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"Female Fashion Consumer Purchase Behavior and Their Preferences- an Empirical Study Conducted on Reliance Trends"

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ABSTRACT

PURPOSE: In present scenario the fashion world especially in women fashion it creates more opportunity for apparels female purchasing power has significantly changed the market. Female have own purchase buying behavior, through this research I came to know that what they expect from Reliance Trends and also their perception towards fashion.

METHODOLOGY: This research using descriptive research method, primary data collected from structured questionnaire sample size is 150 questionnaires. Non probability sample technique and who are visiting to Bearys city centre they are considered as a sample unit. Questionnaire should match with the objective.

FINDINGS: They are purchasing polyester cloth in brand name of Avaasa which is having high quality. Consumers are more preferable for affordable product.

RESULT: Female consumer buying trend varies day by day they conduct research at some factors 75% of women identified themselves as the primary shoppers for their households 61% of women are more likely to include an item on their list if they are currently using the brand they pass along information about deals or online recommendations to others.

KEYWORDS- Trends, Shopping. Women, Consumer Behavior

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INTRODUCTION

Retail is the supply of products and business people or organizations for the end customer. Retailers an element of a coordinated framework called network inventory. A retailer buys goods or articles in expansive amounts of producers or through a discount, and after that por locations Lemaire amounts to the buyer of a benefit. Retail trade should be possible in two areas such as shops or markets, in way to door entry or means of transport. In the 2000s, a measure expanding the retail is over on the websites, electronic slice and subsequently passed through a mailing or through different administrations.

Retail incorporates the administrations subordinate, for example, means of transport. The term "retailer" is also connected same administration of co - op specialist to the requirements of a large number of people, for example, to the entire population. Stores may be on private roads, boulevards with few or no houses or in a mall. Purchases of the routes can be somehow for people on foot. Some of the time, a shopping street a roof United Nations to halfway or full pour protect customers from precipitation. Retail Web-based, a kind of electronic commerce used for trade (B2C), business-to-buyer and organizer of mail, are types of retail non-boutique.

Shopping pour is mostly referring to the event of the purchase of items. Now and again, this is done for the needs, such as food and clothing; here and there,'s done it as a sporting action. Shopping Leisure GLF includes window-shopping (just watching, not buying) and browsing and nerds not usually has purchase

RETAIL IN INDIA - HISTORICAL PERSPECTIVE

Segments of Indian industry in split of EST composed and disorderly. Sorted on the retail makes allusion to the Exchange corrected kissed by authorized retailers, i.e. persons who are registered fees of the Treaty, impose coffee and so on. These incorporate the company supported by hypermarkets and chain stores, and in addition the expansive exclusive retail organizations. Chaotic detail, here again, referred to customary arrangements of minimal effort of retail sales, for example, shops nearby Kirana, the owner kept an eye on the General stores, paan/beedi shops, shops of accommodation, Pushcart merchants and asphalt, etc... In the menu start had a few Kirana stores called MOM and Pop stores, offering friendly neighborhood stores needs every day. In chain stores of the producer of the 1980s as Gwalior Suiting DCM, Bombay dying, Calico, Titan and so on began to appear in the subways and residential areas. Multi brand retailers took the photo in the 1990s. Livelihoods of in the means and FMCG areas as global retailers of food, the Nilgris are a part of the illustrations. In the world of planet music part and in the books crosswords and Fountainhead are some other. Shopping centers began to be put in place since 1995. United Nations of a kind illustration was the Foundation of free markets of edge in Kerala. The 21st century has seen the development of stores and for hyper markets. Huge players like Reliance, Bharti, aunties, HLL, ITC and so forth go in composed detail section. The significant movement was the 'development of some sorted to l' inside of the retail company. Many Indian business people took a unique fascination in retail over the past decade and settled effectively set chain stores. Alongside these residential improvements, there has been a review simultaneous or given to the Indian retail sales announced by universal monster's retail, mainly due to the size of the market. Promoting more framework legislation in what was Wal- Bazar, largest tie America retail chain with Bharti, the Indian telecommunications mammoth that will probably be materialized in June, sharp trade India 2009 now represents only about 5 for every penny of the nation's annual retail trade. Advanced Retail will make about 1.6 million jobs in the next five years. Today retailers will not just job openings yet also would increase the overall monetary profitability of the India and might even bring down the cost of products.

CLASSIFICATION OF THE RETAIL

Retail can be generally grouped into two specific classes sorted and chaotic retail.

1. *Organized retail* - organized dealers/retailers, which are allowed for the exchange of exercises and registrants to pay contributions to the legislative Assembly.
2. *Unorganized retail* - it consists of unlicensed small shops - traditional Kirana stores, general stores, corner stores between the other points of sale-still remain as the transmitting power of the Indian hotel industry detail.

MARKET DYNAMICS

In the previous two years, Indian segment detail saw huge development in the section sorted on. Real residential players have ventured into the field of detail with long-haul, looking forward, intends to grow their business in cross on vertical markets, urban communities and configurations. Organizations such as Auntie, Reliance and Adani Enterprise Bharti made impressive in the showcase retail Indian blasting. Alongside these mammoth's retailers, various transnational brands even went on the market to set up distribution channels in close relationship with the older Indian organizations. The retail area "Indian" is very divided and chaotic segment has about 13 million points of sale that record about 95-96% of the global Indian industry. Whatever it is, go ahead, potential of development of the segment sorted on is needed to increase defeated due to globalization, high financial development and better way to live. Despite that the development potential in the region is huge, there are also many snags that can moderate the pace of development for new participants. Inflexible, high working force, fresh ground, lack of basic framework, and detailing of extremely aggressive household clusters are these difficulties.

RELIANCE TRENDS

Reliance Retail is the retail initiative of the group and an epicenter of our consumer facing businesses. It has, in a short time, forged strong and enduring bonds with millions of consumers by providing them unlimited choice, outstanding value proposition, superior quality and unmatched experience across all its retail stores. Since its inception in 2006, Reliance Retail has grown to become India's largest retailer delivering superior value to its customers, suppliers and shareholders. Our nationwide network of retail outlets delivers a world-class shopping environment and unmatched customer experience powered by our state-of-the-art technology and seamless supply-chain infrastructure. Reliance Retail has adopted a multi-prong strategy and operates chain of convenience stores, supermarkets, hypermarkets, wholesale cash & carry stores, specialty stores and online stores and has democratized access to all types of products and services across all segments for all Indian consumers.

Deep insight into India's economic, cultural and consumption diversity drives Reliance Retail's vision in the retail universe. The operating model is based on customer centricity, while leveraging common centres of excellence in technology, business processes and supply chain. More importantly, it has built a strong and unwavering foundation through its extraordinary people

THEORETICAL BACKGROUND

Introduction

Got customers we are for the most part one of a kind and this uniqueness is reflected in the utilization design and the procedure of procurement. The investigation of conduct gives us reasons why buyers vary from each other purchaser in purchasing utilizing items and administrations. We get boosts from nature and indicates the technical review of the various items and administrations, and reacts to the jolts as far as either purchasing or not purchasing item. In the heart of the phase of getting the boosts and stroll to it, the customer experiences the way toward settling on his choice.

Meaning

Consumer buying behavior all a buyer dispositions, inclinations, objectives and choices regarding the conduct of the customer in the Mall when buying an item or an administration. The investigation into the conduct of the customer is inspired by orders of Sociology Humanities, brain, human sciences research and financial issues.

The Microsoft customers who purchase centers of driving around to comment on people settle on the choice to spend their available assets (money, time effort,) on the use of things which

AAFC that they buy, why they buy, when they get it, where they get it, related comment they get frequently comment regularly that they use it, comment they evaluate after purchase and the effect of these assessments on future purchases, and how they discard. Term buyer behavior is characterized by driving illustrating hunting clients, getting using, to evaluate and lay the elements and the administrations they expect will satisfy their needs.

REVIEW LITERATURE

1. **K.Maran, Praveen Kumar (2017**), in their review on "a study on the brand apparels customers purchase behavior regarding the India" expressed that the objective of the study is to examine the effect of quality apparent and incentive enthusiastic about behavior purchase towards the holding of city marked in India. The survey is used to determine the components what Indian buyer not driving toward a brand of Indian clothing. A respondent from Chennai participated in this review... This survey provides important major ramifications to Indian retailers who intend to "expand their market. "
2. Ritu Narang (2006) in a research analyzed on branded men’s wear, it was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men’s wear. The objectives of this research is to find out the purchase behavior of the buyers of branded men’s garments and the study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping. The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; the number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness.
3. **Kamalaveni (2008),** the study has reveal purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; the number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness
4. **Sheik Meeran and Ranjitham (2016)** the study has investigate customer perception towards branded apparel and to ascertain the brand of apparel using by the respondents in Tirunelveli Hub. The study is a descriptive nature and were used primary data was collected through the structured questionnaire with the sample size of two hundred and fifteen male respondents in the particular city. The study reveals that Raymond, Peter England, and John player remains the top three branded apparels preferred by the respondents.

RESEARCH METHODOLOGY

Research Gap

To increase the sale of trends they are not much linked within the city. As they are very good in brand loyalty but, fails in promotional activities in order to build relation with customer. Reliance trends are not much focusing on newly available brand s in market of female fashion. They are good in women fabric brand collections but fail to focus on cosmetic brands. The study mainly aims to know the expectation of women consumers while visiting to the Reliance Trends it also throws light on the store visibility, branding and differentiation.

Objective of the study

1. To understand female expectation on buying behavior pattern at Reliance Trends
2. To understand the purchase behavior and usage pattern of female consumer.
3. To understand various factors affecting female consumer’s perception towards Reliance Trends.
4. To recommend /suggestion based on findings to improve and introducing New marketing services at Reliance Trends

Research Methodology

Sources of the Data

- **Primary Data:** Primary data will have collected by structured questionnaire. Collection of data through questionnaire is quite popular particularly in case of big enquiries. It is being adopted by private individuals, research workers and so on. In this method a questionnaire is sent to the person concerned with a request to answer the questionnaire and return the questionnaire.
- **Secondary Data:** Secondary data collected by newspapers, magazines, journals of marketing and articles and books also.

Research Design:

- **Descriptive Research:** Descriptive researches are those studies which are concerned with describing the characteristics of a particulars individual or a group. Whereas diagnostic research studies determine the frequency with which something occurs or its association with something else. Since the aim is to obtain complete and accurate data.

Sample Design:

- **Sample Techniques:** Non Probability
- **Sample Method : ** stratified Sampling

- **Sample Unit** **:** Reliance Trend.Shivamogga
- **Sample Instrument :** Structured Questionnaire
- **Sample Size** **:** 150 consumers
- **Sample area** **:** Shivamogga City

Limitations of the Study:

- The Study is limited towards New Products and Survey is conducted with retailers with limited number of shops. Hence it is a Market Strategy.
- The Survey carried out only for those retailers purchases in Reliance Trends
- The Survey is limited only for the Retailers are not covered in this Survey.

DATA AND INTERPRETATION

Demographic Profile

1. Age Group in Percentage

SL.No	Age	No. of Respondents	Percentage(%)
1.	18-21	30	20
2.	22-25	50	33
3.	26-30	40	27
4.	Above30	30	20
	TOTAL	150	100

Source: Primary Data

Analysis: From the above table it is clear that out of 150 respondents,(30) 20% respondents comes under the age group of 18 – 21 years, 33% (50) of the respondents belong to the age group of 22 – 25 years, 27% (40) of the respondents belong to the age group of 26 – 30 years and 20% of the respondents belong to the age group of above 30 years of age

2. Qualification

SL.NO	Qualification	Respondents	Percentage(%)
1.	PUC	15	10
2.	UG	95	63
3.	PG	40	27
	Total	150	100

Source: Primary Data

Interpretation: It is clear that around 63% of respondent belongs to UG qualification and lowest (10%) of respondents belong to PUC. It is clear that UG students spend more money on fashion. .

3. Marital Status

SL.NO	Marital Status	Respondents	Percentage (%)
1.	unmarried	91	61
2.	Married	59	39

Source: Primary data

Interpretation: From the above graph 61% of respondents martial status is single it defines that unmarried consumer spent more on shopping.

4. Occupation

SL.NO	Occupation	Respondents	Percentage(%)
1.	Working	60	40
2.	Non working	90	60

Source: Primary Data

Interpretation: Outof 150 respondents 40% (60) responders falls under working lowest and the higher responders are falls under working 60%(90) it is assure that majority of them who visit are non- working consumers.

5. Family Income

SL.NO	**Income**	**Respondents**	**Percentage(%)**
1.	Below 5000	05	9
2.	5000-10,000	29	48
3.	20,000-30,000	20	33
4.	Above 30,000	06	10

Source: Primary Data

Interpretation: From the above survey it is evidence that 33% of responder's income is above $5000- 10,000 and the least that is 10% of responders' income is above $20,000-30,000.

6. Sources of Awareness

SL.NO	Options	Respondents	Percentage(%)
1.	Friends	70	47
2.	Relatives	39	26
3.	Word of mouth	23	15
4.	One stop shop	18	12

Source: Primary data

Interpretation: From the above graph it is clear that 47% of respondents came to know through friends and least of respondent was on stop shop as it is young generation who purchases more in trends so majority came to know through friends.

7. Highlight of Reliance Trends

Variables	Mean	Rank
Better quality product	3.13	3
offers	3.56	4
Goods services to consumer	3.07	2
Discount Price	3.01	1

Source: Primary Data

Interpretation: From the survey of 150 respondents, it is very clear that first rank is given to the discounts because Trends are good in attracting consumers through discounts and least rank is given to the offers.

8. Area of shopping

SL.NO	Options	Respondents	Percentage(%)
1.	Women wear	119	79
2.	Kids wear	12	8
3.	Men's wear	8	5

Source: Primary data

Interpretation: : From the survey of 150 respondents 79% respondents responded that they like to purchase women wear and 5% respondents responded that they like to purchase men's wear because women usually do shopping of themselves rather than men.

9. Amount spent on shopping?

SL.NO	Options	Respondents	Percentage(%)
1.	Below 1000	37	25
2.	1000-5000	74	49
3.	5000-10,000	25	16
4.	Above 10,000	14	10

Source: Primary data

Interpretation: From the survey of 150 respondents 49%(74) respondent responded that they spend Rs 1000-5000Rs and the least falls under 10%(14) responded said that they spend above Rs 10,000 because when the price and quality increases then the purchasing behavior also varies.

10. Time do you spent in Reliance Trends?

SL.NO	Options	Respondents	Percentage(%)
1.	Less than 20 minutes	6	4
2.	20-40 minutes	41	27
3.	40- 60 minutes	96	64
4.	More than 60 minutes	7	5

Source: Primary data

Interpretation: From the survey of 150 respondents 64%(96) respondents responded that they want to stay in the shop for 1 hour and the least respondents that is 4%(6) responded that they want to stay in the shop for 10 minutes because each and every person has their own way to spend the time for shopping.

Frequency of visit to Reliance Trends?

SL.NO	options	Respondents	Percentage(%)
1.	Two days Once	25	17
2.	Weekly Once	90	60
3.	Monthly Once	0	0
4.	Once in two months	35	23

Source: Primary data

Interpretation: From the survey of 150 respondents 60%(90) respondents responded that they are willing to visit monthly once to the shop and the least respondent that is non of they want to visit 2 days once to reliance trends because as the consumer purchase behavior varies day by day so their visiting also varies.

11. Purchase of fabrics?

SL.NO	Options	Respondents	Percentage(%)
1.	Polyester	62	41
2.	Lenin	25	17
3.	Silk	28	18
4.	Jeans	35	24

Source : Primary data

Interpretation: From the survey of150 respondents 41%(62) respondents responded that they purchasing the polyester fabric and the least respondent 17%(25) responded said that they want to purchase Lenin fabric because the fabric is more comfortable to wear and easy washable

12. Pre Purchase Approaches?

SL. No	Options	Respondents	Percentage(%)
1.	Always	41	27
2.	Sometimes	44	29
3.	Rarely	27	18
4.	Not at all	48	26

Source: Primary data

Interpretation: From the survey of 150 respondents 29%(44) respondents responded that they collect information sometimes and the least 18% (27) respondents responded that they collect information rarely because the female are so much conscious about their looks so that they always like to take advice from other sources.

13. Availability of Services?

SL.NO	Options	Respondents	Percentage(%)
1.	Exchange	64	43
2.	Reliance cards	56	37
3.	Alteration	30	20

Source : primary data

Interpretation: From the survey of 150 respondents 43% respondents responded that they are well known about exchange services least respondents that is 20% responded that they are well known about the alteration services because this services will be given inside the store so that consumer will be comfort with their services.

14. Are you satisfied with the product quality available at Reliance trends?

SL.NO	options	Respondents	Percentage(%)
1.	Very good	41	27
2.	Good	75	50
3.	Average	34	23
4.	Bad	0	0
5.	Very bad	0	0

Source: Primary data

Interpretation: From the survey of 150 respondents majority of the respondents 27 %(41) said very good for product quality and 50 %(75) respondents said good . It reveals that almost all the consumers are satisfied with its product quality available in Reliance Trends

15. Female are more willing to purchase luxury clothing they are at a lowered price

SL.No	Options	Respondents	Percentage(%)
1.	Strongly Agree	26	17
2.	Agree	79	53
3.	Neutral	43	29
4.	Disagree	2	1
5.	Strongly Disagree	0	0

Source: Primary data

Interpretation: From the above graph it is clear that most of respondents agree 53%(79) about the willingness to purchase the luxury clothing because female are more conscious about purchasing

16. Luxury clothing guarantee quality?

SL.No	Options	Respondents	Percentage(%)
1.	Strongly Agree	22	15
2.	Agree	80	53
3.	Neutral	45	30
4.	Disagree	3	2
5.	Strongly disagree	0	0

Source: Primary data

Interpretation: From the above graph it is clear that 53%(80) respondents agree with guarantee quality and 2% (1) respondents disagree with the quality of clothing it reveals that almost all the consumers are satisfied with quality clothing in Reliance Trends.

17. Additional product and services caterogory avaliability?

SL.NO	Options	Respondents	Percentage(%)
1.	Accessories Jewllery	50	34
2.	Footwear	40	27
3.	Cosmetics	50	33
4.	Handbags	10	6

Source : Primary data

Interpretation: From the survey of 150 respondents 34%(50) respondents responded that they want to purchase accessories jewellery and least respondents 6%(10) responded that they want to purchase hamndbags because this additional products will increase the sale of the store automatically.

18. What choices does female finds interesting to shop and prefer buying?

SL.NO	Options	Respondents	Percentage(%)
1.	Trendy/ Modren	60	40
2	Classy	39	24
3.	Antic	34	23
4.	Sober/ simple	20	13

.Source:Primary data

Interpretation: From the survery out of 150 respondents highest falls under 40%(60) that is trendy and lowest falls under 13%(20) that is simple because female always want the prefer buying trendy/ modren rather than buying simple.

19. Range of products?

SL.NO	Options	Respondents	Percentage(%)
1.	High value	25	17
2.	Affordable	74	49
3.	Competitive	36	24
4.	Price Bundling	15	10

Source : Primary data

Interpretation: From the survery out of 150 respondents 49% (74)respondents responded that they expect affordable and the least respondents 10%(15) responded said that they expect price bundling because all the range will change according to the mind set of consumers each and every one expect different from others.

20. What is the expection towards the personnel/ staff?

SL.NO	Types	Mean	Rank
1.	Supporting Staff	4	3
2.	Friendly Staff	4.2	2
3.	Knowledge about products	4.4	1
4.	Adequate no of staff	3.95	4

Source : Primary data

Interpretation: From the survery out of 150 respondents 4.04 mean respondents responded that there expectation towards the staff should be knowledge about the products and the least respondents 3.95 mean they expect that adequate no of staff. Because this matters a lot so that we can satisfies their needs and wants.

21. What is the factors influnce female to shop ? (highest =1 ,lowest= 6)

SL.NO	Particular	Mean	Ranks
1.	Price	5.25	4
2.	Quality	5.3	1
3.	Choice/ varties	5.53	6
4.	Durability	5.13	2
5.	Design	5.43	5
6.	Quantity	5.21	3

Source : Primary Data

Interpretation:From the above graph out of 150 respondents (5.53) usually believes in varities of product which are offered by the shopkeeper rather than focusing on other factors but only (5.13) of respondents give second rank because usually influenced by durabilityof product because they normally prefer to browse and compare the product with that of other products which are available at shop.

22. Are you satisfied with current services extended by Reliance Trends?

SL.NO	Options	Respondents	Percentage(%)
1.	Somewhat satisfied	15	10
2.	Satisfied	100	67
3.	Neutral	35	23
4.	Somewhat Dissatisfied	0	0
5.	Dissatisfied	0	0

Source: primary data

Interpretation: From the survery out of 150 respondents 67%(100) respondents responded that they are satisfied with the current services and non of the respondents said this current srevice is not satisfied because the services which we are going to give is very necessary for women so that they be always like to vist reliance trends.

23. Effectiveness of Social Media?

SL.NO	variable	Mean	Rank
1.	Online Shopping	3.87	2
2.	Sharing information through messages	3.73	3
3.	Online delivery / return option	4.4	1

Source: Primary Data

Interpretation : From the survery out of 150 respondents 7.6mean respondents responded that they like the share information through messages and least respondents 3.87 they prefer more online shopping because now a days online shopping has become the easiest way of shopping and it also save time .

24. Benefits of Inovative services?

SL.NO	New services	Mean	Ranks
1.	Skin care	3.93	5
2.	Cosmetics	4.2	1
3.	Make over	4.1	2
4.	Hair style	4	4
5.	Wellness	4.05	3

Source: Primary data

Interpretation:From the above graph out of 150 respondents first rank is given to the cosmetics because consumer are more or less addicted to cosmetics brands like maybeline lakme and least is given to skin care because consumer don't feel worth to invest on skin care.

25. State accordingly new services against planning to initiate in Reliance Trends against week days

SL.NO	New services proposed	Mon	Tue	Wed	Thru	Fri	Sat	Days
1.	Skin Care	**70**	50	6	20	4	0	Mon
2.	Cosmetic	30	**47**	35	4	20	14	Tues
3.	Make over	20	15	10	20	**85**	0	Fri
4.	Hair care	17	6	10	0	20	**97**	Sat
5.	Wellness	20	15	**89**	18	8	0	Wed

Source: primary data

Analysis: Out of 150 respondents 70 respondents wants the additional services on Monday, cosmetics services on Tuesday , makeover services on Friday , haircare services on Saturday and wellness services on Wednesday.

26. In future , where do you like to shop ?

SL.NO	variables	Retail Outlet	
		Reliance Trends	Pantaloons
1.	Women wear	70	15
2.	Men's wear	40	25
3.	Accessories	0	65
4.	Handbags	0	70

Interpretation: Above the analysis most of the respondents are willing to buy apparel at reliance comapare to Pantaloons but they have to improve in crreating the scope for accessiories and other women related items which is not avaliable in reliance trends.

SUGGESTIONS:

- Consumer are preferring discount price, hence it is considered that Reliance Trends are yet to give innovative offers.
- Female spent more amounts on clothing because it can be noted to increase clothing line.
- Consumer agrees that purchasing luxury clothing at a lowered price is good hence Reliance Trends has to concentrate on the known brands.
- Consumers are purchasing polyester fabrics because it is easy to wear and it is comfortable, hence they have to bring more known brand product which will connect consumer easily.
- Consumer expects the staff should have knowledgeable about the product, hence they can get proper information about the particular product.
- Female are expecting the additional services like cosmetics, footwear and handbags which has full of scope in store, hence this should be brought into the store.
- Consumers are expecting to buy affordable range of product with the trendy modern choice.
- Consumer influence on quality of product rather than design , price durability hence consumers prefer to browse and compare the product with other branded products which are available in the store.

Sl.no	Services	Days
1.	Skincare	Monday
2.	Cosmetics	Tuesday
3.	Makeover	Friday
4.	Haircare	Saturday
5.	Wellness	Wednesday

These are the additional services where the consumers find interesting to know about the tips given by the fashion experts. So that this will be beneficial to know the women expectation easily.

CONCLUSION

Defining trends nowadays is not an easy task, fashion itself is a reflection of social, economic and cultural changes fashion plays an increasingly important role in an individual’s life because it is considered as a means of self-expression. The garments and accessories that women wear help them to identify with a group of others whether it is a lifestyle profession or an attitude. Thus the term fashion has become synonymous with the overall growth of the country.Fashion Trends keep changing and most fashion models are the one to make them. Fashion trends also get influenced from Bollywood as well as Hollywood. Metros like Mumbai and Delhi witness the quick changes in fashion. Consumer increase in female purchasing power has significantly changed the market and consequently. The reason is simple; women are now becoming their primary buyer's women are the most powerful consumer in the world. These differences in turn make an impact on their buying behavior once they identify the need of a value they first step towards buying information search they want a product that need their demand and it should be easy and reliable. Female perception will vary day by day through advertisement, social media etc they always prefer fashionable products they are engaging more trendy cloths they expect staff should have knowledge about the product. We would like to conclude that it is advisable to initiate newer innovative services along with existing services like having a consultation from reputed from on skincare,cosmetics, makeover haircare which acts as a USP for Reliance Trends in come days.

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