**1.1 INTRODUCTION**

Digital technology is exploding right now. With the introduction of cutting-edge technologies and informed consumers, there is a paradigm shift in consumer behavior, and the retailing industry is completely transformed. It is difficult to fully comprehend all the variables that affect how consumers perceive the in-store atmosphere in the fashion retail industry and ultimately determine whether they will make another purchase. When customers become aware of an unmet need, the purchasing process begins in a retail setting. The decision to enter a certain store, how long to stay inside, and whether to make a purchase are all significantly influenced by the shopping environment and its emotional impact on customers, particularly when shopping for fun. As a result, a retailer creates their stores.

Store environment, the physical surroundings of a store, is made up of many elements, including music, lighting, layout, directional signage and human elements, and can also be divided into external environment and internal environment (that is, exterior and interior of a store). The influence of the environment on behavior has long been acknowledged by retailers. architects and interior designers. Store atmospherics is formed by different components frequently called atmosphere factors such as music, smell, and colors. The dealers must act on it to modify the behavior of the consumer. According to Bitner (1992): "There is a surprising lack of empirical research and theoretically based frameworks addressing the role of physical surroundings in consumption settings". In more recent times although environmental stimuli have been found to influence shopping behavior, empirical knowledge of how these variables interact to affect shopper perceptions and actions is lacking. The atmosphere of a store causes several reactions on the consumer. It can influence his conative replies (upgrade his purchase, expenditures, impulse buying, the desire to spend more time in the shop), it can also have an impact on his affective replies (pleasure, mood, emotion) and cognitive (perceived quality of the service and the value of trade name).

It is known that the service environment is made up of both tangible (buildings and furniture) and intangible (temperature, color, scent and music) elements which make up the service experience (Hoffman and Turley, 2002). The majority of research try to dismantle the influence on a unique atmospheric key.

Retailers, architects, and interior designers have long understood the impact of the environment on behaviour. Store atmospherics is made up of several elements, or "atmosphere factors," such music, smells, and visual elements. To change the consumer's behaviour, the dealers must act. There is a startling dearth of empirical research and theoretically grounded frameworks addressing the importance of physical surrounds in consumption situations, claims Bitner (1992). Although environmental factors have been shown to affect shopping behavior more recently, empirical understanding of how these factors combine to effect shoppers' perceptions and actions is limited. A customer's reaction to a store's atmosphere can vary. It may have an impact on his opinions (upgrade his purchase, expenses, impulsive spending, etc.). There is a positive relationship between consumer satisfaction and repurchase intentions, satisfied consumers are more likely to continue their relationship with a particular firm than dissatisfied ones. All firms that want to create and maintain competitive advantage against rivals should offer superior services to their customers. Customer satisfaction is also important for organizations as it has a positive impact on the overall financial performance of the firms. Establishing direct link between repurchase and satisfaction ratings had not been easy for many organizations and this link can be weak. However, organizations should offer qualitative products and services to their customers as they are the key factors in satisfying customers and they have a positive effect on the repurchase intentions of customers in the future.

In the last decade, the number of papers and books dealing with luxury either expressly or as an ancillary topic significantly increased following the exceptional growth experienced by the luxury industry from 1998 to the closing figures of 2016. The luxury industry encompasses companies producing and selling such goods as cars, yachts, wines and spirits, clothing, leather goods, shoes, accessories, watches, Jewelry, cosmetics, and perfumes, but also services including luxury hospitality and spas. Globally, such industry is estimated to reach I trillion dollars in a matter of years (although it would be a blind bet to say exactly when, as the analysts’ reports are giving somehow different figures). While less than two decades ago, single-brand, family-owned companies accounted for more than 50 per cent of personal luxury goods sales, nowadays the industry is largely dominated by multi-brand, publicly owned groups.

Purchasing attitudes are a manifestation of the procedure by which a consumer makes a choice and is a reference to the acts of people who are engaged in purchasing and marketing items. Customer purchasing conduct when undertaking an investigation related to the selection of a brand. As per (Lantz and Loeb, 1998), the consumer purchasing attitudes can be described as purchasing attitude of the final customer. It is crucial to be aware with hypotheses related to consumer purchasing conduct is based on which the meanings, outlook, penchants, attempt to interact and method of recognizing what the consumers have.

In an early conceptual article, Kotler, develops a systematic exposition of "atmosphere" as a buying influence. Kotler explores the notion that one of the most significant features of the total product is the place where it is bought or consumed. "The atmosphere of the place is more influential than the product itself in the purchase decision. The term atmospherics is defined in Kotler, as the effort to design buying environments to produce specific emotional effects in the buyer that enhance his/her purchase probability. Atmosphere is experienced through the senses, primarily sight, sound, scent, and touch. Bitner used the term services capes to describe the idea of "atmospherics" in a service setting. Services capes also adds the notion of the service personnel to physical setting (Bitner, 1992). Bitner elaborates on the neglect of the service escape as follows: "The effect of the atmospherics, or physical design and décor elements, on customers and workers is recognized by managers and mentioned in virtually all marketing, retailing, and organizational behavior texts. Yet, particularly in marketing, there is a surprising lack of empirical research or theoretically based frameworks addressing the role of physical surroundings in consumption settings. The service escape is describe as covering such elements as physical layout of the service facility, ambience, background music and that the service escape can also affect customer's impressions of and satisfaction with service" (Lovelock, Patterson and Walker. Service quality or desired expectations are defined as a blend of what the customer believes can be and should be. Service quality can be measured by the level of discrepancy between consumer expectations or desire and their perceptions of what they received as described by the SERQUAL scale. Customer satisfaction occurs when the value and customer service provided through a retailing experience meet or exceed consumer expectations. If the expectations of value and customer service are not met, the consumer will be dissatisfied. Unfortunately for retailers, most consumers do not complain when dissatisfied, they just shop elsewhere. Retailers should always keep in mind that customer expectations move continuously upward and that only satisfied customers are likely to remain loyal in the long run.

The domestic apparel market has been on an optimistic growth trajectory due to a number of reasons including increasing disposable incomes and urbanization, favorable consumer demographics, growth of organized retail with the entry of a large number of domestic and international players and changing lifestyles. The domestic apparel market has grown consistently over the past decade at a CAGR of 9 percent. This growth is expected to continue with the apparel market.

The apparel market is one of the segments enjoying the highest modern retail penetration in India with a nearly 20 per cent share. The entry of various domestic and international players and the increased retail penetration through a multi-channel approach (i.e. exclusive brand outlets, department stores, discount stores, hypermarkets and e-tailing) is driving the growth of the organized market, which is poised to contribute as much as 25 per cent of the total fashion market five years from now.

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country is ½s GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry.

The apparel market is one of the segments enjoying the highest modern retail penetration in India with a nearly 20 per cent share. The entry of various domestic and international players and the increased retail penetration through a multi-channel approach (i.e. exclusive brand outlets, department stores, discount stores, hypermarkets and e-tailing) is driving the growth of the organized market, which is poised to contribute as much as 25 per cent of the total fashion market five years from now. Of the overall apparel market, menswear forms the largest segment and contributes a 42 per cent share. Womenswear accounts for a 38 per cent market share, followed by kids wear with 20 per cent market share. Menswear has always been a dominant category in India, contributing over 42 per cent of the total market. Presently the market has grown at a CAGR of 8.5 per cent in 2007, While shirts and trousers continue to contribute to over 50 per cent of the total market, they are now being supplanted by casual and comfort attire such as activewear, denims and tees. Consumers are transitioning from wearing a single outfit for multiple occasions in a day to picking specific outfits for specific occasions within the same day, thus leading to the increased popularity of these categories in the metros and mini metros.

Today's business environment is highly competitive that companies need to be customer oriented, and customer satisfaction represents a modern approach for quality in business life and serves the development of a truly customer-oriented culture and management. Firms always look forward to long lasting success. To be successful in the long run, they need to keep abreast with all of their stakeholders. Out of the stakeholders, customer is considered to be the most important one. Future repurchase intentions of customers are outcomes of various organizational efforts. One of the most important the determinants of customer repurchase intentions discussed by researchers is offering competitively the best service quality to customers.

The behavior of consumer is considered to be the study of why, when where and how people prefer or prefer not to buy a particular product. It takes into consideration and mix together the basics of their economic status, their psychology, the society and the social anthropology. The book "Consumerism: Search for the consumer Interest" makes an effort to evaluate influence on the buyer from their close group such as friends, reference groups, family as well as in general the society. The general definition of consumer behavior is that one of the studies a marketer uses to understand a consumer better and forecast on how their behaviors change when coming to buying decisions, consumer behavior is the sum of learned values, customs and beliefs that serve to direct the members of a specific society.

The preferences of consumer are used mainly to refer to choose a choice that has the largest expected value among many choices by consumer to fulfil her or his desires or requirements. According to Bitner (1992): "There is a surprising lack of empirical research and theoretically based frameworks addressing the role of physical surroundings in consumption settings". In more recent times although environmental stimuli have been found to influence shopping behavior, empirical knowledge of how these variables interact to affect shopper perceptions and actions is lacking. Preferences represent options among more valued or neutral choices available. Consumer preference is the outcome of their behavior they indicate during buying, searching and destroying the products. A consumer is an individual who has the ability to pay for services and goods offered for sale by the institutions of market to satisfy the household or personal needs, desires and wants. A consumer is the important visitor on the premises. Consumer is not dependent on anybody. The sellers are only dependent on consumer. Consumer is not an outsider to business. Consumer is like the blood of business. Therefore, consumer is very important in business cycle. Most of the customers are obsessed with names of brand products. The companies are offering quality products which customer's values the most. The customers are satisfied when they get quality

From The book "The Psychology of Consumer Behavior" consumer behavior is the decision maker or behavior of the consumer in the marketplace of the services and goods. Consumer behavior entails all activities of consumers linked with the use, buying and disposal of services and products including the mental, behavioral and emotional responses of consumers that determine, follow or precede these activities. Consumer behavior can also be referred as the physical activity and decision engaged in obtaining, evaluating, disposing, or using of services and goods. Consumer behavior is often goal oriented and purposeful. Each consumer is free to make an option about the buying she or he is going to make. Consumer behavior is the method which starts with the stimuli a consumer gains from his surroundings and ends with buying transaction.

Consumer behaviors the process whereby individuals decide whether what, when, where how and from whom to purchase goods or services." Behavior at large is a sign of precise mannerism as well as technique. Consequently, consumer behavior connotes consumer's expression or say attitude whilst purchasing the products. In further terminology consumer behavior is the outcome of such purchase, at the same time as a consumer does on behalf of the contentment of his requirements. According to the Webster in his article "Determining the Characteristics of the Socially Conscious Consumer" expressed that the behavior of buyer is all psychological, physical and social of potential customers as they become aware of evaluate purchase consume and tell other people about products and services. According to Hawkins, Mothersbaugh and Best, (2007) in the book "Consumer Behavior, Building Marketing Strategy" states that consumer behavior is also the study of processes and consumers used to select, dispose and consume services and products. All decisions of marketing are concerned on consumer behavior's knowledge and assumptions. Researching consumer behavior is a critical process, but understanding consumer behavior is difficult to marketers and the marketers can use it to: 1) target customers effectively; 2) offers customer satisfaction and value; 3) expand base of the knowledge in the marketing field: 4) create competitive benefit; 5) develop services and products; 6) develops company's value; 7) applies strategies of marketing towards positive effect on society and 8) understand how customers look their rivalries products versus their products.

**Consumer buying behavior**

Purchasing attitudes are a manifestation of the procedure by which a consumer makes a choice and is a reference to the acts of people who are engaged in purchasing and marketing items. Customer purchasing conduct when undertaking an investigation related to the selection of a brand. The consumer purchasing attitudes can be described as purchasing attitude of the final customer. It is crucial to be aware with hypotheses related to consumer purchasing conduct is based on which the meanings, outlook, penchants, attempt to interact and method of recognizing what the consumers have According to Bitner (1992): "There is a surprising lack of empirical research and theoretically based frameworks addressing the role of physical surroundings in consumption settings". In more recent times although environmental stimuli have been found to influence shopping behavior, empirical knowledge of how these variables interact to affect shopper perceptions and actions is lacking.

The importance of customers has been highlighted by many researchers and academicians. Zairi said "Customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security will be put in jeopardy". That is the main reason why organizations today are focusing on customer satisfaction, loyalty and retention. There are many factors that affect customer satisfaction. According to Hokanson, these factors include friendly employees, courteous employees, knowledgeable employees, helpful employees, accuracy of billing. billing timeliness, competitive pricing, service quality, good value, billing clarity and quick service.

The behavior of consumer is considered to be the study of why, when where and how people prefer or prefer not to buy a particular product. It takes into consideration and mix together the basics of their economic status, their psychology, the society and the social anthropology. The Psychology of Consumer Behavior" consumer behavior is the decision maker or behavior of the consumer in the marketplace of the services and goods. Consumer behavior entails all activities of consumers linked with the use, buying and disposal of services and products including the mental, behavioral and emotional responses of consumers that determine, follow or precede these activities. According to Peter and Olsen et.al from the book "consumer behavior and marketing strategy" consumer behavior can also be referred as the physical activity and decision engaged in obtaining, evaluating, disposing or using of services and goods. Consumer behavior is often goal oriented and purposeful. Each consumer is free to make an option about the buying she or he is going to make. Consumer behavior is the method which starts with the stimuli a consumer gains from his surroundings and ends with buying transaction. Reasons for consumers' preference towards a particular product/service The preferences of consumer are used mainly to refer to choose a choice that has the largest expected value among many choices by consumer to fulfil her or his desires or requirements. Preferences represent options among more valued or neutral choices available, Consumer preference is the outcome of their behavior they indicate during buying, searching and destroying the products. A consumer is an individual who has the ability to pay for services and goods offered for sale by the institutions of market to satisfy the household or personal needs, desires and wants. A consumer is the important visitor on the premises. Consumer is not dependent on anybody. The sellers are only dependent on consumer. Consumer is not an outsider to business. Consumer is like the blood of business. Therefore, consumer is very important in business cycle. Most of the customers are obsessed with names of brand products. The companies are offering quality products which customer's values the most. The customers are satisfied when they get quality Paradigm shift in customers perception.

Customer satisfaction and fulfillment of customer desires needs to be taken as the main motive or ultimate goal for all retailers or stores, which demands for core competencies and uniqueness of the particular brands. To update the customers with current trends and procedures there are many scales were already developed, it can be defined as the techniques or theories derived to satisfy the customers in stores. An alternative approach to measurement procedures was proposed by Malhotra (1988) which reduces the data collection demands imposed on the respondents, as the popular preference measurement procedures developed in the advanced nations were found to be unsuitable for use in developing countries. Use of pictorial or visual stimuli which required input from the respondents assessed and found to be highly satisfactory. The psychometric properties of the Experiential Value Scale (EVS) in both samples of catalogue and Internet shoppers and tested the hypothesized hierarchical structure. Predictive modelling points to the value of the EVS as a measurement tool, useful in describing the perceived makeup of a retail value package and predicting differences in shopping preferences and patronage intent in multichannel retail systems. The scale is effective in capturing the essence of electronic service quality, but that both scholars and practitioners must assess the underlying factor structure of their data before drawing any conclusions from their study.

 Rolland and Freeman (2010) developed 'E-tail SQ', a 15-item scale to measure five key user values, namely, labelled ease of use, information content, fulfillment reliability, security/privacy and post-purchase customer service. The preferences of consumer are used mainly to refer to choose a choice that has the largest expected value among many choices by consumer to fulfil her or his desires or requirements. Preferences represent options among more valued or neutral choices available. Consumer preference is the outcome of their behavior they indicate during buying, searching and destroying the products. A consumer is an individual who has the ability to pay for services and goods offered for sale by the institutions of market to satisfy the household or personal needs, desires and wants. A consumer is the important visitor on the premises. According to Bitner (1992): "There is a surprising lack of empirical research and theoretically based frameworks addressing the role of physical surroundings in consumption settings". In more recent times although environmental stimuli have been found to influence shopping behavior, empirical knowledge of how these variables interact to affect shopper perceptions and actions is lacking. Consumer is not dependent on anybody. The sellers are only dependent on consumer. Consumer is not an outsider to business. Consumer is like the blood of business. Therefore, consumer is very important in business cycle. Most of the customers are obsessed with names of brand products. The companies are offering quality products which customer's values the most. The customers are satisfied when they get quality Identified four brand association dimensions important to the specialty apparel brands and proposed a reliable and valid procedure to develop a measurement that can be used for apparel companies to track their brand associations. In total, seven brand association themes were identified in the qualitative analysis done in this stage. Through a scale development and validation process, these themes were narrowed down to four brand association dimensions self-relevance, service, merchandise, and store environment-represented in a brand.

Gain better conceptualization and measurement of smart shopping. The specific objectives were to: investigate consumers' perceptions of the term smart shopping; develop a measure of smart shopping; and validate the measure of smart shopping. The findings indicate that smart shopping includes consumers seeking to minimize the expenditure of time, money, or energy to gain hedonic or utilitarian value from the experience.

The consumer buying behavior in a store environment has an impact on the environment cue of music and salesperson with the six dimensions of retailing. Description of impact of store environment in consumer buying behavior using six factors namely, perception of merchandise quality, perception of overall environment, perception of ambient music, perception of affability of salesperson, emotion (pleasure/arousal) and behavior (approach/avoidance) of consumers which leads to the buying behavior of consumers is A key contribution of the structural equation model is the incorporation of customer perceptions of equity and value and customer brand preference into an integrated repurchase intention analysis. The model describes the extent to which customer repurchase intention is influenced by seven important factors - service quality, equity and value, customer satisfaction, past loyalty, expected switching cost and brand preference. The general model is applied to customers of comprehensive car insurance and personal superannuation services. The Indian retail industry is now beginning to evolve in the line with the transformation that has swept other large economies. It witnesses tremendous growth with the changing demographics and an improvement in the quality of life of urban people. The growing affluence of India’s consuming class, the emergence of the new breed of entrepreneurs and a flood of imported products in the food and grocery space, has driven the current retail boom in the domestic market.

The concept retail which includes the shopkeeper to customer interaction, has taken many forms and dimensions, from the traditional retail outlet and street local market shops to upscale multi brand outlets, especially stores or departmental stores. Though at this moment, it is still premature to say that the Indian retail market will replicate the success stories of names such as Wal-Mart stores, Sainsbury and Tesco but at least the winds are blowing in the direction of growth.

Hence, focusing on two aspects of retail marketing i.e. Store Retailing and Non-store Retailing. Store Retailing as the departmental store, which is a store or multi brand outlet, offering an array of products in various categories under one roof, trying to cater to not one or two but many segments of the society and Nonstore Retailing as the direct selling, direct marketing, automatic vending.

Therefore, this concept of retail marketing through departmental stores, which is coming up in a big way in India was decided to be studied in detail, through an exploratory and conclusive research.

The objective being to assess the various parameters that influences a buyer to visit or shop at departmental store thereby contributing to its turnover (in terms of sales and profits) hence leading to its overall success.

**1.2 PROBLEM STATEMENT**

The goal of the study is to determine how the store environment affects consumers' propensity to buy Reliance Trends products from retail establishments. Six factors from the studies have been identified, and the following:

1.quality of the product

2.fashionability of the product

3. staff service

4.variety/range availability in the store

5.worth the money

6.store environment

The primary objective of the project is to study the impact of store environment on consumer repurchase in fashion retail industry.

**1.3 RELEVANCE OF THE STUDY**

Competition and dynamicity are the primary traits of gift world. Everybody in busy with their personal enterprise. Nobody has a touch time to waste via way of means of giving interest to pointless things. It can absolutely apprehend via way of means of the extrade in reaction degree of advertisements. As time passes the perception, degree of knowledge, expectancies and wishes of the clients are changing. The according to capita earnings in India doubled among 2000-01 to 2009-10, ensuing in stepped forward shopping power. This has additionally modified the mind-set of Indian clients. It is transferring from low fee to excessive fee, higher comfort and nice purchasing revel in. Retailing encompasses the enterprise sports worried in promoting items and offerings to clients for his or her personal, or family use. The subject of retailing has skilled masses of modifications and could be very dynamic withinside the rising markets, India being one in all of them. At the identical time many clients are tired of purchasing for merchandise or do now no longer have a whole lot of time for it and are spending greater for reports. Customer carrier expectancies are excessive at a time whilst greater stores offer1. Self-service2. Automated systems. Omni channel ordering and choose up offerings. Now it's far the time for retailors to assume how can they higher serve their clients at the same time as incomes a truthful profit, how can they stand out in a pretty aggressive surroundings wherein clients have such a lot of choices, how can they higher coordinate our merchandising, pricing and goal segments fluctuate throughout the channels, how can they develop their enterprise at the same time as keeping a middle of dependable clients Retail selection makers want to deal with those questions and making use of the primary concepts of retailing in a well-structured, systematic and centered strategy.

Now the marketer wishes to provide greater significance of their important function to create a advanced revel in in stores via way of means of taking part the shop surroundings, atmosphere and all different standards. In this gift situation there's a large call for for shop precise insights and world-elegance expertise, the clients are ok with switching charges if their expectancies are going to be fulfilled, so it's far very important to offer long-lasting reports in purchasing time. The rising retailing tendencies in India pose the want to apprehend how clients derive fee from atmospheric cues inside retail settings and examine their effect on human behavior. This is a examine to get apprehend greater approximately the desired choices, expectancies and wishes of clients in the direction of normal overall performance of retail shops precisely suits with the fashion and minds of marketplace and clients respectively via way of means of growing the overall performance and effectiveness of the shop which led to creating potential clients.

**1.4 SIGNIFICANCE OF THE STUDY**

Reliance Trends, withinside the style sector, is one of the maximum vital current traits withinside the retail industries of India. However, only a few research had been committed to retail branding withinside the clothing sector. This look at aspires to be one of the first in analyzing patron conduct closer to unmarried-emblem clothing retailers. To reap this, this looks at goals to recognize patron perceptions closer to the shop and products cues supplied via way of means of the unmarried-emblem clothing retailer. The look at then investigates the impact of those cues on clients 'inner assessment states, which in the long run effect their conduct. Finally, this look at develops hypotheses to check if clients view the shop and products to be an unmarried entity so as to check the shop as an emblem 'concept.28The implications of this look at provide numerous contributions to unmarried-emblem clothing retailers. First, this looks at could decide the effect of keep atmospheric cues and products cues on clients 'cognitive evaluative state. This could assist unmarried-emblem clothing entrepreneurs expand techniques on a way to decorate clients 'cognitive belief towards the shop and the products carried via way of means of the shop. Second, this looks at will allow entrepreneurs to decide if the connection among cognition and influence closer to each keep and products. Marketers may want to use this information to recognize whether cognition and have an effect on closer to keep and products ends in method behavior and tailor their techniques with a view to give a boost to the assessment states that cause method behavior. Further, the shop as a emblem "speculation permits entrepreneurs to decide whether or not their clients certainly view the shop and the products as a holistic entity or now no longer. If there may be a dissonance, then unmarried-emblem clothing entrepreneurs may want to take steps to make sure that clients do now no longer understand discrepancy among the shop and the products.

**1.5 SOPE OF THE STUDY**

The patron repurchase has a large effect on the shop surroundings, salesclerk, and product quality. In this look at I examine the effect of save surroundings in patron repurchase the use of six elements namely, Quality of product, Fashion ability of product, Staff Service, Variety/Range Available in the shop, Worth the money, Store Environment which results in the repurchase of clients. It will provide the steerage and motive for tuning the shop operations which has a remarkable effect on customer's belief. The contemporary scenario needs new techniques and knowledge offerings greater than promotional sports that fit with the attitudes of the prevailing tastes of the goal marketplace that's vital to preserve the logo image, cost and logo loyalty in capability clients. The unique demographical variables withinside the look at is age, gender, occupation, the look at is carried out many of the clients of Reliance trends. The implications of this look at provide numerous contributions to single-logo garb retailers. First, this looks at might decide the effect of save atmospheric cues and products cues on clients "cognitive evaluative state. This might assist single-logo garb entrepreneurs expand techniques on a way to beautify clients 'cognitive belief towards the shop and the products carried with the aid of using the shop. Second, this looks at will permit entrepreneurs to decide if the connection among cognition and have an effect on closer to each save and products. Marketers ought to use this understanding to recognize whether cognition and influence closer to save and products results in technique behavior and tailor their techniques which will make stronger the assessment states that result in technique behavior. Further, the shop as a logo speculation allows entrepreneurs to decide whether their clients certainly view the shop and the products as a holistic entity or now no longer. If there's a dissonance, then single-logo garb entrepreneurs ought to take steps to make sure that clients do now no longer understand discrepancy among the shop and the products.

**1.6 OBJECTIVES OF THE STUDY**

PRIMARY OBJECTIVE:

To study the impact of store environment on consumer repurchase in fashion retail industry.

SECONDARY OBJECTIVE:

* To study the relationship of staff service on consumer repurchase.
* To study the relationship of quality of product on consumer repurchase.
* To study the relationship worth of the money on consumer repurchase.
* To study the relationship of store environment on consumer repurchase.
* To study the relationship of fashion ability of products on consumer repurchase.

Six variety of hypothesis testing is carried out based on the objective of the project and questionnaire has been answered.

**1.7 INDUSTRY PROFILE**

Indian retail industry is one of the fastest growing in the world. India ranked 63 in the World Bank’s Doing Business 2020 publication and ranked 73 in the United Nations Conference on Trade and Development's Business-to-Consumer (B2C) E-commerce Index 2019. India’s direct selling industry is expected be valued at US$ 2.14 billion by the end of 2021.The Indian textiles and apparel industry have recorded tremendous growth over the past decade, thanks to which its current market size is estimated to be USD 88 billion (4,57,700 crore). Cheap labor and cotton-based raw materials being plentiful has helped India. position itself as a key textiles and apparel sourcing hub. Further, with the abolition of quotas, India surged ahead of other countries in terms of being a value-added manufacturer with a varied material base and an educated and talented base of executives with high product development and design orientation. While the exports market has been growing at an average pace of 10 per cent, the domestic apparel market has a number of opportunities to offer as well.The world of today has turned into a global village; consumerism is having a huge impact on the contemporary retail business, and technological advancements have created opportunities as well as several challenges for the retail industry. With the advent of the internet, the growth in the retail industry has been impressive due to the benefits of the economies of scale and also the expansion of business across the geographical boundaries at B2B (Business to Business) and B2C (Business to Consumer) levels.

The word ‘retail’ means to sell or be sold directly to individuals. Retail is India’s largest industry, and arguably the one with the most impact on the population. It is the country’s largest source of employment after agriculture, has the deepest penetration to rural India, and generates more than 10percent of India’s GDP. However, retailing in India has so far, been mostly in the hand of small, disorganized entrepreneurs. It is also India’s least evolved industries. In fact, it is not even considered a real industry. The industry suffers from lack of management talent, poor access to capital, unfavorable regulation and denial of access to best practices. The Indian retail industry is only now beginning to evolve in line with the transformation that has swept other large economies. Fifty years of restricting the consumer goods industry, a national mindset which favored denial overindulgence, and a fractured supply chain for agricultural products have all contributed to prevent the development of modern tenants based on scale advancements and consumer preferences.

India has some 12 million retail outlets, but many of these acts merely as subsistence providers for their owners and survive on a cost structure where labor and land is assumed to be free and taxes nil. Compare this with the global retail industry, which is one of the world’s largest organized employers, is at the cutting edge of technology, and which leverages scale and scope to offer value-added services to its customers.

However, only recently has there been an awakening in this sector, with more organized retailers starting to make an impact. The liberalization of the consumer goods industry, initiated in the mid-80s and accelerated through the 90s has begun to impact the structure and conduct of the retail industry. Backed by changing consumer trends and metrics, liberalization in mindsets driven by media, new opportunities and increasing wealth, retailing in India, presents a vast opportunity for a variety of businesses - real estate, store design & operations, visual merchandising logistics and communications, B2C service providers, and FMCG companies who can add to their offers by partnering this revolutionSeveral studies have proven that the Indian Retail Market is one of the top emerging markets in the world. For Indian Economy, the retail sector is one of the pillars, which contributes towards a growth rate of approximately 10% of the total GDP and towards the total employment around 8%. According to the latest studies, Indian retail market is ranked amongst the top 5 retail markets worldwide estimated around 600 Billion US Dollars.

 Major players in the retail industry like Tata Group, Future Group, Bharti, and Reliance, etc. have stepped forward with aggressive and ambitious investment plans in the retail sector as a part of their business expansion strategy across various verticals. Moreover, with the introduction of retail reforms by the Government of India which allows FDI of 51% in multi brand stores in India, organized retail sector is expected to capture a major share of the market in the upcoming future. Indian economy, one of the fastest growing economics of the world, is witnessing major shifts in consumer preferences, increasing disposable income, brand awareness and increasing tech-savvy millennial population are the driving factors of corporatized retail within the country. Overall, Indian retail scenario has shown sustainable long-term growth compared to other developing economies. Retail Marketing includes all the activities involved in selling goods or services directly to final consumes for personal, non-business use. Any organization selling to final consumers -- whether a manufacturer, wholesaler, or retailer – is doing retailing. It does not matter how the goods or services are sold (by Person, Mail, Telephone, Vending Machine, or Internet) or where they are sold (in a store, on the street, or in the consumer’s home).

There are many approaches to understanding and defining retail marketing; most emphasize retail marketing as the business activity of selling goods or services to the final consumer, but what we emphasized upon is defined as follows:

“Any business that directs its marketing efforts towards satisfying the final consumer based upon the organization of selling goods and services as a means of distribution” The concept assumed within this definition is quite important. The final consumer within the distribution chain is a key concept here as retailers are at the end of the chain and are involved in a direct interface with the consumer.

A retailer or retail store is any business enterprise, whose sales volume comes primarily from retailing. Retail organizations exhibit great variety and new forms keep emerging. There are store retailers, non-store retailers, and retail organizations. Consumers today can shop for goods and services in a wide variety of stores. The best-known type of retailer is the department store. Japanese department stores such as Takashimaya and Mitsukoshi attract millions of shoppers each year. These stores feature art galleries, cooking classes, and children’s playgrounds.

There are three main phases in the life of a retailing institution. These are: -

Innovation (Entry)

Trading Up

Vulnerability.

In the entry stage, a new retailer enters with new price appeal, limiting product offerings, Sparton Stores & Limited services. Its monopoly power over the others is its price advantage, which means that it offers products at low prices so as to get a competitive edge over its competitors.

In the trading up stage, the retailer starts expanding. It expands in terms of product offering, better services, and improved interiors. With all these, it starts charging a bit higher prices.

In the vulnerability stage, there is a gap in the market leaving some space for the new players to come in. this is due to increase in the prices by the retailer.

 The Indian retail market was worth Rs 41,66,500 crore (US $641 billion) in 2016 and is expected to reach Rs 1,02,50,500 crore (US $1,576 billion) by 2026, growing at a Compound Annual Growth Rate (CAGR) of 10 per cent. It is envisaged that the current fashion retail market worth Rs 2,97,091 crore (US $46 billion) will grow at a promising CAGR of 9.7 per cent to reach Rs 7,48,398 crore (US $115 billion) by 2026

Indian apparel industry which is the second largest contributor in the retail industry after food and grocery is seeing some major shifts. Entry of international brands. changes in preferences from non-branded to branded, the fast-growing economy, large young consuming population in the country has made India a highly lucrative market. India has the world's largest youth population, which is becoming fashion conscious owing to mass media and social media penetration. This has opened unprecedented retail market opportunities. The promising growth rate of 9.7 per cent makes the Indian fashion industry prominent in the retail sector. With a GDP growth rate of 7 per cent, India has an edge over developed markets of the US, Europe and Japan which are expected to grow at a rate of 2-3 per cent. Favorable trade policies and increased penetration of organized retail among other factors contribute in making Indian fashion industry attractive for investors. Within the retail categories, apparel retail has demonstrated comparatively high receptivity towards corporatized retail. High penetration of corporatized retail in apparel has also paved the way to introduce more formal and systematic processes and procedures in operations, procurement, and distribution. Therefore, apparel retail market has managed to harness the advantages offered by modern management concepts leading to improved product offering, better customer management and scientific supply chain management techniques. It is expected that apparel retail will continue to witness deeper penetration of corporatized retail beyond the major urban clusters and the increase in the demand of branded products.

Major players in the retail industry like Tata Group, Future Group, Bharti, and Reliance, etc. have stepped forward with aggressive and ambitious investment plans in the retail sector as a part of their business expansion strategy across various verticals. Moreover, with the introduction of retail reforms by the Government of India which allows FDI of 51% in multi brand stores in India, organized retail sector is expected to capture a major share of the market in the upcoming future. The Indian retail industry is segregated into two sectors: organized and unorganized retailing. Organized retailing comprises the kind of trading activities that are undertaken by retailers who are registered for sales tax, Income tax etc. Corporate backed hypermarkets, retail chains, privately owned large retail businesses are some of the examples of organized retailing. Unorganized retailing mainly comprises local Kirana shops, owner-managed general stores, street vendors, convenience stores etc.

However, now it can be seen that traditional markets are paving the way for the development of departmental stores, supermarkets, and specialty stores. Shopping from malls and buying branded products is also gaining momentum. Despite all this, the Indian retail sector is mainly dominated by the Unorganized segment with 95% -97& share. The reason for this being the deep penetration of this sector in the rural areas and a large number of mom-and-pop stores in the urban areas. Some of the key players in the organized retail sector

Pantaloons Retail Ltd, a future group venture

Shoppers Stop Ltd

Spencer Retail, RPG enterprises

Lifestyle, Landmark Group Venture

Other major indigenous players in retailing are Reliance Retail, Bharti Retail, Globus, Aditya Birla "More" etc.

The domestic apparel market has been on an optimistic growth trajectory due to several reasons including increasing disposable incomes and urbanization, favorable consumer demographics, growth of organized retail with the entry of a large number of domestic and international players and changing lifestyles. Currently pegged at USD 40 billion (2,07,400 crore), the domestic apparel market has grown consistently over the past decade at a CAGR of 9 per cent. This growth is expected to continue with the apparel market projected to be worth USD 62 billion (3,21,800 crore) in 2017. The apparel market is one of the segments enjoying the highest modern retail penetration in India with a nearly 20 per cent share. The entry of various domestic and international players and the increased retail penetration through a multi-channel approach (ie. exclusive brand outlets, department stores, discount stores, hypermarkets and e-tailing) is driving the growth of the organized market, which is poised to contribute as much as 25 per cent of the total fashion market five years from now. Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players. It accounts for over 10% of the country's gross domestic product (GDP) and around eight% of the employment. India is the world's fifth-largest global destination in the retail space.

The world of today has turned into a global village; consumerism is having a huge impact on the contemporary retail business, and technological advancements have created opportunities as well as several challenges for the retail industry. With the advent of the internet, the growth in the retail industry has been impressive due to the benefits of the economies of scale and also the expansion of business across the geographical boundaries at B2B (Business to Business) and B2C (Business to Consumer) levels.

Several studies have proven that the Indian Retail Market is one of the top emerging markets in the world. For Indian Economy, the retail sector is one of the pillars, which contributes towards a growth rate of approximately 10% of the total GDP and towards the total employment around 8%. According to the latest studies, Indian retail market is ranked amongst the top 5 retail markets worldwide estimated around 600 billion US Dollars.

**Types OF Retail Marketing**

Store Retailing

Store retailing provides consumers to shop for goods and services in a wide variety of stores and it also help the Consumers to get all the needed goods and services from one shop only. The different types of store retailing are given below:

Specialty Stores

These stores focus on leisure tastes of different individuals. They have a narrow product line with deep assortment such as apparel stores, sporting goods stores, furniture stores, florists and bookstores. These stores are usually expensive and satisfy the needs of selected consumers who have liking or preference for exclusive things.

Departmental Store

These stores are usually built-in large area and keep variety of goods under one shed. It is usually divided into different sections like clothing, kids’ section, home furnishings, electronic appliances and other household goods. In a departmental store a consumer can buy variety of goods under one shed.

Supermarket

These stores are relatively large, low cost, low margin, high-volume, self-service operations designed to serve total needs for food, laundry and household maintenance products. Supermarkets earn an operating profit of only 1 percent on sales and 10percent on net worth.

Convenience Stores

These are relatively small stores located near residential area, open for long hours seven days a week, and carrying a limited line of high turnover convenience products at slightly higher prices than departmental stores. Many such stores also have added takeout sandwiches, coffee and pastries.

Off - Price Retailer

These stores sell goods at low price with lower margins & higher volumes. These stores sell goods with deteriorated quality. The defects are normally minor. This target at the persons belonging to the lower income group, though some have a collection of imported goods aimed to target the younger generation. The company owned showroom selling the seconds products is a typical example of off - price retailer.

Discount Store

These stores sell standard merchandise at lower prices by accepting lower margins and selling higher volumes. The use of occasional discounts or specials does not make a discount store. A true discount store regularly sells its merchandise at lower prices, offering mostly national brands, not inferior goods.In recent years, many discount retailers have “traded up”. They have improved decor, added new lines and services, and opened suburban branches—all of which has led to higher costs and prices and as some department stores have cut their prices to compete with discounters.

**Industry Scenario**

The Indian e-commerce industry is expected to cross the $350 bn in GMV by 2030.Indian retail market is estimated to reach $2 tn by 2032, driven by socio-demographic and economic factors such as urbanization, income growth and rise in nuclear families. On the other hand, the Indian e-commerce industry is expected to cross $350 bn mark by 2030, growing at a CAGR of 23%.

In first half of 2021, e-commerce accounted for nearly a third of several electronic categories, almost half of smartphones sold, and about a fifth of all apparel sales in India. Consumer internet and e-commerce companies raised US$38 billion in 2021, an increase from US$8 billion in 2020, driven by large-size investments across fintech, hyperlocal and e-commerce sectors as the Indian start-up ecosystem continues to mature. India will become the 3rd largest online retail market by 2030, with an estimated annual gross merchandise value of $350 bn.

The Indian retail market is largely unorganized. However, over the next 3-5 years, share of modern retail (including e-commerce) will increase to 30-35% with share of traditional retail coming down to 65-70%.

The domestic apparel market has grown consistently over the past decade at a CAGR of 9 per cent. This growth is expected to continue with the apparel market projected to be there worth USD 62 billion (3,21,800 crore) in 2017. The apparel market is one of the for segments enjoying the highest modern retail penetration in India with a nearly 20 per cent share. The entry of various domestic and international players and the increased retail penetration through a multi-channel approach (i.e. exclusive brand outlets, department stores, discount stores, hypermarkets and e-tailing) is driving the growth of the organized market, which is poised to contribute as much as 25 per cent of the total fashion market five years from now.

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country is s GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. But all of them have not yet tasted success because of the heavy initial investments that are required to break even with other companies and compete with them. The India Retail Industry is gradually inching its way towards becoming the next boom industry. The apparel market is one of the segments enjoying the highest modern retail penetration in India with a nearly 20 per cent share. The entry of various domestic and international players and the increased retail penetration through a multi-channel approach (i.e. exclusive brand outlets, department stores, discount stores, hypermarkets and e-tailing) is driving the growth of the organized market, which is poised to contribute as much as 25 per cent of the total fashion market five years from now. Of the overall apparel market, menswear forms the largest segment and contributes a 42 per cent share or USD 17 billion ('87,500 crore) Womenswear accounts for a 38 per cent market share (USD 15 billion - '78,500 crore), followed by kids wear with 20 per cent market share or USD 8 billion (41,400 crore). Menswear has always been a dominant category in India, contributing over 42 per cent of the total market. Presently pegged at USD 17 billion ('87,500 crore), the market has grown at a CAGR of 8.5 per cent, from USD 11 billion ('58,000) in 2007. This market is projected to reach USD 25 billion (1,31,000 crore) by 2017. While shirts and trousers continue to contribute to over 50 per cent of the total market, they are now being supplanted by casual and comfort attire such as activewear, denims and tees. Consumers are transitioning from wearing a single outfit for multiple occasions in a day to picking specific outfits for specific occasions within the same day, thus leading to the increased popularity of these categories in the metros and mini metros.

The Indian retail market is expected to demonstrate a promising year-on-year growth of 6% to reach USD 865 billion, by 2023, from the current USD 490 billion. The share of apparel in India's retail market is 8%, corresponding to a value of USD 40 billion. In addition to fashion apparel, the growing demand for fashion accessories makes the Indian fashion market both interesting and lucrative. The Indian fashion retail market has witnessed several fascinating changes and challenges in recent years, which are indicators of the country's evolving fashion retail market. The challenges associated with these changes need to be addressed in the most efficient and prudent manner in order to harness the concomitant benefits. Of the overall apparel market, menswear forms the largest segment and contributes a 42 per cent share or USD 17 billion ('87,500 crore). Womenswear accounts for a 38 per cent market share (USD 15 billion-78,500 crore), followed by kids wear with 20 per cent market share or USD 8 billion (41,400 crore).

**Menswear**

Menswear has always been a dominant category in India, contributing over 42 per cent of the total market. Presently pegged at USD 17 billion ('87,500 crore), the market has grown at a CAGR of 8.5 per cent, from USD 11 billion (58,000) in 2007. This market is projected to reach USD 25 billion (1,31,000 crore) by 2017. While shirts and trousers continue to contribute to over 50 per cent of the total market, they are now being supplanted by casual and comfort attire such as activewear, denims and tees. Consumers are transitioning from wearing a single outfit for multiple occasions in a day to picking specific outfits for specific occasions within the same day, thus leading to the increased popularity of these categories in the metros and mini metros.

**Growing spending power**

One of the key factors driving the growth of the apparel market in India is the rising annual disposable income. India's per capita annual disposable income has been growing at anannual rate of 12 per cent since 2006-07. It is expected to keep growing at similar rates in the next few years as well. The rising income levels, in conjunction with the population increase, will result in an overall spurt in consumer spending.

**Increasing urbanization**

In the last fifty years, while the population of India has grown two and half times, the urban Indian population has grown by nearly five times. By 2017, nearly 35 per cent of the Indian population is expected to be living in urban centers thus inflating the urban population of India beyond that of the U.S., U.K. and Germany combined. As a result, the contribution from urban areas to the country's GDP is expected to jump to nearly 65 per cent from the current 60 per cent. This higher urbanization will drive discretionary spending by consumers, even in the apparel category. While the spending class in the metros and mini metros continues to boom, the growth witnessed in the tier 1 and tier II cities will lead to an increase in the number of units purchased.

**Favorable demographics**

India, today, is home to nearly 1.2 billion people; its population is expected to reach nearly 1.28 billion by 2017. The population of India has almost tripled since independence.

**The rising middle class**:

The burgeoning middle class in India is playing a key role in modifying consumption patterns. The aspirations of the middle class are multiplying and, consequently, they are ever more willing to spend their disposable incomes on lifestyle products. India has 35 million middle class [NCAER defines a middle-class household as a family with an annual income between INR 0.3 million to '1.7 million (at 2009-10 price levels)] households in 2012. By 2017, the country will boast of 58 million middle class households, a number larger than the population of several developed nations.

The aspirations of the middle class are multiplying and, consequently, they are ever more willing to spend their disposable incomes on lifestyle products. The preference of consumer is used mainly to refer to choose a choice that has the largest expected value among many choices by consumer to fulfil her or his desires or requirements. Preferences represent options among more valued or neutral choices available. Consumer preference is the outcome of their behavior they indicate during buying, searching and destroying the products. A consumer is an individual who has the ability to pay for services and goods offered for sale by the institutions of market to satisfy the household or personal needs, desires and wants. A consumer is the important visitor on the premises. Consumer is not dependent on anybody. The sellers are only dependent on consumer. Consumer is not an outsider to business. Consumer is like the blood of business. Therefore, consumer is very important in business cycle. Most of the customers are obsessed with names of brand products. The companies are offering quality products which customer's values the most. The customers are satisfied when they get quality India has 35 million middle class INCAER defines a middle-class household as a family with an annual income between INR 0.3 million to 1.7 million (at 2009-10 price levels)] households in 2012. By 2017, the country will boast of 58 million middle class households, a number larger than the population of several developed nations.

With approximately two-thirds of the population below the age of 35, and the median age being 26 years, India has a relatively younger population. Among the other top 10 economies (including China). India has the lowest median age; this trend will continue for the foreseeable future. This young generation is more aspiration, better connected and networked, more technology-savvy, highly mobile, has greater spending power, and is more brand- and fashion-conscious. Thus, it will have a significant impact on retailing and consumption across many categories and products and will consume a greater number of lifestyle products, in more categories, than the previous generations. This implies a very large market opportunity for providers of branded and lifestyle clothing Increase in the number of working women

An estimated 40-45 million women in the age group 20-40 years are expected to join the urban Indian workforce by 2020 which will result in an increase in the demand for different kinds of occasion-based apparel such as women's formal western wear. Also, thanks to their financial independence, more women will indulge in higher levels of discretionary spending. This can impact multiple categories, in terms of purchasing both for the woman herself and her family, viz. clothing, personal care and grooming, accessories, travel, etc.

**Changing lifestyles**

One consequence of the evolution in consumer lifestyles is the surge in both the opportunity for and the incidence of socializing, via various activities and events. There is thus a greater demand for multifunctional clothing, eg, smart casuals, which enable straddling various occasions.

Further, more people are travelling abroad much more frequently and thus, get exposed to western fashion trends and brands, and aspire to own such items. This trend is further fueling the demand for branded apparel in the Indian market.

**Changing family structures**

The average household size has decreased to about 5.0 in fiscal 2010 from 5.36 in 2001. With the increase in the number of nuclear families and a simultaneous rise in double income families, higher spending power will remain the privilege of smaller families.

**History**

Indian Fashion Industry is at its infancy now and has great potential to make the mark on the world stage. Fashion in India has thousands of years of tradition behind it. India has a rich and varied textile heritage where each region of India has its own native dress and traditional costumes. Fashion Industry is growing at a rapid pace with international developments, such as the India Fashion Week gaining popularity and annual shows by fashion designers held in major cities of India. In Indian culture, the body is invested with various meanings and reflected in its rich sculptural tradition decorating the body is yet another way of conveying meaning and personality. Textiles and jewelry have survived. In the Indus Valley Civilization (0.3000-1500 BC), clothing tended to be simple where men wore loin-clothes while women were bare to the waist. Their Status was reflected in the kind of jewelry they wore; high-ranking women sometimes covered their bosoms themselves with jewels. It was because of Aryans that India had more complicated clothing consisting of the upper and lower garments was introduced, to which a cloak was added later. Generally, pieces of cloth draped over the body in a style seen in many Indian costumes today. Indian Dhoti, the Scarf or Utterly, and the popular Turban are still visible and continue to be part of Indian fashion.

After the independence, Indian Fashion industry witnessed the effects of globalization. Due to this, changes occurred in the dressing style of Indians, which even led to the fusion of Indian and western dresses. Wearing Kurtis on jeans, spaghetti with sarees are the examples showing the effect of western culture on Indian. The work of Indian designers is highly appreciated all over the world. Western brands are also coming to participate in Indian fashion weeks, as they see a lot of potential in our market.

Fashion in India is a fast-growing industry with international events such as the India Fashion Week and annual shows by fashion designers in the major cities of the country There are victories of a number of Indian beauty queens in international events such as yearly household income of Rs 10 lakh plus. There are 3 lakh such households developing at 40-45 %. Designer wear industry is projected to increase to Rs 1,000 crore by 2015. More than 81% of the population below 45 years of the age is fashion conscious.

 Today the fashion designers and management experts foresee an average growth of about 10-12 % for the Indian fashion industry in the coming years. Though, the growth rate could be more than 15%, if infrastructural and other logistical bottlenecks and drawbacks are overcome, Indian fashion design industry is expected to grow much faster than projected (Rs. 500 or.) and likely to touch Rs.750 or. by 2012 from the current level of RS270 cr. Because Indian companies are heavily investing big sums in the industry.

**COMPANY PROFILE**

 

Trends is India’s largest fashion retail chain across India. Trends offers stylish, high-quality products across Womenswear, Menswear, Kidswear and fashion accessories through a diversified portfolio of own brands, national and international brands. The uniqueness of the store is the core, which delivers "fashion at great value". Spread over 8,000 – 24,000 square feet of shopping area, each Trends store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best in class customer assistance.

 Company: Reliance Retail

 Subsidiary Company: Reliance Trends

 Founded: 2007

 Headquarters: Mumbai

 Chairman and Managing Director: Shri Mukesh Ambani

The Reliance Group, founded by Dhirubhai H. Ambani (1932-2002), is India's largest private sector enterprise, with business in the energy and materials value chain. Group's annual revenues are more than USS 66 billion. The flagship company, Reliance Industries Limited, is a Fortune Global 500 company and is the largest private sector company in India.

 

India’s leading fashion retailer, Reliance Trends has unveiled its 300th store in the country. The new store is located at Kolkata’s highly popular Park Street. The launch reaffirms Reliance Trends as India’s largest, most widely distributed, and the fastest growing fashion destination. Trends customer through www.trends.ajio.com can access a large collection of fashionables, high quality products at great value delivered at their doorsteps. Over the years, Trends has developed a strong portfolio of own brands that cater to diverse tastes and preferences of the customers.

Reliance Trends is a leading lifestyle retail chain with over 777 retail stores across India. Reliance Trends offers stylish, high-quality products across Womenswear, Lingerie, Menswear, Kidswear and fashion accessories through a diversified portfolio of own brands, national and international brands. The uniqueness of the store is the core, which delivers "fashion at great value". Spread over 8,000 – 24,000 square feet of shopping area, each Reliance Trends store is designed to offer a unique shopping experience for the entire family through wide aisles, coordinated displays and highly trained fashion professionals offering best in class customer assistance. Reliance Trends customer through www.reliancetrends.com can access a large collection of fashionables, high quality products at great value delivered at their doorsteps.

Mission: To become India’s largest retailer delivering superior value to its customers, suppliers and shareholders.

Vision: Deep insight into India’s economic, cultural and consumption diversity.

|  |  |
| --- | --- |
| Industry | Retail Textile & Apparel |
| Founded in | 2007 (16 yrs old) |
| India Employee count | 1 Lakh+ |
| Global Employee count | 1 Lakh+ |
| Headquarters | Navi Mumbai, Maharashtra, India |
| Office Locations | Navi Mumbai, Maharashtra, India |
| CEO | Akhilesh Prasad |
| Type of Company | Indian MNC |
| Nature of Business | B2C |
| Ownership | Private |
| Registered Name | Reliance Trends Ltd |

**The own brand portfolio includes:**

 

**Rio** - a vibrant range of snazzy trends for young women

**Fig** - fashion wear for discerning, independent & working women

**Avaasa** - a range of Indian wear for women offering the finest collection of Salwar Kurtas, Churidars and a fast-evolving Mix n Match range of garments

**Fusion** – a range of fusion wear for women where east meets west & style meets comfort

**Hushh** - the lingerie line for women offers an extensive range of innerwear and sleepwear

**Frendz** - range of garments that complements the wardrobes of the growing generation of boys and girls

**Pureza** – a collection of pure Cotton & Linen shirts for men

**Network** – offering a range of garments which comprises of formal office wear collection for men and women

**Netplay** - range showcases a smart casual collection for the evolving workplace

**The DNMX** - range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T shirts etc.

**Performax** - the specialized sportswear or active wear brand, which supports performance in sporting activity

**Graviti** - the innerwear range for men offering the best of inner and lounge wear

**Point Cove** – Kidswear brand that features bold colors bringing the California spirit to India.

Reliance in retail Reliance Retail Limited (RRL) is a subsidiary of Reliance Industries Limited, which is based in Mumbai. RRL was set up in 2006 and marks the foray of the Reliance Group into organized retail. RRL has been conceptualized to include growth for farmers, vendor partners, small integration strategy, to build a value chain starting from farmers to consumers. Business Divisions Reliance Retail Ltd. has several company-owned outlets along with a franchisee format that would be in collaboration with Kirana shop owners. Its various divisions are:

a) Reliance Mart It is designed to be an all under one roof supermarket that again caters to household needs.

 b) Reliance Fresh It was the first amongst various format stores to be launched by Reliance Retail Ltd. The ideology behind and benefitting both farmer and consumer. The stores would typically be of an area of around 3,000-5,000 sq ft. Each store is to provide fresh fruits, vegetables, and products of Reliance Select and other related groceries.

c) Reliance Super It will be a smaller version of the hypermarket format. It is to offer over 10,000 products in various categories like grocery, home care, stationery, pharmaceutical products, apparels & accessories, FMCG, consumer durables & IT, automotive accessories, and lifestyle products.

d) Reliance Digital It is a consumer electronics concept mega store. It is designed to be a one stop shop for all technology solutions in the field of consumer electronics, home appliances, information technology and telecommunications. The stores are to cover an area of more than 15,000 sq. ft. and offer a variety of over 4,000 products spread across 150 brands along with solution bundles to meet diverse customer needs. The staff will counsel and guide customers not only to buy products but also provide complete solutions to ensure consumers buy the right product at the right price. It will continue to offer Reliance One, a common membership and loyalty program also provide finance options for purchases. Reliance Digital is to be a large format store spread across 15,000 to 35,000 sq. ft. and is scheduled to come up in 70 cities in India in the near Futurecare’s with an area of 4,000 to 10,000 sq. ft. and will not sell fruits and vegetables like Reliance Fresh.

e) Reliance Wellness It is a chain of specialty wellness stores that would offer pre-emptive, curative as well as health class products under one roof and also educate consumers on their health needs, thus enabling them to take charge of their health. It will sell international and national brands like H2O, Neutrogena, Olay, Sports Nutrition, etc. They will also house alternate medicine, health books & music. The stores are to showcase Wellness Events, Seminars, Workshops and Advisory camps on contemporary wellness issues like diabetes, hypertension, fitness, diet and nutrition, weight management and skin care.

f) Reliance Footprints It is a specialty footwear store that would offer over 25,000 pairs of formal, casual, ethnic, party wear and sportswear in men, women and children footwear. The store is to be spread over 7,500 square feet and be dedicated to footwear, handbags, and accessories. The design of Footprint was conceptualized by Pavlik of USA which is one of the best design houses in the world keeping in mind the taste and preferences of the Indian consumer. It shall offer brands from Europe and America like Josef Siebel, Rockport, Hush Puppies, Lee Cooper Clarks, Levis, Nike, Adidas,a pan-India presence by opening over 15 more specialty stores.

g) Reliance Jewels It is a stand-alone fine jewellery format. It is to be a one stop shopping destination for fine jewellery. Reliance Retail ventured into gems and jewellery trade with the aim of launching 300 stores all over India within a 3-year time frame. With a growing demand for jewellery and lower competition. The gold jewellery range shall include Kolkata Filigree, Rajkot minakari jewellery, Kundan from Jaipur, Temple jewellery from Kerala, Jadau from Amritsar and more. In Diamond jewellery, Reliance Jewels will offer the finest quality of diamonds and the widest range of daily wear, party wear and wedding designs. h) Reliance Timeout With over 56,000 products Reliance Timeout will offer customer an extensive range of merchandise in books, music, stationery, toys and gifts. It is to a format based on the ideology to provide a place where a consumer can unwind and relax, browse and buy a book, sample some music, choose a gift, and buy a toy or some exclusive stationery for themselves. Reliance Timeout will offer a comprehensive range of products in these categories along with an attempt to create a fascinating customer experience with a warm, lively ambience.

Reliance Trends It carry the best of national and international brands like John Players, Peter England, Indigo Nation, Wrangler, Reebok, and Lee, apart from in-house brands. The store layout is to compliment the evolving taste and preference of fashion savvy consumers, giving them an opportunity to view /shop with ease, along with well-trained customer service associates, to compliment the entire shopping process. Reliance trends is operation with stores across the country, providing employment to so many people and planning to launch many new stores.

All the Reliance Trends stores located at different places across Bangalore offer some of the best Indian and International brands w area and has been designed and furnished by the best of the international design agencies to offer a high style and lavish experience to the Indian consumer. The store layout compliments the evolving tastes and preference of fashion savvy consumers, giving them an opportunity to view/shop with ease, along with an army of well-trained customer service associates to compliment the entire shopping process. Riding on the tremendous success of Reliance Mart at various locations across India, the apparel division of Reliance Retail is well on track to democratize fashion and make it attainable to the masses. India’s largest retailer by reach, scale, revenue, profitability, and India’s biggest retail company. Established presence across key consumption baskets and holds a leadership position in food, consumer electronics and fashion retailing. 10,415 stores covering 22 million sq ft area Reliance Retail operates the most extensive store network in the country. It is first Among top retail company in India. Revenue: ₹1,30,566 cr.

Retail Stores: 10,415

Employees: More Than 1 Lakh

Reliance Retail became the first retailer in India to cross the Rs 1,00,000 crore turnover milestone and is now ranked 94th in Deloitte’s Global Powers of Retailing 2019 list. Reliance Retail also crossed the 10,000-store count milestone.The Appeals Luggage and accessories division of reliance retail has announced the launch of their first Apparel specialty store \*Reliance Trends”. All the Reliance Trends stores located at different places across Bangalore offer some of the best Indian and International brands

**Reliance trenda**

with each store's area of more than 15,000 sq. Ft. Of shopping area and has been designed and furnished by the best of the international design agencies to offer a high style and lavish experience to the Indian consumer.

The store layout compliments the evolving tastes and preference of fashion savvy consumers, giving them an opportunity to view/shop with ease, along with an army of well-trained customer service associates to compliment the entire shopping process. Riding on the tremendous success of Reliance Mart at various locations across India, the apparel division of Reliance Retail is well on track to democratize and make it attainable to the masses.This is being possible by the extraordinary design pool of Indian and international designers, integrating the international design trends and preferences of the Indian consumers.

The company is offering solutions to common maintenance problems through its state-of-the-art innovative products like Ever White Shirts, Wrinkle free range of garments, aromatic clothes for infants and quick-dry sportswear that ensures optimum moisture management.for infants and quick-dry sportswear that ensures optimum moisture management.Product quality has been ingrained into the DNA of Reliance Trend and is integral to the mission of "Grahak Devo Bhava". The quality system are designed, implemented and monitored as per international standards by a highly competent team of professionals.To deliver the customer the best value for their money. Only those products that demonstrate an exemplary safety and quality meeting both implicit and explicit needs of the consumer are approved for purchase.Some of the quality standards that are being followed are American Association of textiles, chemists, and colorists. American Standard, ISO, and BIS methods. For the first time in organized retail, Reliance Trends introducing Made to Measure tailoring service offering customized fits to all the customers buying fabric from the store at prices compatible to neighborhood tailors.

Reliance Trends offering a homogenous mix of private label of brands across men's, women's, and children's category to fulfil every customer's requirement.The Network range of garments comprises of formal office wear and collection for men and women, while the Netplay range, showcases a smart casual collection for the evolving workplace. The DNMX range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T-shirts etc.Sparsh range of Indian wear for women, offers the finest collection of salwar kurtas, churidars and a fast-evolving Mix and Match range of garments. An exclusive label Panda has been developed for toddlers, while the FRENDZ range of garments would complement the wardrobes of the growing generation of boys and girls.Apart from this private label, the store is also offering some of the most renowned brands in the country like Levis Strauss Signature, Peter England, Indigo Nation, American Tourister, John Players etc. Some designer labels either directly or through their sub brands most of these exclusively for Reliance Trends.Continuing the tradition of reaching out to the middle class of the country, the current offering from Reliance Trends is easily affordable to the Indian consumer. The specific private label called First Class, is designed to cater to the range of garments cutting across men's, women's, and children's wear to deliver extreme value to the Indian consumers. Taking forward the voice of Shri Mukesh Ambani, Chairman & Managing Director, Reliance Industries Ltd. Reliance Trends deliver unmatched affordability, quality and chain of products services to the consumer.

**WEAKNESS:**

Repeated Collections Not Much Collection

Lack Of Awareness.

**OPPORTUNITIES:**

New Products: Expanding Beyond Clothing to Include More Shoes, Handbags Catalogs

Removing The Products Which Are Not Selling Much

**THREATS:**

There Is a Competition from Stores Like Lifestyle. Pantaloons.

Shopper's Shop Etc. Many stores Have to Open.

**Customer Segmentation of Reliance Trends:**

Reliance trends target higher & upper middle-class customers.

The large and growing young working population is a preferred customer segment.

Reliance trends specially targets working women & home markets who are the primary decision maker.

 Reliance also targets on the young population of the country as they will follow fashion mostly and of reliance promotes itself as the India's largest fashion destination.

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long. Good customer service is all about bringing customers back. And about sending them away happy happy enough to pass positive feedback about your business along to others. who may then try the product or service you offer for themselves and in their turn become repeat customers?

Customer Satisfaction, business term of how the products and the services supplied by the company meet or surpass the customer expectation. It is the key performance indicator within the business. Customer satisfaction can greatly

**Promotional Objectives:**

Promotional Objectives is part of an overarching marketing strategy. Creating a brand identity with imagery, and slogans is the first stage of a marketing campaign, followed by expanded messaging, either directly through personal email marketing communications or through social media.

**Promotional Budget:**

A specified amount of money set aside to promote a business' or organization's products or beliefs. Promotional budgets are created to anticipate the essential costs associated with growing a business or maintaining a brand name.

**Promotional Mix:**

Promotional mix the combination of different promotional elements that a company uses to reach and influence potential customers.

**Advertising:**

The paid non personal presentation of ideas, goods, or services directed at a mass audience by an identified sponsor by means of print and broadcast.

Types of Advertising

 Specialty items

 Internet Radio

 Television

 Outdoor advertising

 Magazines

**Publicity:**

 Means calling attention to yourself and your business. Placement in the media of newsworthy items about a company, product, or person. Public relations may generate unsolicited publicity when such activities are reported by the media. Public relations activities designed to create goodwill toward a business or control damage done by negative publicity.

**Personal Selling:**

Personal selling is where business use people to sell the product after meeting face-to-face with the customer. The sellers promote the product through their attitude, appearance, and specialist product knowledge. They aim to inform and encourage the customer to buy, or at least trial the product. Personal selling is the most traditional method, devised by manufactures, for promotion of the sales of their products. Personal selling used to be the only method used by manufacturers for promotion of sales.

Need for personal selling:

 Requirements of product demonstration Illiterate prospects

 Traditional necessity of personal selling

 Emergence of an entirely new type of product

 Need to develop relations with customers → Source of marketing research data

 To remove misconceptions caused by competitive advertising

**Sales Promotion:**

One type of sales promotion may be to include a premium with a purchase. Promotional Activities by Reliance Trend: Reliance Trends is doing different types of promotional activities with a main aim bringing in more customers into the stores. Reliance is focusing on attracting customers through different types of walk-in driven activities.

Types of sales promotions:

Media plan

Trend stylish

Seasonal offers.

1.Media Plan:

Media plan involves communication through different media such as

Print media

social media

Radio

Cinema

Outdoor communication.

**Print Media:**

Reliance trends is using the print media as one of its promotional activities, Reliance spends lot of money in printing its advertisements in the most major new dallies. The advertisement will be printed mostly on the weekends (Friday, Saturday, and Sundays) in such a way that the advertisements will grab the reader's attention and making them to come into the stores. which will not only increase the football of the store but also increase the revenue by attracting the people to make a purchase

**Social Media:**

With the ever-increasing usage of internet in the country, most of the population using the social networking sites such as Facebook, twitter. Reliance is having its own brand pages and groups in the Facebook with the help of which Reliance is doing some campaigns in the social networking sites for promoting its brands, new offers and creating brand awareness to the people.

**Radio:**

Reliance trends is having own radio channel called Radio trends which will announce the offers in the stores all the time, making the customers who enter the store to know about all the offers. Other than its own radio channel Reliance trends is using some other radio channels for its promotions. In the radio channels like Radio mirchi, big fim, radio city etc.

**Cinema:**

Reliance trends is using cinema plan as one of its promotional activities, they are selecting the best multiplexes and single screen theatres in the catchment areas where the multiplexes and the single screen theatres are popular and more people will be visiting these multiplexes.

**Outdoor Communication:**

Reliance trends are using banners and Hoardings as the outdoor communication. Reliance is placing the attractive banners and Hoardings with its offers in the best catchment where the flow of population was very high.

**Trend stylish:**

The volunteers will find out the well dressed, good walking, good looking person and stylish person and immediately will give that person discount voucher and announce them as the Trends Stylish by announcing them as Trends Stylish. All the people who got the discount voucher will come back to the stores to redeem the coupons. The Reliance One Card ("the Card") is issued by and remains the property of Reliance Fresh Limited ("Reliance").

**Reliance One:**

Reliance One Membership Program ("Program") upon application form overleaf duly filled in by the applicant with true, accurate and complete information and submitted at the retail outlets of Reliance's affiliate participating in the Program ("Store"), along with all necessary documents as specified by Reliance. A person's application for enrolment in the Program or use of the Card shall be deemed to be acceptance of the terms and conditions set out herein and additional terms and conditions specified by Reliance from time to time ("Additional Terms and Conditions") and available at the Store upon request. The applicant the user of the Card ("Member") hereby acknowledges that he/she has understood and accepts the terms and conditions set out herein and the terms and conditions available at the Store and agrees that the same will be binding upon him/her and he/she shall not dispute the same. Members shall be entitled to exam the points only at the Stores on purchase of goods and/or services from such Stores, and payment in respect thereof, in accordance with policies and/or schemes introduced or prevailing at the time of use of Card ("Points").

Card should be presented to the cashier or authorized personnel before billing or completion of transaction to earn Points, failing which points will not be credited and Reliance shall not be responsible for the same. Detailed Terms for use of Card, accumulation of Points, validity of Points and process of redeeming the same are set out in the Additional Terms and Conditions (available on request at the Store) and the policies and/or schemes introduced or prevailing at the time of use of the Card.Reliance will not be responsible for any loss of Points due to lessor misuse of the Card.

 Reliance may disclose data relating to an applicant or a Cardholder:

 To any affiliate/associates/partners/group companies/agent/ sub-contractor of Reliance and/or to any person or entity for developing or communicating any offers or services, unless otherwise duly informed by the cardholder at the designated customer service helpline of Reliance To the extent required to be disclosed by .operation of law, any regulatory authority or any binding judgment, order or requirement India’s biggest retail company is engaged in the business of retailing products and services across five key consumption baskets:

a) Fashion and Lifestyle,

b) Consumer Electronics,

c) Grocery,

d) Petro Retail and

e) Connectivity.

This is being possible by the extraordinary design pool of Indian and International designers, integrating the international design trends and preferences of the Indian consumers. The company is offering solutions to common maintenance problems through its state-of-the-art innovative products like Ever White Shirts, Anti Stain Trousers, Wrinkle free range of garments, aromatic clothes for infants and quick-dry sportswear that ensures optimum moisture management. Product quality has been ingrained into the DNA of Reliance Trends is integral to the designed, implemented and monitored as per international standards by a highly competent team of professionals. To deliver the customer the best value for their money, only those products that demonstrate an exemplary safety and quality meeting both implicit and explicit needs of the consumer are approved for purchase. Some of the quality standards that are being followed are American Association of textiles, chemists and colorists. American Standard, ISO and BIS methods. For the first time in organized retail, Reliance Trends is introducing Made to Measure tailoring service offering customized fits to all the customers buying fabric from the store at prices compatible to neighborhood tailors. Reliance Trends is offering a homogenous mix of private

The Network range of garments comprises of formal office wear and collection for men and women, while the Netplay range, showcases a smart casual collection for the evolving workplace. The DNMX range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T-shirts etc. Spars range of Indian wear for women, offers the finest collection of salwar kurtas, churidars and a fast-evolving Mix and Match range of garments. An exclusive label Panda has been developed for infants and toddlers, while the FRENDZ range of garments would complement the wardrobes of the growing generation of boys and girls. Apart from these private labels, the store is also offering some of the most renowned brands in the country like Levis Strauss Signature, Peter England, Indigo Nation, American Touristed, John Players etc. Some designer labels either directly or through their sub brands most of these exclusively for Reliance Trends. Continuing the tradition of reaching out to the middle class of the country, the current offering from Reliance Trends is easily affordable to the Indian consumer.

The specific private label called First Class Taking forward the voice of Shri Mukesh Ambani, Chairman & Managing Director, Reliance Industries Ltd, Reliance Trends delivers unmatched affordability, quality and chain of products and services to the consumer. Reliance Retail continues to fine tune its offering and listening to its customers and learning from them. This as the Chairman envisions, will be the beginning of transformation of Indian Retail with benefits for the consumer.

**Product Profile**

Indian wear

Formal wear

Semi Formal wear

Casual wear

Dress material

Lingerie

Formal wear

Semi Formal wear

Casual wear

Sportswear Under garments

Infants

Toddlers

Girls 2-8 years

Girls 8-14 years

Boys 2-8 years

Boys 8-14 years

Accessories Handbags

Socks

Handkerchiefs

Sports Goods

Private labels by Reliance Trends

External Brand in Reliance Trends

Group vision - Democratize fashion, enrich quality of life of Indian households by giving them access to quality, fashionable clothing at extreme value.

The company witnessed strong same store sales growth ranging from 7% to 18% across format sectors over last year. Reliance Retail, which operates about 1,450 stores across multiple formats in 129 cities, reported a 42% jump in its revenues from operations at Rs 10,800 crore for the year ended March 2013. In the last financial year, Reliance Retail achieved cash breakeven with earnings before depreciation, finance cost and tax expense (PBDIT) of Rs 78 crore. Commenting on the results, Mukesh D. Ambani, Chairman and MD, Reliance Industries Limited said, "We are delighted to see our retail business achieving a milestone of annual revenue crossing Rs 10,000 crore and will further strengthen our position in this sector." The brand also maintained the status of being the largest grocery retail chain in India and intends to continue expansion in all retail formats. Despite challenging macroeconomic conditions, it witnessed strong same store sales growth ranging from 7% to 18% across format sectors over last year. During the financial year 2012- 2013, Reliance business opened 184 new stores thereby furthering their leadership positions in respective format sectors. Was launched and this format provided cutting edge technology solutions to the customers and helps them connect with their world from anywhere at any time. It also announced the partnership with REISS, Superdry, Dune, Brooks Brothers and Stuart Weitzman. The Joint Venture between Reliance Brands and Iconix which owns Ed Hardy and London Fog brands for India signed a long-term license relationship with Arvind Lifestyle Brands and Kapsons respectively. At the end of March 2013, the company operated over 1,450 stores in 129 cities across India. The 13 million members. Reliance Retail is the retail initiative of Reliance Industries Limited and is central to the group’s consumer facing businesses. Reliance Retail has been at the forefront of bringing about Organized Retail revolution in India. Reliance Retail’s operating model unleashes the aspirational energy of the new, resurgent India. Reliance Retail’s guiding philosophy rests on the tenets of enabling inclusion, growth and building sustainable societal value for millions of Indians. In a short period, it has forged strong and enduring bonds with millions of consumers by providing them unlimited choice, outstanding value proposition, superior quality, and unmatched shopping experience across all its stores. Reliance Retail’s growth over the years has triggered a large socio-economic transformation on an extraordinary scale in India.

Reliance Retail has been ranked as the fastest growing retailer in the world. It is ranked 56th in the list of Top Global Retailers and is the only Indian Retailer to feature in the Top 100. It is the largest and the most profitable retailer in India with the widest reach.

Reliance Retail has nearly 200 million registered customers buying across all its formats. It recorded more than 500 million footfalls across all its stores in FY22, a scale unmatched by any other retailer in India. With over 120,000 transactions per hour, Reliance Retail operates at a scale unparalleled in the Indian retail industry and continues to enrich the quality of lives of millions of Indians every day. Reliance Retail has adopted a multi-prong strategy and operates a wide array of store formats which cater to planned shopping needs as well as daily or occasional needs of the customers across major consumption baskets of Grocery, Consumer Electronics and Fashion & Lifestyle. Reliance Retail has a strong presence in digital commerce channels through AJIO.com, a curated fashion & lifestyle store bringing best of national and international brands to customers doorsteps and Jiomart, India's largest hyperlocal retail solution that leverages the wide network of Reliance Retail's grocery stores and well-established supply chain infrastructure.Reliance Retail reported a turnover of Rs. 1,99,704 crores for the financial year 2020-21.

**2.1 INTRODUCTION**

A literature review is a comprehensive summary of previous research on a topic. Literary research includes scholarly articles, books, and other sources of information related to a particular field of study. The review should list, describe, summarize, objectively evaluate, and clarify this previous work. It should provide a theoretical basis for the study and help you (the author) judge the nature of the study. A literature review recognizes the work of previous researchers and thus reassures readers that their work is well thought out. A reference to previous work in a research area means that the author has read that work, evaluated it, and incorporated it into the current work. A literature review points to previous work done by researchers in this field. Previous studies are reviewed to provide insight into the scope of research. Research questions are better understood and substantiated by reference to theories, reports, records, and other information from similar studies. This gives researchers a sense of direction and helps isolate problems. The goal of my project is to investigate the effect of store environment on consumer repeat purchases in fashion retail.

**2.2 STORE ENVIRONMENT AND REPURCHASE**

Tyagi (2008) express that retailer looking to adopt a customer-centric strategy to succeed in the hyper-competitive environment, it is vital to understand the impact of such a strategy on a retailer's business functions. While the impact on merchandising is well understood in terms of sharper assortment and improved presentation, the impact on supply chain needs to be studied in detail. This would ensure the alignment of customer-centricity with the organization's overall direction and growth of revenues and profitability while increasing customer satisfaction levels.

Hamburg and Koschate (2004) explore the role of perceived fames and customer satisfaction on the repurchase intention after a price increase. Their findings of two experimental studies reveal that perceived fairness has a positive impact on the repurchase intention and that satisfaction moderates this relationship.

Martenson (2007) analyzed the impact of the corporate store image on customer satisfaction and store loyalty in grocery retailing, found that most important for customer satisfaction is the store as a brand. Retailers must be good at retailing. Customers are satisfied when the store is neat and pleasant and when they feel that the store understands their needs. Furthermore, satisfied customers were loyal.

 **2.3 THEORETICAL FRAMEWORK**

In this essay, "store atmospherics" shall be referred to as all the objective physical elements of a retail setting that can be managed by the business to encourage (or restrain) employee and consumer behavior. Services cape will be used interchangeably to refer to atmospheric storage. The M-R model's initial application recommends using the environment's load, which includes the level of novelty and complexity, as a broad indicator of the environment (Mehrabian & Russell 1974). Some studies have looked at how the environment affects the amount of pleasure and arousal without taking environmental factors into account (Donovan & Rossiter 1982). Later, a 14-item scale for evaluating information rate was evaluated by Donovan et al. The phrase "buying environments [intended] to induce particular emotional impacts in the buyer that boost his purchase probability]" is used to describe store atmospheres in an early definition (Kotler, 1973, p.50). While most store designs may have the primary goal of generating sales, research studies often divide potential reactions into two categories: approach or avoid the store. In some circumstances, such as when one wants to prevent minors from visiting a casino or force restaurant patrons to vacate their table as quickly as possible so that new customers may take their seats (d' Astous 2000), avoidance (not to stay explore, affiliate, or work) may really be a valid goal. The contexts of service interactions have been discussed in the literature on service marketing.

Five components with eigenvalues greater than 1.0 were found using a factor analysis, of which two were declared unreliable, indicating that the stimulation measure load is not a good predictor. They write that "retailers require a taxonomy that applied to manipulating in-store aspects more practically" (Donovan et al. 1994 p. 55). Numerous articles have covered the environmental signals influencing consumers in a shopping environment since Kotler (1973) first used the word atmospherics in the marketing literature. Numerous stimuli, including as color, music, and aroma, have been used in studies to test their impact on consumer behavior. Although it has been stated that the significance of services cape components may differ amongst different companies (Bitner 1992), a number of academics have suggested.

According to Hoyer et al. (2012) social factors impacting consumer behavior arise because of interactions of perspective consumers with others in various levels and circumstances. Targeting members of society perceived as opinion leaders usually proves effective strategy when marketing products and services due to the potential of opinion leaders to influence behavior of other members of society as consumers. Lastly, cultural factors affecting consumer behavior are related to cross-cultural differences amongst consumers on local and global scales. Culture can be defined as “the ideas, customs, and social behavior of a particular people or society” (Oxford Dictionaries, 2015) and the tendency of globalization has made it compulsory for cross-cultural differences amongst consumers to be taken into account when formulating and communicating marketing messages.

The temporary nature of situational factors is rightly stressed by Batra and Kazmi (2008). Personal factors, on the other hand, include taste preferences, personal financial circumstances, and related factors. The impact of personal factors on consumer decision-making is usually addressed by businesses during market segmentation, targeting and positioning practices by grouping individuals on the basis of their personal circumstances along with other criteria, and developing products and services that accommodate these circumstances in the most effective manner.

Promotion element of marketing mix refers to any combination of promotion mix integrating various elements of advertising, public relations, personal selling, and sales promotions to varying extents (Kotler, 2012).

Two of the emotional states, namely pleasure and arousal, appear to interact with each other. With a pleasure of close to zero (neutral), a moderate arousal causes a positive response and very high or low levels of arousal cause a negative response in the OR taxonomy. However, in an unpleasant environment (negative pleasure), the higher the arousal, the more negative the response (Mehrabian & Russell 1974). The three emotional states determine and mediate the environment's effect onto the response which can be either approach or avoidance type behaviors. For example, consumers responding positively will want to spend more time in the environment, want to look around and interact with other individual present. It will lead to enhanced performance or satisfaction (Mehrabian & Russell 1974), The model has been supported by both empirical evidence and physiological reasoning and was applied widely since then Mehrabian & Russell 1974. Donovan & Rossiter 1982. Gardner 1985, Donovan et al, 1994, Koo & J. H. Lee 2011).

A wider perspective towards modelling store patronage was suggested by Monroe and Guiltinan (1975). Store patronage is largely determined by purchase needs and purchase habits, but then influenced subconsciously by the consumers perceived retail store types and characteristica.Tatnck Bohl The Effects of store atmosphere on shopping behavior These are filtered through attitudes before a patronage decision is made (Monroe& Guiltinan 1975). This approach is similar in the sense that the signals sent by a store's environment to consumers while in the store influence purchasing decision. However, a valuable extension is the circular nature of the Monroe Guiltinan model, which means that shopping experiences shape the customer's habits and attitudes, as well as the store's image, which in turn influence future patronage decisions and loyalty (see also Kenesei 2002).

An important extension was offered by Bitner (1990) who notes that in service industries, the built environment (which she coined servicescape) affects not only customers but also employees as both "interact with each other within the organisation's physical facility (Bitner 1992, p.85, see Figure 1 alább). Firstly, she states that the effect of perceived environmental cues on the organism is being moderated by personal as well as situational factors. In addition to personality traits (e.g. screening behaviour as suggested in the PAD, also expectations, mood states of individuals entering an environment and so on are influencing the impact of servicescapes on internal responses. While mood states are a personal feature, they have been shown to be affected by the environment itself as a highly arousing atmosphere will affect a person in an anxious and fatigued state differently than a relaxed and awake individual (Gardner 1985). People who are time sensitive will be more affected by crowding in a store then those who are more patient (Harrell & Hutt 1975).

One early definition of store atmospherice calls them buying environments [designed to produce specific emotional effects in the buyer that enhance his purchase probability" (Kotler, 1973, p.50). Although increasing sales may be the prime objective of most store designs, research studies typically group possible reactions into two forms of behaviour approach or avoid the store. In fact, avoidance not to stay explore, affiliate or work) (Mehrabian & Russell 1974) may actually be a valid objective in some instances, as one may want to avoid under aged from entering a Casino or make restaurant patrons leave their table as soon as possible to allow new customers taking their seats (d' Astons 2000).

Among the service marketing literature, the surrounding in which service encounters take place have been comed servicescapes in the early 1990's. Servicescapes are all of the objective physical factors that can be controlled by the firm to enhance (or constrain) employee and customer actions" (Bitner 1992. p.63). This definition adds the important notion. that atmospherics affect employees as well as customers (Baker. Levy & Grewal 1992). A somewhat broader definition suggests they are "consciously designed places. calculated to produce commercially significant actions (Arnould, Price & Tierney 1998, p. 90). While the scope in terms of objectives is wider, this approach assumes that enterprises are actually able to influence all elements of the servicescape, or at least limits atmospherics to those cues which are being deliberately designed. However, there can be no doubt that environments affect consumers regardless of the fact if they were consciously designed or not.

Based on the previous and limiting our analysis to retail environments, this paper will define store atmospheries to be all of the objective physical factors of a retail environment that can be controlled by the firm to enhance (or constrain) employee and customer actions. The term servicescape will be used synonymous to store

The original application of the MR model suggests using the load of an environment as a general measure of the environment, which entails the degree of novelty and complexity (Mehrabian & Russell 1974). Some research has studied the overall impact of the environment on the level of pleasure and arousal without environmental measure (Donovan & Rossiter 1982). Later. Donovan et al have tested a item scale measuring information rate. A factor analysis yielded five factors with eigenvalues greater than 10. of which two were deemed to be unreliable, suggesting that the stimulation measure loud is not a good predictor. They content that "more practically, retailers need a taxonomy that applied to manipulative in store factors" (Donovan et al. 1994 p. 55).

Since Kotler (1973) introduced the term atmospherics to the marketing literature. a fair number of publications have discussed the environmental cues influencing consumers in a shopping environment. Studies have influenced various stimuli including colour. music and scent in order to measure their effect on chopping behaviour. Although it has been suggested that the importance of individual components of the servicescape is likely to vary between individual organisations (Bitner 1992), several authors have suggested universal categories (Baker 1987, Berman & Evans 1995, Turley & Milliman 2000).

Baker (1987) identified environmental cues in a store to be Ambient Factors. Design Factors, or Social Factors (see Table 1). Based on her view, ambient factora, such as music, scent or air quality do not motivate purchase decisions when they are simply meeting customer expectations. Also, an extreme ambient factor, such as very high or very low temperature can lead to avoidance behaviour. There could be exceptions, however, when extreme levels may have an impact on consumer behaviour, for example the scent of fresh bread attracting customers to a bakery (Baker 1987). She defines design factors to be either aesthetic or functional Aesthetic factors are physical cues which customers observe fcolour, architecture, style, materials etc.) and influence the level of pleasure in the service experience (Aubert Gamet 1997), Functional factors facilitate the behaviour of customers in the servicescape and include layout. signage and comfort (Baker 1987), Social Factors include the influence by human presence in the servicescape, which was not completely integrated in the early studies in environmental psychology (Baker, Levy & Grewal 1992). The service personnel present in a customer environment. it's size. appearance, and behaviour. has been shown to impact on consumer behaviour (Baker, Levy & Grewal 1992. Bitner 1990, Turley & Milliman 2000). Furthermore, the appearance, behaviour and number of other customers are a crucial human facet of the environment (see for example studies on how crowding influences purchase intentions by Eroglu & Machleit. 1990: Machleit, Kellaris, & Eroglu, 1991).

The number of research into effects of external variables is limited. We found only one study looking at the impact of environmental attributes of a larger area around a store in shopping district) on shopper behaviour. While customers were shown to form perceptions of large complex macro environments, this varied greatly depending on shopper typology (Grosshart et al. 1975). An objective measure of the effect of window display design on sales has been developed (Edwarda & Shackley 1992). Mixed support has been found for the hypothesis that the facilities in which physician meet their patients impact customer attitudes toward care received and customer satisfaction (Pinto & Leonidas 1994). More recent research into a consumer's decision to enter the store based on information received from window displays suggests that product category related information has a stronger effect on purchase decisions then store related information. Also, pre knowledge of the customer about the product category have a mediating effect on shopping decisions: Consumers with medium knowledge of clothing are more influenced by window displays then those with low or high knowledge (Sen, Block & Chandran 2002).

Music in a shopping environment has attracted much attention (Milliman 1982, Milliman 1986, Yalch & Spangenberg 1988, Yalch & Spangenberg 1990. Bakter, Levy & Grewal 1992, Hui Dubé & Chebat 1997. Yalch & Spangenberg 2000, Mattila & Wirtz 2001. Garlin & Owen 2006, Morin, Dube & Chebat 2007. Broekemier, Marquardt & Gentry 2008). The studies show that music has an impact on sales, time spent in the environment (both perceived and actual), and the state of arousal. The extend of the effect depends on the type of music, eg foreground ve background music (Yalch & Spangenberg 1988. Yalch & Spangenberg 2000), the tempo and volume of music (Milliman 1986. Milliman 1982. Oakes & North 2008), and the age of the patron (Yalch & Spangenberg 1990). Several studies point out that the outcome of ambient music is mediated by its congruity with other environmental cues. For example, the genre of music needs to be congruent with a restaurant's atmosphere to increase length of stay and spending (Wilson 2003, Baker, Levy & Grewal 1992, Grewal et al. 2003, Vida 2008). Finally, if customers like the music, they tend to evaluate the environment more positively (Dubé & Morin 2001). perceive waiting time to be shorter (Hui. Dube & Chehat 1997, Bailey & Areni 2006), and spend more (Caldwell & Hibbert 2002). See also Oakes and North (2008) for an overview of congruity effects.

In store displays can be product displays, including point of purchase or shelf space, signs, cards or wall decorations. They play an important role in any retailers’ strategy, and therefore receive significant coverage in the literature (Berman & Evans 1995, Levy & Weitz 2009) however to our knowledge, no study investigates the environmental psychological aspects of interior displays.

Product displays in a store increase consumer's sensitivity to promotions and prices and decrease brand loyalty (Bawa. Landwehr & Krishna 1989). Studies showed also that the way how a product is displayed has an impact on the effect. For example, yoghurts displayed by brand lead to customers buying a larger variety of brands then if they are organised by flavour (Simonson & Winer 1992). Product displays increase the probability of unplanned purchase, but not of planned purchase. This effect is significantly stronger for product categories that are purchased relatively often (Inman, Winer & Ferraro 2009).

Attaching signs stating a promotional price in large letters to certain brands increases the likelihood of choice. While individuals which are likely to process additional issue relevant information (high-need-for cognition individuals) would only react if the price displayed was lower than the standard price, others change behaviour purely because of the signage being present Inman. McAlister & Hoyer 1990). Furthermore, not only the content but also purely the amount of information contained on in store displays positively influences consumer choice. When customers need to decide between two very similar products, they would prefer those which contain most information. However, if a product is of superior quality to another. it is advisable to provide less information (Patton III 1981).

More recently, researchers investigated the effectiveness of in store displays in an online retail environment (such as www.netgrocer.com or www.tesco.co.uk), Online shoppers can be equally influenced by environmental in store stimuli (Vrechopoulos et al. 2004. Breugelmans, Campo & Gijsbrechts 2006). Examining effects for ten fast moving consumer goods, a study showed that displays can substantially increase brand market share, but that their effectiveness largely depends on the type of display, with displays located on the first screen' having the largest effect, followed by ale displays. Shelf tag displays did not influence online buyers’ choice (Breugelmans & Campo 2011)

Attaching signs stating a promotional price in large letters to certain brands increases the likelihood of choice. While individuals which are likely to process additional issue relevant information (high-need-for cognition individuals) would only react if the price displayed was lower than the standard price, others change behaviour purely because of the signage being present Inman. McAlister & Hoyer 1990). Furthermore, not only the content but also purely the amount of information contained on in store displays positively influences consumer choice. When customers need to decide between two very similar products, they would prefer those which contain most information. However, if a product is of superior quality to another. it is advisable to provide less information (Patton III 1981).

More recently, researchers investigated the effectiveness of in store displays in an online retail environment (such as www.netgrocer.com or www.tesco.co.uk), Online shoppers can be equally influenced by environmental in store stimuli (Vrechopoulos et al. 2004. Breugelmans, Campo & Gijsbrechts 2006). Examining effects for ten fast moving consumer goods, a study showed that displays can substantially increase brand market share, but that their effectiveness largely depends on the type of display, with displays located on the first screen' having the largest effect, followed by ale displays. Shelf tag displays did not influence online buyers choice (Breugelmans & Campo 2011)

One study finds that the link between shopping enjoyment and intention to return to a shop is stronger for men than women. It argues that women enjoy shopping if it includes elements of browsing and comparing alternatives at various locations, and therefore leads to lower loyalty. Men, in turn, may want the experience to allow them to be decisive and complete their shopping quickly and efficiently (Hart et al. 2007). In line with this result. men tend to overestimate waiting times in retail stores, which is of high relevance, because wait expectations have shown to have a negative effect on store patronage intentions (Grewal et al. 2002)

The effectiveness of colour schemes is also being mediated by gender. for example, males were twice more likely than women to choose shades of blue as their favourite colour, and females were more likely to choose pink and purple in a study by Ellies and Ficek (2001). Environmental scent was shown to have a stronger effect in a clothing store if gender specific scents were used in congruence with male/female product offerings (Spangenberg et al.

A number of studies suggest significant gender to be a strong moderator (see Raajpoot. Sharma & Chebat 2008 for an overview). For example, a study evaluating irritant shopping environments found that women are significantly more irritated by inappropriate temperature, size of store (too small) or crowding (d' Astous 2000). Data collected in three Canadian shopping malla suggest that product assortment and accessibility have a lower effect on the emotional evaluation of the mall for women than for men, but did not show significant differences in the overall evaluation of the shopping experience at the mall, Salespeople behavior was shown to have a lower effect on overall evaluation for women than for men (Raajpoot, Sharma & Chebat 2008). The effects of in store stimuli ou unplanned purchases showed a stronger effect on women in a recent study (Inman. Winer & Ferraro 2009).

Among the several competing theories of shopping motivation (Tauber 1972), the typology offered by Westbrook & Black (1985) provides a most helpful classification Motives can be either product-oriented, experiential or a combination of both. A customer may visit a store due to a specific product need or in search of product information (product oriented or utilitarian motivation). In this case, a shopper may assess the success of his/her trip as he/she would evaluate performance at work for example. Experiential hedonic shopping creates value from fun and playfulness, from the potential entertainment and the emotional worth of the activity (Daween, Bloch & Ridgway 19901.)

Dominance represents the feeling of the customer controlling as opposed to being controlled and being influential as opposed to influenced. This may be increased by clear signage or increased personal space (Bitner 1990). In situations of crowding, dominance has been shown to be relevant Machleit & Eroglu 2000). Several studies suggest that dominance is an independent or even moderating variable. Perceived control may be an antecedent of pleasure influenced by both consumer density and consumer choice. Depending on the service setting. perceived control can lead to high pleasure in a high-density bar, but to low pleasure in a crowded bank (Hui & Bateson 1991).

**3.1 INTRODUCTION**

Research is the term used to describe the process of learning. Research can also be described as a methodical, scientific search for useful data on a given subject. Research is a form of artistic scientific inquiry. Research, according to Redman and Moray (1923), is an organized endeavor to learn new things. Some individuals view study as a journey of discovery that requires moving from the familiar to the strange.

According to Kothari (2004), the core of any study is the research design, which is a method of investigation created as a plan, road map, and blueprint. The methodical, theoretical evaluation of the techniques used in a field of study is known as research methodology (Kothari, 2004). In order to address an issue, methodology entails steps for describing, clarifying, and forecasting events. Research design, target population, sample size, sampling techniques, data gathering tools, and data processing steps are all included in research methodology. Technical research is an academic endeavor. “Research, according to Clifford Woody (Kothari 1988), is "a process that involves defining and redefining problems, developing a hypothesis, gathering and analyzing evidence, drawing conclusions, and carefully verifying the conclusions to see if they are consistent with the hypothesis. The manipulation of objects, concepts, or symbols for the purpose of generalizing, extending, correcting, or verifying the knowledge is defined by D. Slesinger and M. Stephenson (1930) in the Encyclopedia of Social Science. Research is also a way of preparing the mind to see things in a new or different way. From such a direction new and innovative observations of everyday events and occurrences will arise.

A difficult problem that follows the task of defining the research question is the preparation of the design of the research project, commonly referred to as 'study design'. What, where, when, how much, and how decisions about a survey or research study constitute research design.

**3.2 Research Design**

A research design provides a framework for collecting and analyzing data. The study design is therefore the basis for subsequent work on the study of the problem. Hypothesis formulation. A research design provides a framework for the collection and analysis of data. Research design is also known by different names such as outline. It implies the plan, structure and strategy of investigation proposed to be undertaken. According to Pauline V. Young, "A research is the logical and systematic planning and a piece of research”. The methodology used in research is essential to the reliability of the results and the validity of the study. Therefore, this section will focus on the research techniques adopted and used in this study to achieve the research objectives. This section of the document also contains descriptions of the instruments used to measure the various constituents applicable to this study.

Research designs are basically classified into exploratory and descriptive research. Exploratory research, the main purpose of exploratory research, is to investigate or search a problem or situation to provide insight and understanding. In general, exploratory research is useful when researchers do not have sufficient understanding to advance their research projects. Applied research processes are static and unstructured. Structured surveys are rarely used. Primary data are of a qualitative nature and are analyzed accordingly. The method I used for my research is descriptive research. Descriptive research is defined as research methods that describe the characteristics of the population or phenomenon under study. This methodology focuses on the “what” of the survey items rather than the “why” of the survey items. In other words, descriptive research focuses primarily on describing the nature of a demographic segment without focusing on the 'why' of a particular phenomenon. It “describes” the subject of your research without revealing what you are doing.

Descriptive research, when studying a particular phenomenon, research is needed to describe it, to clarify and explain its internal relationships and properties. Descriptive research presents an accurate profile of interviewees and methods of analysis before data collection begins. That is, people, events, situations. In contrast to exploratory research, descriptive research defines questions, interviewees, and methods of analysis before data collection begins.

**3.3 Population**

Study population is a subset of the goal population from which the pattern is virtually selected. It is broader than the idea pattern frame.in this study we are mainly concentrating the customers who actually answer the query which included the study. And the target population is the customers who are visiting Reliance Trends.

**3.4 Sampling**

A sampling is a finite a part of a populace whose houses are studied to benefit statistics approximately the populace. When coping with people, it can be described as a hard and fast of respondents (people) decided on from a big populace for the reason of a survey. A sampling approach is a manner for choosing pattern participants from a populace. In studies study, 2 hundred respondents are taken and those respondents had been taken into consideration for a complete knowledge of all of the elements which influences purchaser belief of the in-store environment in fashion retail, that results in the repurchase of the customer. The 120 loyal respondents from Reliance trends.

**3.5 Sampling Technique**

The primary data is collected from using convenience sampling technique, convenience sampling is a technique which is used during the preliminary research efforts.as the name suggest the element of such a sample are picked only based on convenience in terms of availability. I took this as a sampling technique because, the sampling being drawn from that part of the population that is close to hand.

**3.6 Data Collection**

Data series is a time used to explain a system of getting ready and gathering facts. The reason of facts series is to achieve statistics to preserve on record, to make selection approximately vital problems to by skip statistics directly to others. Primarily, facts are accumulated to offer statistics concerning a selected topic. The making plans of facts series for studies paintings is usually evolved in early degree of the studies for its vital and effect at the studies paintings. For these studies, the facts are accumulated from the respondents via a survey questionnaire.

**3.6 Statistical Treatment**

Statistical processing of data is highly dependent on the type of experiment and the desired outcome of the experiment. Statistical tool is useful in analysis of data collected data. Statistical analysis helps to provide conclusion with numerical evidence. Percentage analysis is used in the research study.

**3.8 Software used for the study**

There could be the support of information technology and computer to speed up calculations all the way with acceptable accuracy of research study. After completion of full-fledged survey with finalized questionnaire, data was arranged in an orderly fashion in MS EXCEL software and result was found out.

**4.1 INTRODUCTION**

Data analysis is the methodical application of logical and/or statistical approaches to describe and demonstrate, summaries and assess, and assess data. Data analysis is the act of taking raw data and turning it into information that users can use to make decisions. To find answers to questions, test hypotheses, or refute ideas, data is gathered and evaluated.

Data analysis is crucial to research because it makes data analysis much easier and more precise. It enables researchers to clearly evaluate the data, ensuring that nothing is omitted that could prevent them from drawing conclusions from it. The procedure of organizing, categorizing, manipulating, and summarizing data to find the answers to research questions is known as data analysis. It is typically done as the initial stage in data interpretation. Data interpretation is crucial, and as such, it must be done correctly. To facilitate this procedure, researchers have established a few data interpretation techniques. Data analysis is crucial to research because it makes data analysis much easier and more precise. It enables researchers to clearly evaluate the data, ensuring that nothing is omitted that could prevent them from drawing conclusions from it. Massive volumes of data can be studied and analyzed through data analysis. Going through a lot of data is a common part of research, and the amount of data that needs to be handled by researchers is growing every minute. LeCompte and Schensul claim that the process of data analysis in research is utilized by researchers to turn data into a narrative and interpret it to get new knowledge. It makes logical that the data analysis method aids in breaking down a big amount of data into smaller pieces.

**Table 4.1 gender of the respondents**

|  |  |  |
| --- | --- | --- |
| **Gender**  | **Frequency**  | **Percentage**  |
| Male | 55 | 45.8 |
| Female | 65 | 54.2 |
| Total  | 120 | 100 |

**Fig 4.1 Chart showing gender**

**INTERPRETATION:**

 From the taken sample of 120 respondents the number of female is54.2% and 45.8% are males.

**Table 4.2 Age of the respondent**

|  |  |  |
| --- | --- | --- |
| **Age**  | **Frequency**  | **Percentage**  |
| 20-35 | 78 | 65 |
| 35-50 | 30 | 25 |
| 50 and above | 12 | 10 |
| Total  | 120 | 100 |

**Fig 4.2 Chart showing the age of respondents**

**INTERPRETATION:**

From 120 respondents it is observed that 65% customers are from the age group of 20-30 years.and 25% are between 35-50.

**Table 4.3 The rating given by the customer towards the brand**

|  |  |  |
| --- | --- | --- |
| **Rating**  | **Frequency**  | **Percentage** |
| 1 | 0 | 0 |
| 2 | 0 | 0 |
| 3 | 16 | 13.3 |
| 4 | 31 | 25.8 |
| 5 | 73 | 60.9 |
| Total  | 120 | 100 |

**Fig 4.3 chart showing the rating given by the customers**

**INTERPRETATION:**

 From the 120 respondents’ majority of customers are highly satisfied and 60.9% customers are given high rating for the brand.

**Table 4.4 The main reason for choosing the quality of the product by the customer**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Percentage** |
| Uses of the fabric | 18 | 15.3 |
| I never find defect in product | 35 | 29.7 |
| Has great finishing | 44 | 35.6 |
| Seem to have great durability | 23 | 19.4 |
| Total  | 120 | 100 |

**Fig 4.4 Chart showing the reason for choosing the quality of the product by the customer**

**INTERPRETATION:**

From the 120 respondents 35.6% of customers chose Reliance trends because of the product has great finishing.29.7% customers choose the product because of that the product never find any defect. And 19.4% customers choose the product because they seem to have great durability.

**Table 4.5 the main reason for choosing the fashion ability of the product**.

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Percentage** |
| Has latest trends and styles | 41 | 34.7 |
| Has great fits | 69 | 56.8 |
| Has trendy colors | 10 | 8.5 |
| Total  | 120 | 100 |

**Fig 4.5 Chart showing the reason for choosing the fashion ability of the product.**

**INTERPRETATION:**

From the respondents 56.8% respondents choose the product because the product have great fittings and because of the brand provide latest trends and styles 34.7% customers choose the product .and 8.5% customers choose the brand because the have trendy color collection.

**Table 4.6 The reason for choosing the staff service**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Percentage** |
| Staff is very friendly and helpful  | 35 | 29.9 |
| Staff makes excellent styling recommendation | 47 | 38.5 |
| Staff has good knowledge of product | 25 | 21.4 |
| Quick and efficient billing  | 13 | 10.3 |
| Total  | 120 | 100 |

**Fig 4.6 Chart showing the reason for choosing the staff service**

**INTERPRETATION:**

 From the respondents 38.5% customers have the opinion about the staff service is that because of staff makes excellent styling recommendation. And 29.9 % customers have the opinion that the staff is very friendly and helpful.

**Table 4.7 The reason for choosing the variety/ range availability**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Percentage** |
| Great range of colors | 14 | 11.9 |
| Great range of designs | 63 | 51.7 |
| Great range in my fit | 27 | 22.9 |
| Has something new every time I come in | 16 | 13.6 |
| Total  | 120 | 100 |

**Fig 4.7 Chart showing the reason for choosing the variety/ range availability**

**INTERPRETATION:**

From the respondents 51.7% customers choose the product because of the product have a great range of designs.22.9% products have a great range of fittings and 13.6% customers have the opinion that the store has new items whenever the visit the store.

**Table 4.8 The reason for choosing worth the money**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Percentage** |
| Great prestige value | 26 | 22 |
| Rightly priced when compared to similar products | 52 | 42.4 |
| Has great designs for I’m paying | 30 | 25.4 |
| Has great store environment for the price I’m paying | 12 | 10.2 |
| Total  | 120 | 100 |

**Fig 4.8 Chart showing the reason for choosing worth the money**

**INTERPRETATION:**

From the respondents 42.4% Customers have the opinion that the brand is rightly priced when compared to similar products. And 25.4%customers have the opinion that the brand has great designs worth the money.

**Table 4.9 The reason for choosing store environment**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Percentage** |
| Great ambience  | 19 | 16.1 |
| Great environment expected from this brand | 47 | 38.1 |
| Easy to find access what I want | 38 | 32.2 |
| Comfortable /clean trial room | 11 | 9.3 |
| Great looks/combination displayed in the store | 5 | 4.3 |
| Total  | 120 | 100 |

**Fig 4.9 Chart showing the reason for choosing store environment**

**INTERPRATATION:**

From the respondents 38.1%choose the store because of the expected environment. And 32.2%choose because of the comfortable and clean trial room. And 16.1%choose the product because of the great ambience.

**Table 4.10 The product which the customer is looking to buy**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Percentage** |
| Men’s wear | 32 | 27.1 |
| Women’s wear | 82 | 67.8 |
| Accessories | 6 | 5.1 |
| Total  | 120 | 100 |

**Fig 4.10 chart showing the products that were mostly purchased by the customer**

**INTERPRETATION:**

From the respondent’s majority of 67.8% customers choose women’s wear 27.1% customers choose men’s wear.

**Table 4.11 The purpose for which the product is buying**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Percentage** |
| Office | 15 | 12 |
| Casual outing | 66 | 55 |
| Wedding | 10 | 8 |
| Party/festivals | 29 | 25 |
| Total  | 120 | 100 |

**Fig 4.11 chart showing the purpose for which the product is buying**

**INTERPRETATION:**

From the respondents 55% respondents choose the product for a casual outing.25% for the purpose of party or festivals 12%for the office use and 8%for wedding.

**Table 4.12 The product which the customer is looking for**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Frequency** |
|  Ethnic wear | 45 | 37.5 |
| Western wear | 37 | 30.8 |
| Shirt | 15 | 12.5 |
| Jeans  | 7 | 5.8 |
| Kid’s wear | 12 | 10.9 |
| Jewels  | 3 | 2.5 |
| Total  | 120 | 100 |

**Fig 4.12 Chart showing the product which the customer is looking for**

**INTERPRETATION:**

 From the 120 respondents 37.5% are looking for ethnic wear 30.8% are for western wear for their purchase. And least of 2.5% customers are looking for jewels.

**Table 4.13 Is the product found by the customer**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Frequency** |
| Yes | 108 | 89.8 |
| No  | 12 | 10.2 |
| Total  | 120 | 100 |

**Fig 4.13 chart showing that the customer was found the product from the store**

**INTERPRETATION:**

From the respondents 89.8% customers have found the product that was they looking for and remaining 2% customers didn’t find the product from the store.

**Table 4.14 Is customer made a purchase from the store**

|  |  |  |
| --- | --- | --- |
| **Response**  | **Frequency** | **Frequency** |
| Yes  | 106 | 88.3 |
| No  | 14 | 11.7 |
| Total  | 120 | 100 |

**Fig 4.14 chart showing that the customer makes a purchase from the store**

**INTERPRTATION:**

 From the 120 respondents 88.3% customers made a purchase from the store and 11.7% are non-purchasers.

**5.1 INTRODUCTION**

The Discussion phase of a paper intends to bring what the findings of the observe imply and as a result has been likened to the final arguments positioned forth via way of means of counselors in a courtroom docket case. It is the remaining risk for a writer to “sell” his paper. The dialogue phase must be written in a targeted way getting directly to answering the studies query raised withinside the creation phase. Such an instantaneous method is probably to make a long-lasting affect at the minds of the readers. The dialogue phase is taken into consideration more difficult to outline in comparison to the alternative sections of the studies paper.

The dialogue will continually hook up with the advent with the aid of using manner of the studies questions or hypotheses you posed and the literature you reviewed; however, it does now no longer genuinely repeat or rearrange the advent, the dialogue must continually explain how your look at has moved the reader's expertise of the studies trouble ahead from in which you left them on the quilt of the advent. Discussion bankruptcy begins off evolved with some sentences that summarize the maximum essential consequences. The dialogue phase must be a quick essay, answering the subsequent questions and caveats: styles of your studies, targets and observation, the relationships, developments. There are typically numerous feasible factors for consequences. Make certain to don't forget all of those instead of genuinely pushing your favored one. If you may do away with all however one, this is great, however frequently that isn't feasible with the information in hand. In that case you must supply even remedy to the final possibilities and attempt to signify approaches wherein destiny paintings may also cause their discrimination Avoid leaping a presently elegant factor of view except your consequences surely do strongly assist them even as composing dialogue bankruptcy. A suitable dialogue continually Include the proof or line of reasoning assisting every interpretation and the importance of the existing consequences. It needs to be to your personal words.

**5.2 FINDINGS**

* Majority of the respondents were females mostly from the age group of 20-35.
* Customers are given high rating for the brand based on their experience.
* Great finishing of product is the main reason for choosing the quality of the brand
* Majority of customer were choosing the brand because of the great fittings offered by the brand.
* From the study it is observed that majority of customers are agree that the staff makes excellent styling recommendation.
* Most of the customers are highly satisfied with the great designs offered by the brand.
* The study shows that the brand is rightly priced when compared to similar products.
* The study shows that majority of customers purchased women’s wear from the store.
* The purpose for which the product is buying mostly for casual outing**.**
* The study reveals that most of the customers were looking for ethnic wear.
* Most of the customers were highly satisfied with the availability of product and majority of customers made purchase from the store.

**5.3 SUGGESTIONS**

* The customers are okay with the switching cost if they are getting better service at store levels.
* The level of expectations and needs of the customers are changing spontaneously so it is very important that the Brand need to tune their offering correctly to the customers.
* The income level of customers is quiet well so they are expecting better merchandise rather than low coast goods.
* There is no compromise in the needs of the customers so they will get satisfied with whoever is capable to satisfy their needs.
* The competition is high and tuff so customer satisfaction should be the most important concern of the Brand. It is advisable that company plan their media promotion mostly through online portals and TV Channels.
* Now the customers are more quality concern so the Brand need to continue the policy of no compromise in quality.
* Apparels are now becoming as the identity of individuals so it is important to keep trends and standards in goods.
* In online portals it is more favorable to do the Brand promotions through YouTube, Facebook and Google online podiums for catching the customers more attention.

 **5.4 LIMITATIONS**

* As the business enterprise is with lot of branches in India, the have a look at turned into performed at most effective in the store it may not be applicable for the whole company.
* Restricted time available for the study.
* Majority of the statistics used on this have a look at are primarily based totally on secondary statistics received from the company
* The tools used for the study are subject to its limitation.
* The study has a look at turned into only restricted to 120 samples. May now no longer be relevant to whole customers.

**5.5 CONCLUSION**

An increasingly competitive global retail industry needs businesses to rethink their strategies for marketing and sales. In particular, the substantial rise in online purchases has helped to concentrate retailers' attention on all aspects of on-the-ground consumer sales.

The project entitled ‘a study on the effect of store environment on consumer repurchase’ is the research topic and the 120 customers from Reliance trends store are taken as sample.in the study an attempt was made to provide utmost satisfaction to the consumers during their shopping time. The objective of the study was to identify the impact of store environment on consumer repurchase in fashion retail industry. The retail industry, like any other industry, is highly competitive, with customers' levels of knowledge, expectations, perceptions and needs changing daily. Trends are now changing from cheap to good, but that could all change if you can handle it well by providing professional services. So here, through mission happiness, two main parts become clear.

How many of your customers are enthusiastic? How many of your customers are disappointed?

We also focus on listening. As a retail employee, you must be very receptive to your customers by listening to them. This is the first step. This will give you a better understanding of your customers and move you into the “learning” phase. Based on the feedback, the company can evaluate the efforts of its employees to please their customers. Next, brands must “do” to make their interactions with their customers a great experience. Therefore, the company can treat customers like our family.

**QUESTIONNAIRE**

**“A study on the effect of store environment on consumer repurchase with special reference to Reliance Trends”**

1.Based on this experience, would you recommend our brand to a friend?

 1 2 3 4 5

2.what is the single most important factor we did WELL on?

* Quality of the product
* Fashion ability of the product
* Staff service
* Variety /range availability
* Worth the money
* Store environment

3.what is the main reason for choosing the quality of product?

* Uses of the fabric
* I never find defect in product
* Has great finishing
* Seem to have great durability

4.what is your main reason for choosing the fashion ability of product?

* Has great fits
* Has latest trends and styles
* Has trendy colors

5.what is your main reason for choosing the staff service?

* Staff is very friendly and helpful
* Staff makes excellent styling recommendation
* Staff has good knowledge of product
* Quick and efficient billing

6.what is your main reason for choosing the variety/range availability?

* Great range of colors
* Great range of designs
* Has something new every time I come in
* Great range in my fit
* Great range in my size

7.what is your main reason for choosing worth the money?

* Great prestige value
* Rightly prized when compared to similar product
* Has great quality of product for I'm paying
* Has great designs for I'm paying
* Has great store environment for the price I'm paying

 8.what is the main reason for choosing the store environment?

* Great ambience
* Great environment as expected from the brand
* Easy to find/ access what I want
* Comfortable/clean trial room
* Great looks/combination displayed in the store

9.what were you looking buy?

* Men's Wearhouse
* Women's wear
* Accessories

10.For what purpose?

* Office
* Casuals
* Party/festival

11.what products were you looking for?

* Ethnic wear
* Western wear
* Shirt
* Jeans
* Kids wear
* Jewels

 12. Did you find what were you looking for?

* Yes
* No

13.Did you make a purchase at our store?

* Yes
* No

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