

Customer Satisfaction at Reliance Digital: A Review Paper

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Abstract: *Consumer satisfaction at Reliance Digital, a leading electronics retail chain in India. Utilizing secondary data and qualitative analysis, the study explores factors influencing satisfaction, including product variety, staff behavior, pricing strategies, and post-sale services. It identifies existing research gaps and discusses the effectiveness of Reliance Digital's consumer engagement strategies. The findings indicate high customer satisfaction with store ambiance and product diversity but highlight areas for improvement in after-sales service and staff training. This review underscores the importance of aligning service quality with consumer expectations to maintain a competitive edge in retail electronics.*

Keywords: Consumer Satisfaction, Reliance Digital, Retail Electronics, Service Quality, Customer Loyalty, Pricing Strategy

