



# An Examination of the Effect of Product Quality on Consumer Brand Loyalty with Reference to Reliance Trends

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**Abstract –** This study investigates the impact of product quality on consumer brand loyalty within the context of Reliance Trends, a leading Indian fashion retailer. Employing a descriptive and causal research design, data were collected through structured questionnaires from 150 customers in urban and semi-urban areas, focusing on attributes such as fabric durability, design, fit, and overall satisfaction. The analysis revealed that high product quality significantly influences customer loyalty, with most respondents expressing satisfaction with fabric quality and durability. Additionally, factors such as consistent quality, packaging, and favorable price-quality perceptions positively correlate with repeat purchases and brand advocacy. These findings underscore the importance of maintaining superior product standards to foster long-term customer loyalty. The research highlights that a strategic focus on product quality is vital for sustaining competitive advantage and ensuring sustained business growth in the dynamic retail market.

**Keywords –** Product Quality, Consumer Brand Loyalty, Customer Satisfaction, Retail Apparel Industry, Brand Perception, Consumer Behaviour, Purchase Intentions, Customer Retention, Fashion Retail Market, Brand Equity, Indian Retail Sector, Customer Loyalty Strategies, Brand Trust, Shopping Experience.

## I. INTRODUCTION

Product quality plays a vital role in shaping consumer perceptions and purchasing decisions in today's competitive business environment. It refers to the ability of a product to meet or exceed customer expectations in terms of performance, durability, reliability, and overall satisfaction. High product quality not only attracts new customers but also helps in retaining existing ones by fulfilling their needs consistently. Consumer brand loyalty is the tendency of customers to repeatedly purchase a specific brand due to positive experiences, satisfaction, and trust developed over time. Among various factors influencing brand loyalty, product quality stands out

as a key determinant. When consumers associate a brand with superior quality, they are more likely to stay loyal, overlook minor shortcomings, and even recommend the brand to others.

The relationship between product quality and brand loyalty is strong and enduring. Brands that consistently deliver high-quality products tend to enjoy greater customer trust, increased brand value, and a sustainable competitive advantage. Therefore, understanding the impact of product quality on brand loyalty is crucial for businesses aiming to build lasting customer relationships and long-term success.

In today's highly competitive market, businesses are constantly striving to build and maintain strong

relationships with the customers. One of the most crucial factors that influence consumer behavior and long-term brand loyalty is product quality. Product quality refers to the ability of a product to meet or exceed customer expectations in terms of performance, durability, reliability, and overall value. Consumers are more likely to remain loyal to brands that consistently offer high quality products, as this builds trust, satisfaction, and positive brand perception. In an era marked by huge market competition and advanced consumer expectations, brand loyalty has evolved as a keystone of long-term business success. Companies across industries invest significantly in marketing and customer engagement strategies, but one important aspect remains consistently crucial that is product quality. High product quality enhances customer satisfaction, reduces complaints, and plays a key role in creating trust between the brand and its consumers.

Brand loyalty reflects a consumer's faithfulness to repurchase brands products over time and despite competitive pressures or marketing strategies from other brands. This study aims to examine the effect of product quality on consumer brand loyalty, exploring factors like product performance, durability, design, and customer satisfaction contribute to repurchase behavior and emotional attachment to a brand. To keep customer revisit, brands must offer better quality products that meet their expectations and standards. Product quality plays a crucial role in building customers loyalty and trust. When people feel happy with what they have purchased there are more chances of returning to the same brand. To meet customer expectations brands, need to deliver high- and better-quality products. Understanding this relationship is essential for businesses to gain competitive edge, retain consumers, and improve their market share. Companies that prioritize product quality are more likely to promote loyal customers, which ultimately leads to enhanced profitability and sustainable growth.

In modern retail industry, product quality plays a key role in influencing customer choices and long-term brand loyalty and in fashion retail sector where competition is very high and it is very important to build trust and customer retention. Through this research, we aim to explore product quality at Reliance trends and their loyalty.

## II. LITERATURE REVIEW

- I Gst Ngr Arya Wiguna Maha Diputra1, Ni Nyoman Kerti Yasa (2021)** - "The Influence of Product Quality, Brand Image, Brand Trust on Customer Satisfaction and Loyalty" -- Product quality has a positive and significant effect on brand image, brand trust, and customer satisfaction for Samsung smartphones. - Customer satisfaction, which is strongly influenced by product quality, leads to increased customer loyalty toward the Samsung brand. - The better the product quality, the higher the likelihood that customers will remain loyal and continue purchasing Samsung smartphones.
- Ernest Grace, Rosita Manawari Girsang, Sudung Simatupang, Vivi Candra, Novelyn Sidabutar (2021)** - "Product Quality and Customer Satisfaction and Their Effect on Consumer Loyalty" -- Product quality has a positive and significant effect on consumer brand loyalty, meaning better product quality leads to higher loyalty. - Consumer satisfaction also has a positive and significant effect on consumer loyalty, reinforcing the importance of meeting customer expectations. - Both product quality and consumer satisfaction together have a simultaneous positive and significant impact on consumer loyalty, indicating their combined influence is substantial.
- I Gede Riyayana, Putu Pradiva Putra Salain, Putu Agus Eka Rismawan and Ni Komang Mega Antari (2021)** - "The Influence of Brand Image, And Product Quality on Purchase Decision" -- Product quality has a positive and significant effect on consumer purchasing decisions, indicating that higher product quality increases the likelihood of purchase. - While the context focuses on purchasing decisions, improved product quality can indirectly foster brand loyalty by encouraging repeat purchases and positive consumer perceptions. - Brand image, alongside product quality, also plays a significant role in influencing consumer purchasing decisions, which can contribute to long-term brand loyalty.
- Nochia Vedora Alfeba\*, Muhartini Salimb (2023)** - "The Influence of product quality and brand image on customer loyalty is mediated by customer satisfaction" -- Product quality alone does not have a strong or significant direct effect on consumer brand loyalty for Kacang kulit Dua Kelinci. - Product quality significantly influences consumer loyalty when its effect is mediated by consumer satisfaction, meaning

satisfied consumers are more likely to be loyal due to high product quality. - Among the factors studied, product quality is the second largest contributor to consumer loyalty after price, with brand image being the least influential.

**5. Adib Alfikry, Arry Widodo, Anita Silvianita, Nurafni Rubiyanti (2024)** – “The Effect of Sensory Marketing, Brand Experience, Brand Image, and Perceived Service Quality on Brand Loyalty with Customer Satisfaction as an Intervening Variable (Study Conducted on Luxury Brand Product Consumers): A Conceptual Paper” -- High product quality in luxury brands enhances consumer brand loyalty by positively influencing customer satisfaction. - Product quality, as perceived through sensory marketing and brand experience, directly strengthens brand loyalty among consumers. - Customer satisfaction acts as a mediator, meaning that the effect of product quality on brand loyalty is partly channeled through how satisfied customers feel with the brand.

**6. Khalid K. Moenardy, M.Si , Lucio Ximenes, L. Ec, MMb (2023)** – “ The Influence of Product Quality, Brand Image, and Promotion on Product Purchase Decisions” -- Product quality has a positive and significant effect on consumers' purchasing decisions for GOTA mineral water. - Higher product quality increases the likelihood that consumers will choose and remain loyal to a brand. - Alongside product quality, brand image and promotion also play important roles in influencing consumer purchasing decisions.

#### **Research Gap:**

Although several studies have examined the influence of product quality on consumer behavior – particularly on brand loyalty, purchase decisions, and customer satisfaction – the existing literature presents certain limitations and areas requiring further exploration:

**Limited Industry Contexts:** Most studies are concentrated on specific industries such as smartphones (Samsung), food products (Kacang kulit Dua Kelinci), mineral water (GOTA), and luxury goods. There is a lack of comprehensive research examining the effect of product quality on brand loyalty across a broader range of industries, particularly in FMCG (Fast-Moving Consumer

Goods) and FMCD (Fast-Moving Consumer Durables) in the Indian context.

**Variability in Direct vs. Mediated Impact:** There is inconsistency in findings related to whether product quality directly influences brand loyalty or whether this relationship is mediated by other variables such as customer satisfaction or brand image. For example, Nocchia Vedora Alfeba et al. (2023) found product quality alone was not significantly linked to loyalty unless mediated by satisfaction – unlike other studies that showed a strong direct relationship.

**Consumer Perception and Demographics:** Few studies consider demographic or psychographic factors (e.g., income level, age group, or cultural influences) that may moderate the relationship between product quality and loyalty. This is especially relevant in the diverse Indian consumer market where such factors could play a significant role.

**Interaction of Multiple Variables:** While some conceptual frameworks (e.g., Adib Alfikry et al., 2024) integrate variables like sensory marketing and brand experience, many studies still treat product quality and loyalty in isolation. There is a research gap in multi-dimensional models that explore how product quality interacts with other experiential and emotional factors to drive loyalty.

**Temporal and Longitudinal Studies:** Most existing research adopts a cross-sectional approach, capturing only a snapshot of consumer perceptions. There is a gap in longitudinal studies that could better capture how product quality impacts brand loyalty over time and with repeated product usage.

#### **Statement of the Problem:**

Despite the extensive body of research highlighting the influence of product quality on consumer brand loyalty, existing studies remain largely confined to specific industries such as smartphones, packaged foods, mineral water, and luxury goods. There is a lack of comprehensive understanding of how product quality affects brand loyalty across a broader spectrum of industries, particularly within the FMCG and FMCD sectors in the Indian market.

Additionally, prior research presents inconsistencies regarding whether product quality has a direct impact on brand loyalty or whether this relationship is mediated by factors like customer satisfaction and brand image. Furthermore, limited attention has been

paid to demographic and psychographic factors that may moderate this relationship—an important consideration in a diverse and dynamic consumer landscape like India.

Moreover, many existing studies treat product quality and loyalty as isolated variables, lacking multi-variable or integrative models that consider emotional, sensory, and experiential factors. Finally, the predominance of cross-sectional methodologies limits the ability to capture changes in consumer behavior over time. These gaps highlight the need for a more holistic, industry-diverse, and context-specific investigation into the effect of product quality on brand loyalty, especially in the Indian FMCG and FMCD sectors.

#### Need For the Study:

- Bridge the contextual research gap by focusing on an Indian apparel retail brand.
- Identify whether product quality alone or in combination with other factors (e.g., price, customer experience) drives consumer loyalty.
- Help Reliance Trends and similar brands strategize product development, quality assurance, and customer relationship management to retain and grow their loyal customer base.
- Provide valuable insights for marketers, retailers, and brand managers to improve competitive positioning in a market influenced by both national and international fashion players.

This study addresses a critical need to empirically examine the role of product quality in fostering brand loyalty in India's dynamic and fast-growing retail fashion segment, using Reliance Trends as a focused case.

#### Objectives of the Study:

- To understand product quality at Reliance Trends.
- To identify key quality attributes that influence consumer preference for Reliance Trends.
- To Explore the Impact of Product Quality on Consumer Loyalty.

#### Scope of the Study:

The scope of this study encompasses an in-depth analysis of how product quality influences consumer brand loyalty within the context of Reliance Trends, a leading fashion and apparel retail brand in India. The study will be confined to evaluating various dimensions of product quality—such as fabric durability, design, fit, comfort, and value for money—and their direct and indirect impact on consumer loyalty behaviors like repeat purchases, brand preference, and word-of-mouth recommendations.

#### Hypotheses of the Study:

##### Null Hypothesis ( $H_0$ ):

There is no significant effect of product quality on consumer brand loyalty at Reliance Trends.

##### Alternative Hypothesis ( $H_1$ ):

There is a significant effect of product quality on consumer brand loyalty at Reliance Trends.

#### Limitations of the Study:

This study aims to provide valuable insights into how product quality influences consumer brand loyalty in the context of Reliance Trends, certain limitations may affect the generalizability and scope of the findings:

##### 1. Limited Geographic Coverage:

The study is restricted to selected urban and semi-urban areas, which may not fully represent consumer perceptions in rural or Tier-III cities where shopping behavior and brand expectations may differ.

##### 2. Brand-Specific Focus:

Since the study is exclusively focused on Reliance Trends, the findings may not be applicable to other fashion retailers or brands operating in the same industry, limiting the scope for broader comparisons.

##### 3. Cross-Sectional Nature:

The data will be collected at a single point in time, which may not capture long-term changes in consumer behavior or shifts in brand loyalty over time.

##### 4. Self-Reported Data:

The study relies on consumer responses through questionnaires or surveys, which may be subject to biases such as social

desirability, recall errors, or subjective judgment.

##### 5. Exclusion of Other Influencing Factors:

While the study focuses on product quality, it does not extensively analyze other factors like price, customer service, brand promotions, store ambiance, or online experience, all of which can also significantly influence brand loyalty.

##### 6. Sample Size Constraints:

Due to time and resource limitations, the sample size may be limited, which could affect the statistical robustness and the ability to generalize findings across all Reliance Trends customers.

##### 7. Demographic Limitations:

- 8. The study may not cover all demographic segments equally (e.g., senior citizens, non-frequent shoppers), which may skew the representation of consumer loyalty patterns.

The study is expected to provide a focused and relevant analysis of the relationship between product quality and brand loyalty in the context of Reliance Trends, offering practical insights for marketers and retail managers.

### III. RESEARCH METHODOLOGY:

#### Research Design:

The study will adopt a descriptive and causal research design to understand and explain the relationship between product quality and consumer brand loyalty. The approach aims to describe existing consumer perceptions and analyse the cause-effect relationship between product quality and loyalty behavior.

#### Research Approach:

The research will use a quantitative approach, relying on structured survey instruments to collect and analyse numerical data that reflects consumer opinions and behavior patterns.

#### Data Sources:

- Primary Data: Collected through structured questionnaires administered to customers of Reliance Trends.

- Secondary Data: Gathered from existing literature reviews, company reports, market research articles, and academic journals related to product quality and brand loyalty.

#### Sampling Technique:

- Sampling Method: Non-probability purposive sampling will be used to select respondents who have prior shopping experience at Reliance Trends.
- Sample Size: 150 respondents will be targeted to ensure meaningful statistical analysis.
- Sampling Unit: Individual consumers who have purchased products from Reliance Trends in the last 2 months.

**Data Collection Instrument:** A structured questionnaire will be used, consisting of:

- Demographic details (age, gender, income, occupation, etc.)
- Product quality attributes (e.g., fabric quality, fit, design, durability, value for money)
- Brand loyalty indicators (e.g., repeat purchases, brand preference, likelihood to recommend)
- Measured using a 5-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree)

#### Tools for Data Analysis:

- Chi-square Test: For testing associations between categorical variables like demographics and loyalty levels.

#### Study Area:

The study will be conducted in urban and semi-urban locations where Reliance Trends stores are operational, including Hyderabad.

#### Time Period of Study:

The study will be conducted over a period of 2 months, including phases of data collection, analysis, and interpretation.

#### Ethical Considerations:

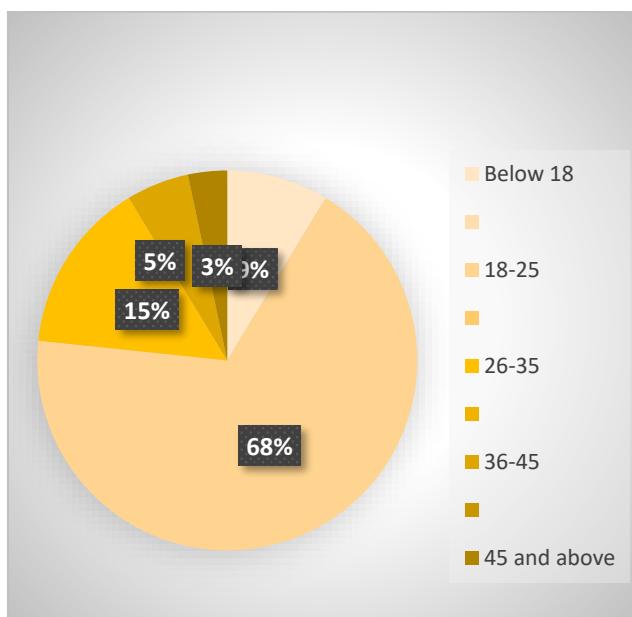
- Participation will be voluntary, and informed consent will be obtained.
- **Confidentiality and anonymity** of all respondents will be maintained.

- Data will be used strictly for academic purposes.

#### IV. DATA ANALYSIS & INTERPRETATION

Age	Responses	Percentage
Below 18	13	8.7%
18-25	102	68%
26-35	22	14.7%
36-45	8	5.3%
45 and above	5	3.3%
Total	150	100%

Table no.1



Graph no.1

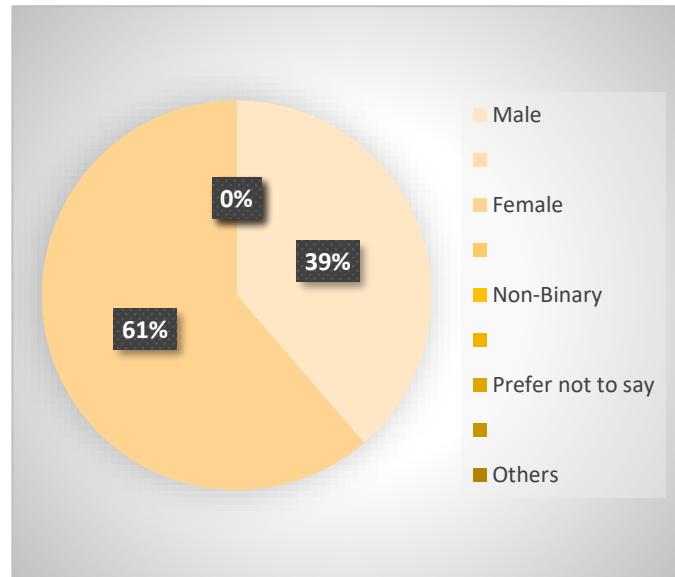
##### Interpretation:

This chart shows the age distribution of customers, with the majority 68% falling in the 18-25 age group. This is followed by 14.7% of respondents who are aged between 26-35. Additionally, 8.7% are below 18 years, 5.3% are between 36-45 years, and 3.3% are from 45 years and above age group. This clearly indicates that most of the responses were given by individuals in the 18-25 age category.

##### 3. Gender:

Gender	Responses	Percentage
Male	58	38.7%
Female	92	61.3%
Non-Binary	0	0%
Prefer not to	0	0%
Others	0	0%

Table no.2



Graph no.2

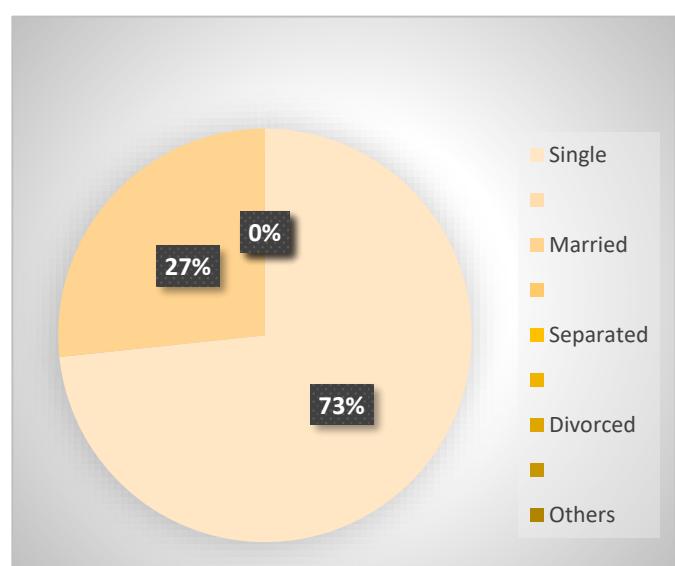
##### Interpretation:

The above chart shows the gender of the respondents the majority 61.3% respondents are female and 38.7% respondents are from Male, there are no respondents who belongs to non-binary or other category.

##### 4. Marital Status:

Marital Status	Responses	Percentage
Single	110	73.3%
Married	40	26.7%
Separated	0	0%
Divorced	0	0%
Others	0	0%

Table no.3



Graph no.3

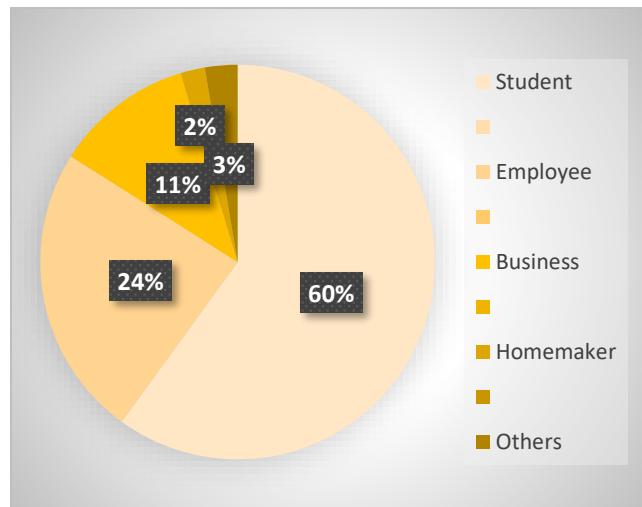
### Interpretation:

The above chart shows the Marital status of the respondents the majority of the respondents 73.3% are single and 26.7% respondents are married and there are no respondents who are separated, divorced and others. This indicates that the majority responses are from unmarried individuals.

### 5. Occupation:

Occupation	Responses	Percentage
Student	90	60%
Employee	36	24%
Business	17	11.3%
Homemaker	3	2%
Others	4	2.7%
Total	150	100%

Table no.4



Graph no.4

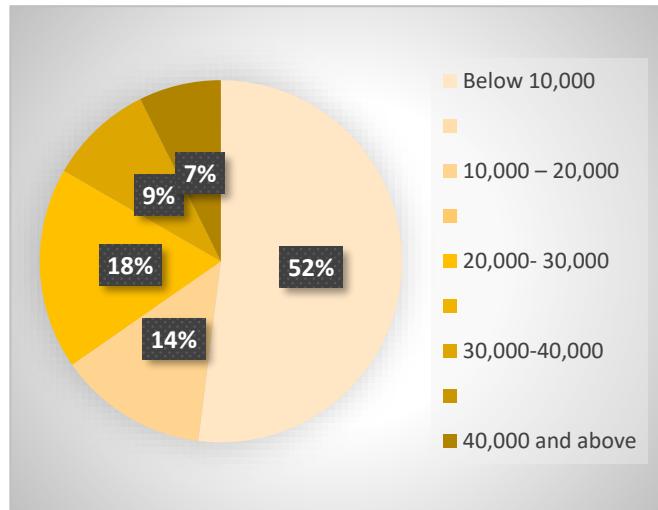
### Interpretation:

The above chart shows the occupation of the respondents the majority 60% of the responses are from students followed by 24% respondents are from Employees, 11.33% responses are from business, 3% are from homemakers and 2.7% are from another category.

### 6. Monthly Income:

Monthly	Responses	Percentage
Below 10,000	78	52%
10,000 – 20,000	20	13.3%
20,000- 30,000	27	18%
30,000-40,000	14	9.3%
40,000 and	11	7.3%
Total	150	100%

Table no.5



Graph no.5

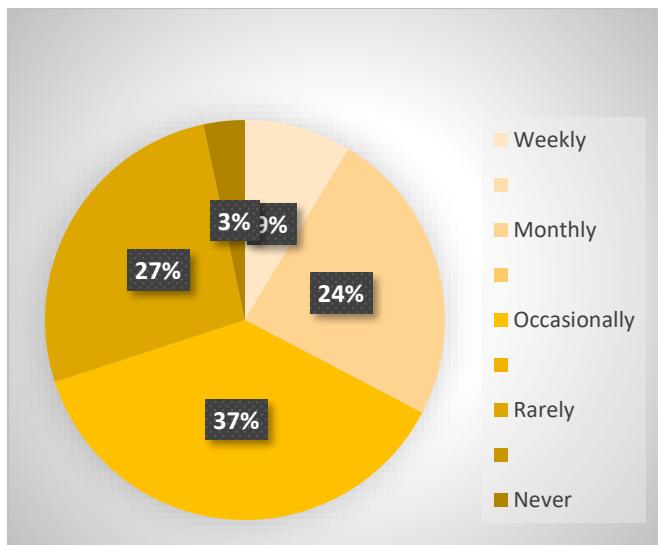
### Interpretation:

The above pie chart represents the Monthly income of the respondents; the majority 52% respondents earn below 10,000 indicates a large portion are may be from students or individuals with low income. Followed by 18% earns 20,000-30,000,13.3% earns between 10,000-20,000 follows 30,000-40,000 earns between 9.3% and only 7.35 people earn in between 40,000 and above. This shows that most respondents have relatively low-income levels.

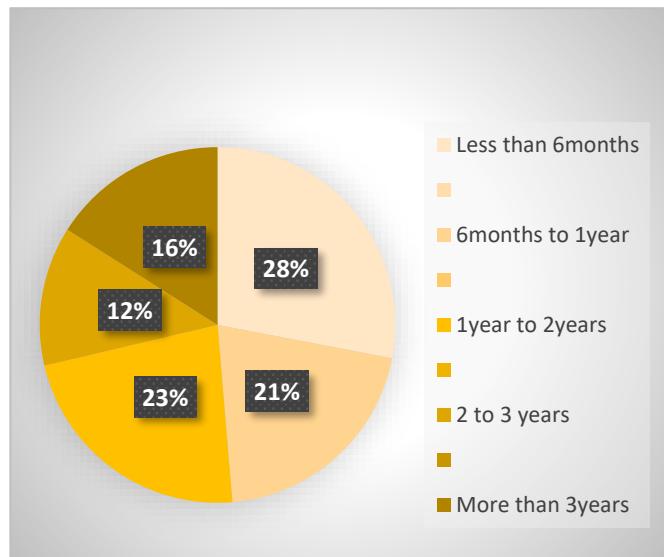
### 7. How often do you shop at Reliance Trends:

Frequency	Responses	Percentage
Weekly	13	8.7%
Monthly	36	24%
Occasionally	56	37.3%
Rarely	40	26.7%
Never	5	3.3%
Total	150	100%

Table no.6



Graph no.6



Graph no.7

### Interpretation:

The above pie chart shows shopping frequency of customers at Reliance Trends the majority 37.3% people shop at Reliance trends occasionally, 26.7% people visit rarely where 24% people shop at Reliance trends monthly follows 8.7% people shop at Reliance trends weekly and 3.3% people have never shopped at Reliance trends.

### 8. How long you have been a customer of Reliance Trends:

Frequency	Responses	Percentage
Less than 6months	42	28%
6months to 1year	33	20.67%
1year to 2years	34	22.67%
2 to 3 years	19	12.67%
More than 3years	24	16%
Total	150	100%

Table no.7

### Interpretation:

The above pie chart shows frequency of customers to Reliance Trends around 72% the majority of customers have been shopping at Reliance Trends for less than 6months, around 22% for 1 to 2years, about 20% have been with the store for 6months to 1year, 15.5% are with the store about 2 to 3years and only 2.3% people are shopping since 2 to 3years.

### 9. What type of products do you usually purchase at Reliance Trends?

Product	Responses	Percentage
Men's Wear	42	28.0%
Women's	76	50.7%
Kid's wear	9	6.0%
Accessories	15	10.0%
Other's	8	5.33%
Total	150	100%

Table no.8



Graph no.8

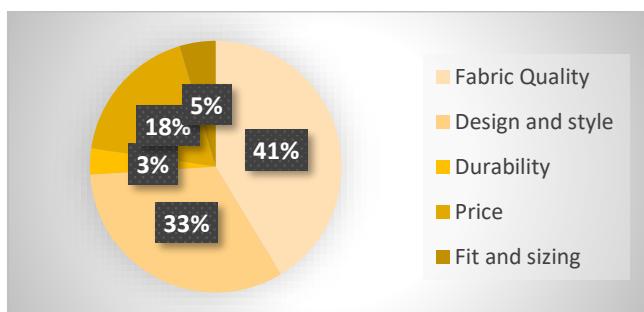
**Interpretation:**

The above chart shows that the majority 51% of the people purchase women's ware where 28% purchases Men's ware, around 10% purchases accessories at Reliance Trends, where 10% of the people purchase kid's ware and only 5% purchases some other products at the Reliance Trends

**10. Which of the following attributes are most important to you when selecting products at Reliance Trends:**

Attribute	Responses	Percentage
Fabric Quality	62	41.33%
Design and	49	32.67%
Durability	5	3.33%
Price	27	18.00%
Fit and sizing	7	4.67%
Total	150	100%

Table no.9



Graph no.9

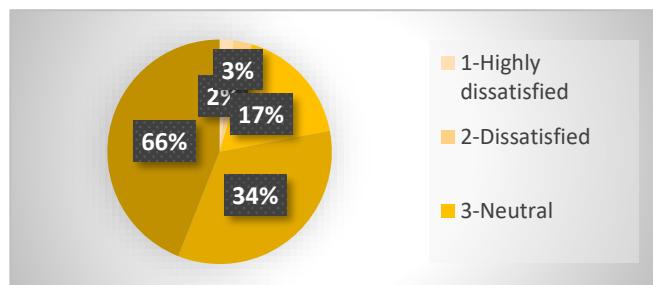
**Interpretation:**

The above pie charts represent the most important attribute while selecting the products at Reliance trends Majority 41% says Fabric quality, 33% Design and style followed by 18% chooses the Price of the product, 5% selected the size and fitting at last a very has been with the durability of the product.

**11. How do you Rate the fabric quality of clothing at Reliance Trends:**

Rating	Responses	Percentage
1-Highly	3	2%
2-Dissatisfied	4	2.7%
3-Neutral	26	17.3%
4-Satisfied	51	34%
5.Highly	66	66%
Total	150	100%

Table no.10



Graph no.10

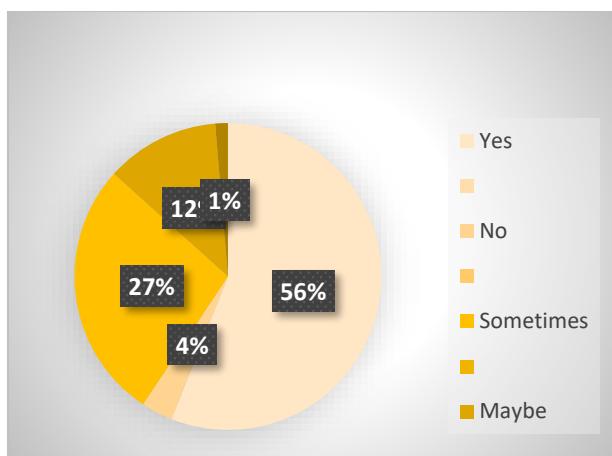
**Interpretation:**

The pie chart shows about fabric quality at Reliance Trends over 66% people are highly satisfied with the product quality at Reliance trends followed by 34% are satisfied, around 17.3% people are having neutral opinion, 2.7% are dissatisfied with fabric quality and only 2% are highly dissatisfied.

**12. The Product Purchased at Reliance Trends are durable and long-lasting:**

Option	Responses	Percentage
Yes	84	56%
No	5	3.33%
Sometimes	41	27.33%
Maybe	18	12.00%
Others	2	1.33%
Total	150	100%

Table no.11



Graph no.11

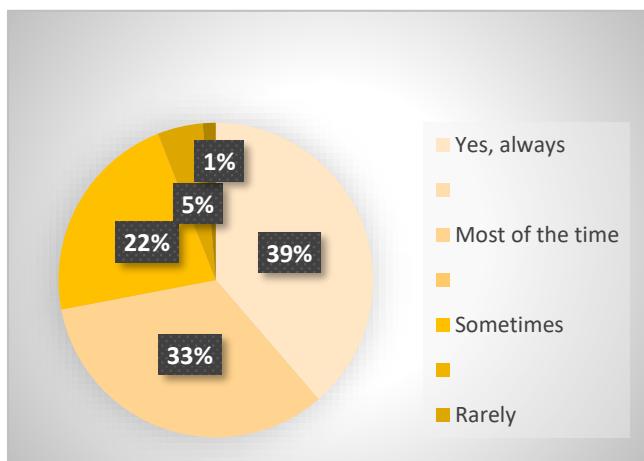
**Interpretation:**

The above chart represents the durability and long-lasting of products at Reliance Trends majority 56% feel that the products at Reliance Trends are durable and long lasting, some customers around 27% are feels that the products are durable and long-lasting only sometimes, 12% people are not sure, very few 3% think products are not long lasting and durable and 1% of customers gave other answers.

**13. Do you think Reliance Trends offers products of consistent quality:**

Option	Responses	Percentage
Yes, always	58	38.67%
Most of the	50	33.33%
Sometimes	33	22.00%
Rarely	7	4.67%
Never	2	1.33%
Total	150	100%

Table no.12



Graph no.12

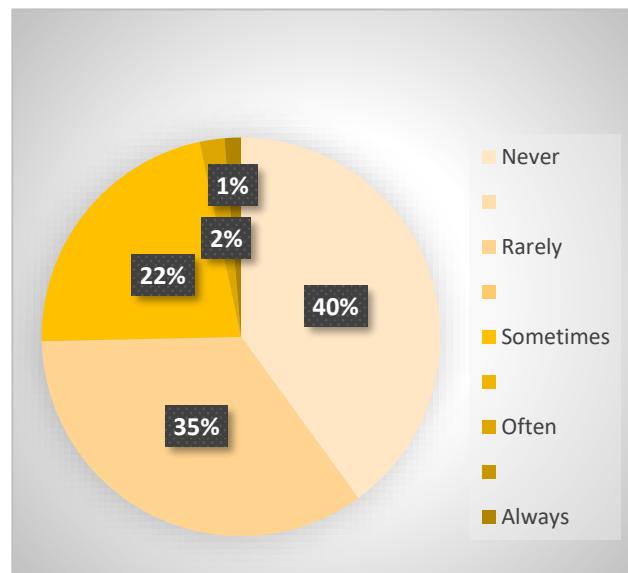
**Interpretation:**

As shown in the pie chart Majority 39% believes that Reliance Trends offers products of consistent quality followed by 33% opinion is Reliance trends offers product at consistent quality most of the time. Around 22% feel only sometimes the reliance trends offers products with consistent quality, only 4% says it rarely offers products with consistent quality and 2% customers q says it will never offer consistent quality products.

**14. How often do you find defects or issues in the products bought from Reliance Trends?**

Option	Responses	Percentage
Never	60	40%
Rarely	52	34.67%
Sometimes	33	22%
Often	3	2%
Always	2	1.33%
Total	150	100%

Table no.13



Graph no.13

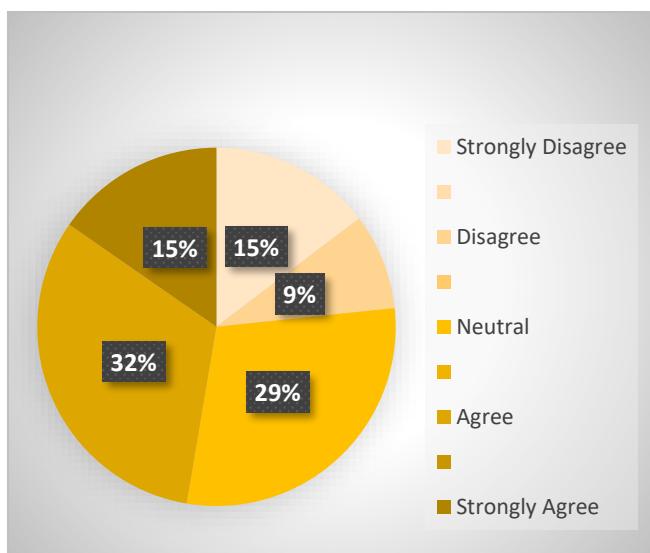
**Interpretation:**

The pie chart illustrates about the defects and issues of the products bought from Reliance trends Majority 40% people say they have never got any defects or damaged products, 34% feels that they rarely got the defects with the product follows 22% says sometimes they see the defects, only 2% sees the defects with the products often and 1% says they always see the defects or issues with the products of Reliance trends.

**15. Does the price reflect the product quality at Reliance Trends?**

Option	Responses	Percentage
Strongly	22	14.67%
Disagree	13	8.67%
Neutral	44	29.33%
Agree	48	32%
Strongly Agree	23	15.33%
Total	150	100%

Table no.14



Graph no.14

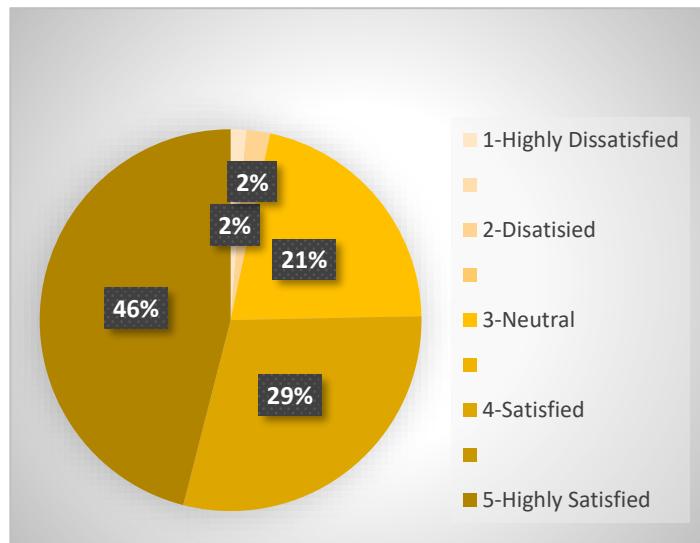
**Interpretation:**

This chart gives insights into does price reflect the product quality at Reliance Trends 32% are strongly agreed with the statement, 29% people have neutral opinion followed by 15% people says they strongly agree with the statement, 22% are strongly disagreed and 13% are disagreed with the price reflects the product quality at Reliance Trends.

**16. How would you rate the availability of Size and style options at Reliance Trends?**

Rating	Responses	Percentage
1-Highly	2	1.3%
2-Disatisfied	3	2%
3-Neutral	32	21.3%
4-Satisfied	44	29.3%
5-Highly	69	46%
Total	150	100%

Table no.15



Graph no.14

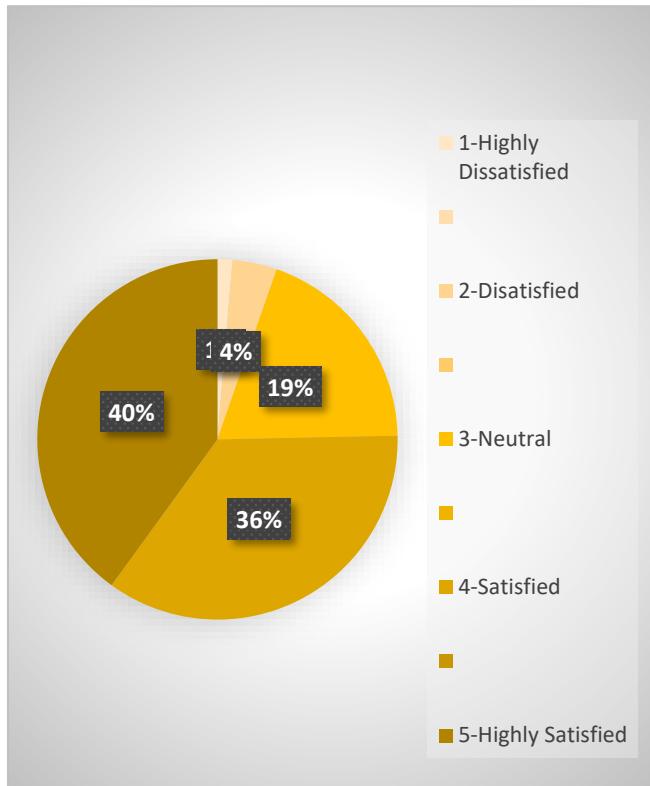
**Interpretation:**

The chart above reflects rating of customers for the availability of size and style options at Reliance trends as we can see most are happy with size and style options at reliance Trends. Near half of the respondents 46% are highly satisfied, about 29% are satisfied, 21% are having neutral opinion, followed by very few 2% are dissatisfied and 1.3% was highly dissatisfied with the size and style options at Reliance trends.

**17. How would you rate the packaging and presentation of Reliance Trends?**

Rating	Responses	Percentage
1-Highly	2	1.33%
2-Disatisfied	6	4%
3-Neutral	29	19.33%
4-Satisfied	53	35.33%
5-Highly	60	40%
Total	150	100%

Table no.16



Graph no.16

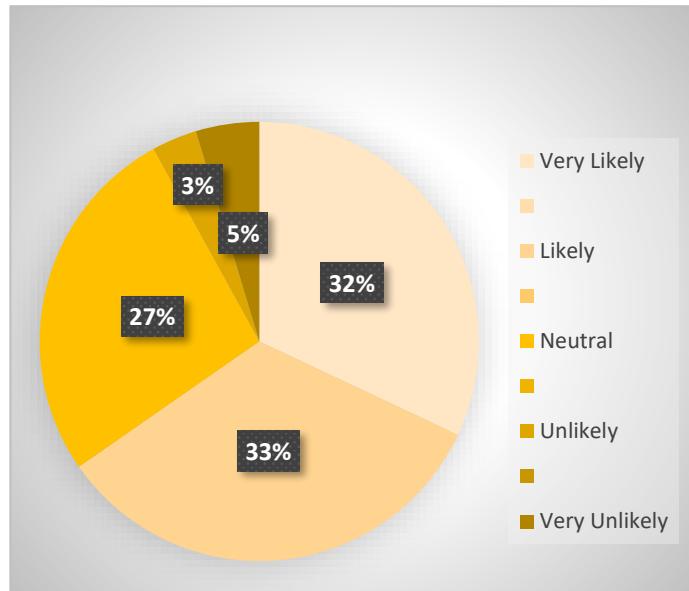
**Interpretation:**

The above pie chart represents customer satisfaction levels at Reliance Trends on packaging and presentation at Reliance Trends. It shows that Majority of customers around 40% reported being highly satisfied and 36% are satisfied, meanwhile 19% indicating neutral opinion, small percentage of people are unsatisfied, with 4% and just 1.33% are highly dissatisfied with packaging and presentation at Reliance Trends.

**18. How likely are you to continue shopping at Reliance Trends due to Product Quality?**

Option	Responses	Percentage
Very Likely	48	32%
Likely	50	33.33%
Neutral	40	26.67%
Unlikely	5	3.33%
Very Unlikely	7	4.67%
Total	150	100%

Table no.17



Graph no.17

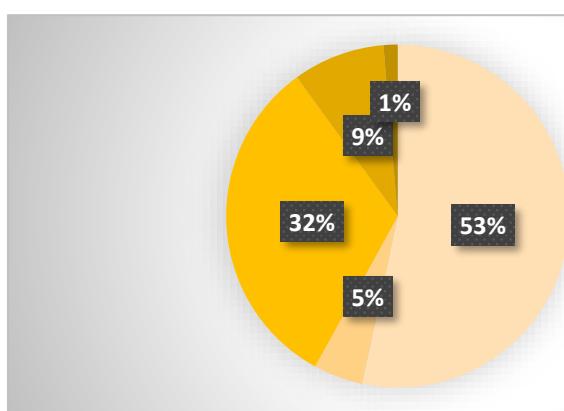
**Interpretation:**

The data illustrates how likely customers are to continue shopping at Reliance Trends based on the quality of its products. A majority of respondents have a positive outlook, with 33% stating that they are likely to continue shopping at Reliance trends, over 32% are very likely and 27% remain neutral, around 5% being very unlikely and 3% are being unlikely to shop at Reliance Trends.

**19. Do you feel a sense of loyalty towards Reliance Trends as a brand?**

Option	Responses	Percentage
Yes	80	53.33%
No	7	4.67%
Sometimes	48	32%
Maybe	13	8.67%
Others	2	1.33%
Total	150	100%

Table no.18



Graph no.18

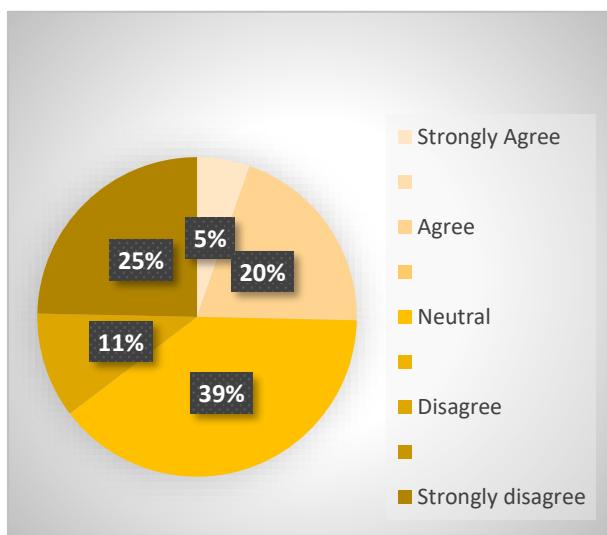
**Interpretation:**

From the pie chart, it is clear that data shows how customers feel about their loyalty towards Reliance Trends as a brand. Over half of the respondents 53% are loyal towards the brand, 32% of customers feel loyal for sometimes, a smaller portion 9% responded with Maybe, where 5% of respondents does not feel loyal and 1% of the people choose others.

**20. Do you prefer Reliance trends over other similar Retail stores for your shopping needs?**

Option	Responses	Percentage
Strongly Agree	8	5.33%
Agree	30	20%
Neutral	59	39.33%
Disagree	16	10.67%
Strongly	37	24.67%
Total	150	100

Table no.19



Graph no.19

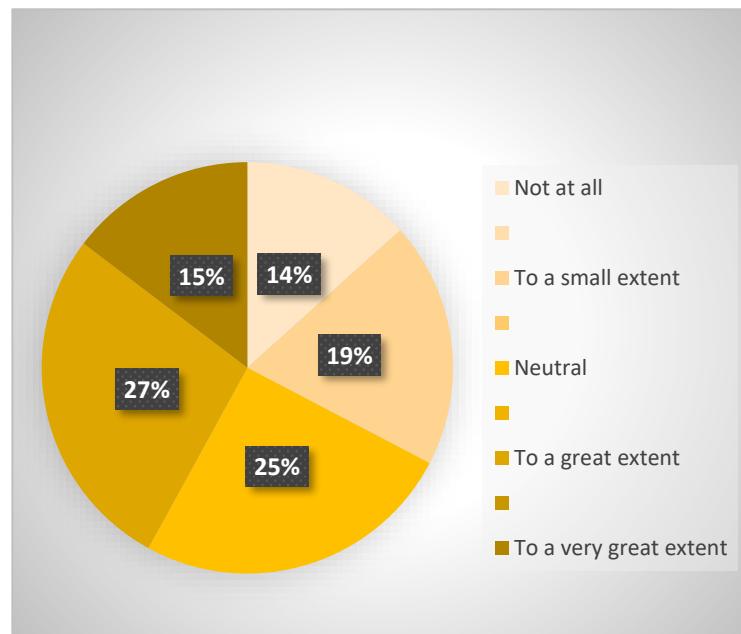
**Interpretation:**

The above chart displays that most of the people are neutral about preferring Reliance trends over other retail stores, with 39% of respondents, 24% of respondents are strongly disagreeing with the statement, around 20% people have agreed where as 11% have disagreed and 5% of the respondents are strongly agreeing that they choose other brands over Trends.

**21. To what extent does product quality influence your decision to repurchase from Reliance Trends?**

Option	Responses	Percentage
Not at all	20	13.33%
To a small	29	19.33%
Neutral	38	25.33%
To a great	41	27.33%
To a very great	22	14.67%
Total	150	100%

Table no.20



Graph no.20

**Interpretation:**

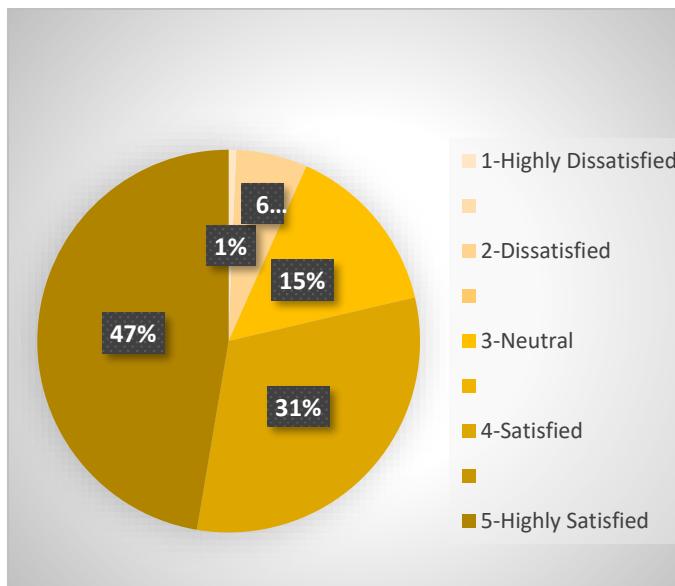
This chart shows how much product quality affects customer's decision to repurchase from Trends. Majority 27% said that product quality influences their purchase decision to a great extent. 25% choose neutral, around 19% think to a small extent product quality influences their decision, 15% are greatly influenced with product quality and 13% says product

quality does not affect their decision at all to repurchase from Trends.

## 22. How you satisfied with the overall experiences at Reliance Trends

Rating	Responses	Percentage
1-Highly	1	0.67%
2-Dissatisfied	9	6.00%
3-Neutral	22	14.67%
4-Satisfied	47	31.33%
5-Highly	71	47.33%
Total	150	100%

Table no.21



Graph no.21

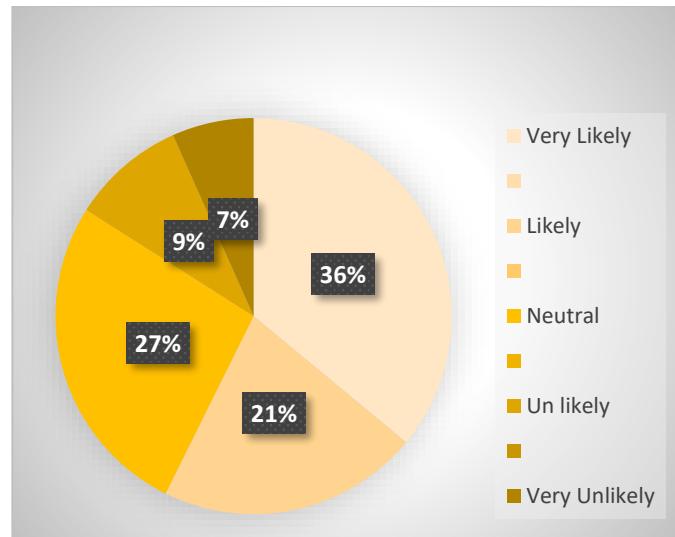
### Interpretation:

The above pie chart outlines overall satisfaction of customers at Reliance Trends. Most of the respondents 47% are highly satisfied, another 31% are satisfied followed by 14% have neutral opinion, around 6% are dissatisfied and very few only 0.67% are highly dissatisfied with the overall experience at Reliance trends.

## 23. How likely are you to recommend Reliance trends to others?

Option	Responses	Percentage
Very Likely	54	36.00%
Likely	32	21%
Neutral	40	26.67%
Un likely	14	9.33%
Very Unlikely	10	6.67%
Total	150	100%

Table no.22



Graph no.22

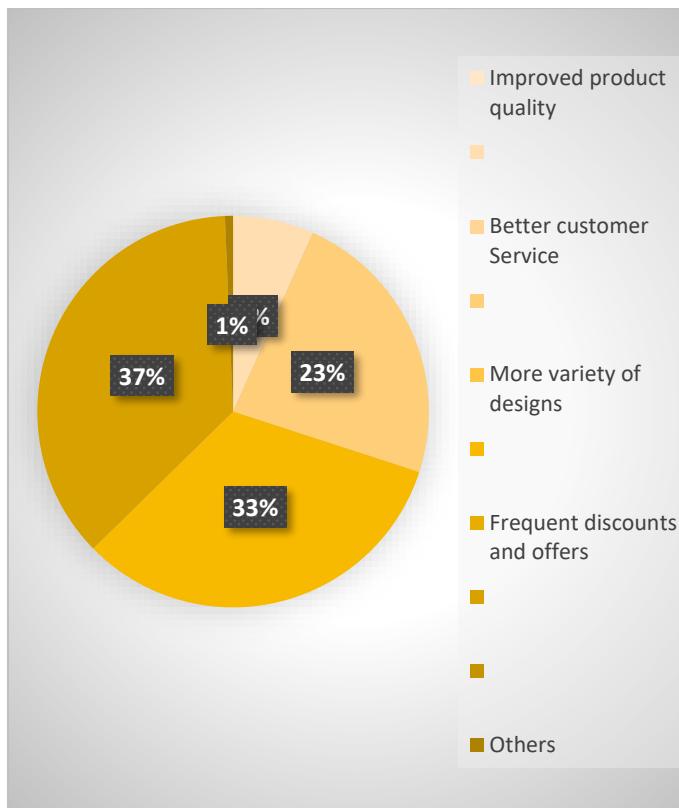
### Interpretation:

The pie chart illustrates how willing customers are to recommend Reliance Trends to others. Significant portion, Majority 36% are very likely to recommend Trends to others, about 26.67% respondents remain neutral, another 21% responded as likely, 9% were unlikely and only 7% were very unlikely to recommend Reliance Trends to others.

## 24. What would make you more likely to purchase from Reliance Trends in Future

Option	Responses	Percentage
Improved	10	6.67%
Better	35	23.33%
More variety	49	32.67%
Frequent	55	36.67%
Others	1	0.67%
Total	150	100%

Table no.22



Graph no.23

#### Interpretation:

The chart reflects what factors would encourage customers to shop at Reliance Trends in Future. The most preferred improvement is frequent discounts and offers, chooses by 37% of respondents, following that 33% of customers want more variety in designs, 23.33% believe better customer service would influence their buying decision, a small portion 7% would be motivated by improved product quality, while very few 1% selected other factors.

#### 25. Any suggestions or comments regarding the product quality at Reliance Trends

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#### STATISTICAL ANALYSIS & HYPOTHESIS TESTING

##### Null Hypothesis ( $H_0$ ):

There is no significant effect of product quality on consumer brand loyalty at reliance Trends.

##### Alternative Hypothesis ( $H_1$ ):

There is a significant effect of product quality on consumer brand loyalty at Reliance trends.

##### Null Hypothesis ( $H_0$ ):

There is no significant effect of product quality on consumer brand loyalty at reliance Trends.

##### Alternative Hypothesis ( $H_1$ ):

There is a significant effect of product quality on consumer brand loyalty at Reliance trends.

#### Chi square calculation

Option	Observed value	Expected value	$\chi^2$
Yes, always	58	30	26.13333
Most of the time	50	30	13.33333
sometimes	33	30	0.3
Rarely	7	30	17.63333
Never	2	30	26.13333
Total	150	150	83.53333
			333

X2 table value	X2 calculated value
9.488	83.5333
As table value is less than calculated value.	
We reject $H_0$ (null) and accept $H_1$ (alternative)	

Note: -
$\chi^2$ = chi square
O = Observed value
E = Expected value
Formula: - $"=(O-E)^2/E"$
Degree of freedom: - 4
Significance: - 0.05

Option	Observed (O)	Expected (E)	$(O-E)^2/E$ ( $\chi^2$ value)
Yes, always	58	30	26.13
Most of the time	50	30	13.33
Sometimes	33	30	0.30
Rarely	7	30	17.63
Never	2	30	26.13
<b>Total</b>	<b>150</b>	<b>150</b>	<b>83.53</b>

- Chi-Square Calculated Value ( $\chi^2$ ): 83.53
- Chi-Square Table Value (df = 4,  $\alpha$  = 0.05): 9.488
- Degrees of Freedom (df):  $5 - 1 = 4$
- Level of Significance ( $\alpha$ ): 0.05

#### Interpretation:

Since the calculated chi-square value (83.53) is much greater than the critical/table value (9.488) at 0.05 significance level, we reject the null hypothesis ( $H_0$ ).

## V. FINDINGS

- The majority 68% of the responses are from the age group of 18-25, the second largest 15% was from the age group of 26-35, Meanwhile minimal responses 9% from the age group of below 18, 5% from the 36-45 in between age group and lowest responses are from the age group of 45 and above.
- 61% of the responses are majorly from Female and 39% responses are from men, so according to the survey female respondents are more than male respondents.
- Majorly 73% respondents are unmarried and 27% respondents are married, indicating most of the participants are unmarried.
- From 150 respondent's majority 60% are from students, second highest 24% are from employees, 11.3% are from business where 2.7% from others and lowest responses are from homemakers.
- From overall 150 responses highest 52% have a monthly income below ₹10,000 second largest around 18% respondents have monthly income of 20,000 to 30,000, followed by 13.3% earn 10,000 to 20,000, 9.3% are from 30,000 to 40,000 and

lowest responses are 7.3% from 40,000 and above.

- Out of 150 responses majorly 37.3% respondents visit trends occasionally, followed by 26.7% shop rarely, about 24% shop on monthly basis, 8.7% shop weekly and only 3.3% have never shopped at Reliance Trends.
- Highest 28% of the customers have been with Trends for less than 6months, followed by 23% are from 1 to 2years, 21% are with 6months to 1year, around 16% have been for 3years and 13% are from 2 to 3years.
- Out of 150 responses women's wear is most purchased category with 51%, followed by men's ware at 28%. Accessories around 10%, while kid's ware up to 6% the least purchased category is others with only 5.33%.
- The most valued attribute at Trends is Fabric quality, chosen by 41% of respondents followed by design and style with 33%, price comes next with 18%, Feting and size by 5% while durability was least chosen by only 3% of respondents.
- Majority Responses 44% are highly satisfied with fabric quality of Trends followed by 34% are satisfied, 17.3% has neutral opinion where 2.75 were dissatisfied 2% are highly dissatisfied.
- Based on data, 56% believes that products at Trends are durable and long lasting. Followed by 27% think only for sometimes, while 12% are unsure, 3% disagrees and just 1% gave other responses.
- Highest no. of respondents 39% believe Trends always offers consistent product quality, 33% feels most of the time, 22% think occasionally, 5% rarely and 1% feel it is never consistent.
- Most of the respondents 40% have never faced any defects following that 35% rarely encountered the issues, 22% says sometimes they find defects, while 2% indicated often and 1% are always facing defects and issues.
- Highest 32% agreed with the price reflects the product quality at Trends. Followed by 29% having a neutral view, 15% strongly disagreeing, and least 8.67% disagreeing.
- Most respondents were highly satisfied 46% with the size and style options at Trends, followed by 29% who were satisfied. About 21% remained

neutral, while 2% are dissatisfied and 1.3% are highly dissatisfied.

- Majority 40% respondents are highly satisfied with packaging and presentation at Trends, 35% are satisfied, 19% have neutral opinion, where 4% are dissatisfied and 1% are highly dissatisfied.
- Out of 150 responses majority 47% respondents were highly satisfied with the overall experiences at Reliance Trends. 31% are satisfied, 14% have neutral opinion and 6% are dissatisfied finally 0.67% a very few were highly dissatisfied.
- From the overall responses 36% highest respondents are very likely to recommend Reliance trends to others, 27% are with neutral, 21% are likely and 9% and 7% are Unlikely and very unlikely.
- Respondents are more likely to repurchase in future if frequent discounts and offers 37% are made and 33% likely to purchase if they provide more variety of designs and 23% need better customer service and 7% responded for improved product quality and at least 0.67% need other improvements in the Trends to repurchase.

## VI. SUGGESTIONS

- **Enhance product variety:**

Introduce more diverse collections that appeal to different age groups, fashion styles and other regional preferences. Introducing new designs, styles and limited-edition collection or designer tie ups could attract trend conscious shoppers. Out 150 respondents 27.5% need more variety of designs to repurchase from Reliance Trends.

- **Introduce Frequent discounts:**

Out of 150 responses 27% responded to introduce frequent discounts and offers which would make them repurchase from trends in Future. Customers are always drawn to value deals, Trends should introduce more regular discounts, offers and seasonal sales. Offering occasional surprise discounts or member only deals can enhance customer satisfaction and make them attract.

- **Improved product quality:**

31% of the respondents are responded to improve product quality to make repurchase

from the Reliance Trends. Ensure that all product meet consistent quality standards in terms of fabric durability, stitching, finishing and overall design. Regular quality checks can help maintain customer trust.

- **Better Customer services:**

Out of 150 respondents 24% have responded to improve customer services at Trends. Provide customer service training to staff members to enhance interaction, assistance and support throughout the shopping and introduce customer feedback mechanisms

- **Focus on Value for money:**

Always pricing strategies to ensure better value for money. Introduce affordable Prices and lowering prices on most demanded items or launching budget-friendly collections can help to a huge customer base.

## VII. CONCLUSION

The study set out to examine the effect of product quality on consumer brand loyalty with reference to Reliance Trends. The finding of the study clearly indicate that product quality plays a significant and positive role in influencing consumer brand loyalty. Through the collection and analysis of responses, most of the customers are generally satisfied with product quality offered at Reliance Trends. While product quality is the key factor, elements like pricing, customer service, size and fitting, also plays supporting roles.

The results suggest that Reliance Trends has successfully created a positive brand image in the minds of its consumers through consistent product quality. This enabled the brand to maintain a loyal customer base in a intensive competitive retail market. Moving ahead, by further improving Product standards and staying responsive to changing consumer preferences, Reliance Trends can not only retain its past customers but also attract new customers. In conclusion, a strong commitment to product quality will continue to be a key driver of brand loyalty and long term business success for Trends.

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