



## POST PANDEMIC RELIANCE TRENDS (RETAIL STORES)-ALTERING LIKE CHAMELEON FOR SETTLING IN NEW MARKET

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### *Abstract*

*Post pandemic we can eyewitness the latest drifts in Reliance Trends and patrons shopping, health care, safety measures and physical distancing. Populace has new magnitude and Reliance Trends stores validate that patrons feel safe and sound while shopping by showcasing impactful communication, avoiding propaganda, maintaining cleanliness and hygiene. Post widespread is putting consistent pressure on retailers to recognize the new jeopardy and to take the compulsory actions accordingly. Just like Chameleon, post widespread the Reliance Trends is changing as per the situation with safety strategies and representation to allow room for social distancing action and continuous sanitization of the store area (physical measures and with technology). Reliance Trends store, that have emerged from the COVID-19 crisis and that have a stronger and more viable approach are the ones that are able to meet the unforeseen challenges and manage the changes that are required and are reinventing themselves by relying on online sales in addition to brick-and-mortar. A beautiful line said by Darwin that it is not the strongest species that survive, nor the smartest, but the one that is most susceptible to change.*

**Keywords:** *New trends in retail and shopping, online sales, Reliance Trends, Safety measures post pandemic.*

### **1. Introduction**

Post pandemic the world has changed dramatically. Pandemic has altered people's lives and wreaked havoc on the global economy. While the long-term effects of pandemic, the influence are determined and its immediate impact on retailing is significant. Retailers of non-essential goods- apparel and footwear are facing a significant drop in sales and have adopted new ways to reach, and engage patrons who are shopping from their home and some are even pivoting and changing their product mix to suit the demand arising post pandemic.

It is crucial for retailers to imagine instant, shifting requirements to endure in this market, it is also of great significance to anticipate what the landscape for retailers will be post pandemic. It is very likely that some of the new behaviours adopted by retailers and patrons during the pandemic may become the new-normal post pandemic, Reliance Trends has immensely



progressed in the past, by increasing knowledge/ understanding among patrons, increase in discretionary wages, transformation and budding incorporation of online and offline retail formats. As patrons become more challenging, retailers have to make changes by converting products/merchandise, marketing ways, existence and request in order to remain significant for its patrons. Post Pandemic with COVID-19 shifting the patrons' outlook and standard of living, Reliance Trends has also speed up the variation of technology in this industry. Being online and having strongly formed backend is not non-compulsory any longer for any retailer. In fact, Reliance Trends is implementing digital ways at high- speed and is putting in into gadgets to improve quality of service and this high- speed digitalisation is feasible to innovative moment and impel modification in the sector.

### **1.1 Post Pandemic Technology modernize @ Reliance Trends**

Technology will impel uprising going forward and Reliance Trends must empower in technical infra and work towards getting better with the services. From touch-free buying to check-out free, products to dealings, technology will pick up the pace by dropping bodily contact. Reliance Trends, should look at everlasting technological modernization in the form of apps, robotic refilling's, mass control methods, contactless buying and touchless technology.

'Phygital' areas, a combination of physical and digital retail with the help of virtual authenticity and artificial aptitude is inflowing in Reliance trends and is expected to grow more. Both online & physical stores are likely to embrace immersive technologies and aptitude to understand patrons' psychology and necessity and better collaboration as its the need of the hour.

### **1.2 Post Pandemic shopping areas evolved over time @ Reliance Trends**

Reliance Trends is here to live, and besides being just a point of purchase for the brands, it will also provide as a stage to catch the attention, engage and keep hold of patrons. Reliance Trends is gazing at generating exclusive familiarity and are gazing for excellent areas, for the patrons which are lamentably small in involvement.

At Reliance Trends, looking forward for changes and progression in store plan and inventory managing, with lessening of Point-of-Sale setups and utilization of mobile phones. Getting better with merchandise displays and store designs are going to amplify on the experimental characteristic. Aid to allow omni channel retailing, there could be areas dedicated to for pickup / exchange / return, as newer business formats emerge that allow people to order everything online.

Brands could also set apart their retail offering with model stores, standard stores, speciality stores, thereby giving litheness to act together with the particular patrons when the order occurs and how they would like to interrelate. Though smart cards shopping and home deliveries will become a norm, it is likely that malls and store design may transfer from the paradigm big box design in the direction of the enclosure of more green and outdoor areas to provide an experience



with better light and airing. Going forward, these developments are expected to shape the way people have been shopping in malls or high streets.

### **3. Omni Channel Retailing**

Pandemic has made business virtually more bona fide than it has ever been and Reliance Trends have begun to look at fresh ways of improving sales, such as virtual trial rooms and video-based sales calling. With this the mixing of offline and online retail is likely to grow further, Reliance Trends is exploring incorporation strategies to develop the patrons price proposal and/or decrease costs. The centre of attention is now on creating a incorporated shopping experience for patrons across different marketing sales channel.

### **4. Safety and health will play a pivotal role**

Furtherance, dealing with health and safety regulation of employees and patrons should be the utmost priority among retailers and developers alike. Educating the hygiene safety precautions along with stringent implementation of refinement and social distancing guiding principle will be key in winning back patrons' assurance.

### **5. Way Forwards**

As per an existing global survey by CBRE, 48% of the retailers expected demand to improve in 2021 with patrons to drive sales ascendant and India will see a similar trend as the retailer activity is getting the hang of. With rapidly evolving patrons' preferences and attitudes, retailers and businesses must embrace the change and prepare for alteration in order to provide a seamless shopping experience to patrons. With the developing skills, and rise of omni-channel retailing, retailers need to revamp and recalibrate their business strategies and integrate artificial intelligence and machine learning to generate new skills and gain patrons trust in a post pandemic world.

Technology will drive revolt going forward and retailers must capitalize in tech structure and work towards improving their services. From check-out free to touch-free shopping, merchandising to transactions, technology will accelerate the industry reducing physical contact. While it is hazardous for retailers to think of the immediate, short term needs to survive in this market, it is also equally important to get ahead what the landscape for retailers will be post pandemic. It is very likely that some of the new behaviours adopted by retailers and patrons during the pandemic may become the new-normal.

Patrons are also likely to become familiarized to new ways of shopping. Case in point-online groceries shopping. In addition, other behaviours and past-times of patron will shift. Patrons may become familiarized to working out at home, subscribe to online fitness classes, then work out at a gym, able to access new movie releases in their home and not want to return to movie theatres. Forthcoming hypothetical study must therefore attempt to comprehend the short-range and long-standing impact of the pandemic on patrons' behaviour and provide direction on how retailers should cope with those changes.



There will be an innovative economic realism resulting from this pandemic. It will be important for retailers to understand what patrons' sight as being essential and what they consider to be a luxury. It is critical for these non-essential or luxury retailers to continue building their brand and engaging with patrons online. Job losses are mounting and economies are contracting around the world. Patrons spending decreases, which in turn causes other industries to suffer. Retailers that offer value-oriented brands and discount are likely to benefit from these circumstances, at least during this economic dip, while luxury and high-end retailers will likely suffer.

## **Conclusion**

It will be important for retailers to understand what types of understandings patrons are likely to value in a store post pandemic and pre-pandemic, many in-store patrons' understandings were positioned on creating fun, entertainment and engagement. Post pandemic, patrons may gage their understanding in a store based on how clean the store is, not having to touch a screen, and whether the store is spacious enough to allow social distancing.

Post pandemic with the speedy enlargement, it has brought a huge impact on the form of Reliance Trends retail industry. Instead, it has brought challenges. For some basic cost maintenance and living needs, many retail industries can only be forced to close down or handover the shop to keep the cost. On one hand, it has brought huge opportunities. Some retail industries have also used various information stages such as mobile apps and computer client software to conduct live webcast sales and have achieved great success.

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