

## **AN STUDY ON BRAND AND ITS IMPACT ON SALES AT RELIANCE FRESH**

**Mrs. Ratnadhar<sup>1</sup>, Anu Swadi<sup>2</sup>, Dileep C R<sup>3</sup>, Abhishek S Belavadi<sup>4</sup>, Yogendra S<sup>5</sup>,  
Yathish Kumar B G<sup>6</sup>**

<sup>1</sup>Assistant professor, Department of MBA Sri Venkateshwara College of Engineering, Bangalore, India.

<sup>2,3,4,5,6</sup>Final year MBA Student, Department of MBA, Sri Venkateshwara College of Engineering, Bangalore India.

### **ABSTRACT**

The size and volume of the Indian retail sector have both expanded over the course of the past two decades. It is among the economic subfields that is expanding at the quickest rate. There has been a discernible shift in the behavior of customers as a direct consequence of the transition from disorganized to organized commerce. Now, the consumer is interested in purchasing a single item from a number of different brands, and the prospect of having all of those brands conveniently located in one location excites him. Because of the shifting behaviors of their clients, merchants are being forced to come up with novel approaches to the distribution of various types of value to their clientele. The purpose of this article is to investigate the impact that different marketing methods have on the level of pleasure experienced by retail customers. The data collecting tools consisted of structured questions and scenarios, and they were administered to a total of 150 respondents in Bangalore, which is one of the cities in the National Capital Region. In order to conduct an analysis of the data and provide an interpretation of its meaning, descriptive statistics such as percentage analysis, the weighted average, and the chi-square test were utilized. According to the findings of this study, the organized retailing sector places a significant emphasis on its products, services, promotional activities, and sales employees.

**Key words:** Price Attract Customer, Buying Decision, Buyers' Market, Retailing, Sales Promotion

### **1. INTRODUCTION**

When considering the economic and employment impact of India's various sectors, the retail sector stands out as the clear winner. The retail sector in India has emerged as one of the most dynamic and rapid-fire sectors, with numerous new entrants to the market. Unfortunately, none of them have been profitable thus far since they lack the resources to make the first expenditures necessary to compete with established businesses. The retail sector in India is slowly but surely on the cusp of becoming the next big thing. Indian consumers' purchasing habits and the shopping experience as a whole have seen dramatic shifts in recent years, ushering in a new era of retail innovation. India's retail sector has been transformed by the introduction of modern retailing, as evidenced by the proliferation of malls, shopping centers, and mega-complexes that house restaurants, movie theatres, and other services under one roof. The growth of the organized retail sector in India will be driven by several factors, including the country's young and growing labor force (the median age is 24 years), the rise of nuclear families in urban areas, the rise of the workingwomen population, and new opportunities in the services sector. What we call "consumer behavior" is the study of how people think and act before, during, and after they buy and use a product or service. Researching consumer behavior entails asking questions such "when do individuals buy?" "what do they buy?" "why do they buy it?" and other similar inquiries. It combines concepts and methods from economics, anthropology, sociology, sociopsychology, and psychology. Family, friends, and other social networks, as well as the larger societal context, are all considered in an effort to gauge the extent to which each individual consumer is influenced by each. There are two sides to consumer behavior: the obvious action of making a purchase, which can be observed by anybody, and the less obvious decision-making process, which may involve the interaction of a number of complicated variables. With the rise of the nuclear family and an overall rise in educational attainment, more and more people are making their way to modern retail outlets to acquire their day-to-day requirements. When goods and services are sold or rented to final customers for use in the home, this is known as retailing. To be successful in retail, marketers must have a thorough awareness of customers' buying habits, which includes knowing when, where, and what customers buy. To make a sound business decision, the retailer must take into account the decision variables listed here. The retailers develop the most effective combination to draw in their ideal clientele by responding to their wants and demands. It is important to consider how customers will react to the retail marketing mix because it will affect the company's long-term prospects. Retail customers evaluate each component of the marketing mix based on how it resonates with their own unique set of values, beliefs, knowledge, and experiences. Needs, motivations, perceptions, and attitudes, as well as family background, cultural norms, and economic status, all have a role in shaping a consumer's actions, both directly and

indirectly. With this information, stores will be better able to align their retail marketing mix with their intended customer bases. The size and make-up of shopping have evolved over time. Indians have become much more savvy shoppers as a result of rising literacy rates, increased contact with the West through media like satellite TV and newspapers published in other countries.

In making purchases, quality is becoming increasingly important to consumers. Consequently, Indian shoppers now choose to make their purchases from more reputable establishments. Organized retail chains are a good example. The shopper is looking for a business that takes customer reviews seriously. The modern shopper values convenience above all else, and prefers finding a store where they can get everything they need in a single location. The demographic, psychological, and lifestyle characteristics of consumers might shed light on their shopping habits.

## **2. STATEMENT OF THE PROBLEM**

Scenario different players in the food and vegetables products are visiting a lot of money and paying different strategies for promoting their products in the market and trying to acquire more number of consumer market share and to build a brand loyalty through brand promotional strategies.

## **3. NEED OF THE STUDY**

Management will come to know the influential factors, why consumer preferring Reliance Fresh to purchase food and vegetables products, and they will come to know the consumer purchasing behavior, expectations and the drawback. of the management this study will help the management for making a strategic decision, acquire market share, and building a good brand.

- To study the influential factor behind buying at a Reliance Fresh.
- To know the brand promotional strategies of Reliance Fresh Mart.
- To know the expectations of prospective customers from Reliance Fresh.
- To find out the response of Reliance Fresh through advertisement.
- To know the satisfaction level of customer.

## **4. OBJECTIVES OF THE STUDY**

- To find out the effectiveness of brand and brand promotional strategies regarding Reliance Fresh Co.
- To know the impact of advertisement on sales.
- To know the way of advertisement reaching to customers or consumers.

## **5. SCOPE OF THE STUDY**

This survey is restricted to consumers in Jaya Nagar Bangalore only the study covers consumer's preference problem and their compliments regarding bottled water and soft drinks.

## **6. LIMITATIONS OF THE STUDY**

- The study is restricted to Jay Nagar Bengaluru
- Due to lack of time span and money the survey is restricted to 100 consumers
- Information obtained from the consumers may change taste preference like's etc.
- Few of the responder did not show any interest on answering the questions

## **7. RESEARCH METHODOLOGY**

To meet the set of objectives and to maintain the quality of the findings the following methodology of data collection has been Adequate and reliable data.

### **Sources Of Data:**

The required data for the study has been collected by using both primary and secondary sources.

### **Primary Data**

The primary data were collected only in the field survey by meeting the responders personally by getting information through questionnaires like giving a multiple chosen questions.

### **Secondary Data:**

The secondary data has been collected with the help of dealer and websites and other text boxes and books.

## **8. DATA ANALYSIS AND INTERPRETATION**

### **TABLE-01: SCREENING AGE WISE CLASSIFICATION AND THE RESPONDERS**

A question has been asked to elect the arrange the data according to the age of responders the result is shown in the following table

**TABLE01: AGE**

SI. No.	AGE	NO. OF RESPONDERS	PROPORTION
1	Below-20years	70	46.67%
2	20-30years	46	30.67%
3	30-40years	34	22.66%
4	40 and above	-	-
	<b>OVERALL</b>	<b>150</b>	<b>100%</b>

**ANALYSIS:** As shown in the above portrayed table 70 of the responders were below 20 years 46 are from age group of 20 to 30 years and remaining 34 of the responders were from 30 to 40 years.

**TABLE-02: SCREENING WISE CLASSIFICATION OF THE RESPONDERS**

A question has been asked to know the male and female responders of my research study. Response for which as been given below

**TABLE-02:**

SI.NO.	GENDER	NO.OF RESPONDERS	PROPORTION
1	M MALE	5 65	55 33.33%
2	FF FEMALE	55 85	56.67%
	<b>P OVERALL</b>	<b>1 150</b>	<b>1 100</b>

**ANALYSIS:** As shown in the table 65 responders are Male and remaining 85 responder's female.

**TABLE-03: SCREENING QUALIFICATION LEVEL OF RESPONDERS**

A question has been asked to do responders to know their qualification level. The response for which has been shown in the following table.

**TABLE-03:**

SI. No.	PARTICULARS	NO.OF RESPONDERS	PROPORTION
1	METRIC and Below	29	19.33%
2	Under graduate	66	44%
3	Graduate	33	22%
4	Others	22	14.66%
	<b>OVERALL</b>	<b>150</b>	<b>100%</b>

**ANALYSIS:** As shown 66 responders are under graduates, 33 responds are degree holders, 29 responders are metric and below and 22 of the comes under other qualification levels.

**TABLE-04: SCREENING DESIREMENT LEVEL OF RESPONDERS TO EAT FRUIT AND VEGETABLE**

A question has been asked to know their desire to eat fruits and vegetables the response for the which has shown in the following table

**TABLE-04:**

SI. NO.	DESIRED TO EACH FRUITS NAD VEGETABLES	NO. OF RESPONDERS	PROPORTION
1	YES	117	78%
2	NO	33	22%
	<b>OVERALL</b>	<b>150</b>	<b>100%</b>

**ANALYSIS:** As shown in table we can observe that 117 responders prefer or desire to eat fruits and Vegetables, 33 of the responders are not preferring have Fruits and Vegetables.

**TABLE -05: SCREENING THE RESPONDERS AWARENESS OF RELIANCE FRESH**

A question been framed and asked to know the respondent awareness towards the Fruits and Vegetables Reliance Fresh.

**TABLE -05:**

<b>SI. No.</b>	<b>AWARE OF RELIANCE</b>	<b>NO. OF RESPONDERS</b>	<b>PROPORTION</b>
1	Yes	110	73.33%
2	No	40	26.67%
	<b>TOTAL</b>	<b>150</b>	<b>100%</b>

**ANALYSIS:** As from the above portrayed table we can reveal that the 110 responders are aware of the Reliance Fresh and remaining 40 responders are not aware of the Reliance Fresh.

## 9. FINDINGS

- The studies found that majority (56.67%) of responders belong to female gender.
- The majority (46.67%) of responders comes under the age group of below 20 years. Since, Fruits and Vegetables is consumed more by this category only.
- The majority (66%) of responder's qualification level is Under Graduate.
- The majority (78%) of responder's desire to eat Fruits and Vegetables, so it is good sign to company
- The majority (92%) of responder's aware of reliance fresh.

## 10. SUGGESTIONS

- The following Suggestions may bring some advantage to the Reliance Fresh and other who are directly and indirectly related to this occupation.
- Reliance Fresh products can go for creative advertisement. So, that consumer can differentiate it from the competitors.
- Reliance Fresh products can increase its quantity so that it can grab and attract more consumers.
- In the Reliance Fresh Products Fruits and Vegetables, Fruits and Vegetables layer usually get melted in summer. So, they should work on their packaging and designing part of the Reliance Fresh.
- Competitors of Reliance Fresh have gained more market because of variety of Fruits and Vegetables they are provided compare to Reliance Fresh. So, Reliance Fresh should come out with new Fruits and Vegetables.

## 11. CONCLUSION

The current study investigates the complicated behavior, attitude, perception, and motivation of shoppers in Reliance Fresh at Faridabad. The findings indicate that the vast majority of the people who responded are housewives or females and have some level of education. The college going respondents are more captivated by the supermarket environment and purchase grocery not from Kirana stores but from formats like Reliance Fresh and eager to experiment with the newest technological breakthroughs. They are more interested in a wide selection of things offered at reasonable prices, a range of payment choices, the ability to serve themselves, and variety of brands. The location of the store, the availability of parking, the lighting, the music playing in the background, and the overall atmosphere of the store are all key variables that contribute to a satisfied client base. Customers are more likely to patronize establishments like Reliance Fresh as it offers timely services, which may include a variety of payment choices (cash, credit cards, and debit cards, for example), as well as error-free billing. The retail establishments' use of a variety of promotional strategies, including discounts, coupons, and loyalty cards, amongst others, is another crucial aspect that contributes significantly to the customer satisfaction. In light of the fact that the breadth of the study was focused on the issues of organized retail sector and easily visible that in order to remain profitable in the new economy, Reliance Fresh will need to devise a strategy that takes into account the increasing level of competition. As a result, it need to be aware of shifting consumer behaviors and should have an awareness of the potential directions that retail formats will go in the country.

## 12. REFERENCES

- [1] MN Arora. Cost Accounting, Vikas Publication, 7th edition, 2007.
- [2] GC Beri, Marketing Research, TATA McGraw Hill Publication, 3 editions 2009
- [3] Prasanna Chandra Financial Management theory and practices TATA McGraw Hill Publications 6th edition, 2004.
- [4] IM Pandey, Financial Management, Vikas Publications, 9th edition, 2009. Aaker, Marketing Research, Wiley Publications, 11th Edition, 2002.