



# **A STUDY ON CONSUMER BEHAVIOR TOWARD D-MART's**

**Swapna Dubha**

## **1. ABSTRACT**

D-mart is an Indian chain of hypermarkets in India which provides wide range of daily household need products to its customers for best prices. This study is to understand customer overall behavior and satisfaction on D-mart products and services and also to understand which level income people are buying more from D-marts. This study reveals that the customers are satisfied with the services of D-marts.

## **2. INTRODUCTION**

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

It is a study of the actions of the consumers that drive them to buy and use certain products.

Understanding consumer behavior at the current market moment is very important for all companies that strive for achieving competitive advantage.

Study of consumer buying behavior is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer to buy a product.

The retail sector scenario in India is very dynamic and varied. With the phenomenal growth in this sector, India has become an attractive destination for the foreign players.

India's retail market is estimated to reach \$1.1-1.3 trillion by 2025, from \$0.7 trillion in 2019, growing at a compound annual growth rate (CAGR) of 9-11%, driven by socio-demographic and economic factors such as urbanization, income growth and rise in nuclear families.

D-Mart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. From the launch of its first store in Powai in 2002, D-Mart today has a well established presence in 2021.

## 2.1 NEED OF THE STUDY:

- To understand and analyze the consumer behaviour .
- To understand about retail sector.
- To study how D-marts are attracting its customers
- How much customers are satisfied with D-mart services
- To understand customers awareness about D-mart services.

## 2.2 OBJECTIVES :

- To know the satisfaction level of consumers towards D Mart stores.
- To find the factors influencing purchasing behaviour with respect to D-Mart
- .To study which income level group people are purchasing more from D-marts.
- To analyze buying behaviour of consumers of D-mart stores in twin Cities.
- To find knowledge of customers about all services provided by D-mart.

## 2.3 RESEARCH METHODOLOGY

Study was conducted in the area of Twin cities. "Convenient sampling" is used in this study.

Sample size of the study is 175 respondents. Data collection is done from various customers

through Google forms. Questionnaire was prepared for collecting data. Majority questions in the questionnaire were close ended questions and a few open ended questions. Data was Collected through Primary source.

## 2.4 LIMITATIONS

- Due to constraints of time and sample responsiveness, the sample size is convenience.
- Time allotted for the project was one month
- This research is limited to twin cities of Telangana.

## 3. LITERATURE REVIEW

According to **Avinash and B.V Sangvikar(2019)**, their objective is to provide insight about D-mart success of in India and their conclusion is D-mart techniques and strategies it uses for cost efficiency and higher sales and D-mart has restricted segmentation, this made D-mart more profitable

According to **M.Guruprasad(2018)**, Director research, Universal Business School , Concluded there was 50-50 opinion from customers of Badalpur and Karjat about online offering D-mart products and D-marts mainly faces the competition from small shop which deal in single variety of commodity

According to **Muhammad Sabbir Rahman** , there is a strong relationship between consumer perception and behaviour in selecting a super market when age, gender and income play a mediating role. In addition it is also found that consumers age differences have the highest influence on their buying behaviour.

According to **Rajiv Lal,Ram Rao(1997)** ,Every day low pricing strategy has proved to be a successful innovation resulting in higher profits to super markets adopting it in competition with promotional pricing

According to **Howard Smith(2004)**,Multistore firms are common in the retailing industry project suggests that cross elasticity between stores of the same firm enhance market

power. Profit margins for each chain, a survey of consumer choices and the data set of store characteristics are taken into consideration to estimate a model of consumer choice.

According to **Krishnaveni(2006)**, Identified that the most important paradigm which is associated with promotion of loyalty among consumers is the attribute of quality. She concluded present generation invest more on the basic factors such as books, clothes, food, music and gadgets such as mobile phones.

According to **Ronald E Milliman (1982)**, his paper critically reviews the literature available and presence and empirical study that examines the effects of the background music on instore shopping behaviour. It finds that music tempo variations can significantly affect the pays of instore traffic flow and dollars sales volume.

According to **Peter R Dickson, Alan G Sawyer(1990)**, A model of grocery shopper response to price and other point of purchase information was developed. The findings suggest that shoppers tended to spend only a short time making their selection and many did not check the price of the item they selected.

According to **Mr. Ansari Arbaz (2019)**

- It has positioned itself in the market as discounted store.
- Youth likes shopping and moving around D-mart
- It has emerged as a hub of shopping specially for middle class people
- He used Hypothesis Test to choose factor for most while purchasing in his study

#### 4. COMPANY PROFILE

D-Mart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each D-Mart store stocks home utility products – including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more - available at competitive prices that our customers appreciate. Our core objective is to offer customers good products at great value.

D-Mart was started by Mr. Radhakishan Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, DMart today has a well-established presence in 221 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With our mission to be the lowest priced retailer in the regions we operate, our business continues to grow with new locations planned in more cities.

The supermarket chain of D-Mart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Mumbai. The brands D-Mart, D Mart Minimax, D-Mart Premia, D Homes, Dutch Harbour, etc are brands owned by ASL.

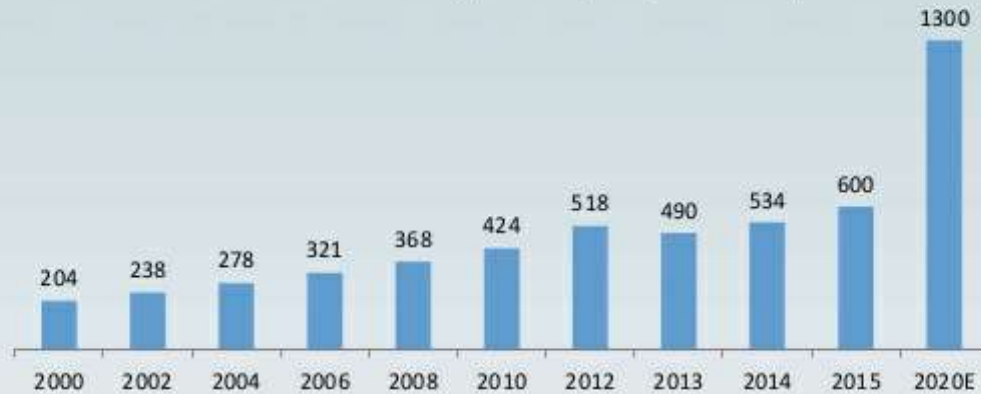


## 5. INDUSTRY PROFILE

- Retail businesses sell finished goods to consumers in exchange for money. Retail businesses can include grocery, drug, department and convenient stores. Service related businesses such as beauty salons and rental places are also considered retail businesses
- .Indian retail industry has emerged as one of the most dynamic and fast-paced industries due to the entry of several new players.
- The retail sector in India is emerging as one of the largest sectors in the economy.
- The total market size of the Indian retail industry reached US\$ 672 billion in 2017. It is forecasted to increase to US\$ 1,200 billion by 2021 and 1,750 billion by 2026.
- India will become a favourable market for fashion retailers on the back of a large young adult consumer base, increasing disposable incomes and relaxed FDI norms
- India is ranked first in the Global Retail Development Index 2017, backed by rising middle class and rapidly growing consumer spending.
- India's population is taking to online retail big way. India's E-commerce business will reach US\$ 99 billion by 2024,

## Indian Retail Industry Growth

Market size over the past few years (USD billion)



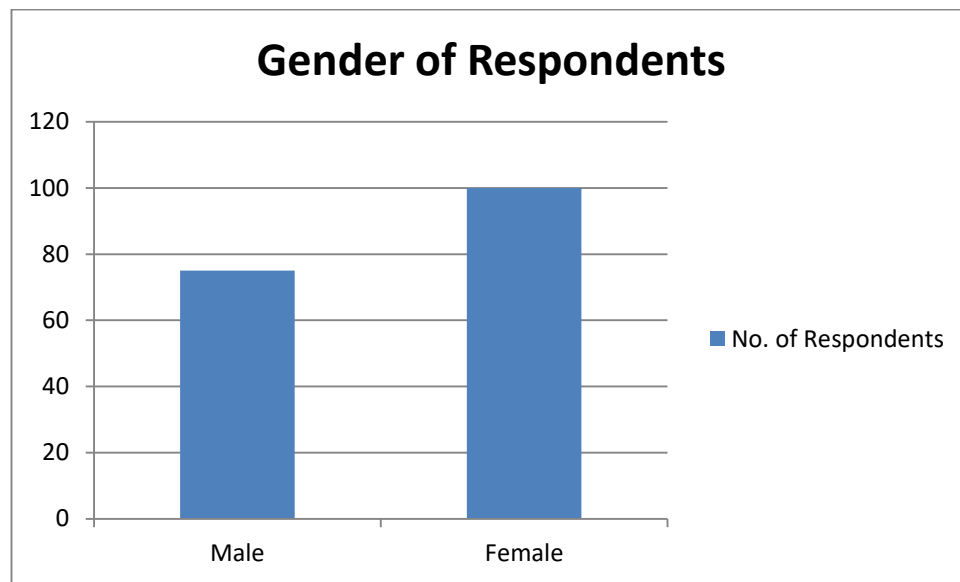
- The retail sector in India is emerging as one of the largest sectors in the economy.
- By 2015, the total market size is estimated to be around \$600 billion, thereby registering a CAGR of 7.45 per cent since 2000.
- Retail industry is expected to grow to \$1.3 trillion by 2020, registering a CAGR of 9.7 per cent between 2000-2020.



## 6. DATA ANALYSIS & INTERPRETATION

**Table 1: Gender of Respondents:**

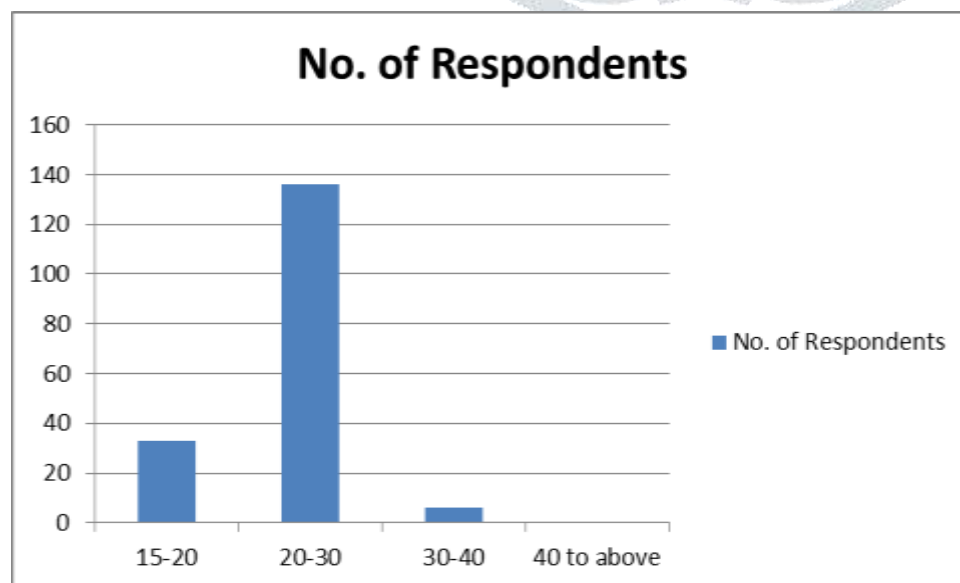
Gender	No. of Respondents	%
Male	75	42.9
Female	100	57.1
Total	175	100

**Graphical Representation:****Interpretation:**

From the above data the study has 57.1% of female respondents and 42.9% of male respondents.

**Table 2: Age Group of Respondents:**

Age Group	No. of Respondents	%
15-20	33	18.9
20-30	136	77.7
30-40	6	3.4
40 to above	0	0
Total	175	100

**Graphical Representation:**



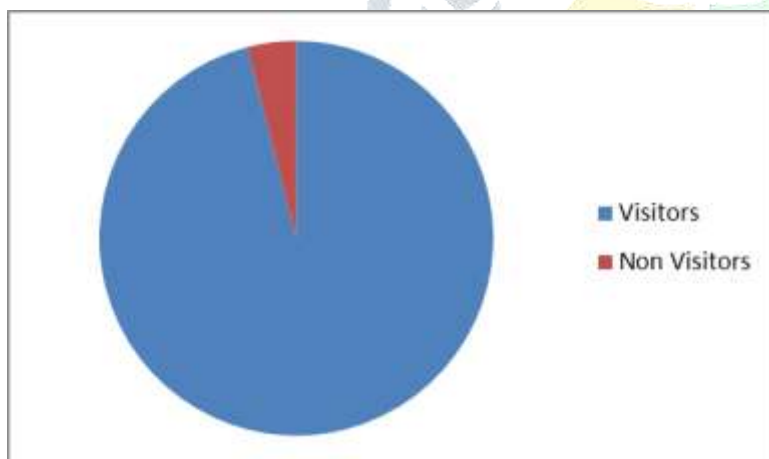
### Interpretation:

From the above data it is specified that 77.7% are 20-30 years , 18.9% are under 20 years 3.4% are 30-40 years, & 40 years above no of respondents. According to this survey, maximum respondents come between 20-30 age and least respondents comes under 40 above.

**Table 3: Number of visitors to D-mart from Respondents:**

Respondents	Visitors	Non Visitors
175	168	7

### Pie Chart:

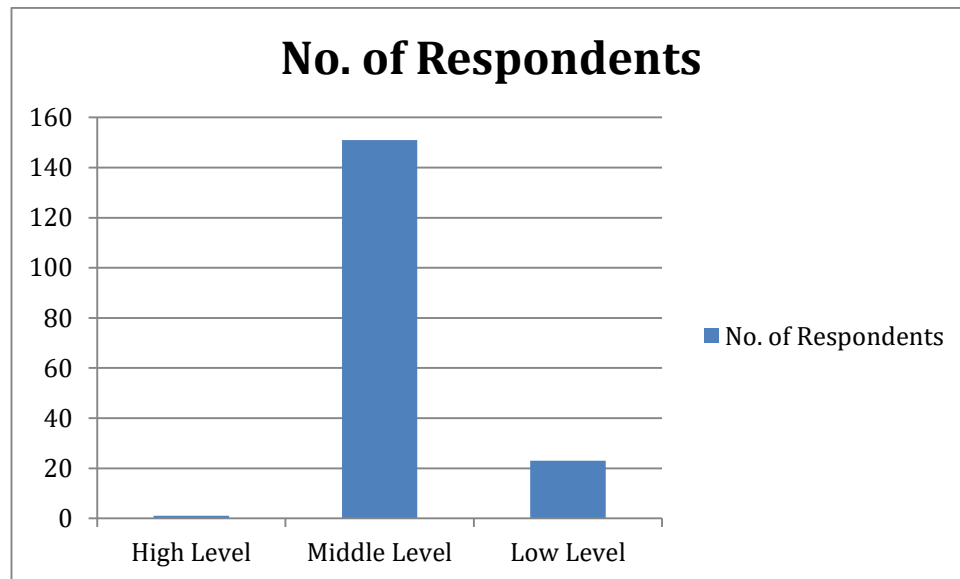


### Interpretation:

From the above data , visitors of D-mart is 168 and non visitors are 7, maximum respondents are visited D-mart.

**Table 4: Income Group of Respondents:**

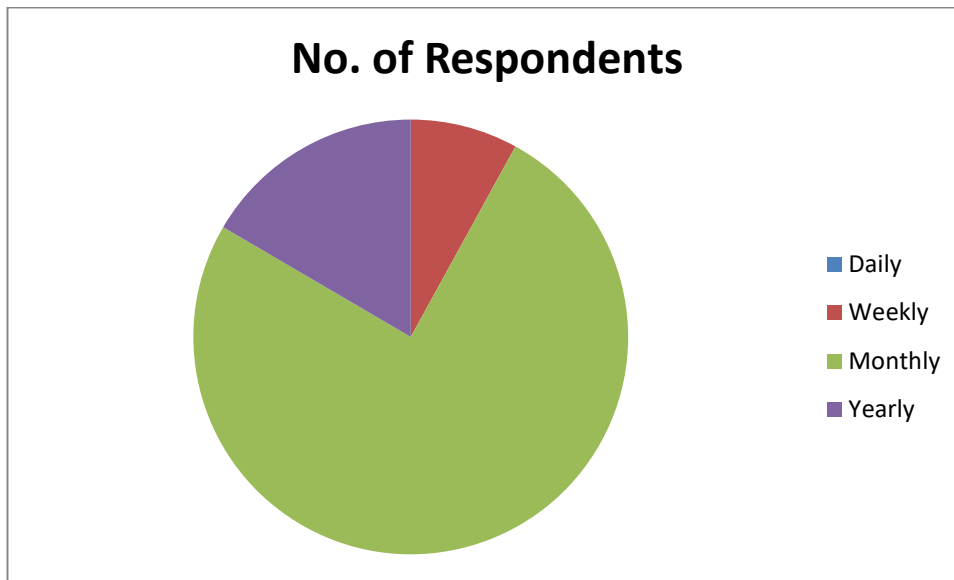
Income Group	No. of Respondents	%
High Level	1	0.6
Middle Level	151	86.3
Low Level	23	13.1
Total	175	100

**Graphical Representation:****Interpretation:**

From the above data it shows that 86.3% income level is middle level, 13.1% income level is low level & 0.6% income level is high level, most of respondents comes under middle level income level and least is high level income people.

**Table 5: Respondents visit to D-mart:**

Visit	No. of Respondents	%
Daily	0	0
Weekly	14	8
Monthly	132	75.4
Yearly	29	16.6
Total	175	100

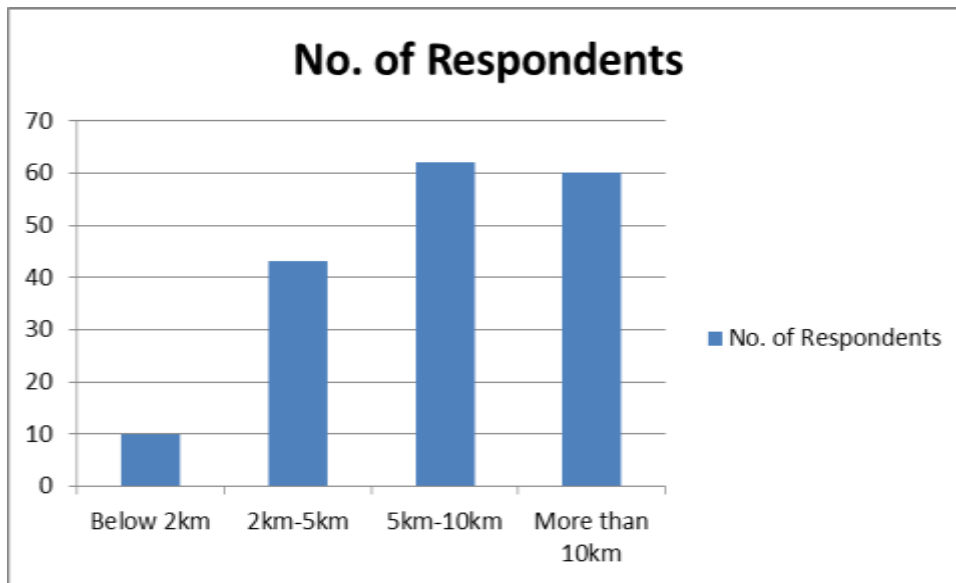
**Pie Chart:****Interpretation:**

From the above data it shows that 75.4% respondents visit monthly, 16.6% yearly, 7.3% respondents visit D-mart weekly. Most people like to visit D-mart is monthly and Less people like to visit once in a month.

**Table 6: Distance Between Respondents house and D-mart:**

Distance	No. of Respondents	%
Below 2km	10	5.7
2km-5km	43	24.6
5km-10km	62	35.4
More than 10km	60	34.3
Total	175	100

### Graphical Representation:



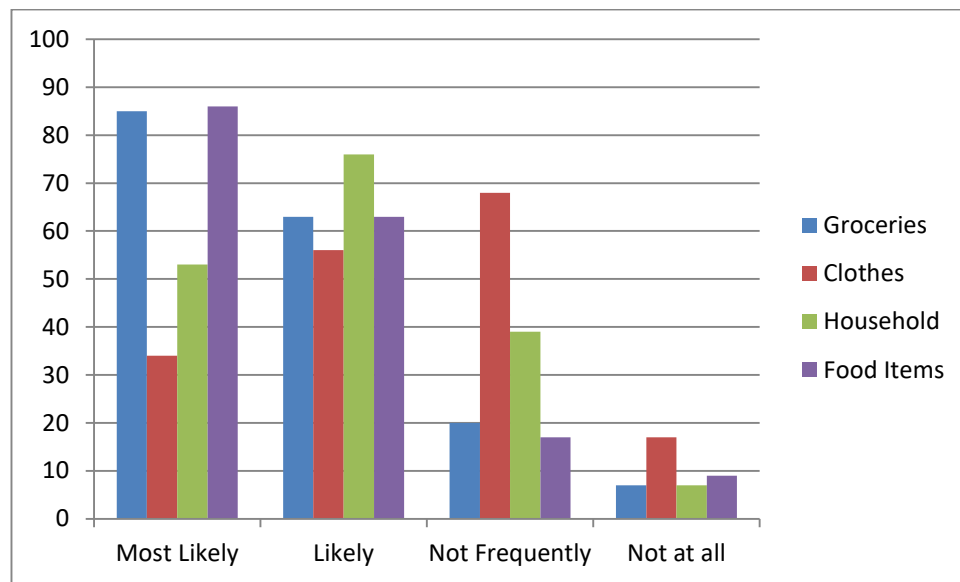
### Interpretation:

From the above data, it shows that 35.4% respondents are 5km-10km, 34.3% are more than 10km, 24.6% are 2km-5km and 5.7% are below 2km, most of the respondents comes between 5km-10km and then above 10km. Least respondents comes under below 2km

**Table 7: Types of products respondents prefer to purchase:**

Type of Product	Most Likely	Likely	Not Frequently	Not at all	Total
Groceries	85	63	20	7	175
Clothes	34	56	68	17	175
Household	53	76	39	7	175
Food Items	86	63	17	9	175

## Graphical Representation:

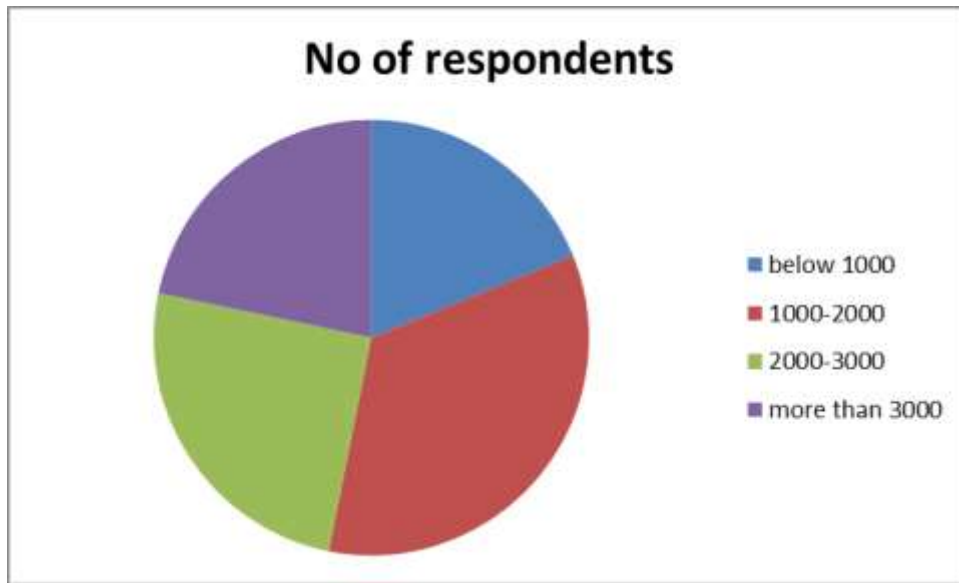


## Interpretation:

From the above data, it shows that food items and groceries are preferred to purchase Most likely, Clothes are purchased not frequently. Household items are purchased likely.

**Table 8: Respondents level of shopping per month:**

Level of Shopping	No. of Respondents	%
Below 1000	33	18.9
1000-2000	60	34.3
2000-3000	44	25.1
More than 3000	38	21.7
Total	175	100

**Pie Chart:****Interpretation:**

From the above data , it shows that 34.3% respondents shopping level is 1000-2000, 25.1% are 2000-3000 , 21.7% are more than 3000 & 18,9% respondents shopping level is below 1000.

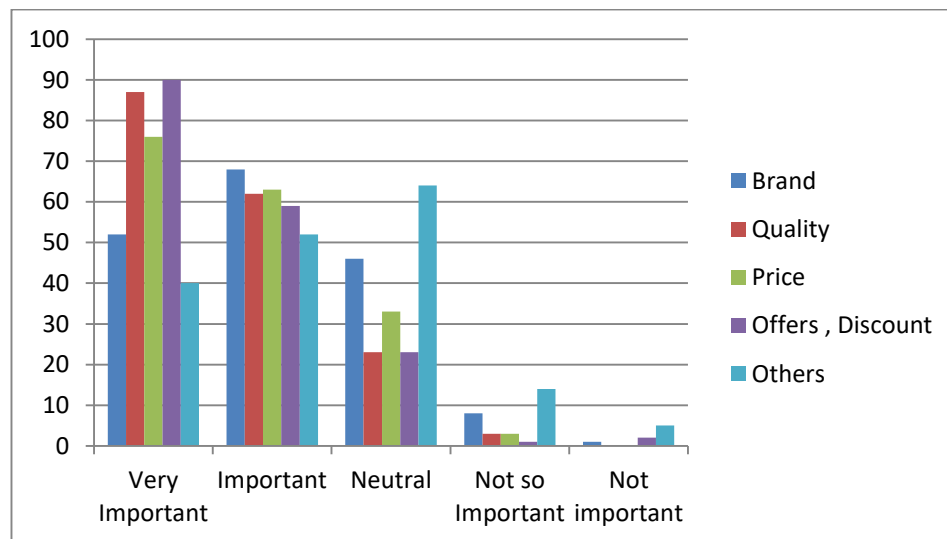
Most respondents purchase level of shopping per month is 1000-2000 & least are below 1000.

**Table 9: Reason behind D-mart purchasing of Respondents:**

Reason Behind Purchase	Very important	Important	Neutral	Not so Important	Not Important	Total
Brand	52	68	46	8	1	175
Quality	87	62	23	3	0	175
Price	76	63	33	3	0	175
Offers, Discount	90	59	23	1	2	175
Others	40	52	64	14	5	175



## Graphical Representation:



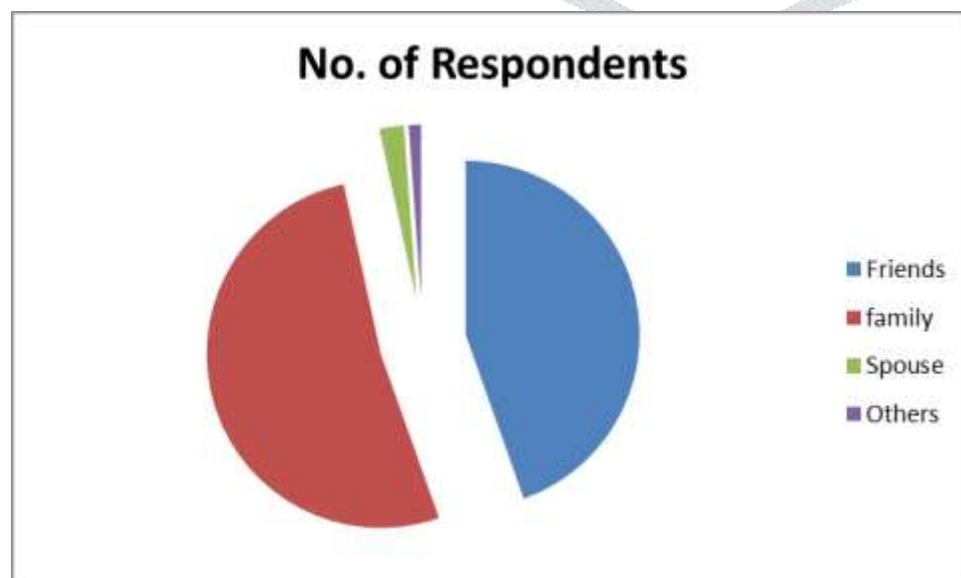
## Interpretation:

From the above data, the very important factors behind D-mart purchasing of respondents are offers and then Quality & Important factors are Brand, Price. The neutral factors are others.

**Table 10: Customers Like to visit:**

Visiting D-mart with	No. of Respondents	%
Friends	78	44.6
Family	91	52
Spouse	4	2.3
Others	2	1.1
Total	175	100

## Pie Chart:



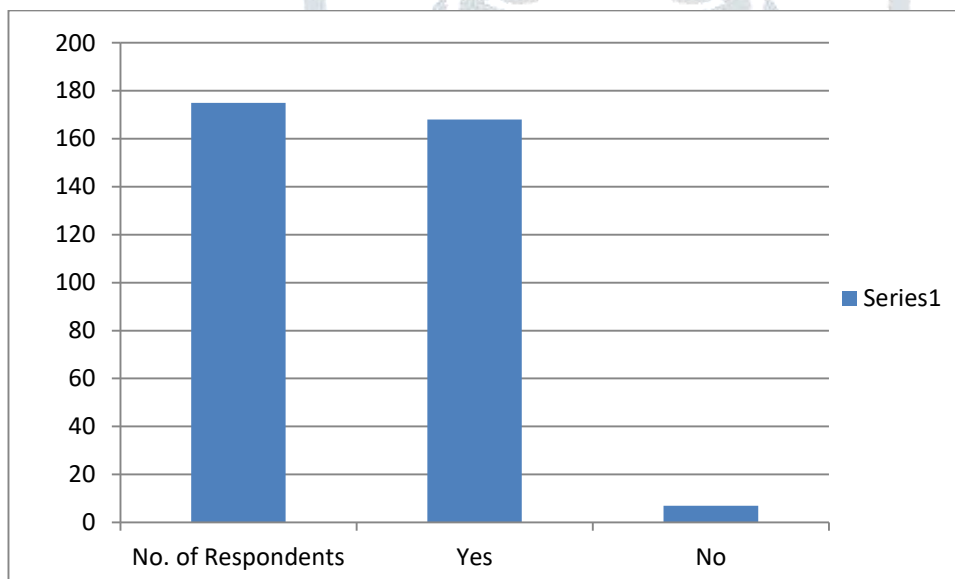
### Interpretation:

From the above data indicates that 52% are like to visit D-mart with their family 44.6% respondents are like to visit D-mart with their Friends, 4% are like to visit with their spouse is 2% are visit with others. Maximum respondents like ton visit D-mart with their family and friends.

**Table 11: Customers referring to visit D-mart:**

No. of Respondents	Yes	No
175	168	7

### Graphical Representation:

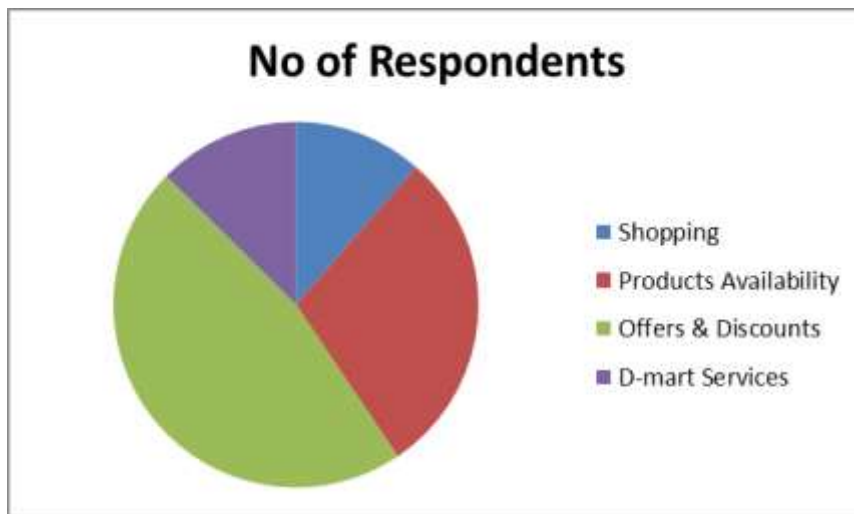


### Interpretation:

From the above data it shows that 97% respondents feels that they will refer his friends & relatives to visit D-mart is 3% respondents accept that they will not refer their friends or relatives . Maximum consumers like to refer D-mart to their friends & relatives

**Table 12: D-mart and other supermarket Differentiation:**

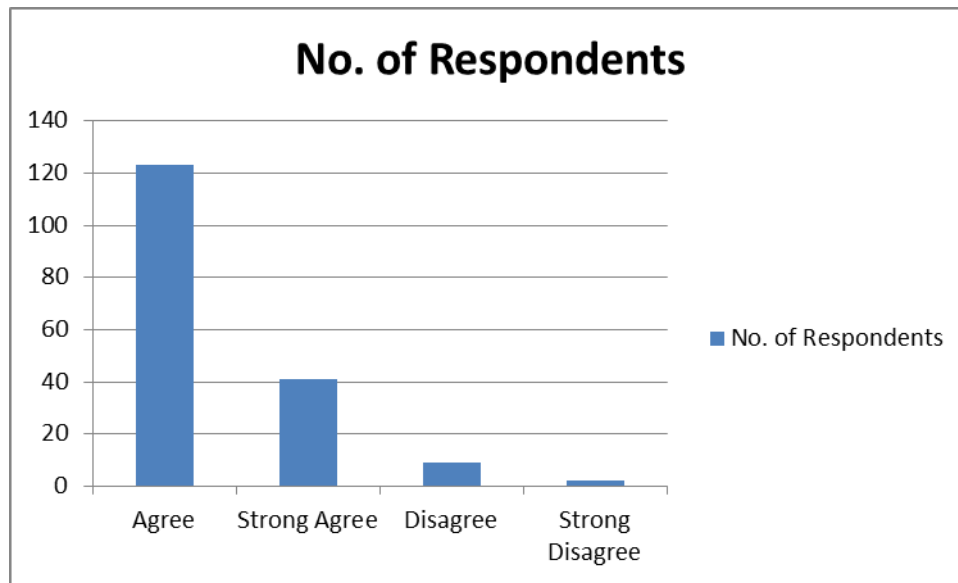
<b>D-mart Diffrentiation from other Supermarkets</b>	<b>No. of Respondents</b>	<b>%</b>
Shopping	20	11.4
Product Availability	51	29.1
Offers & Discounts	82	46.9
D-mart Services	22	12.6
Total	175	100

**Pie Chart:****Interpretation:**

From the above data shows that the respondents are differentiate D-mart & supermarkets are offers & Discounts are 46.9 , 29.1% are product availability, D-mart services are 12.6% % shopping are 11.4%. Maximum Consumers are mostly differentiate D-mart & other supermarkets are offers & discounts and then product availability.

**Table 13: Respondents about Products Availability to all income level people:**

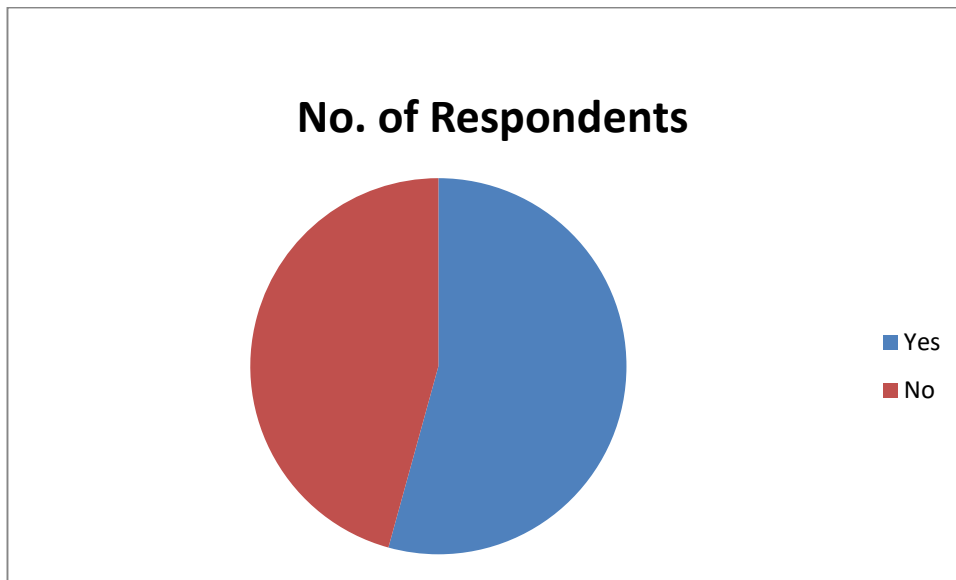
<b>Products available for all level of income people</b>	<b>No. of Respondents</b>	<b>%</b>
Agree	123	70.3
Strong Agree	41	23.4
Disagree	9	5.1
Strong Disagree	2	1.1
Total	175	100

**Graphical Representation:****Interpretation:**

From the above data the respondents are agree 70.3%, strongly agree 23.4%, disagree 5.1% and strongly disagree 1.1% for the products availability for all level income people. Maximum Respondents are agree and strongly agree for the availability for all level income people.

**Table 14: Customers about unavailability of Products:**

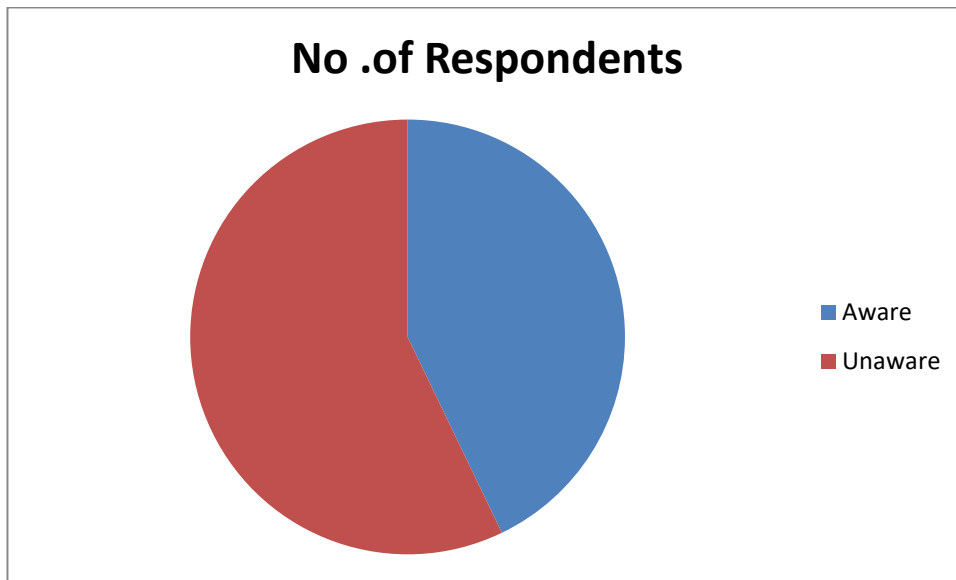
Unavailability of Products	No. of Respondents	%
Yes	95	54.3
No	80	45.7
Total	175	100

**Pie chart:****Interpretation:**

From the above data, it shows that 54,3% respondents are accept that they have facing unavailability of products, 45.7% respondents are not facing the problem of Unavailability of products. It shows that maximum consumers are facing the unavailability of product situations.

**Table 15: Respondents about D-mart Ready Awarness:**

D-mart Ready	No .of Respondents
Aware	75
Unaware	100
Total	175

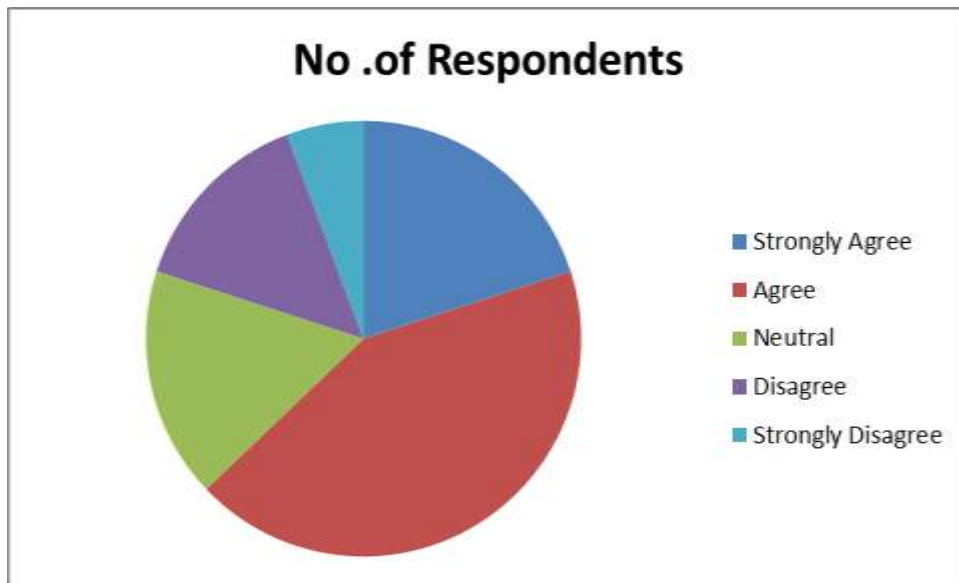
**Pie Chart:**

**Interpretation:** From the above data, out of 175 respondents, 75 respondents are aware of D-mart ready and 100 respondents are unaware of D-mart ready. So, maximum respondents are unaware of D-mart ready.

**Table 16: Respondents about all kind of payment modes at D-mart:**

All Payment modes at D-mart	No .of Respondents
Strongly Agree	35
Agree	75
Neutral	30
Disagree	25
Strongly Disagree	10
Total	175

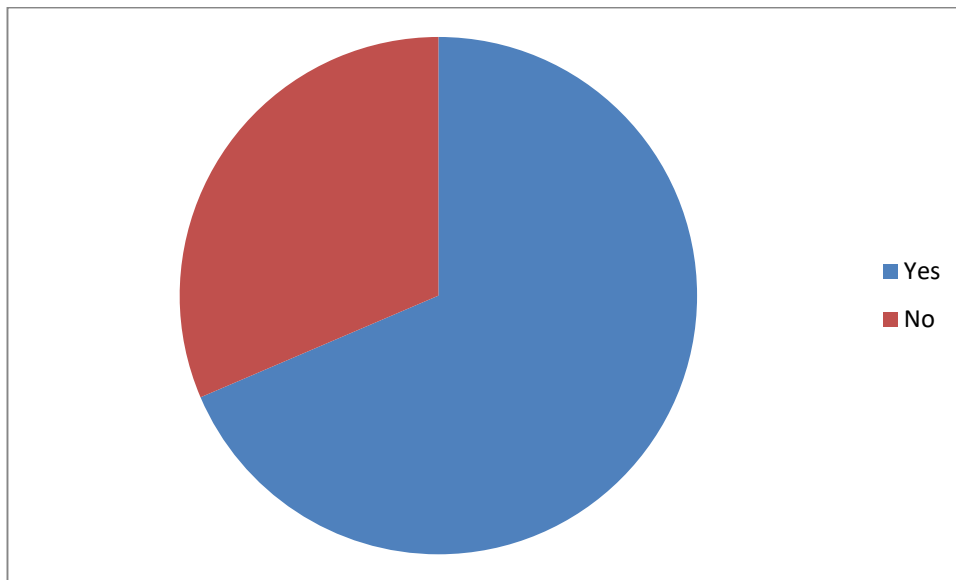


**Pie chart:****Interpretation:**

From the above data, 75 respondents are agree, 30 respondents are strongly agree, 30 respondents are neutral, 25 are disagree, 10 are strongly disagree regarding the all payment modes at D-mart. Maximum respondents are from agreed for all kind of payment modes at D-mart.

**Table 17: Respondents about Ambience and Parking of D-mart:**

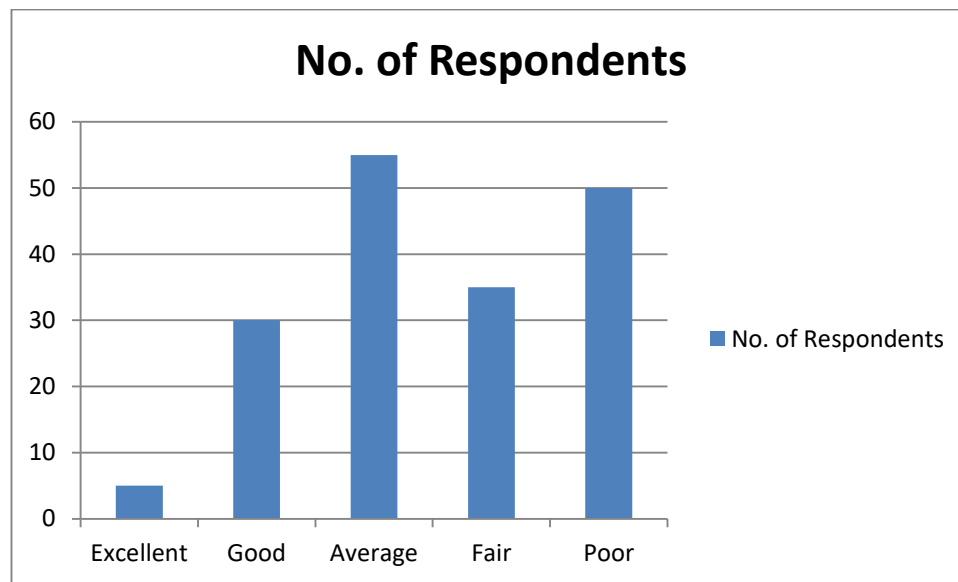
No. of Respondents	Yes	No
175	120	55

**Pie chart:****Interpretation:**

From the above data, Out of 175 respondents, 120 respondents like the ambience and parking of D-mart and 55 responses did not like the ambience and parking of D-mart.

**Table 18: Respondents about behaviour of D-mart Staff:**

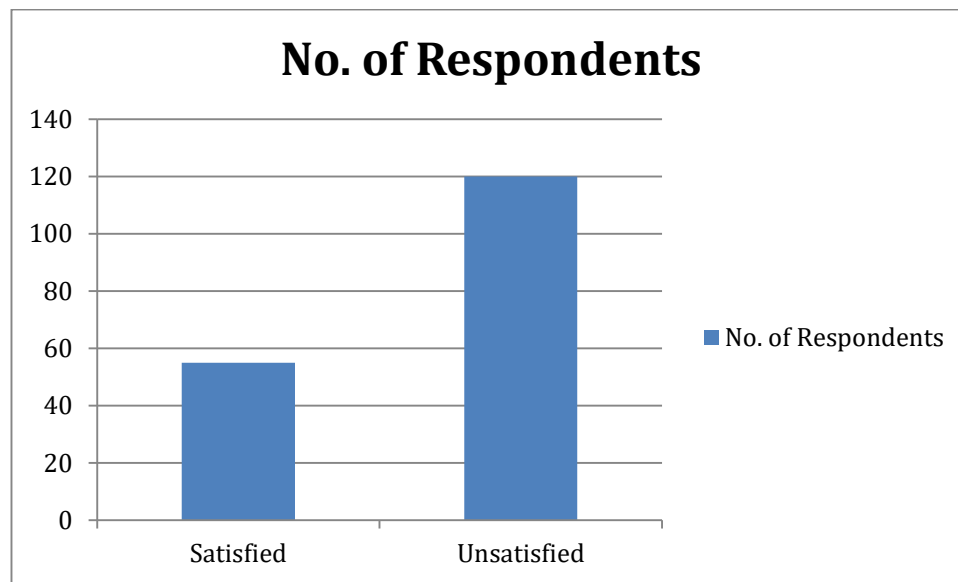
Behaviour of D-mart Staff	No. of Respondents
Excellent	5
Good	30
Average	55
Fair	35
Poor	50
Total	175

**Graphical Representation:****Interpretation:**

From the above data, out of 175 respondents 5 are excellent, 30 are good, 55 are average, 35 are fair, 50 are poor towards the behaviour of D-mart staff. Most of the respondents are not so satisfied with D-mart staff.

**Table 19: Respondents about billing process:**

Billing Process	No. of Respondents
Satisfied	55
Unsatisfied	120
Total	175

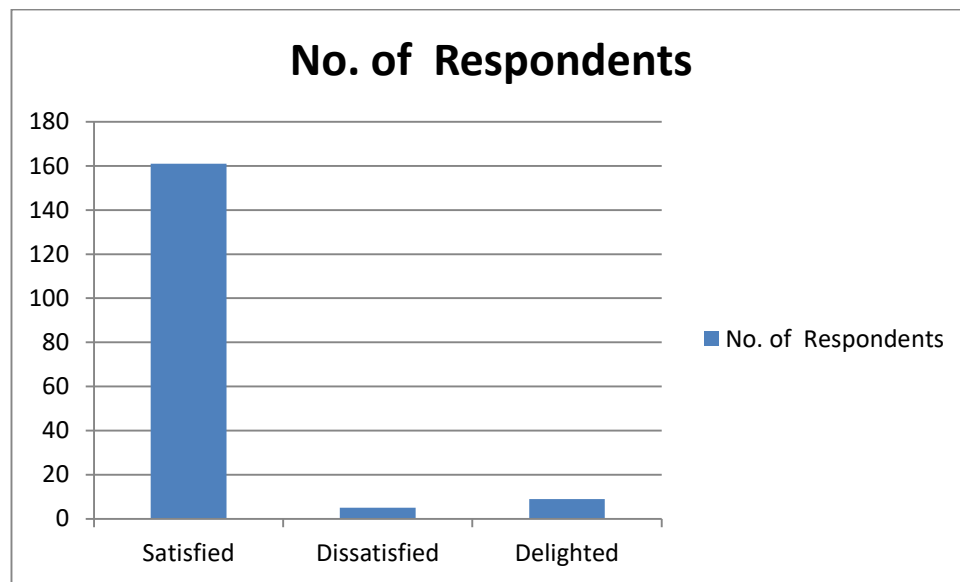
**Graphical Representation:**

**Interpretation:** From the above data, out of 175 respondents 120 respondents are unsatisfied, 55 respondents are satisfied with the billing process in D-mart.

**Table 20: Customers Satisfaction with Shopping:**

Satisfied with Shopping	No. of Respondents	%
Satisfied	161	92
Dissatisfied	5	2.9
Delighted	9	5.1
Total	175	100

## Graphical Representation:



## Interpretation:

From the above data, it shows that 92% respondents agreed D-mart satisfied their consumers, 5.1% respondents are delighted and 2.9% are dissatisfied. As on survey it founds that D-mart always satisfy consumer. Maximum respondents are satisfied by shopping in D-mart.

## 7. FINDINGS AND SUGGESTIONS

### FINDINGS:

- From our study it is observed that 92% of customers are satisfied with overall shopping at D-marts.
- Age, Income and Family are the main factors influencing the consumer behaviour.
- It is found that Middle Income Level group people are the main customers of D-marts with 86.3% in our study.
- Products availability, Quality, Offers and Discounts are the main reasons for buying from D-mart stores in Hyderabad.
- Most of the consumers are not aware of D-mart online services.
- D-mart customers are facing inconvenience with the staff and with the billing process.

## SUGGESTIONS:

- D-mart should provide high quality products so that it can attract more high income people too.
- D-mart should concentrate on Clothes and Household items, So that it can increase the sales.
- Offers and Discounts are needed to be provided more , as it is the main reason behind purchasing.
- D-mart need to promote about its online services.
- The staff is not well trained to handle customers belonging to different backgrounds and attitudes, so better selection and training programs should be initiated.
- Billing process should be improved as most of the customers are dissatisfied with it.

## CONCLUSION:

According to the analysis we conclude that the consumers of D-mart are satisfied with the services provided by D-mart. Large majority of consumer are loyal to brand. What contribute to the popularity of the demand is the service. Quality of the service provided by D-mart coupled with the attractive pricing strategy followed by it. D-mart also has huge Verity of product all under one roof which is one of its largest competencies.



## BIBLIOGRAPHY

1. Avinash Pawar and B.V Sangvikar, NIDA – ICCS 2019
2. M.Guruprasad, Director research, ISSN No:-2456-2165 (2018),researchgate.net
3. MR.Ansari Arbaz (2019) , researchgate.net
4. Peter R Dickson , Alan G Sawyer (1990) Journal of marketing, Journals.sagepub.com
5. Ronald E Milliman (1982) Journal of marketing 46(3), 86-91, Journals.sagepub.com
6. Krishnaveni M (2006) “ Marketing Paradigms and the Indian firm” Vol 4, pp.254-265 , 2006
7. Howard Smith (2004) , The Review of economic studies OXFORD ACADEMIC
8. Rajiv Lal , Ram Rao (1997) , Marketing Science 16(1) Informs pubsonline
9. Muhammad Sabbir Rahman , Business strategy series, 2012 emerald Publishing.
- 10.<https://retail.economictimes.indiatimes.com/amp>
- 11.IBEF, (2019)
- 12.D-mart – Wikipedia.

