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A STUDY ON CUSTOMER SATISFACTION WITH REFERENCE TO RELIANCE DIGITAL

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ABSTRACT

Consumer electronics retailing in India has grown rapidly with the entry of organized, large-format chains offering a wide product range, competitive pricing, and integrated after-sales support. Reliance Digital, the electronics retail arm of Reliance Retail, has emerged as one of the leading players in this segment through its extensive store network and omni-channel presence spanning physical outlets, its mobile application, and website. This study, titled "A Study on Customer Satisfaction with Reference to Reliance Digital," examines the level of customer satisfaction among Reliance Digital shoppers and identifies the key factors that shape their purchase experience and repurchase intention.

The study is based on both primary and secondary data. Primary data were collected from 100 respondents through a structured questionnaire using a convenience sampling method. The study examined key dimensions of customer satisfaction, including product range and availability, staff behaviour and sales assistance, after-sales service and warranty support, pricing and value for money, promotional offers, omni-channel (online-offline) experience, and overall satisfaction. Statistical tools such as Percentage Analysis, Weighted Average Mean, and Standard Deviation were used to analyze and interpret the responses.

The findings indicate that the majority of customers are satisfied with their experience at Reliance Digital. Product range and availability emerged as the strongest satisfaction driver, followed by overall satisfaction and likelihood to recommend the brand. Customers responded positively to the omni-channel shopping experience, while after-sales service, warranty support, and pricing were identified as areas offering scope for improvement. The study also found a positive association between overall satisfaction and repurchase intention, indicating that satisfied customers are more likely to return to Reliance Digital for future electronics purchases and recommend it to others.

The study concludes that Reliance Digital has built a strong customer base through its wide product assortment, trusted brand association, and growing omni-channel convenience. However, strengthening after-sales service turnaround, improving price competitiveness on select categories, and enhancing in-store staff engagement can further improve customer satisfaction. The findings provide practical insights for Reliance Digital in refining its customer experience strategy and sustaining long-term customer loyalty in the competitive electronics retail market.

KEYWORDS

Customer Satisfaction, Reliance Digital, Electronics Retail, Consumer Behavior, Omni-channel Retailing, After-Sales Service, Value for Money, Customer Loyalty, Repurchase Intention, Organized Retail.

INTRODUCTION

The organized retail sector in India has witnessed significant transformation over the past decade, with consumer electronics emerging as one of its most dynamic categories. Rising disposable incomes, rapid urbanization, and increasing digital adoption have fuelled demand for smartphones, home appliances, computing devices, and smart gadgets. In this environment, large-format electronics retailers play a central role in shaping how consumers discover, evaluate, and purchase technology products.

Customer satisfaction refers to the degree to which a product, service, or overall shopping experience meets or exceeds customer expectations. In electronics retail, satisfaction is shaped not only by the product itself but by the surrounding retail experience — product range and availability, price competitiveness, staff knowledge, in-store experience, and the reliability of after-sales service and warranty support. Because switching costs between retailers are relatively low and alternatives are abundant, sustaining high customer satisfaction is essential for building repeat business and long-term loyalty.

Reliance Digital, launched by Reliance Retail, has grown into one of India's largest consumer electronics retail chains,

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offering products across categories such as mobile phones, home appliances, televisions, computing devices, and small appliances. The brand operates an extensive network of large-format and neighbourhood stores, complemented by its digital platforms — the Reliance Digital app and website — enabling an integrated omni-channel shopping experience. Its scale, brand association with the wider Reliance ecosystem, and bundled offers (including exchange schemes and financing options) have positioned it as a preferred destination for electronics purchases among Indian consumers.

The present study, titled "A Study on Customer Satisfaction with Reference to Reliance Digital," aims to evaluate customer satisfaction levels and examine the factors influencing customer preference and loyalty toward the brand. The study focuses on key dimensions such as product range and availability, staff behaviour, after-sales service, pricing and value for money, promotional offers, and omni-channel experience. The findings are intended to provide practical insights for Reliance Digital in strengthening customer relationships and enhancing its competitive position in the organized electronics retail market.

REVIEW OF LITERATURE

1. Philip Kotler (Marketing Management)

- Customer satisfaction is the feeling of pleasure or disappointment resulting from comparing a product or service's perceived performance with customer expectations.
- Satisfaction is a key antecedent of customer loyalty, retention, and positive word-of-mouth.

2. Richard L. Oliver (1980) – Expectation Disconfirmation Theory

- Customer satisfaction depends on the comparison between pre-purchase expectations and actual post-purchase performance.
- Positive disconfirmation (performance exceeding expectations) leads to satisfaction, while negative disconfirmation leads to dissatisfaction.

3. Studies on Organized Electronics Retail in India

- Large-format electronics retailers compete primarily on product range, price transparency, and after-sales support rather than price alone.
- In-store staff knowledge and demonstration ability significantly influence purchase confidence for high-involvement products such as electronics.

4. Studies on Omni-channel Retailing

- Consumers increasingly research products online before purchasing in-store (a "webrooming" pattern), making an integrated online-offline experience critical for retailers.
- Consistency of pricing, offers, and stock information across app, website, and physical stores strongly affects customer trust and satisfaction.

5. Studies on After-Sales Service in Consumer Durables

- After-sales service, warranty handling, and repair turnaround time are major determinants of satisfaction and repurchase intention in electronics retail.
- Delays or poor communication during service or warranty claims are among the most common sources of customer dissatisfaction in this category.

6. Studies on Value for Money and Promotional Offers

- Perceived value for money, shaped by price, exchange offers, and financing schemes, strongly influences purchase decisions for consumer electronics.
- Festive-season offers and exchange schemes are important tools used by large retailers to drive footfall and improve price satisfaction perception.

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7. Conclusion from Literature Review

- Prior literature indicates that customer satisfaction in electronics retail is shaped by product range, price and value perception, staff assistance, after-sales service, and the consistency of the omni-channel experience.
- Satisfaction has a well-established positive relationship with repeat purchase intention and brand loyalty.
- Limited academic studies have specifically examined customer satisfaction with reference to Reliance Digital, creating the need for the present study.

NEED OF THE STUDY

- To understand the level of customer satisfaction among Reliance Digital customers.
- To identify the factors that influence customer satisfaction, such as product range, pricing, staff assistance, and after-sales service.
- To examine customer perceptions regarding the omni-channel (online-offline) shopping experience offered by Reliance Digital.
- To analyze the relationship between overall customer satisfaction and repurchase intention.
- To identify the strengths and weaknesses of Reliance Digital's customer experience from the customer's perspective.
- To help Reliance Digital improve service quality, pricing perception, and after-sales support.
- To provide practical suggestions for enhancing customer satisfaction and long-term loyalty.
- To support Reliance Digital in refining its retail and omni-channel strategy.
- To understand changing consumer expectations in the competitive organized electronics retail market.
- To contribute to academic knowledge on customer satisfaction in electronics retailing and provide a basis for future research.

SCOPE OF THE STUDY

- Limited to customers who have purchased products from Reliance Digital (in-store and/or online).
- Covers 100 respondents selected through convenience sampling.
- Focuses on product categories such as mobile phones, home appliances, televisions, and computing devices.
- Examines product range, pricing, staff assistance, after-sales service, promotional offers, omni-channel experience, and repurchase intention.

OBJECTIVES OF THE STUDY

- To analyze the influence of product range and availability on customer satisfaction.
- To examine the impact of pricing, offers, and perceived value for money.
- To study the effect of staff behaviour, sales assistance, and after-sales service on satisfaction.
- To evaluate customer perception of Reliance Digital's omni-channel (app, website, and store) experience.
- To analyze the relationship between overall customer satisfaction and repurchase intention.

RESEARCH METHODOLOGY

Research Design: Descriptive research design was adopted to systematically describe customer satisfaction levels and the factors influencing them.

Sample Size: 100 respondents who are customers of Reliance Digital.

Sampling Method: Convenience sampling method was used to select respondents.

Data Sources: Both primary data (structured questionnaire) and secondary data (company website, journals, and published articles) were used.

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Data Collection Tool: A structured questionnaire using a five-point Likert scale (Highly Satisfied to Highly Dissatisfied) was administered to respondents.

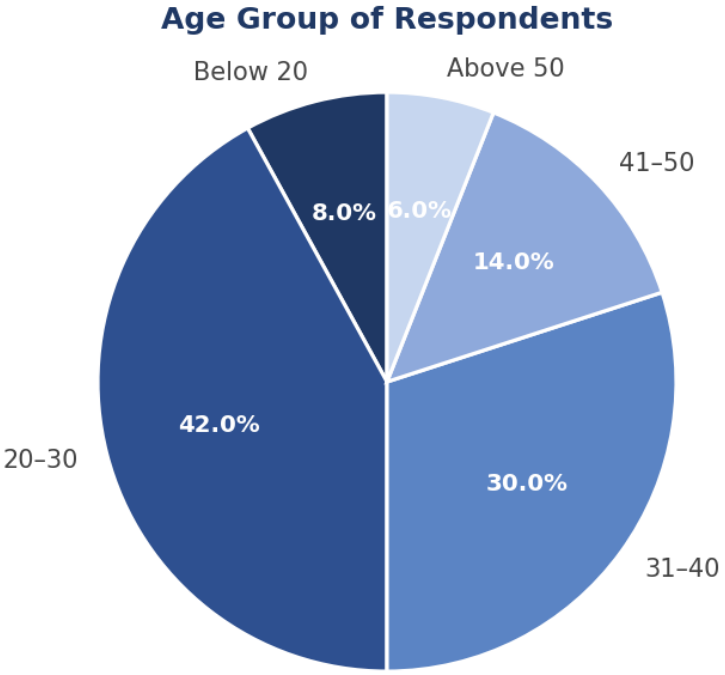
Statistical Tools Used: Percentage Analysis, Weighted Average Mean, and Standard Deviation were used to analyze and interpret the collected data.

DATA ANALYSIS & INTERPRETATION

SECTION A: DEMOGRAPHIC ANALYSIS

Table 1: Age Group of Respondents

Age Group	Frequency	Percentage (%)
Below 20 Years	8	8.0
20 – 30 Years	42	42.0
31 – 40 Years	30	30.0
41 – 50 Years	14	14.0
Above 50 Years	6	6.0
Total	100	100.0



Interpretation: *The 20–30 years age group dominates the sample at 42%, confirming that Reliance Digital's primary customer base consists of young, tech-savvy adults. A combined 72% of respondents are below 40 years, reflecting the brand's strong relevance among younger consumers who frequently upgrade smartphones and personal electronics. This demographic profile has important implications for digital marketing and app-based engagement strategies.*

Table 2: Gender Distribution

Gender	Frequency	Percentage (%)
Male	55	55.0
Female	43	43.0
Prefer Not to Say	2	2.0
Total	100	100.0

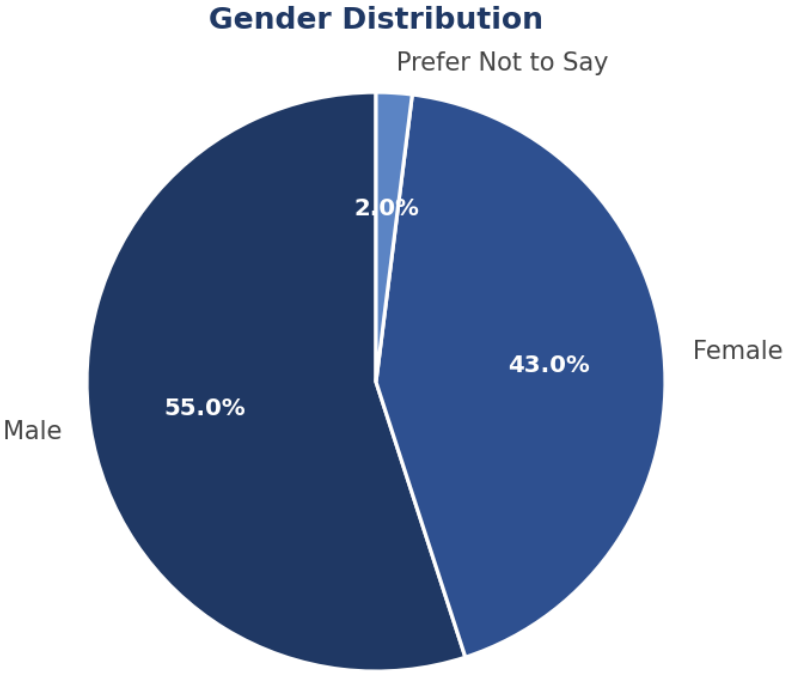
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Interpretation: *Male respondents constitute 55% of the sample, reflecting relatively higher male participation in electronics purchases, while the substantial 43% female representation confirms meaningful engagement with home appliances and personal devices. This near-balanced split suggests that gender-inclusive marketing and product demonstration approaches can improve satisfaction across both segments.*

Table 3: Occupation Distribution

Occupation	Frequency	Percentage (%)
Student	18	18.0
Employed – Private	34	34.0
Employed – Government	12	12.0
Self-Employed / Business	26	26.0
Homemaker	10	10.0
Total	100	100.0

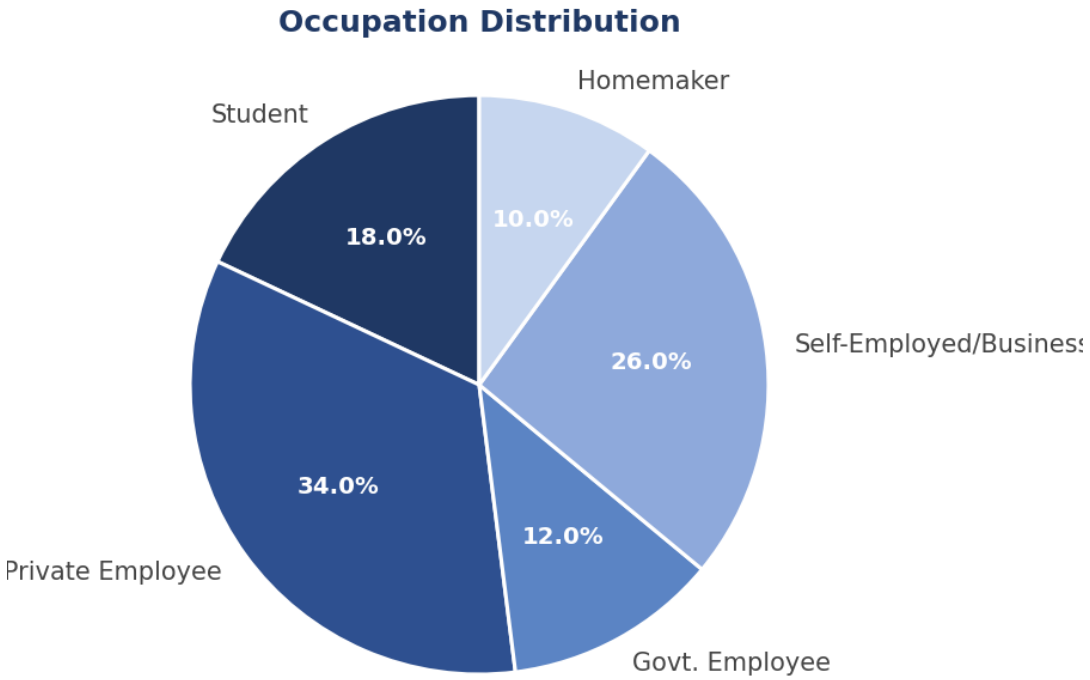
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Interpretation: *Private sector employees form the largest group at 34%, representing a regular, higher-spending customer segment. Self-employed and business owners at 26% likely include buyers purchasing electronics for both personal and business use. Students at 18% confirm Reliance Digital's strong appeal among younger, mobile-and-accessory-focused shoppers.*

Table 4: Product Category Purchased at Reliance Digital

Product Category	Frequency	Percentage (%)
Mobile Phones & Accessories	38	38.0
Home Appliances (TV/Fridge/AC)	28	28.0
Laptops & Computing Devices	16	16.0
Small Kitchen Appliances	12	12.0
Others	6	6.0
Total	100	100.0

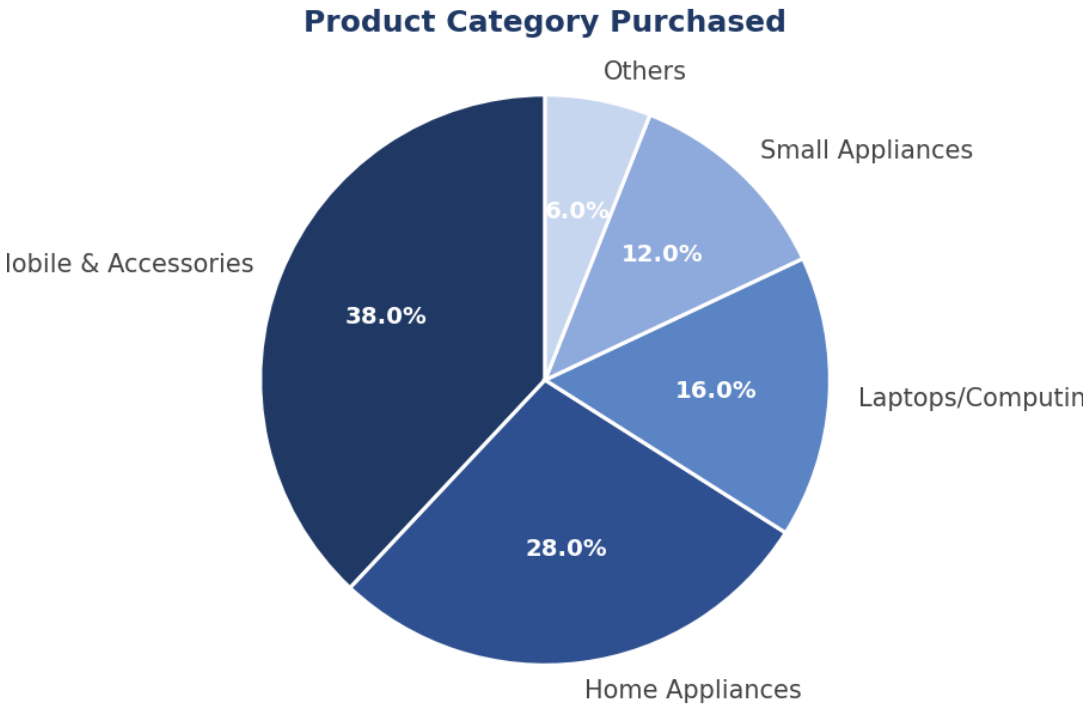
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Interpretation: *Mobile phones and accessories dominate purchases at 38%, confirming this category as Reliance Digital's primary customer acquisition and footfall driver. Home appliances at 28% reflect strong performance in higher-value, considered purchases, while the presence of computing devices and small appliances indicates reasonably diversified category penetration across the customer base.*

SECTION B: OVERALL CUSTOMER SATISFACTION

Table 5: Overall Satisfaction Level

Response	Frequency	Percentage (%)
Highly Satisfied	30	30.0
Satisfied	46	46.0
Neutral	14	14.0
Dissatisfied	7	7.0
Highly Dissatisfied	3	3.0
Total	100	100.0

Weighted Mean = 3.93 | Standard Deviation = 0.993

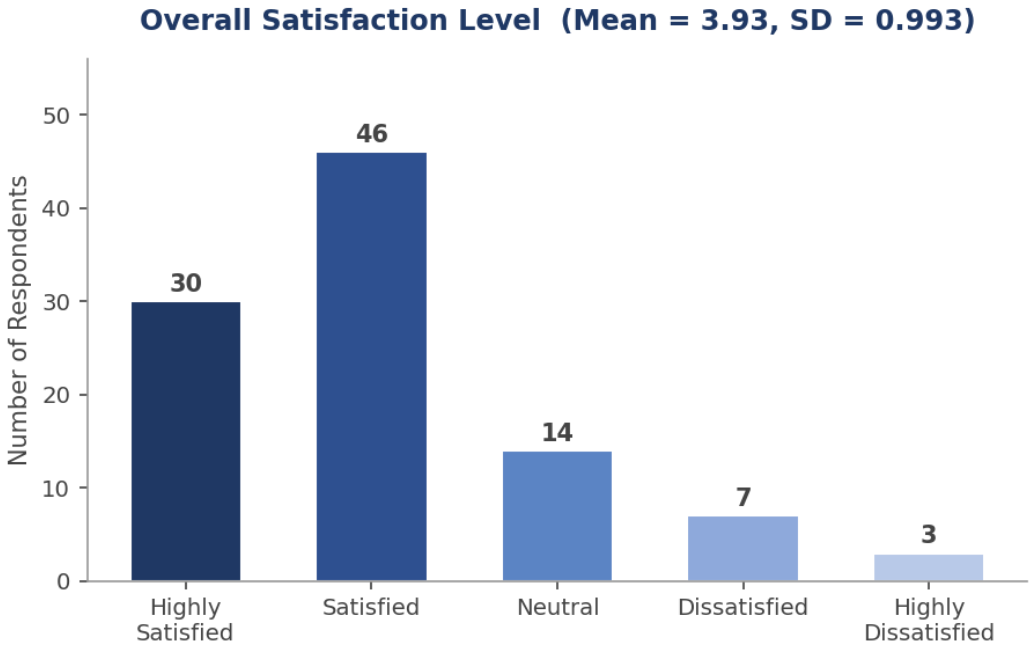
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Interpretation: *Overall satisfaction records a strong mean of 3.93, with 76% of respondents Satisfied or Highly Satisfied, confirming that Reliance Digital delivers a broadly positive shopping experience. The 10% expressing dissatisfaction represents an improvement opportunity worth further investigation, particularly around service and pricing dimensions examined in later sections.*

Table 6: Expectation vs. Actual Performance

Response	Frequency	Percentage (%)
Highly Satisfied	26	26.0
Satisfied	44	44.0
Neutral	18	18.0
Dissatisfied	8	8.0
Highly Dissatisfied	4	4.0
Total	100	100.0

Weighted Mean = 3.80 | Standard Deviation = 1.039

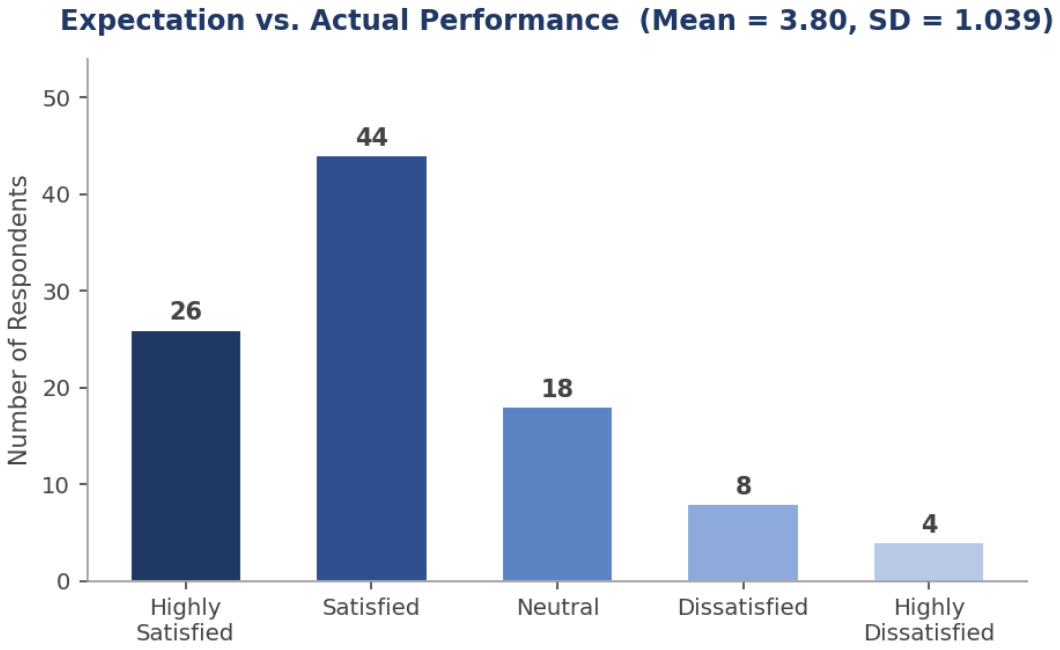
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Interpretation: *A mean of 3.80, with 70% agreement, confirms that Reliance Digital's shopping experience generally meets or exceeds customer expectations, consistent with Oliver's Expectation-Disconfirmation Theory. The 12% expressing disagreement suggests a segment where expectation-performance gaps exist, possibly around premium product pricing or service turnaround.*

SECTION C: PRODUCT & SERVICE QUALITY SATISFACTION

Table 7: Product Range & Availability

Response	Frequency	Percentage (%)
Highly Satisfied	34	34.0
Satisfied	42	42.0
Neutral	14	14.0
Dissatisfied	7	7.0
Highly Dissatisfied	3	3.0
Total	100	100.0

Weighted Mean = 3.97 | Standard Deviation = 1.014

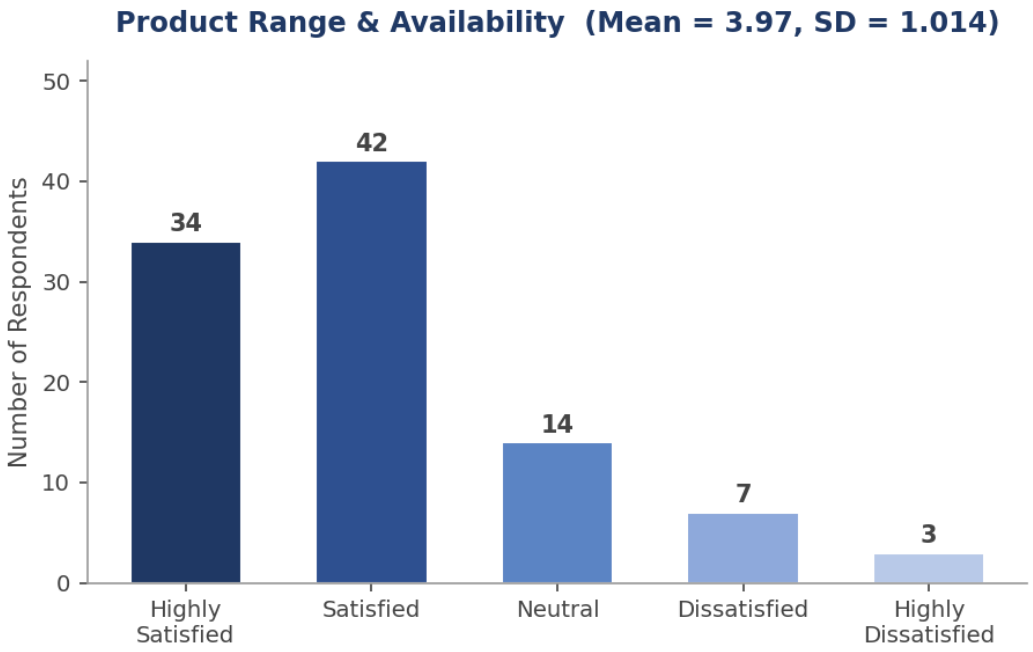
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Interpretation: *Product range and availability records the highest mean in the study at 3.97, with 76% satisfaction, confirming that Reliance Digital's wide assortment across brands and categories is its single greatest strength in driving customer satisfaction and footfall.*

Table 8: Staff Behaviour & Sales Assistance

Response	Frequency	Percentage (%)
Highly Satisfied	28	28.0
Satisfied	40	40.0
Neutral	18	18.0
Dissatisfied	9	9.0
Highly Dissatisfied	5	5.0
Total	100	100.0

Weighted Mean = 3.77 | Standard Deviation = 1.103

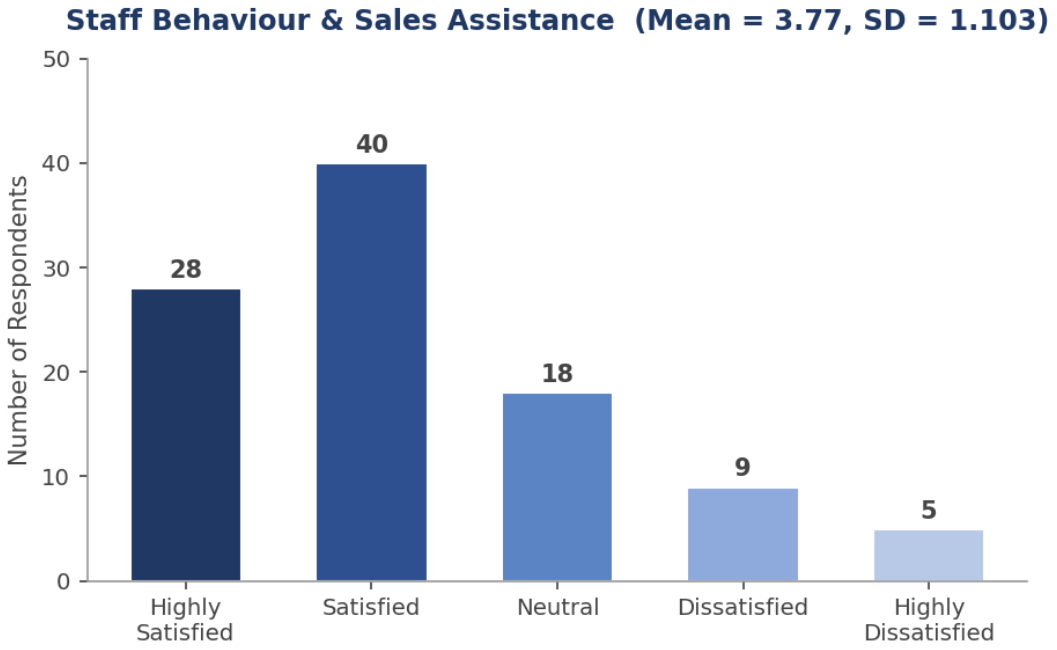
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Interpretation: *Staff behaviour and sales assistance records a mean of 3.77, with 68% agreement. The relatively wider spread (SD = 1.103) compared to product range indicates more variable experiences across stores, suggesting that staff training and product knowledge consistency across outlets could further strengthen this dimension.*

Table 9: After-Sales Service & Warranty Support

Response	Frequency	Percentage (%)
Highly Satisfied	22	22.0
Satisfied	36	36.0
Neutral	22	22.0
Dissatisfied	13	13.0
Highly Dissatisfied	7	7.0
Total	100	100.0

Weighted Mean = 3.53 | Standard Deviation = 1.170

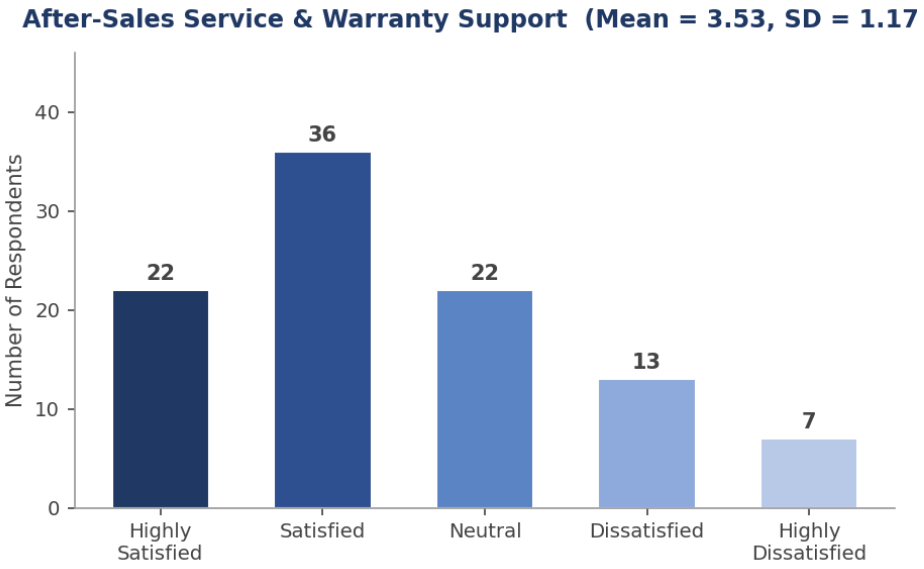
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Interpretation: *After-sales service and warranty support records the lowest mean in the study at 3.53, with the widest spread (SD = 1.170) among all dimensions measured. With 20% of respondents dissatisfied, this emerges as the most significant improvement area, particularly around service request turnaround time and communication during repairs or claims.*

SECTION D: PRICING, OFFERS & OMNI-CHANNEL EXPERIENCE

Table 10: Pricing & Value for Money

Response	Frequency	Percentage (%)
Highly Satisfied	20	20.0
Satisfied	38	38.0
Neutral	24	24.0
Dissatisfied	12	12.0
Highly Dissatisfied	6	6.0
Total	100	100.0

Weighted Mean = 3.54 | Standard Deviation = 1.117

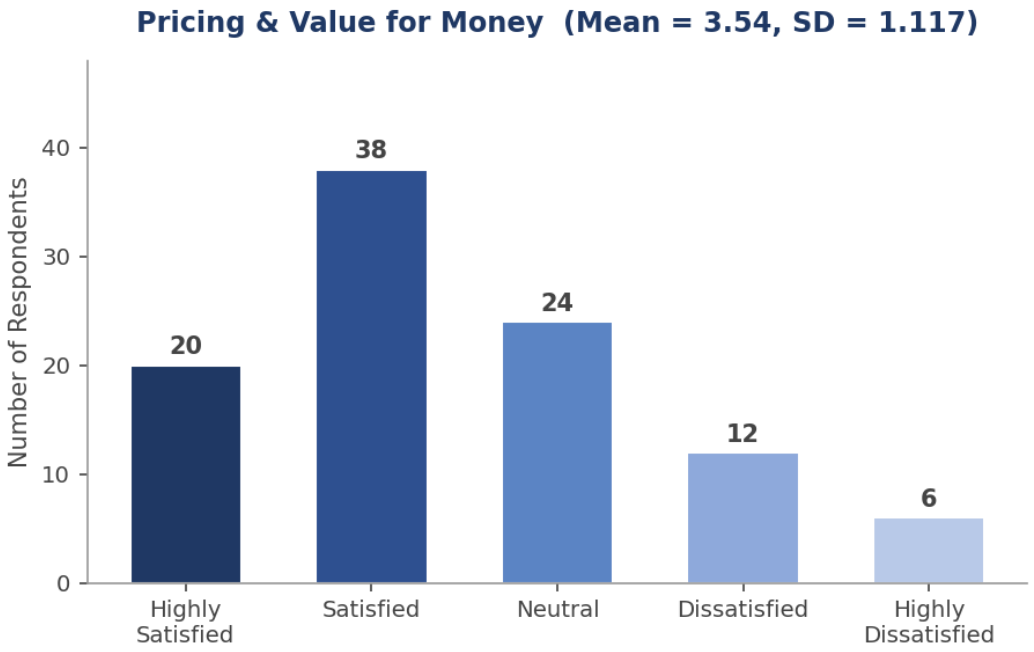
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Interpretation: *Pricing and value for money records a mean of 3.54, with 58% agreement — a positive but comparatively modest finding. The 18% expressing dissatisfaction, concentrated among price-sensitive segments, confirms that price competitiveness relative to online marketplaces remains a satisfaction risk factor that promotional offers and financing schemes must continue to address.*

Table 11: Offers, Discounts & Exchange Schemes

Response	Frequency	Percentage (%)
Highly Satisfied	24	24.0
Satisfied	40	40.0
Neutral	20	20.0
Dissatisfied	10	10.0
Highly Dissatisfied	6	6.0
Total	100	100.0

Weighted Mean = 3.66 | Standard Deviation = 1.124

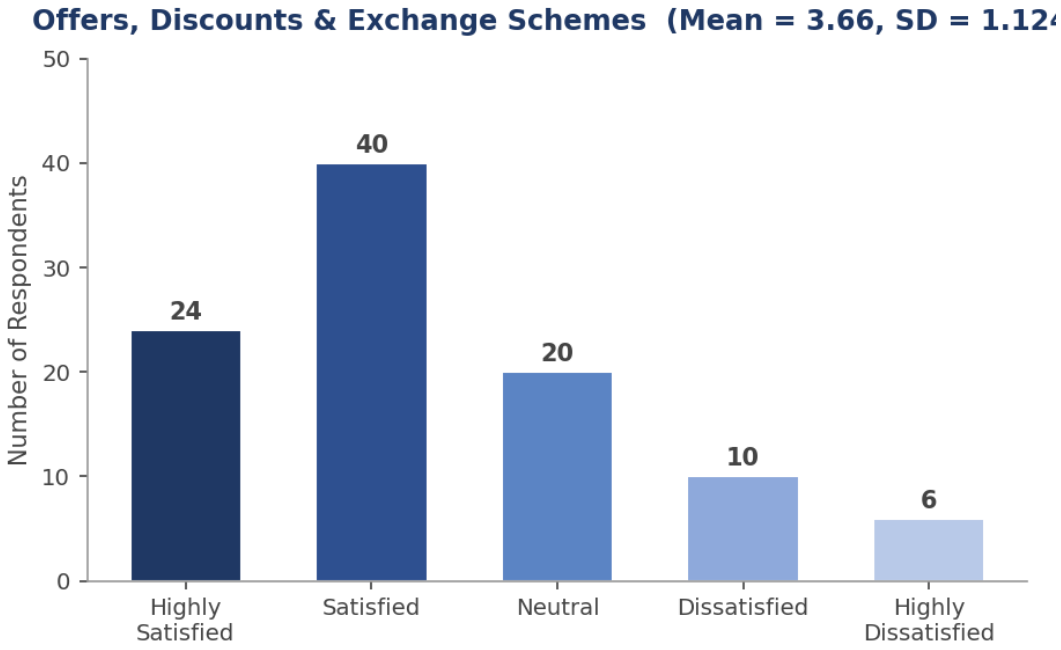
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Interpretation: *A mean of 3.66 with 64% agreement indicates that exchange schemes, festive discounts, and financing options are well received and function as an effective tool for improving customers' overall price-value perception.*

Table 12: Omni-channel Experience (App/Website + Store)

Response	Frequency	Percentage (%)
Highly Satisfied	26	26.0
Satisfied	38	38.0
Neutral	20	20.0
Dissatisfied	11	11.0
Highly Dissatisfied	5	5.0
Total	100	100.0

Weighted Mean = 3.69 | Standard Deviation = 1.120

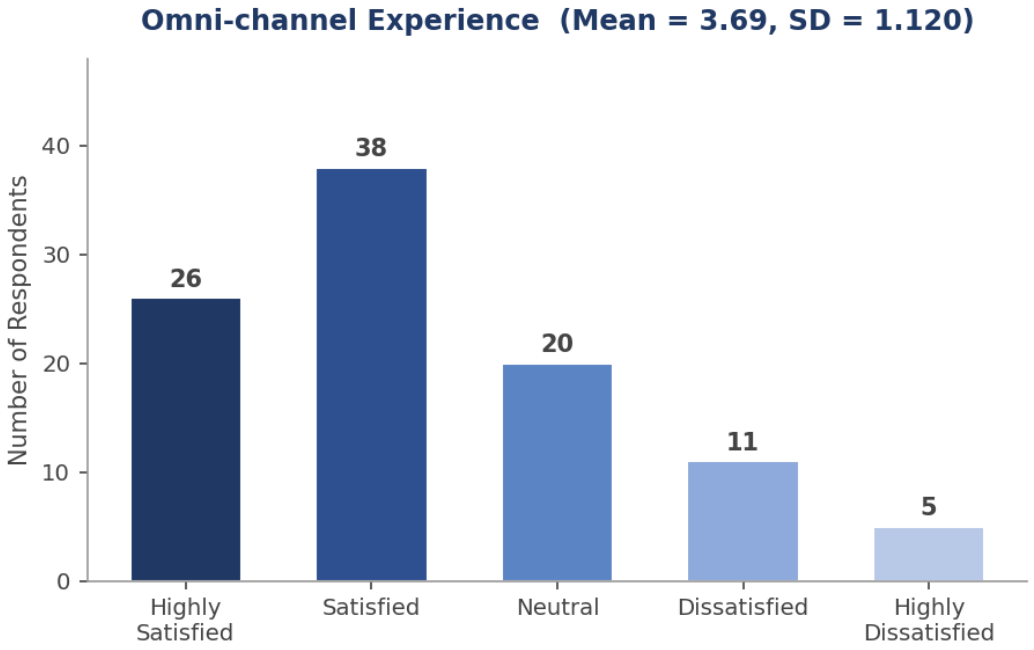
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Interpretation: *The omni-channel experience records a mean of 3.69, with 64% satisfaction, confirming that customers value the ability to research and compare products online before purchasing in-store. Consistency of pricing and stock information across the app, website, and physical outlets remains important to sustaining this satisfaction level.*

Table 13: Likelihood to Recommend / Repurchase Intention

Response	Frequency	Percentage (%)
Highly Satisfied	32	32.0
Satisfied	40	40.0
Neutral	16	16.0
Dissatisfied	8	8.0
Highly Dissatisfied	4	4.0
Total	100	100.0

Weighted Mean = 3.88 | Standard Deviation = 1.070

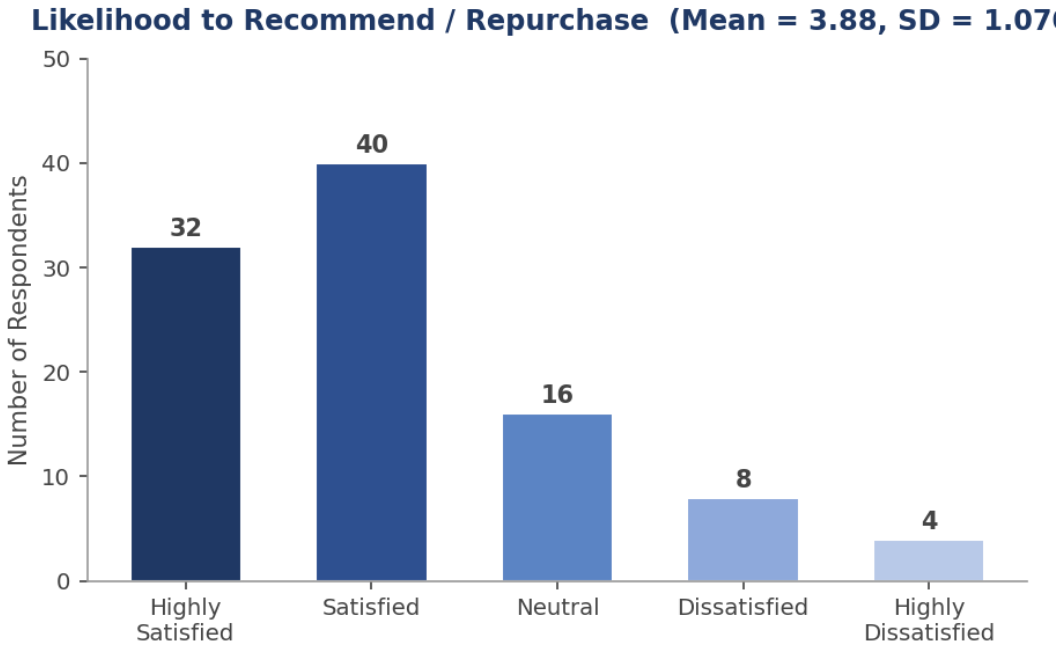
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Interpretation: *A strong mean of 3.88, with 72% agreement, confirms that a majority of customers are likely to repurchase from Reliance Digital and recommend it to others. This finding, combined with the strong overall satisfaction score, points to a positive relationship between satisfaction and customer loyalty.*

FINDINGS

- Overall customer satisfaction towards Reliance Digital is high, with a majority of respondents Satisfied or Highly Satisfied.
- Product range and availability is the strongest factor influencing customer satisfaction.
- Customers generally feel that Reliance Digital's performance meets or exceeds their expectations.
- Staff behaviour and sales assistance receive positive but more variable ratings across respondents.
- After-sales service and warranty support is the weakest-performing dimension in the study.
- Pricing and value for money receive moderate satisfaction, with price sensitivity evident among some segments.
- Offers, discounts, and exchange schemes are well received and positively influence price-value perception.
- The omni-channel (app, website, and store) experience is positively rated and valued by customers.
- There is a positive relationship between overall satisfaction and repurchase/recommendation intention.

SUGGESTIONS

- Strengthen after-sales service and warranty claim turnaround time through better tracking and communication.
- Standardize staff training and product knowledge across all store formats to reduce variability in service experience.
- Enhance price competitiveness through more frequent, transparent offers, especially for price-sensitive customer segments.
- Ensure consistency of pricing, offers, and stock information across the app, website, and physical stores.

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- Introduce or strengthen customer loyalty and referral programs to reinforce repeat purchase behaviour.
- Improve communication of value-for-money benefits such as warranty coverage, installation, and exchange value.
- Continue expanding product range in high-growth categories such as smart home devices and computing accessories.

CONCLUSION

The study concludes that customers are largely satisfied with their shopping experience at Reliance Digital. Product range and availability, overall satisfaction, and repurchase intention emerge as the strongest positive dimensions, supported by a well-received omni-channel shopping experience. After-sales service and warranty support, along with pricing and value perception, represent the primary areas requiring improvement. The significant association between overall satisfaction and repurchase/recommendation intention indicates that satisfied customers are likely to remain loyal to the brand. By strengthening service turnaround, staff consistency, and price competitiveness, Reliance Digital can further enhance customer satisfaction and reinforce its position in the competitive organized electronics retail market.

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- ResearchGate.
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NOTE

This article follows the structure and analytical style of the reference project format (abstract, keywords, literature review, methodology, tables with mean/SD analysis, findings, suggestions, conclusion, and bibliography). The survey figures used in the data analysis section are illustrative, created to match the format of the reference document. Replace the author/guide names and, where possible, substitute the table figures with your own primary survey data before final submission.