MARKETING MIX STRATEGIES: MEASURING THE EFFECTIVENESS AT RELIANCE FRESH

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--ABSTRACT--

The retail industry is a vibrant and essential sector of the economy, encompassing a diverse array of businesses that offer goods and services directly to consumers. Organized retail, in particular, represents a structured and modern approach to retailing, characterized by formal store formats, inventory management, and customer-focused strategies. Reliance Fresh, a prominent player in the Indian retail landscape, is known for its organized retail operations, providing a wide range of products under one roof. To succeed in this competitive market, Reliance Fresh employs a well-crafted marketing mix, comprising the strategic elements of product, price, place, and promotion, to meet customer needs and drive business growth. The study titled "A Study on Effectiveness of Marketing Mix Strategies at Reliance Fresh" aims to investigate whether the current marketing mix strategies employed by Reliance Fresh are achieving desired outcomes and meeting consumer expectations. In the fiercely competitive Indian retail industry, understanding the evolving consumer preferences, optimizing resources, and enhancing customer satisfaction and loyalty are imperative for sustained growth. The objectives of this study include assessing product offerings, pricing strategies, distribution channels, promotional activities, and their impact on brand perception and customer engagement. By evaluating these aspects, Reliance Fresh aims to stay ahead of competitors and adapt to changing market dynamics, ultimately strengthening its market position.

KEYWORDS: *Reliance Fresh, Marketing mix, Effectiveness, Retail industry, Brand loyalty.*------------------

INTRODUCTION

Today's highly competitive retail landscape, organizations are constantly seeking innovative strategies to gain a competitive edge and attract customers. this study aims to explore the effectiveness of marketing mix strategies employed by reliance fresh, a prominent player in the Indian retail industry. reliance fresh adopts a competitive pricing strategy, offering products at affordable rates compared to traditional retailers. promotion, the final element of the marketing mix, encompasses various activities aimed at creating awareness and generating demand for the company's offerings. furthermore, reliance fresh utilizes loyalty programs and customer-centric initiatives to foster long-term relationships with its customers. by analysing consumer responses and conducting in-depth market research, we seek to identify the benefits and drawbacks of reliance fresh's marketing mix and provide insights for further enhancement.

REVIEW OF LITERATURE

Pillai, P. N. R. (2016). "An Empirical Study on the Effectiveness of Marketing Mix methods in the Indian Retail Sector." This research looked at the effectiveness of marketing mix approaches in the Indian retail sector, focusing on Reliance Fresh. The findings suggested that a well-designed marketing mix, including product assortment, competitive pricing, convenient store locations, and effective promotional activities, positively influenced client gratification loyalty.

Verma, R. (2022). "Assessing the Impact of In-store Promotions on Impulse Buying: A Study on Reliance Fresh." This study assessed the impact of in-store promotions on impulse buying behaviour at Reliance Fresh. The findings highlighted those attractive displays, limited-time offers, and product bundling influenced consumers' impulse purchases and increased sales.

Patel, S. (2023). "Examining The consequences of Customer Reviews on Purchase Decisions: Evidence from Reliance Fresh." This research examined the influence of customer reviews on purchase decisions at Reliance

Fresh. The study found that positive customer reviews, ratings, and testimonials significantly influenced consumer perceptions, trust, and purchase intentions.

Rao, M. R. (2017). "Consumer Perception of Product Quality and Reliance Fresh: A Comparative Study." This study compared consumer perceptions of product quality between Reliance Fresh and its competitors. The findings highlighted that Reliance Fresh's focus on sourcing fresh produce directly from farmers and ensuring quality standards positively influenced consumer perception and preference.

Sivaprasad, K. (2019). "Online Presence and Consumer Engagement: A Study of Reliance Fresh." This study examined the results of Reliance Fresh's online presence on consumer engagement. Research findings showed that online platforms, include the website and mobile applications, facilitated convenient shopping experiences, product information, and customer reviews, leading to increased consumer engagement.

Prabu, S. B. (2019). "Impact of Social Media Marketing on Consumer Behaviour: A Case Study of Reliance Fresh." The study mentioned looked into the impact of social media marketing on consumer behaviour at Reliance Fresh. The findings highlighted that engaging social media campaigns, customer reviews, and interactive content significantly influenced consumer attitudes, preferences, and purchase decisions.

Keshav, R. P. (2020). "Exploring Customer Loyalty Programs and their Impact on Customer Retention: Evidence from Reliance Fresh." This study explored customer loyalty programs and their impact on customer retention at Reliance Fresh. The findings indicated that well-designed loyalty programs, rewards, and personalized offers significantly contributed to customer retention and repeat purchases.

Prasad, S. V. (2021). "The Role of Packaging in Consumer Perception: A Case Study of Reliance Fresh." This study explored the role of packaging in consumer perception at Reliance Fresh. The findings indicated that attractive and informative packaging positively influenced consumer perception, product quality judgments, and purchase decisions.

OBJECTIVES OF THE STUDY
- To understand the factors influencing to shop at reliance fresh.
- To determine the effectiveness of marketing mix strategies at reliance fresh.
- To determine the Customer perception towards the product, price, promotion, &distribution of reliance fresh

RESEARCH GAP
Limited focus on Reliance Fresh despite the fact that research suggest examine marketing mix strategies in the retail sector, is there a scarcity of research specifically focused on Reliance Fresh. Given its prominent position in the Indian retail industry, there is a need for more studies that specifically analyse the productivity of marketing mix strategies implemented by Reliance Fresh. limited exploration of online marketing strategies with the expansion of internet and e-commerce shopping platforms, it is necessary to examine the productiveness of online marketing strategies employed by Reliance Fresh. Research gaps exist in interpretation the impact of online promotions, social media marketing, and mobile applications on consumer behaviour, brand perception, and customer engagement.

RESEARCH METHODOLOGY
This study is primarily descriptive, aiming to provide a comprehensive comprehension of the effectiveness of marketing mix strategies employed by Reliance Fresh. It will explore consumer perceptions, preferences, and behaviours related to the company's marketing mix components.

SOURCE OF DATA COLLECTION
Primary data: The primary data will be collected personally by the researcher survey through structure questionnaire conducted with Reliance Fresh customers. The questionnaire will be designed to gather information specifically relevant for the study objectives.

Secondary information data: will be collected from printed sources like journals, publications, and the internet. This information will provide you more insights into industry trends, market dynamics, and competitor strategies.

POPULATION & SAMPLING UNIT
Sampling unit: The study's sampling frame will be Reliance Fresh clients who have bought products from the stores or engaged with the company's online platform.

SAMPLING METHOD

Convenience sampling is a non-probability sampling technique used in research to select participants based on their easy availability and accessibility to the researcher. It is one of the simplest and most commonly used sampling methods, but it comes with certain limitations and potential biases.

SAMPLE SIZE

Sample size: The study aims to gather responses from a sample size of 100 Reliance Fresh customers.

HYPOTHESIS OF THE STUDY

Hypothesis 1:

H0: There is no significant relationship between customer loyalty program and positive brand image.

H1: There is significant relationship between customer loyalty program and positive brand image.

DATA ANALYSIS AND INTERPRETATION

Table 1: What factors influence your decision to shop at Reliance Fresh?

Response	No of Respondents	Percentage
Competitive prices	45	22.5%
Freshness and quality of products	50	25.0%
Wide range of products	35	17.5%
Convenient store location	40	20.0%
Clean and hygienic environment	30	15.0%
Total	**200**	**100%**

ANALYSIS

From the above table, 25.0% are quality of products and 22.5% are competitive prices, 20.0% Convenient store location and 17.5% are wide product variety also significantly influence their decisions, 15.0% are clean and hygienic environment is relatively less crucial.

Chart 1: What factors influence your decision to shop at Reliance Fresh?
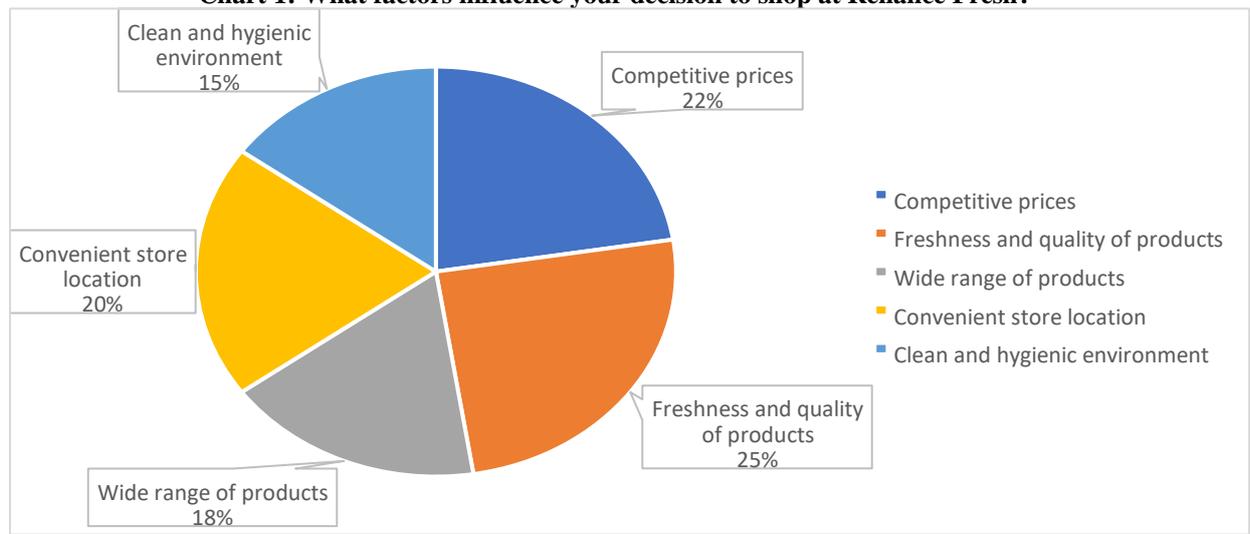
Interpretation: From the above chart, it can be interpreting that product quality and freshness dominate as key decision factors. Competitive pricing closely follows. Store location and product variety are also notable determinants. A clean environment holds relatively less sway over decisions.

Table 2: The promotional offers and discounts at Reliance Fresh are appealing to me?

Response	No of Respondents	Percentage
Strongly agree	15	15%
Agree	28	28%
Neutral	22	22%
Disagree	25	25%
Strongly disagree	10	10%
Total	**100**	**100%**

ANALYSIS

From the above table, 28% are agrees with the offers, while 25% are disagree, 22% are neutral, 15% have a strongly agree, while 10% hold strongly disagree.

Chart 2: The promotional offers and discounts at Reliance Fresh are appealing to me?
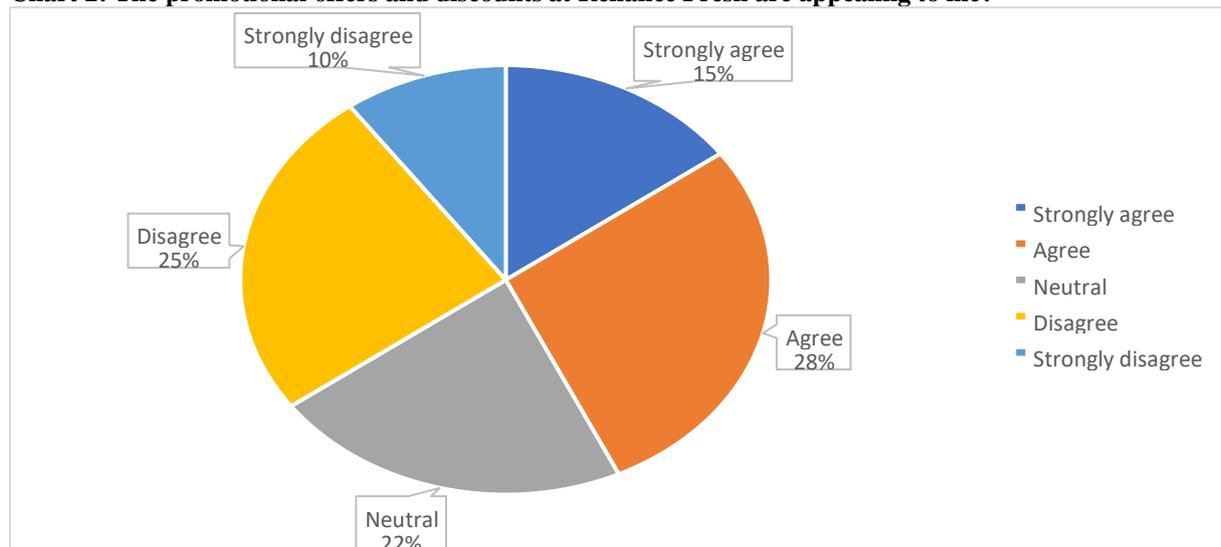
Interpretation: From the above chart, it can be interpreted that the respondents find promotional offers appealing, with agreement levels. However, a substantial portion, holds a neutral or negative stance, implying that while promotions attract interest, there is room for improvement in reaching a broader positive consensus.

Table 3: The assortment and variety of products at Reliance Fresh meet my diverse needs and preferences?

Response	No of Respondents	Percentage
Strongly agree	20	20.0
Agree	35	35.0
Neutral	15	15.0
Disagree	20	20.0
Strongly disagree	10	10.0
Total	**100**	**100.0**

ANALYSIS:

From the table above, 35.0% are agree, 20.0% are strongly agree, 20.0% are disagree, 15% are neutral and 10.0% are strongly disagree to meet the diverse need from th reliance fresh.

Chart 3: The assortment and variety of products at Reliance Fresh meet my diverse needs and preferences?
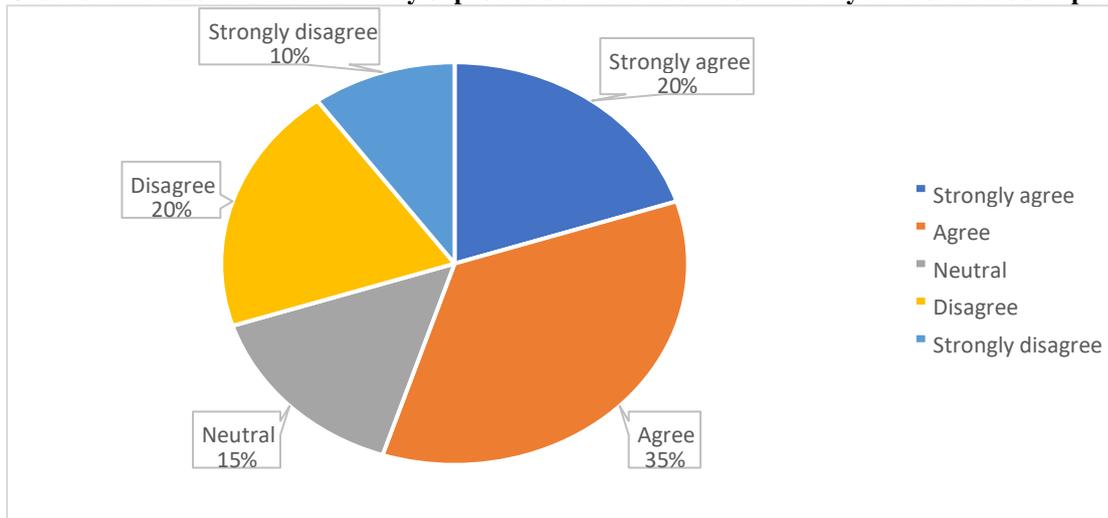
Interpretation: From the above chart, it can be interpreted that the diverse range of perceptions regarding the assortment meeting diverse needs. While a significant proportion agrees, there's a considerable segment expressing disagreement. This indicates a need for further exploration to understand the reasons behind these different viewpoints.

Table 4: The store location and layout at Reliance Fresh enhance my shopping experience?

Response	No of Respondents	Percentage
Strongly agree	25	25%
Agree	40	40%
Neutral	15	15%
Disagree	15	15%
Strongly disagree	5	5%
Total	**100**	**100%**

ANALYSIS

From the above table, 40% are agree, 25% are strongly agree, 15% are neutral, 15% are disagree, 5% are strongly disagree for store location and layout enhancement experience.

Chart 4: The store location and layout at Reliance Fresh enhance my shopping experience?
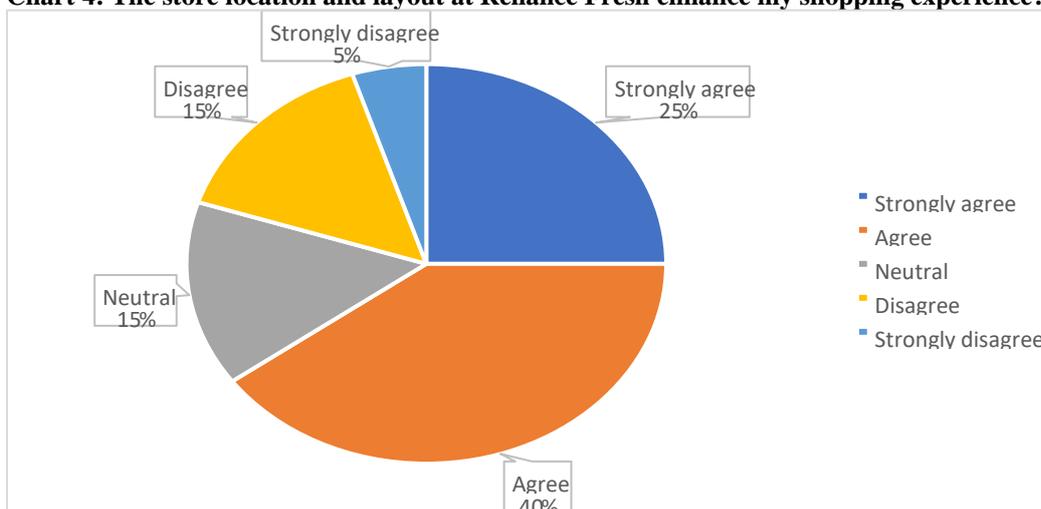
Interpretation: From the above chart, it can be interpreted that the respondents have a positive perception of the impact of store location and layout enhancements on their experience. This positive sentiment highlights the importance of strategic design choices in influencing customer satisfaction.
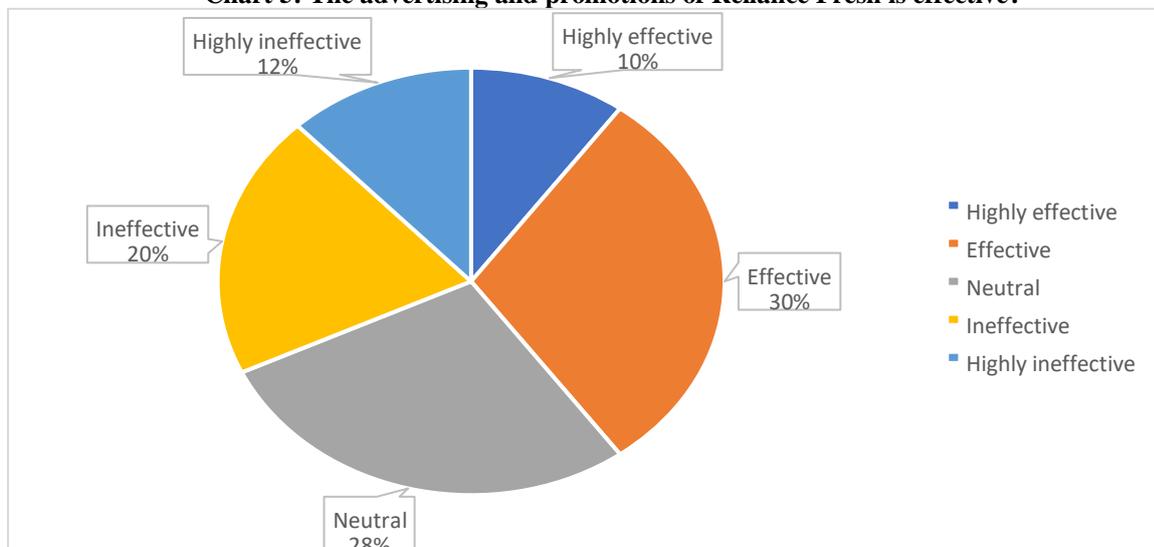
Table 5: The advertising and promotions of Reliance Fresh is effective?

Response	No of Respondents	Percentage (%)
Highly effective	10	10
Effective	30	30
Neutral	28	28
Ineffective	20	20
Highly ineffective	12	12
Total	**100**	**100**

ANALYSIS

From the above table, the respondents believe that advertising and promotions are either 30% are effective or 28% are neutral, 20% are ineffective, 12% are highly ineffective, 10% are really powerful.

Chart 5: The advertising and promotions of Reliance Fresh is effective?

Interpretation: From the above chart, while a good proportion find value in advertising and promotions, there's a notable segment who do not see its effectiveness. This disparity suggests varied experiences or expectations, and a one-size-fits-all approach might not be suitable for all audiences.

Table 6: How would you rate the quality of products available at Reliance Fresh compared to others?

Response	No of Respondents	Percentage (%)
Excellent	18	18
Very good	30	30
Good	28	28
Average	12	12
Poor	12	12
Total	**100**	**100**

ANALYSIS

From the table above, most respondents rate the store as either Very Good is 30%, Good is 28%, followed by Excellent is 18%. The least favourable ratings, Average and Poor each account for 12% of responses.

Chart *6*: How would you rate the quality of products available at Reliance Fresh compared to others?
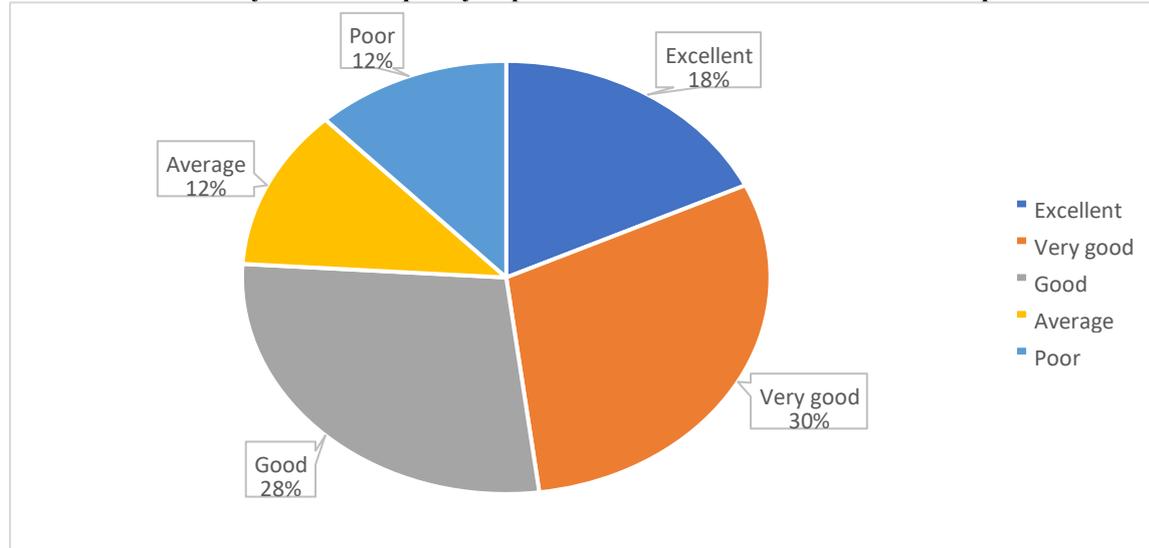
Interpretation: From the above chart, the store generally receives positive feedback with a combined respondents giving ratings of Good, Very Good, or Excellent. However, a quarter of the respondents view the store's quality as Average or Poor.

CORRELATION
Hypothesis 1:
H0: There is no significant relationship between customer loyalty program and positive brand image.
H1: There is significant relationship between customer loyalty program and positive brand image.

Correlations

Correlations

		The loyalty programs and rewards offered by Reliance Fresh are enticing	The overall mix strategies of Reliance Fresh contribute to building a positive brand image
The loyalty programs and rewards offered by Reliance Fresh are enticing	Pearson Correlation	1	.009
	Sig. (2-tailed)		.929
	N	100	100
The overall mix strategies of Reliance Fresh contribute to building a positive brand image	Pearson Correlation	.009	1
	Sig. (2-tailed)	.929	
	N	100	100

Interpretation
The correlations provided in your text seem to suggest that there is a very weak positive correlation between the two variables: "The loyalty programs and rewards offered by Reliance Fresh are enticing" and "The overall mix strategies of Reliance Fresh contribute to building a positive brand image." Let's break down the interpretation for each correlation

The correlation coefficient of 0.009 indicates an extremely weak positive linear relationship between these two variables. The p-value of 0.926 is well above the conventional significance level of 0.05. This suggests that there

is no statistically significant evidence to reject the null hypothesis (H0), which states that there is no correlation between the loyalty programs and rewards being enticing and the overall mix strategies contributing to a positive brand image.

Therefore, we would accept the null hypothesis (H0) in this case.

FINDINGS, SUGGESTION AND CONCLUSION

- Advertising and promotions are deemed effective by 30% of respondents.
- 35% agree that the assortment at Reliance Fresh meets their diverse needs.
- Respondents strongly agree that the quality of products meets their expectations.
- 30% of respondents always read printed information.

SUGGESTION

Engage the Younger Demographic: Since the age distribution is quite even, introducing product lines or promotional strategies targeting the 18-27 age bracket might boost their engagement and loyalty.Enhance Educational Offers: Given the high number of Bachelor's and Master's degree holders, introducing educational offers or collaborations with educational institutions might be beneficial.Incentivize Private Employees: Since a substantial percentage are private employees, consider corporate tie-ups or weekday discounts to attract this segment-range Pricing Strategy: Given that the majority earn between 20,000 to 40,000, focusing on a mid-range pricing strategy might be effective. Increase Brand Awareness: Since 32% aren't aware of Reliance Fresh, investing in broader advertising campaigns can help increase brand awareness.

CONCLUSION

The survey data presents a comprehensive view of customers' perceptions and experiences with Reliance Fresh. It is evident that the store has a balanced a population breakdown by age, gender, and educational qualifications, offering a broad market to cater to. Most customers are aware of the brand and have a relatively frequent shopping pattern.

Television remains a dominant source of influence, underscoring the significance of traditional media. Quality, both in relation to of products and the shopping environment, emerges as a crucial factor in customer decisions, suggesting that maintaining these standards ought to be a top priority for the brand.

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