mainly attracts a younger demographic, likely due to trendy fashion, affordable pricing, and modern styles. The company can focus more on youth-oriented products while also introducing strategies to attract other age groups.

Table: Gender-wise Distribution

Gender	Number of Respondents	Percentage (%)
Male	32	43%
Female	38	51%
Other	5	6%
Total	75	100%

Chart: Gender-wise Distribution



Interpretation

The analysis indicates that female customers form the largest segment of shoppers. This suggests that the store attracts more female customers, possibly due to a wider variety of fashion products and trends available for women. The company can focus more on women’s fashion while also maintaining a balanced product range for all customer groups to increase overall sales.

FINDINGS

1. The majority of customers belong to the young age group (21–30 years), indicating that the store mainly targets youth.
2. Most customers fall under the middle-income category, showing that pricing plays a crucial role in attracting customers.
3. Customers are generally satisfied with product quality, which positively influences their purchase decisions.

SUGGESTIONS OF THE STUDY

The company should focus on improving product variety, maintaining competitive pricing, and offering attractive discounts and loyalty programs to increase customer satisfaction and repeat purchases. Ensuring consistent product quality and proper inventory management will help maintain customer trust and product availability.

The store should also improve customer service by reducing billing waiting time, providing regular staff training, and enhancing employee communication and product knowledge. Better store layout and a customer feedback system can further improve the shopping experience and service quality.

CONCLUSION OF THE STUDY

The study concludes that customer satisfaction plays an important role in improving sales performance in the retail sector. Most customers are satisfied with product quality, pricing, and store environment, which positively influences their purchasing behaviour. Product quality, pricing, discounts, and customer service are the major factors affecting customer satisfaction and sales.

Declaration of Conflicting Interests

The authors declare no potential conflicts of interest with respect to the research, authorship and publication of this article.

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