Customers' Perception Towards Product Assortments With Special Reference To Reliance Ttrends,Tirunrlveli

*R.Kasi Raman[1]**,B.Siva Sankari**[2] **,**
G.Malathi[3]
Department of Management Studies-P.S.R Engineering College

ABSTRACT:

*The research was entitled under a **"Customer perception towards product assortments with special reference to reliance trends , Tirunelveli"** which focused on finding the customer's perception on various product categories and the independent factors such as Brand, Price, Quality, Taste, Variety, Availability, Discount& Offers, Advertisement, on overall customer preference towards products assortments in Reliance Trends. It is examined with Percentage Analysis, Correlation Analysis, weighted average Method statistical tool together with examination of various factors that affect the customer perception..*

Keywords: Customer Perception, Independent factors, Product assortment.

1. INTRODUCTION ABOUT THE STUDY:

The customer has now undergone a remarkable transformation. Just a decade or two ago, the Indian customer saved most of his income, purchased the bare necessities and rarely indulged himself. Today, armed with a higher income, credit cards, exposure to the shopping culture of the west and a desire to improve his standard of living, the Indian consumer is spending like never before. Organized retail with its variety of products and multitude of malls and supermarkets is fuelling their addiction. Most customers' preferences change according to the change in fashion.

1.1CUSTOMER PERCEPTION
1.1.1 MEANING

A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings. Customer perception is typically affected by advertising,reviews,public relation,social media, personal experiences and other channels.

1.1.2 DEFINITION

According to Stephen.P.Robbins Perception is as," A process by which individuals organize and interpret their sensory impression in order to give meaning to their environment".

1.1.3 FACTORS INFLUENCING CUSTOMER PERCEPTION
- Needs and Desire
- Personality
- Experience
- Size
- Intensity

- o Frequency/Reputation
- o Contrast
- o Status
- o Movements

1.2 PRODUCT ASSORTMENTS
1.2.1 DEFINITION
Product assortment is the different types of products that a business makes or a retailer offers for sale.

1.2.2 CHARACTERISTICS

- **Breadth:** The breadth of a company's products relates to the number of product lines a company produces or a retailer carries. An automobile manufacturer, for example, may have a line of sedans, a line of SUVs, and a line of trucks.
- **Length:** This refers to the number of products in a particular product chain or line. For example, our automobile manufacturer may have four models of sedans, three models of SUVs, and two models of trucks in each respective product line.
- **Depth:** A product line's depth relates to the different versions of the same product that may exist in each product line. Our auto manufacturer may have a basic, standard, and luxury version for each of its sedans and SUVs but only a basic and standard model for its trucks.
- **Consistency:** Consistency is the degree to which the product lines relate to each other. In our auto manufacturer example, the sedans and SUVs may be fairly consistent to each other because they are consumer vehicles, while the trucks may not be consistent with them because they are commercial grade vehicles.

1.2.3 FACTORS INFLUENCING PRODUCT ASSORTMENT

1. Profitability

2. Objectives and Policy of Company

3. Production Capacity

4. Demand

5. Production Costs

6. Government Rules and Restriction

1.2 OBJECTIVES OF THE STUDY

- ✓ To study the effectiveness of product assortments in Reliance Trends.

- ✓ To study the effect of pricing on the purchasing power of the consumer.

- ✓ To understand the customer preference in Reliance Trends with respect to product assortments and dimensions.

✓ To identify whether the cultural and personal factors influence the customer perception in buying.

1.3 SCOPE OF THE STUDY

The study is being made in Reliance Trends, Tirunelveli; which covers only the customers in and around Tirunelveli region. It covers various product assortments such as apparels, perfumes, bags and cosmetics. The study reveals the association between culture and customer perception and also covers the impact of advertising on different categories of customers.

1.4 NEED FOR THE STUDY

"A process by which individuals organize and interpret their sensory impression in order to give meaning to their environment", is customer perception.

"Different types of products that a business makes or a retailer offers for sale", is product assortment.

This study helps an organization to know the buying behavior of customers towards various products which increases the sales, profitability and growth of the organization.

1.5 RESEARCH METHODOLOGY:

Research design   : Descriptive research
Sources of data   : Primary data, Secondary data
Sample size   : 134.
Sampling technique   : Convenience sampling technique
Sampling method   : Non probability sampling method
Tools used for analysis   1. Percentage analysis
                                2. Correlation
                                3. Trend analysis

1.6 FINDINGS:

➢ 37.3% of the respondents are in the age group of 20-30 years.
➢ 56.7% of the respondents are female.
➢ 50.7% of the respondents are unmarried.
➢ 40.3% of the respondents are private employees.
➢ 57.5% of the respondents belong to nuclear family.
➢ 23.1% of the respondents have completed higher secondary education.
➢ 3.23% of the respondents prefer western wear in women's section.
➢ 3.72% of the respondents prefer casuals in men's section.
➢ 3.29% of the respondents prefer infant dresses in kids section.
➢ 3.06% of the respondents prefer men's formal as the best in reliance trends.
➢ 34.3% of the respondents recommended casuals must be improved in women's section.
➢ 66.4% suggested improving formals in men's section.
➢ 55.2% of the respondents suggested improving girl's kid section.
➢ 38.1% of the respondents came to know about Reliance Trends by advertisements.

➢ Positive correlation exists between the respondents monthly salary and pricing perception.

1.7 SUGGESTIONS:

➢ 34.3% of the respondents recommended casuals must be improved in men's section to improve sales.

➢ 66.4% suggested to improve formals in men's section to improve sales.

➢ 55.2% of the respondents suggested to improve girls kids section to improve sales.

➢ Distribution of leaflets should be increased to attract more customers.

➢ Boy's kids section should be improved for more loyal customers.

REFERENCES:

TEXT BOOKS:

1. Kothari C.R(2004), Research Methodology(3rd edition), New Age International Publishers, New Delhi.pp.1-22

WEB SOURCES:

1. http://www.ijtef.org/papers/201-CF02014.pdf
2. http://mba.americaeconomia.com/sites/mba.americaeconomia.com.3.

JOURNAL SOOURCES:

1. L.T.COL.Subramanian.R, Dr.Rajeesh, Vishwanathan, Dr.S.Thiyagarajan(1983),"Consumer Perception/towards Attributes of Ice crean and Chocolates-with special reference to Ponlait,Pondicherry,India"
2. Dr.H.M.Chandrashekar,"Consumers Perception Towards Organic Products-A study in Mysore City".