

A STUDY ON CUSTOMER SATISFACTION OF DMART

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ABSTRACT:

The retail grocery sector in India has experienced significant development in recent years due to increasing income levels and changing consumer lifestyles. Organized retail chains have become popular because they provide convenience, product variety, and competitive pricing. This research focuses on measuring customer satisfaction at D Mart stores. The main objective of the study is to examine the factors influencing customer shopping behavior, product perception, and overall retail experience. A descriptive research design was adopted and primary data was collected from 200 respondents through a structured questionnaire from two D Mart outlets located in Vadodara, Gujarat. The results indicate that affordable pricing and convenient shopping experience are the major reasons for customers visiting the store. Although customers show high satisfaction with product value and service quality, improvements are needed in areas such as billing time and store ambiance.

Keywords : Customer Satisfaction, Organized Retail, D Mart, Hypermarket, Consumer Behavior, Retail Experience .

1.Introduction:

The retail industry in India plays a major role in the country's economic development and employment generation. Over the past decade, the sector has expanded due to urbanization, rising purchasing power, and the of growth organized retail formats. One of the most successful retail chains in India is D Mart, which is operated by Avenue Super marts Limited.

D Mart was established in 2002 and has gained popularity among Indian consumers because of its focus on low prices and a wide range of products under one roof. The company follows an efficient business strategy that includes direct purchasing from suppliers, cost control, and effective inventory management. These practices enable the company to offer products at competitive prices to customers.

2. Significance of the Study :

Customer satisfaction has become a key factor for the success of retail businesses. Changing customer preferences, increasing competition, and advancements in technology have forced retailers to continuously improve their services. Although DMart is well known for its low-price strategy, customers also evaluate other factors such as service quality, store environment, and waiting time at billing counters.

This research helps in identifying the gap between customer expectations and the services provided by the store. The findings of this study may help retailers take appropriate actions to improve operational efficiency and customer satisfaction.

3. Objective of the study:

- 1.To observe whether customers are satisfied with their overall shopping experience at D Mart stores.
- 2.To identify how demographic factors such as age, income, and family influence consumer behavior.
- 3.To evaluate the role of product availability, quality, offers, and discounts in driving purchasing decisions at D Mart in Vadodara.

4. Literature Review:

Customer satisfaction in the retail industry has been widely studied by researchers. Previous studies indicate that pricing strategies, product availability, and service quality strongly influence customer satisfaction.

Research conducted by Jain and Kumar (2016) reported that competitive pricing and a broad product assortment play an important role in attracting customers to retail stores. Similarly, Guruprasad (2018) found that customers frequently purchase household items in bulk and often visit retail stores during weekends. Another study by Singh and Agarwal (2018) highlighted that store atmosphere, staff behavior, and product variety significantly influence customer satisfaction levels. In addition, research by Nair and Nair (2018) emphasized that retail success depends largely on service quality, physical facilities, and positive interaction between employees and customers.

These studies suggest that both price and service factors contribute to customer satisfaction in retail stores.

5. Research Methodology:

5.1 Research Design:

Descriptive research design.

5.2 Data Collections:

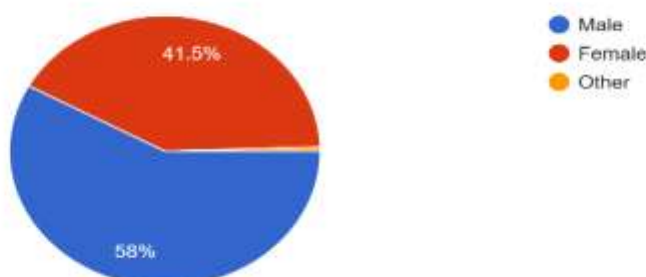
1. Primary data through structured questionnaire.
2. Secondary data collected from journals, websites and previous research studies.
2. Sample Size: 200 respondents
3. Sampling Method : Convenience sampling
4. Location : Vadodara, Gujarat

5.3 Tools Used:

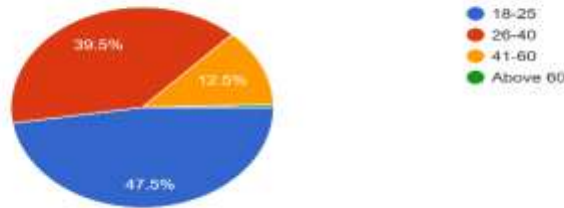
1. Google forms chart
2. Descriptive statistical interpretation

6. Data Analysis and interpretation:

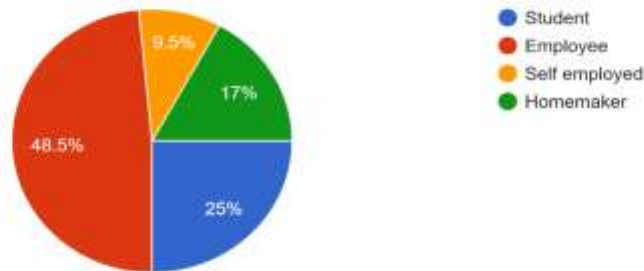
Gender
200 responses



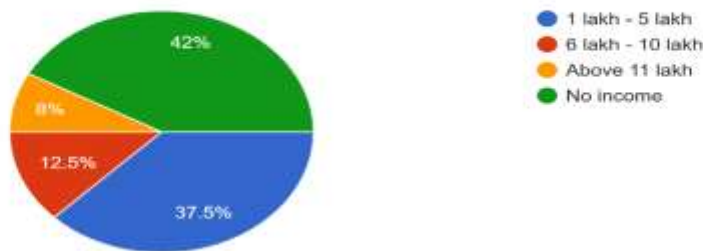
Age
200 responses



Occupation
200 responses



Annual income
200 responses



Interpretation:

Based on data from 200 respondents, the demographic analysis of respondents shows that customers visiting D Mart belong to diverse backgrounds. Both male and female respondents participated in the survey, indicating that shopping decisions are shared among genders. Most respondents belong to the working-age group, suggesting that adults responsible for household purchases frequently visit D Mart. In terms of occupation, salaried employees, businesspersons, and homemakers form the majority of customers. Students represent a smaller portion as they are less involved in regular household shopping. The income distribution shows that most respondents fall into the middle-income group. This indicates that D Mart mainly attracts middle-class consumers who prefer affordable prices and value for money. Overall, the demographic profile highlights that working and middle-income families are the primary customers of D Mart.

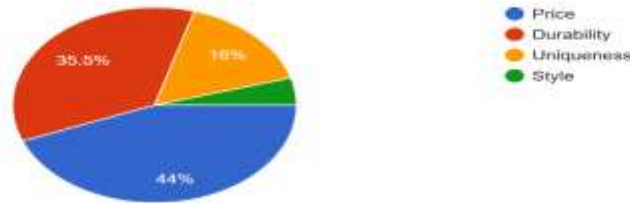
1 What are the factors that influence you to visit D Mart ?
200 responses



Interpretation:

The above analysis shows that out of 200 respondents, 44% of them are influenced by ‘shopping experience’ to visit D mart, 20.5% of them by ‘word of mouth’, which means the word of mouth generate positive attitude towards the store .13.5% of them are ‘attracted by adds’, means giving the creative adds and the more colourful adds which attract the customer to buy the products .44% of them visit D mart as they get all the products under one roof which influences the strong conviction about the store.

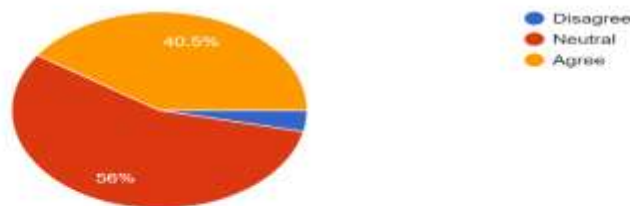
2 What you normally see in a product ?
200 responses



Interpretation:

The above graph shows that the majority of the respondents see for ‘Durability’ in a product. 35.5% are see durability of product. 44% respondents are seeing for a price of a product whether the price is low or high for a particular product. 16% see the uniqueness of a product. Only 4% are see the prestige of the product because most of the people living in India are middle class people.5.5% respondents are see the style of a product whether the style is new or trendy.

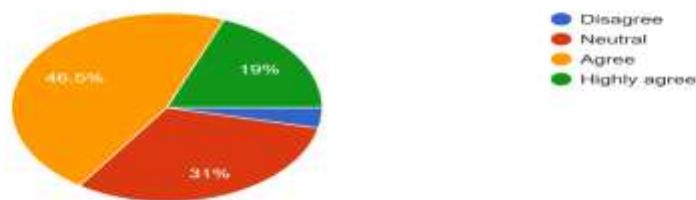
3 The displays in Dmart influenced your purchase decision?
200 responses



Interpretation:

The above analysis shows that among 200 respondents, 3.5% of them have selected the option ‘Disagree’ because the display products not properly kept in proper way .56% of them have selected the option ‘Neutral’ which give more connivance for displaying product and also lighting environment display products influences the customers to purchases the products 40.5% of them have selected the option ‘Agree’ Hence the above graph shows that the majority of respondent are of ‘Neutral’. Opinion with the displays in D mart influencing their purchasing decision.

4 A good selection of products is available are Dmart?
200 responses

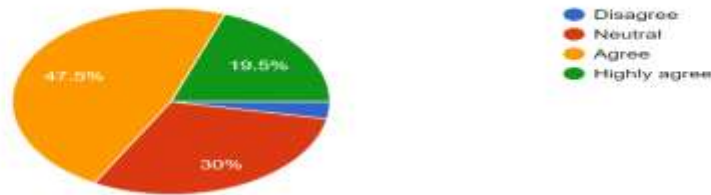


Interpretation:

The above analysis states that among 200 respondents,3.5% respondents selected the option ‘Disagree’ because the customer are not convinced about the available products . 31% respondents selected the option ‘Neutral’,46.5% respondents selected the option ‘Agree’, because the customer are more convinced and also more good quality of the products which influences the customer more

loyal to the store and which leads to the positive image about the products. 19% respondents selected the option ‘Highly Agree’. Hence Majority respondents are agreeing that there is a good selection of products is available at D-Mart.

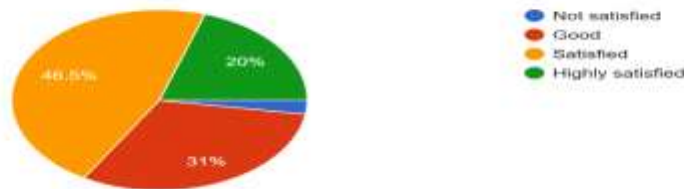
5 Products sold at Dmart is good value for money?
 200 responses



Interpretation:

The only 3% are disagree with the product sold in D Mart are value for money. 30% respondents are neutral with this matter. 47.5% respondents are agreeing that products sold in D Mart are value for money. 19.5% respondents are highly agreed with this matter because it sold the products which are valuable for money.

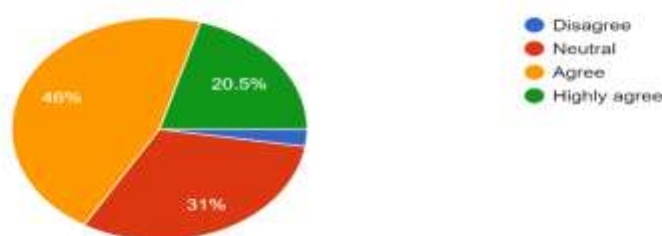
6 Product available are Dmart are trendy and of latest fashion?
 200 responses



Interpretation:

The above analysis states that among 200 respondents, 2.5% respondents selected the option ‘not satisfied’ because not latest product are also available which leads to negative image in the customers mind about the latest products 31% respondents selected the option ‘good’ and 46.5% respondents selected the option ‘satisfied’ means the customer are more convinced about the products and also latest products will generate positive word mouth of the store and which leads to more customers are purchasing the products 20% % respondents selected the option ‘highly satisfied’ and hence Majority of the respondents are satisfied with product available at D-Mart are trendy and of latest fashion.

7 Variety of substitutes is available, in case needed product is not available?
 200 responses

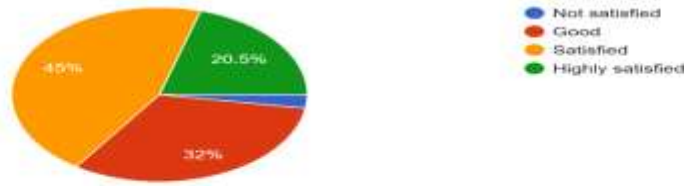


Interpretation:

The above analysis states that among 200 respondents, 2.5% respondents selected the option ‘Disagree’, because the not variety of the products are not available. 31% respondents selected the option ‘Neutral’ and 46% respondents selected the option ‘Agree’, means the variety of the products are which increases the purchase behaviours. And more the number the variety of the products which influences’ the customer are more loyal to the variety of brands which increases the strong conviction about the products.

20.5% respondents selected the option ‘Highly Agree’ and hence the above graph shows that the majority of the respondents ‘Agree’ that the varieties of substitutes are available in case the needed products are not available.

8 Dmart can manage high crowd density at its store?
 200 responses



Interpretation:

The above analysis shows that among 200 respondents, 2.5% respondents selected the option ‘Not satisfied’, because the not aware about the store and hence which leads to not satisfied about the 32% respondents selected the option ‘Good’,45% respondents selected the option ‘Satisfied’, because the customer are regularly visit the store and also the more densely crowd will increases positive image about the store which leads to strong conviction about the store.20.5% respondents selected the option ‘Highly satisfied and hence The above graph shows that the majority of respondents are satisfied with the management of Dmart in accordance with high crowd density at its store.

9 How do you find the ambiance at Dmart store with respect to lighting, temperature and cleanliness?
 200 responses



Interpretation:

The above analysis shows that among 200 respondents, 15.5% respondents selected the option ‘Disagree’ because the not proper lighting arrangement , And leads to negative images in the customer mind and also the temperature will not properly maintained in the store which leads to the customer feel unpleasant about the products 40.5% respondents selected the option ‘Neutral’, and 44% respondents selected the option ‘Agree’. As per the above graph the majority of respondents have found ‘Neutral’ ambiance at D mart store with respect to lighting, temperature & cleanliness.

10 The billing system followed at Dmart is found to customer friendly?
 200 responses

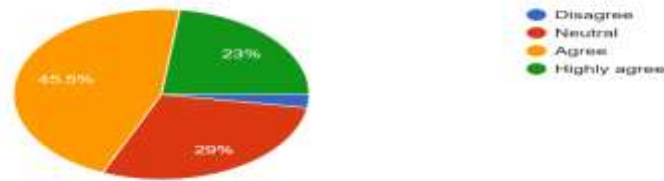


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Interpretation:

As per the above analysis out of 200 respondents, 1.5% respondents selected the option ‘Not satisfied’, because the customers felt the billing system not proper in the D-mart. 29% respondents selected the option ‘Good’, 47% respondents selected the option ‘Satisfied’, because the billing technology will influences the customers are it can easily accessible to the customer and also the staff worker which leads to customer will not wait in the billing counter which enhance the customer are more delightful about the store.22.5% respondents selected the option ‘Highly satisfied’. Hence as per the above graph, the majority of respondents are found to be satisfied with the customer friendly billing system followed at Dmart.

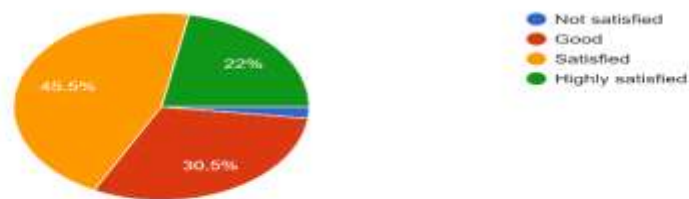
11 Do you experience waiting for a long time while billing?
 200 responses



Interpretation:

As per the above analysis out of 200 respondents, 2.5% respondents selected the option ‘Disagree’, because the customer are not experienced the long billing time 29% respondents selected the option ‘Neutral’, 45.5% respondents selected the option ‘Agree’, because the more number of customer are visiting to the store and the and also not used proper billing technology so which leads to customer are wait in the billing counte23% respondents selected the option ‘Highly agree’. As per the above graph, the majority of respondents ‘Agree’ with the experience of waiting for a long time while billing.

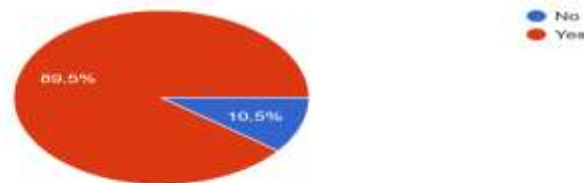
12 Are you satisfied with staff helpfulness and staff politeness?
 200 responses



Interpretation:

The above analysis shows that among 200 respondents, 4% respondents selected the option “Not satisfied”, because the customer are experienced that the staff are not helping while purchasing the products 30.5% respondents selected the option “Good”, 45.5% respondents selected the option “satisfied”, because the customer are felt staff are helpful while purchasing the products and also they felt that staff are polite while communicate with customer which leads to positive image about the sore 22% respondents selected the option “Highly satisfied”. The above graph shows that the majority of respondents are ‘satisfied’ with the staff helpfulness & staff politeness.

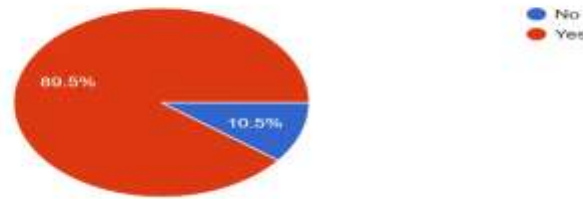
13 Do you find the parking system is good?
 200 responses



Interpretation:

The above analysis shows that among 200 respondents, 10.5% of them found that the parking system is “not good”, because perking is not in front of the store and lighting facility is not proper and89.5% of them found the parking system “good”. Because store is provide the good parking facility for the customer and also the place is efficiently available for park the vehicles. The above graph shows that the majority of respondents found the parking system as good.

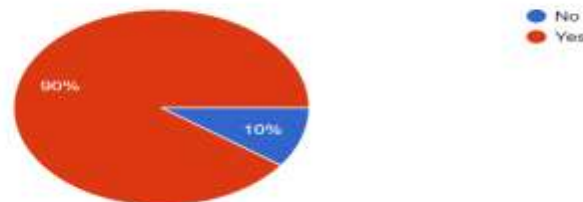
14 Are you satisfied with overall service provided by store?
 200 responses



Interpretation:

As per the above analysis, out of 200 respondents, 10.5% of them are not satisfied because the customer felt that not proper service available in the store with overall service provided by store & 89.5% of them are satisfied with the service provided by store. which increases the customer are more loyal to the store and also increases the perception behaviour which leads to the purchase the products .As per the above graph, the majority of respondents are satisfied with the overall service provided by store.

15 Would you recommend others to shop at Dmart?
 200 responses



Interpretation:

The above analysis shows that among 200 respondents, 10% of them have not recommended others to shop at Dmart and 90% of them have recommended others to shop at DMART. The above graph shows that the majority of respondents have recommended others to shop at Dmart.

7. Major findings of the study:

- 22% respondents have the shopping experience will influence to visit D-Mart.
- 44% respondents will see the price in a product.
- The display in a D-Mart influenced the purchase decision is neutral.
- 46.5% are agreeing that selection of products is available at D-Mart.
- The respondents are agreeing that products sold at D-Mart are good value for money.
- The availability of trendy and latest fashion product is satisfied by respondents.
- Satisfaction of respondents is 45% out of 200 respondents for managing crowd.
- 44% is neutral with the ambiance at D-Mart.
- Billing system is friendly to customer is satisfied.
- 45.5% are satisfied with staff helpfulness.
- 89.5% are saying parking system is good.
- 89.5% are satisfied with overall service provided by store.
- 90% will recommend the D-Mart shopping for others.

8. Suggestions:

- * The company should increase advertising and promotional activities to create greater brand awareness.
- * Store displays can be improved to make them more attractive and visually appealing to customers.
- * The store environment and ambiance should be enhanced to improve the overall shopping experience.
- * Measures should be taken to reduce waiting time at billing counters, especially during peak hours.
- * Staff training programs should be conducted to maintain high levels of customer service.

9. Conclusion:

The study concludes that DMart has successfully built a strong reputation among customers by offering affordable products and maintaining good product availability. These factors contribute significantly to customer satisfaction and encourage repeat purchases.

However, improvements in areas such as store ambiance and billing efficiency could further enhance the customer shopping experience. Retail organizations must continuously monitor customer expectations and improve service quality in order to maintain long-term customer loyalty and remain competitive in the retail industry.

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