



NIRMA
UNIVERSITY

SERVICE MARKETING ASSIGNMENT

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INTRODUCTION TO SERVICE

DMart is a major Indian retail store that sells a wide variety of goods, including food, personal care products, household items, and clothing.

DMart, founded in 2002 by **Avenue Supermarts Limited**, is noted for its **customer-centric approach, competitive pricing, and effective supply chain management**. It is known for its affordability, product variety, and customer-centric approach.

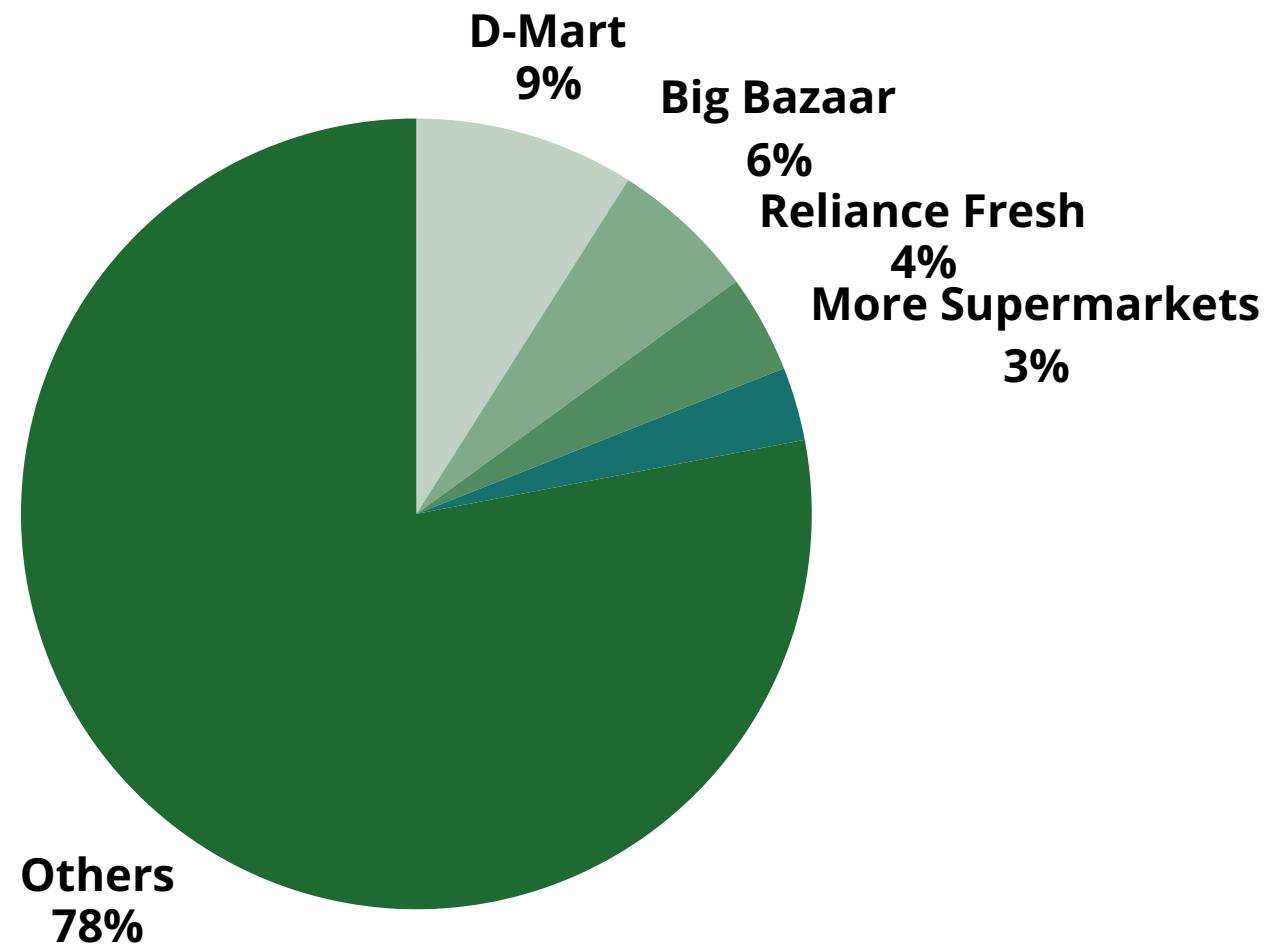
KEY SECTORS OR AREAS WHERE SERVICES ARE APPLIED:

- **Retail Stores:** DMart operates a vast network of hypermarkets and supermarkets throughout India, offering customers low-cost, high-quality products all under one roof.
- **DMart Ready (E-commerce):** The company's online platform, DMart Ready, enables customers to conveniently order groceries and household items online, with choices for home delivery or store pickup.
- **Private Labels:** DMart sells in-house brands of groceries, household goods, and personal care products, providing quality at a competitive price.



INDUSTRY & COMPETITOR ANALYSIS

- India's retail market is one of the fastest growing sectors with estimated market valuation over \$1 trillion.
- Modern formats like hypermarkets & supermarkets provide an engaging & satisfying shopping experience.



COMPARATIVE ANALYSIS

DMart's Strengths :

- **Competitive Pricing Model** : undercutting the competitor's price
- **Efficient Supply Chain Management** : low operational costs & bulk purchasing
- **Wide Accessibility** : Present in key metro cities & urban areas

Competitors :

- **Big Bazaar** : larger network but lacks operational efficiency
- **Reliance Fresh** : strong-backing & aggressive expansion but hasn't undercut D-Mart prices yet
- **Amazon Pantry** : E-commerce based-data availability & reach, may integrate deals with Amazon purchasing, posing future threats to D-Mart

OBJECTIVES AND SPSS ANALYSIS OVERVIEW

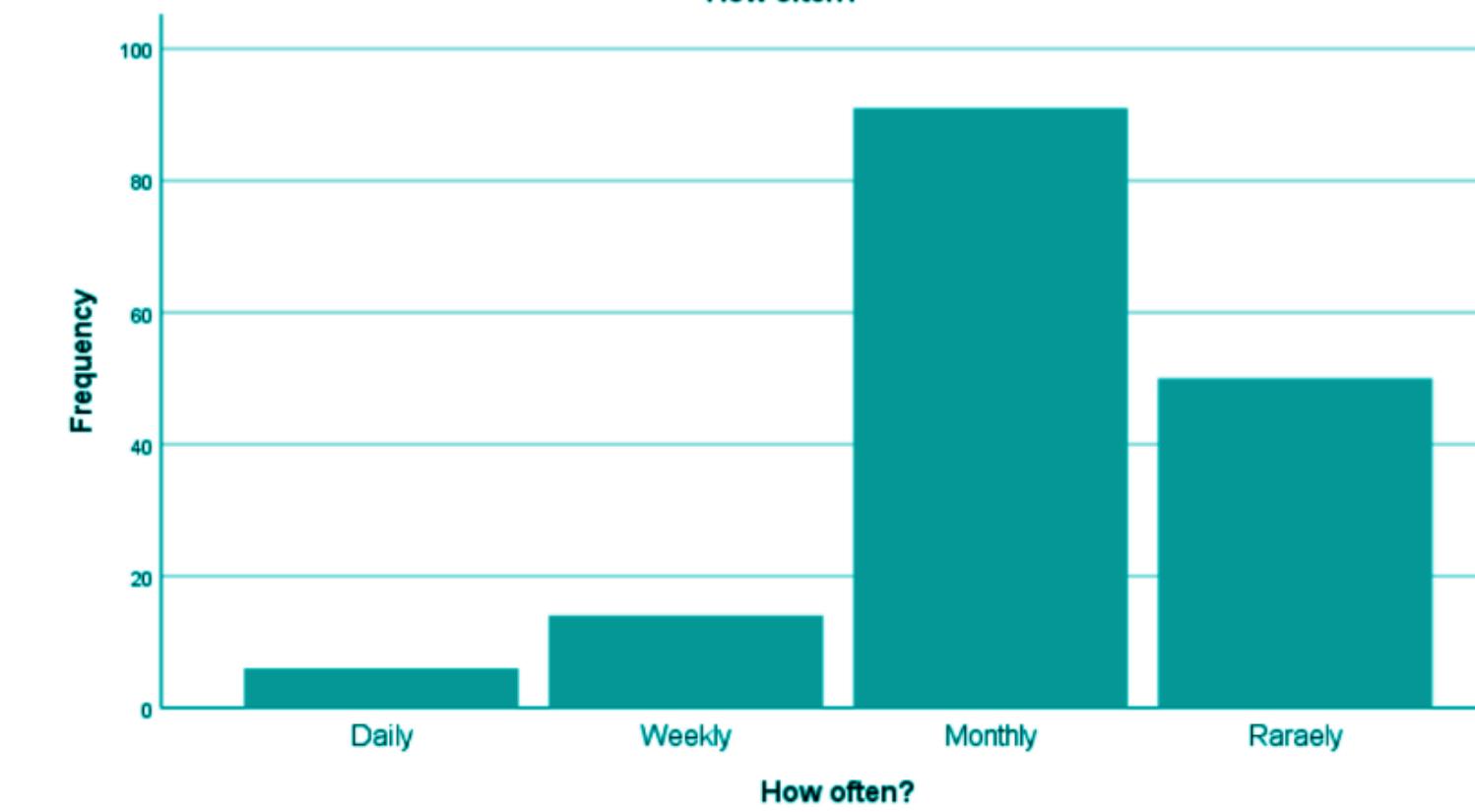
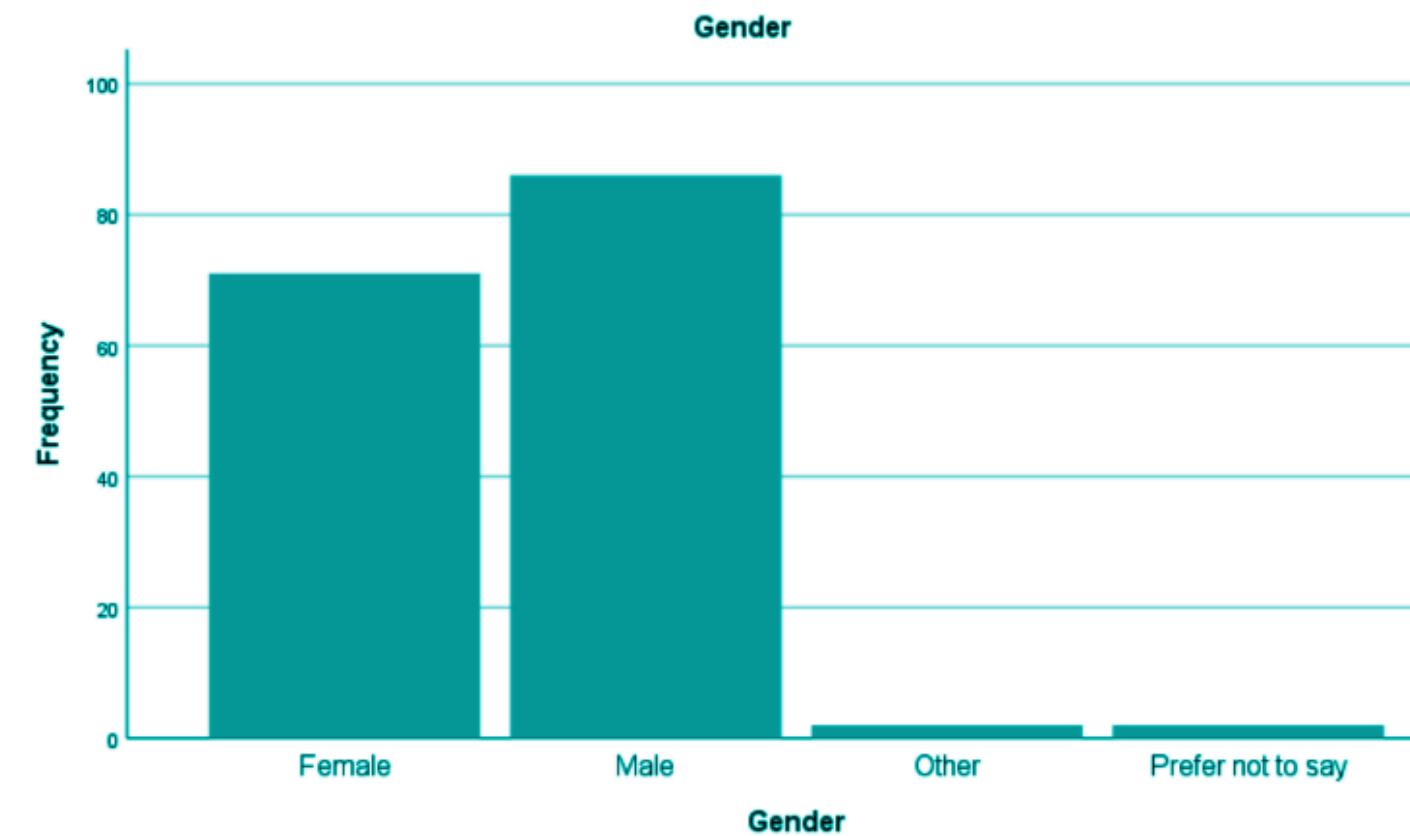
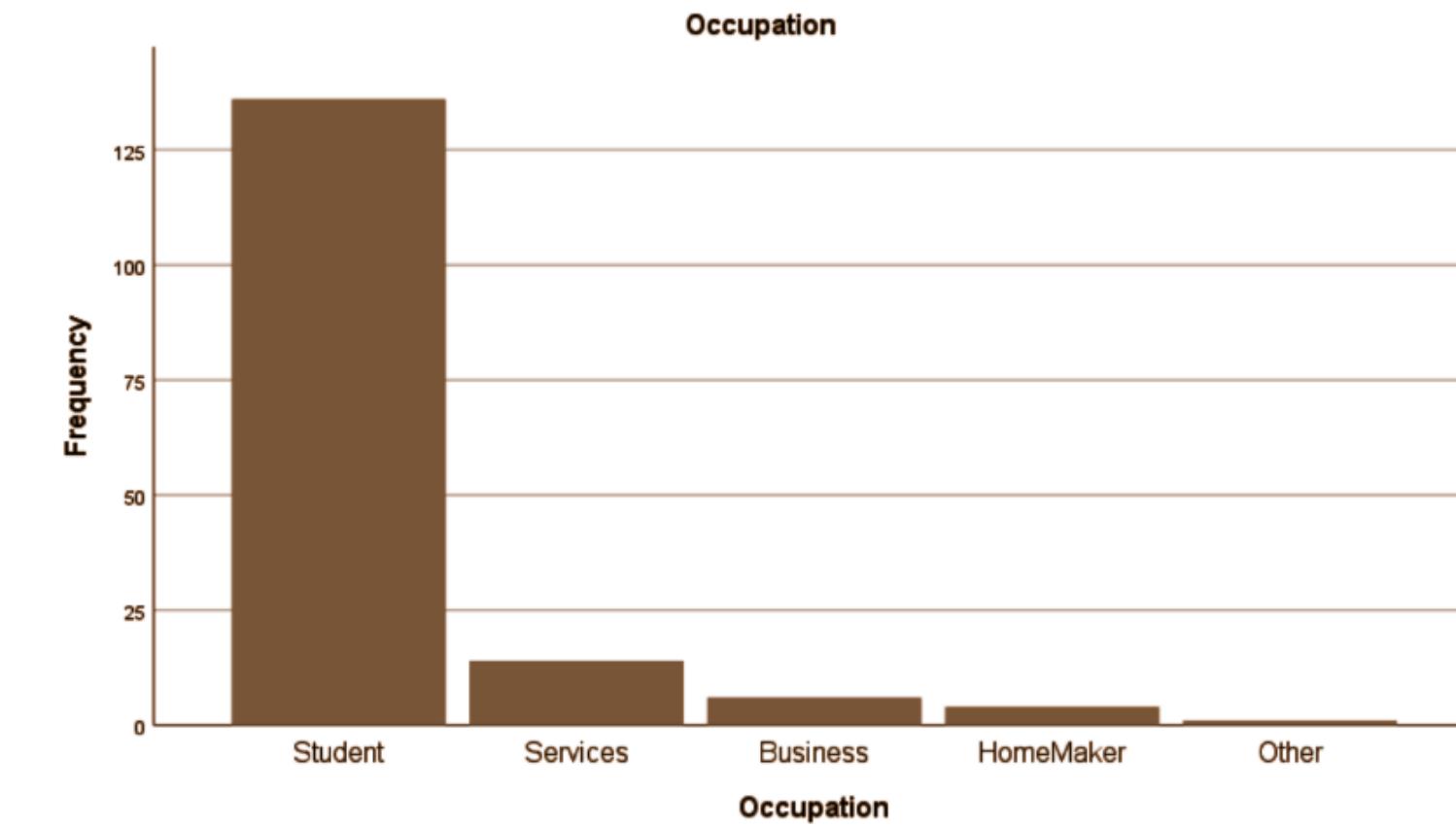
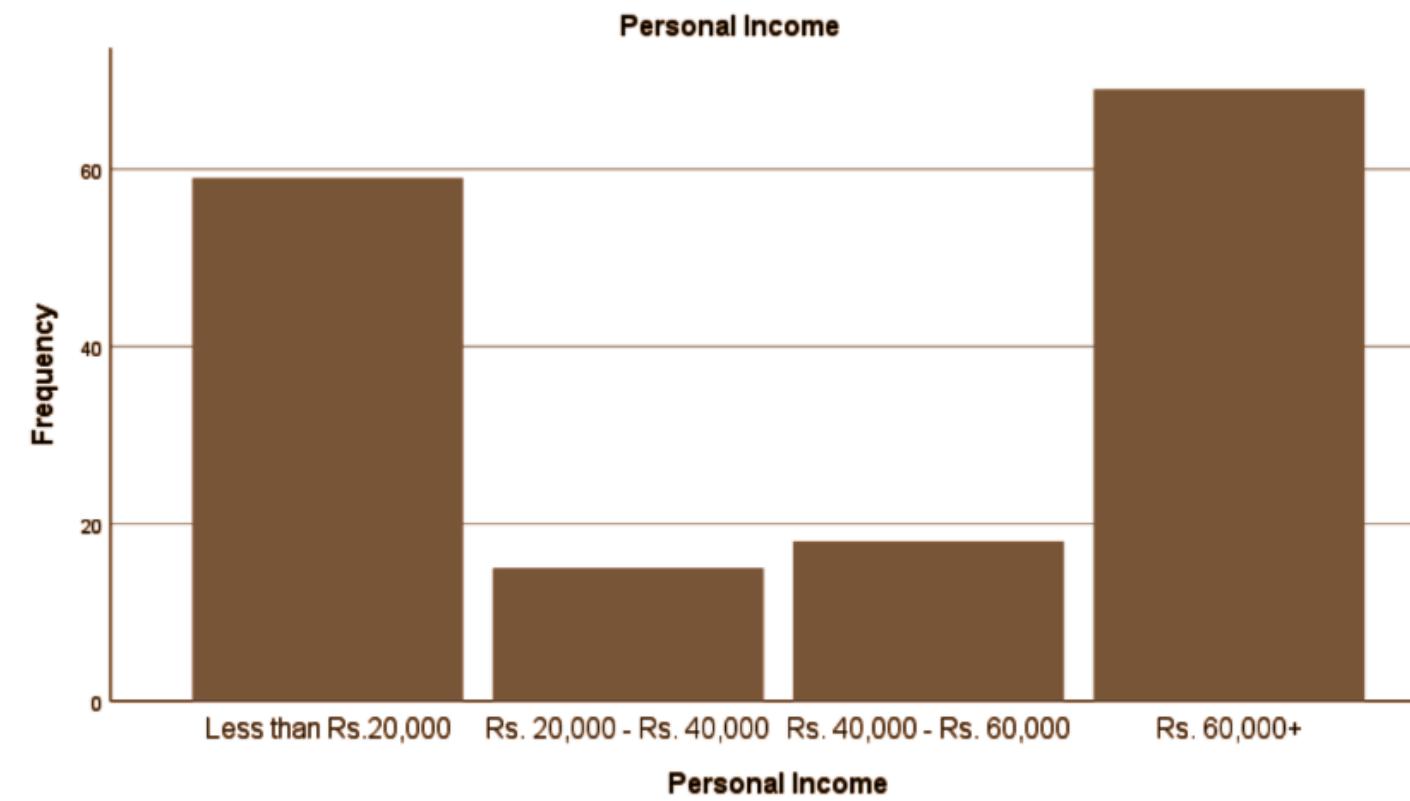
Objectives for the Analysis:

- Primary focus on assessing **customer satisfaction** and **service efficiency** at DMart.
- Identify **customer demographics** and **shopping behaviors**.
- Examine key factors influencing **satisfaction** using **statistical techniques**.
- Predict **drivers of satisfaction** to enhance **service offerings**.
- Use **SPSS** to analyze survey data, identifying trends in the **Serviceable Available Market (SAM)** by understanding **customer segments**, their preferences, and uncovering **influencing factors**.

Statistical Techniques Applied:

- **Frequency Analysis:** Examines *demographic distribution* (*Gender, Age, Occupation, Shopping Frequency, Income Level*) to identify customer behavior patterns.
- **Chi-Square Test & Cross Tabulation:** Analyzes the *relationship between Shopping Frequency and Occupation* to detect differences in shopping patterns across professions.
- **One-Way ANOVA:** Compares *satisfaction levels across age groups and income levels* to highlight variations in customer experience.
- **Independent Sample T-Test:** Determines if perceived *service quality* differs between male and female customers.
- **Multiple Regression Analysis:** Predicts the customer satisfaction based on *five dimensions of service quality*.

FREQUENCY ANALYSIS



FREQUENCY ANALYSIS

Findings

- Majority of respondents are young adults (18-24 years) (85.1%) and students (84.5%).
- Most customers shop monthly (56.5%), indicating bulk shopping preferences.
- Income distribution: Higher income group (₹60,000+) forms 42.9% of respondents, while 36.6% earn <₹20,000.
- Male participation (53.4%) is slightly higher than female (44.1%).
- Most customers live at a moderate distance from the store (mean = 2.09 on a 1-3 scale).

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	9	5.6	5.6	5.6
	18 - 24	137	85.1	85.1	90.7
	25 - 40	7	4.3	4.3	95.0
	40 above	8	5.0	5.0	100.0
Total		161	100.0	100.0	

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	71	44.1	44.1	44.1
	Male	86	53.4	53.4	97.5
	Other	2	1.2	1.2	98.8
	Prefer not to say	2	1.2	1.2	100.0
Total		161	100.0	100.0	

CHI-SQUARE TEST

- p-value = 0.005 (<0.05) : Significant association between occupation & shopping habits.
 - **Students shop less frequently (monthly/rarely), while business professionals & homemakers shop more often (weekly/daily).**

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	28.214 ^a	12	.005
Likelihood Ratio	17.854	12	.120
Linear-by-Linear Association	3.604	1	.058
N of Valid Cases	161		

INDEPENDENT SAMPLE T-TEST

Hypothesis 1: Reliability

- H_0 : There is no significant difference of reliability in satisfaction levels between men and women.
- H_1 : There is a significant difference of reliability in satisfaction levels between men and women.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Reliability_score	Female	71	3.1408	.82835	.09831
	Male	86	3.1209	.91692	.09887

Independent Samples Test					
Levene's Test for Equality of Variances					
Levene's test					
	F	Sig.	t	df	Sig. (2-tailed)
Reliability_score	Equal variances assumed	1.883	.172	.141	.888
	Equal variances not assumed		.143	153.714	.887

Findings :

- Mean Scores: Female (3.1480) vs. Male (3.1209)
- Levene's test p-value>0.05 (null not rejected , Equal variances assumed)
- p = 0.888 (null not rejected)
- **No significant difference in reliability perception across genders.**

INDEPENDENT SAMPLE T-TEST

Hypothesis 2: Responsiveness

- H_0 : There is no significant difference of responsiveness in satisfaction levels between men and women.
- H_1 : There is a significant difference of responsiveness in satisfaction levels between men and women.

Independent Samples Test					
Levene's Test for Equality of Variances					
	F	Sig.	t	df	Sig. (2-tailed)
Response_score	Equal variances assumed	.972	.326	155	.183
	Equal variances not assumed		1.347	152.903	.180

		Group Statistics			Std. Error Mean
	Gender	N	Mean	Std. Deviation	
Response_score	Female	71	3.2183	.80615	.09567
	Male	86	3.0378	.86985	.09380

Findings

- Mean Scores: Female (3.2183) vs. Male (3.0378)
- Levene's test p-value>0.05 (null not rejected, Equal variances assumed)
- p = 0.183 (null not rejected)
- **No significant difference in responsiveness perception across genders.**

INDEPENDENT SAMPLE T-TEST

Hypothesis 3: Assurance

- H_0 : There is no significant difference of assurance in satisfaction levels between men and women.
- H_1 : There is a significant difference of assurance in satisfaction levels between men and women.

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Assurance_score	Female	71	3.2711	.74131	.08798
	Male	86	2.9651	.97027	.10463

Independent Samples Test					
Levene's Test for Equality of Variances					
	F	Sig.	t	df	Sig. (2-tailed)
Assurance_score	Equal variances assumed	10.977	.001	2.183	155 .031
	Equal variances not assumed		2.239	154.129	.027

Findings :

- Mean Scores: Female (3.2711) vs. Male (2.9651)
- Levene's test p-value<0.05 (null rejected, Equal variances not assumed)
- p = 0.027 (null rejected)
- **Highly significant difference at p < 0.05, indicating that females perceive higher assurance than males.**

INDEPENDENT SAMPLE T-TEST

Hypothesis 4: Tangibility

- H_0 : There is no significant difference of tangibility in satisfaction levels between men and women.
- H_1 : There is a significant difference of tangibility in satisfaction levels between men and women.

Independent Samples Test						
		Levene's Test for Equality of Variances				
	F	Sig.	t	df	Sig. (2-tailed)	
Tangible_score	Equal variances assumed	2.157	.144	.955	155	.341
	Equal variances not assumed			.965	154.074	.336

		Group Statistics			
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Tangible_score	Female	71	3.2570	.82481	.09789
	Male	86	3.1221	.92573	.09982

Findings :

- Mean Scores: Female (3.2570) vs. Male (3.1221)
- Levene's test p-value<0.05 (null rejected, Equal variances not assumed)
- p = 0.341 (null not rejected)
- **No significant difference between genders in tangibility perceptions.**

INDEPENDENT SAMPLE T-TEST

Hypothesis 5: Empathy

- H_0 : There is no significant difference of empathy in satisfaction levels between men and women.
- H_1 : There is a significant difference of empathy in satisfaction levels between men and women.

Independent Samples Test					
Levene's Test for Equality of Variances					
	F	Sig.	t	df	Sig. (2-tailed)
Empathy_score	Equal variances assumed	4.693	.032	1.490	155 .138
	Equal variances not assumed			1.524	154.683 .130

Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Empathy_score	Female	71	3.3239	.69312	.08226
	Male	86	3.1326	.87990	.09488

Findings :

- Mean Scores: Female (3.3239) vs. Male (3.1326)
- Levene's test p-value<0.05 (null rejected, Equal variances not assumed)
- p = 0.130 (null not rejected)
- **No significant difference between genders in empathy perceptions.**

ONE WAY ANOVA TEST

Hypothesis 1:

- H_0 : There is no significant difference in satisfaction levels across different age groups.
- H_1 : There is a significant difference in satisfaction levels across age groups.

Findings :

- The p-value (Sig.) = 0.700 which is greater than 0.05
- No significant difference in satisfaction levels across different age groups.
- The null hypothesis (H_0 : No significant difference) is accepted.

ANOVA						
		How much satisfied?				
		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		1.695	3	.565	.476	.700
Within Groups		186.429	157	1.187		
Total		188.124	160			
		Mean Difference (I-J)		95% Confidence Interval		
(I) Age	(J) Age	Std. Error	Sig.	Lower Bound	Upper Bound	
Under 18	18 - 24	.201	.375	.950	-.77	1.17
	25 - 40	.063	.549	.999	-1.36	1.49
	40 above	-.222	.529	.975	-1.60	1.15
18 - 24	Under 18	-.201	.375	.950	-1.17	.77
	25 - 40	-.138	.422	.988	-1.23	.96
	40 above	-.423	.396	.709	-1.45	.61
25 - 40	Under 18	-.063	.549	.999	-1.49	1.36
	18 - 24	.138	.422	.988	-.96	1.23
	40 above	-.286	.564	.957	-1.75	1.18
40 above	Under 18	.222	.529	.975	-1.15	1.60
	18 - 24	.423	.396	.709	-.61	1.45
	25 - 40	.286	.564	.957	-1.18	1.75

ONE WAY ANOVA TEST

Hypothesis 2:

- H_0 : There is no significant difference in satisfaction levels across different income groups.
- H_1 : There is a significant difference in satisfaction levels across income groups.

Findings :

- The p-value (Sig.) = 0.968 which is greater than 0.05
- No significant difference in satisfaction levels across different income groups.
- The null hypothesis (H_0 : No significant difference) is accepted.

ANOVA					
		How much satisfied?			
		Sum of Squares	df	Mean Square	F
Between Groups		.305	3	.102	.085
Within Groups		187.819	157	1.196	
Total		188.124	160		

Multiple Comparisons

Dependent Variable: How much satisfied?

Tukey HSD

(I) Personal Income	(J) Personal Income	Mean Difference (I-J)	95% Confidence Interval			
			Std. Error	Sig.	Lower Bound	Upper Bound
Less than Rs.20,000	Rs. 20,000 - Rs. 40,000	-.073	.316	.996	-.89	.75
	Rs. 40,000 - Rs. 60,000	-.129	.295	.972	-.89	.64
	Rs. 60,000+	-.001	.194	1.000	-.50	.50
Rs. 20,000 - Rs. 40,000	Less than Rs.20,000	.073	.316	.996	-.75	.89
	Rs. 40,000 - Rs. 60,000	-.056	.382	.999	-1.05	.94
	Rs. 60,000+	.072	.312	.996	-.74	.88
Rs. 40,000 - Rs. 60,000	Less than Rs.20,000	.129	.295	.972	-.64	.89
	Rs. 20,000 - Rs. 40,000	.056	.382	.999	-.94	1.05
	Rs. 60,000+	.128	.289	.971	-.62	.88
Rs. 60,000+	Less than Rs.20,000	.001	.194	1.000	-.50	.50
	Rs. 20,000 - Rs. 40,000	-.072	.312	.996	-.88	.74
	Rs. 40,000 - Rs. 60,000	-.128	.289	.971	-.88	.62

MULTIPLE REGRESSION

Model		Coefficients ^a									
		Unstandardized Coefficients		Standardized Coefficients		t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.835	.378			2.207	.029	.088	1.582		
	reliability_avg	.187	.116	.150		1.609	.110	-.043	.418	.600	1.666
	responsiveness_avg	-.223	.128	-.173		-1.747	.083	-.475	.029	.535	1.867
	assurance_avg	.005	.132	.004		.038	.970	-.256	.266	.459	2.180
	tangibility_avg	.421	.122	.339		3.461	.001	.181	.662	.545	1.835
	empathy_avg	.164	.137	.121		1.197	.233	-.107	.436	.514	1.946

a. Dependent Variable: How much satisfied?

Hypothesis:

- H_0 : Reliability, responsiveness, assurance, empathy, tangibility do not significantly predict satisfaction.
- H_1 : At least one of these variables significantly predicts satisfaction.

Dependent Variable: Satisfaction Level

Independent Variables: Reliability, Responsiveness, Assurance, Empathy, Tangibility

MULTIPLE REGRESSION

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.433 ^a	.188	.162	.993

- a. Predictors: (Constant), empathy_avg, responsiveness_avg, reliability_avg, tangibility_avg, assurance_avg
- b. Dependent Variable: How much satisfied?

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.345	5	7.069	7.172	.000 ^b
	Residual	152.779	155	.986		
	Total	188.124	160			

- a. Dependent Variable: How much satisfied?
- b. Predictors: (Constant), empathy_avg, responsiveness_avg, reliability_avg, tangibility_avg, assurance_avg

- **R Square = 0.188** : The independent variables (Reliability, Responsiveness, Assurance, Empathy, Tangibility) explain **18.8%** of the variation in customer satisfaction.
- **Tangibility (p = 0.001): The only variable with a significant impact on customer satisfaction. Higher tangibility (e.g., physical facilities, equipment, appearance) leads to higher satisfaction.**
- Reliability, Responsiveness, Assurance, Empathy ($p > 0.05$): These variables do not significantly influence customer satisfaction in this model.

SURVEY FINDINGS

1. Frequency Analysis

- Primary Customers: Young adults (18-24), mainly students
- Shopping Pattern: Monthly bulk purchases
- Income Group: Mix of middle and high-income

2. Chi-Square Test

Occupation & Shopping Frequency:

- Students: Shop less (monthly/rarely)
- Business professionals & homemakers: Shop more (weekly/daily)

3. One Way ANOVA

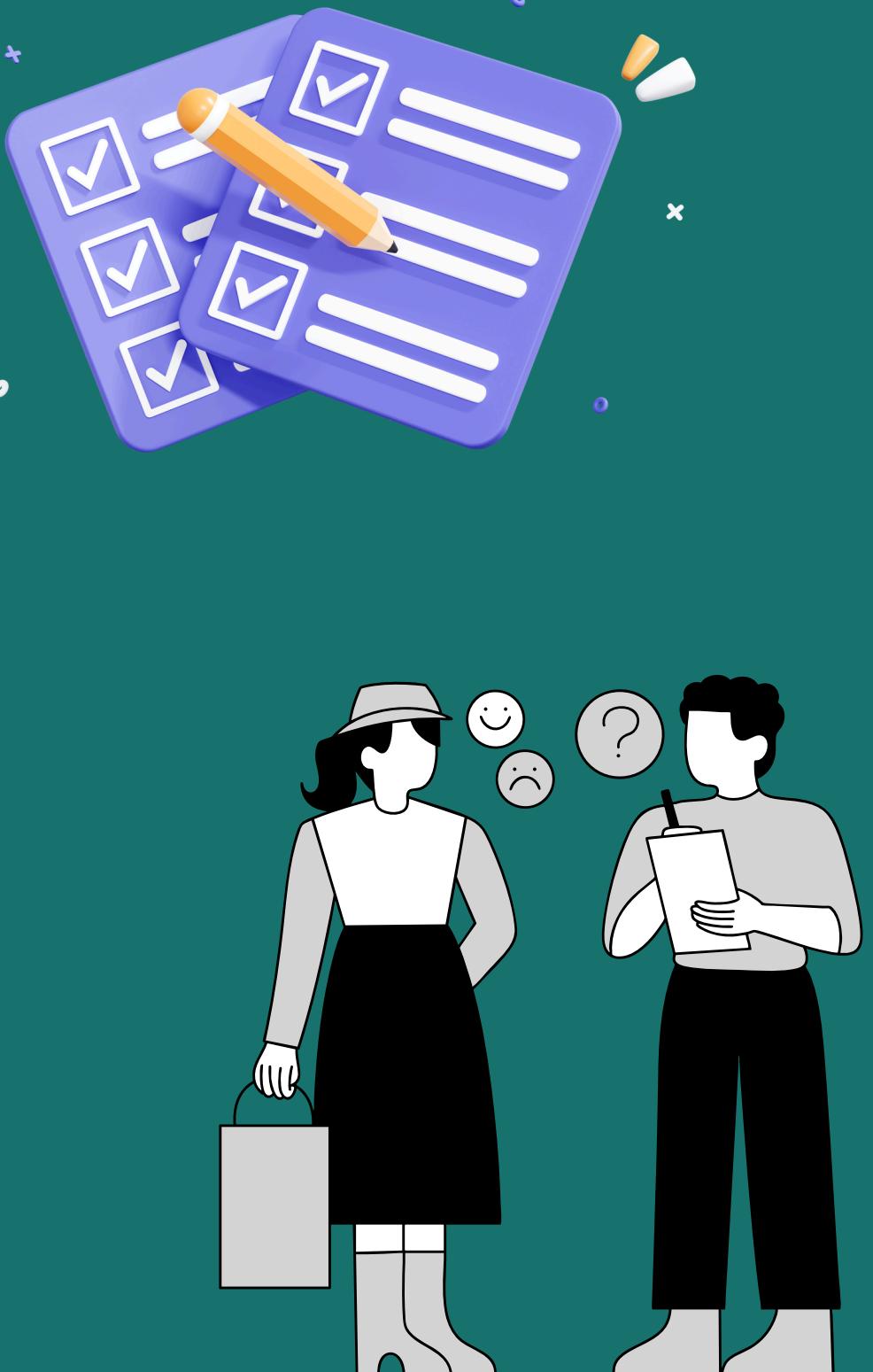
- No Significant Impact: Age & income on satisfaction
- Key Drivers: Product quality & service matter more

4. Independent Sample T-Test (Gender Perception)

- Females rate assurance & empathy higher (greater trust)
- No difference in reliability, responsiveness, tangibility

5. Multiple Regression

- Key Satisfaction Factor: Tangibility (store appearance, facilities)
- Other Factors (reliability, responsiveness, assurance, empathy) not significant



GAP ANALYSIS



*Perception
VS
Expectation*

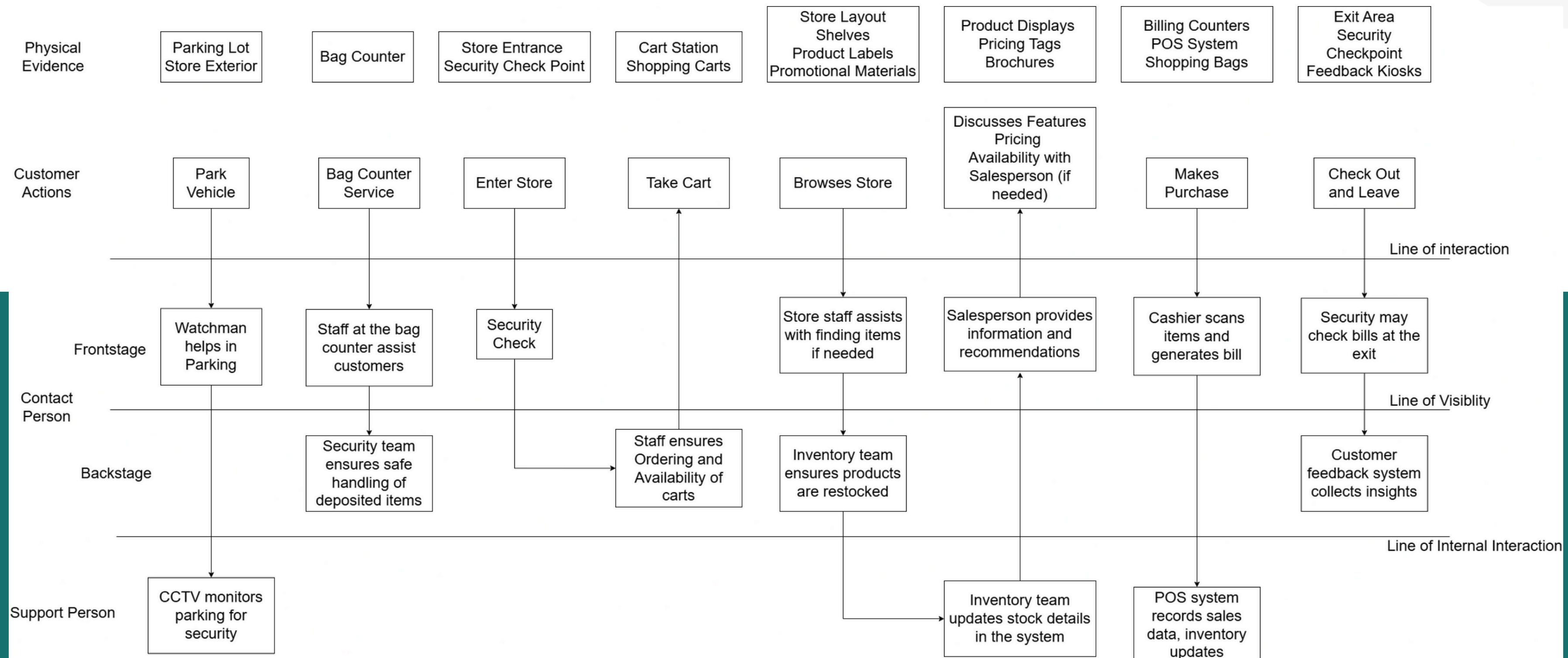


Service Dimension	Expected	Perceived	Gap	Interpretation	Action Required
Reliability	High	Moderate	Large	Significant shortfall in consistent performance and dependability.	Improve stock accuracy & billing efficiency
Responsiveness	High	Moderate	Large	Delays in service response and lack of prompt support.	Reduce checkout time & improve staff availability
Assurance	High	Mixed (High for females, low for males)	Large for males, Small for females	Customers lack confidence in staff knowledge and courtesy.	Staff training to ensure consistent trust-building
Tangibility	High	High	Small	Physical aspects (cleanliness, layout, facilities) need improvement.	Maintain store cleanliness & organization
Empathy	High	Mixed (High for females)	Large for males, Small for females	Lack of personalized attention and customer care.	Enhance personalized service, especially for male shoppers

OVERALL CONCLUSION

1. **Demographics:** D-Mart is popular among students (84.5%) & young adults (85.1%).
2. **Satisfaction Level:** Moderate (mean = 2.61), but varies widely.
3. **Shopping Frequency:** Monthly shopping is the most common.
4. **ANOVA:** Age and income do **not** affect satisfaction significantly.
5. **T-Test:** Females rate Assurance & Empathy higher than males.
6. **Chi-Square:** Occupation significantly influences shopping frequency.
7. **Regression:** ***Tangibility*** is the only significant predictor of Satisfaction.
8. **Gap Analysis:** Customers perceive lower service quality than expected, especially in Assurance

SERVICE BLUEPRINT



STORE EXTERIOR



PARKING LOT



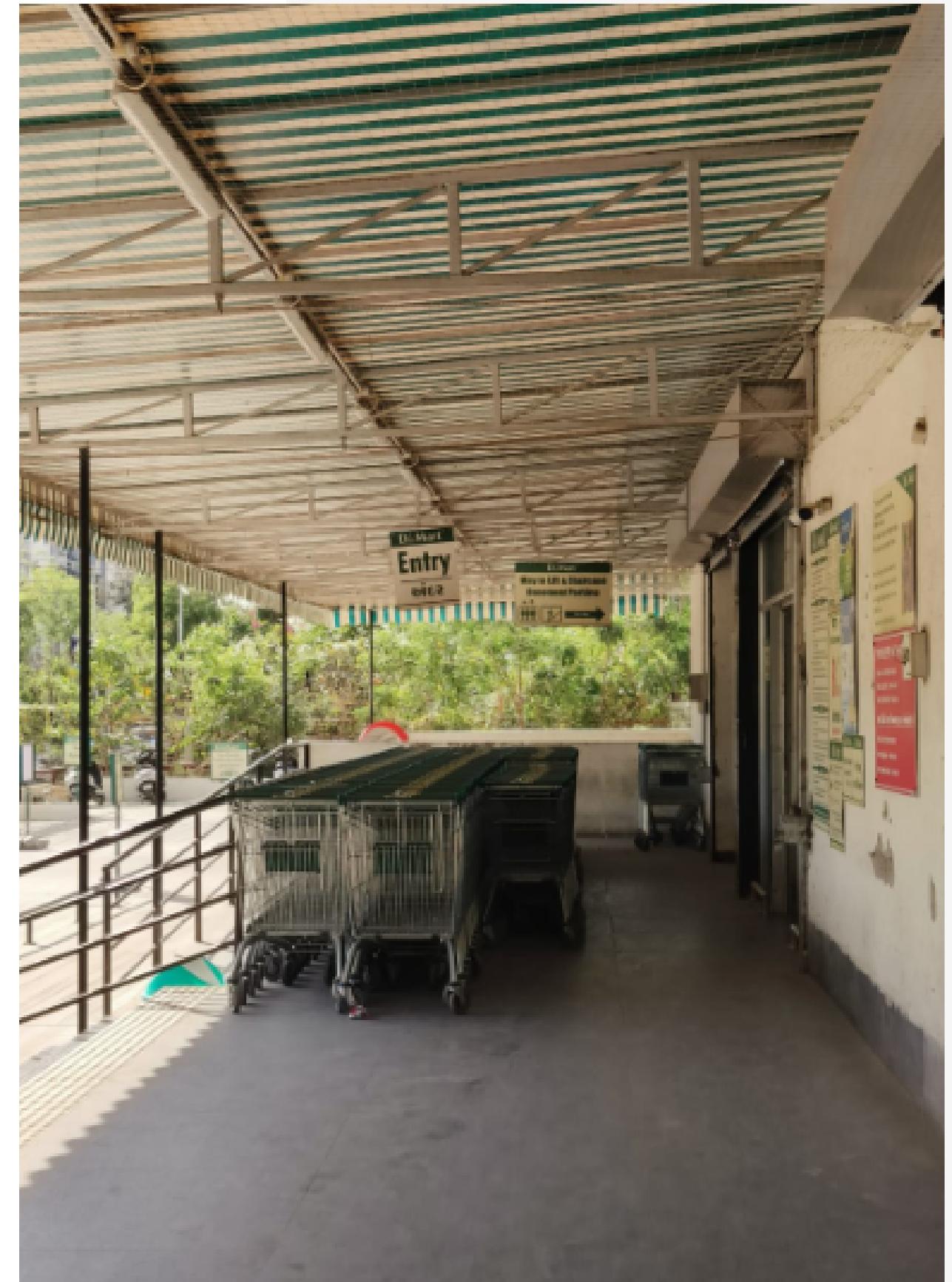
BAG COUNTER



SECURITY CHECK POINT



CART STATION AND CARTS



STORE LAYOUT



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STORE LAYOUT



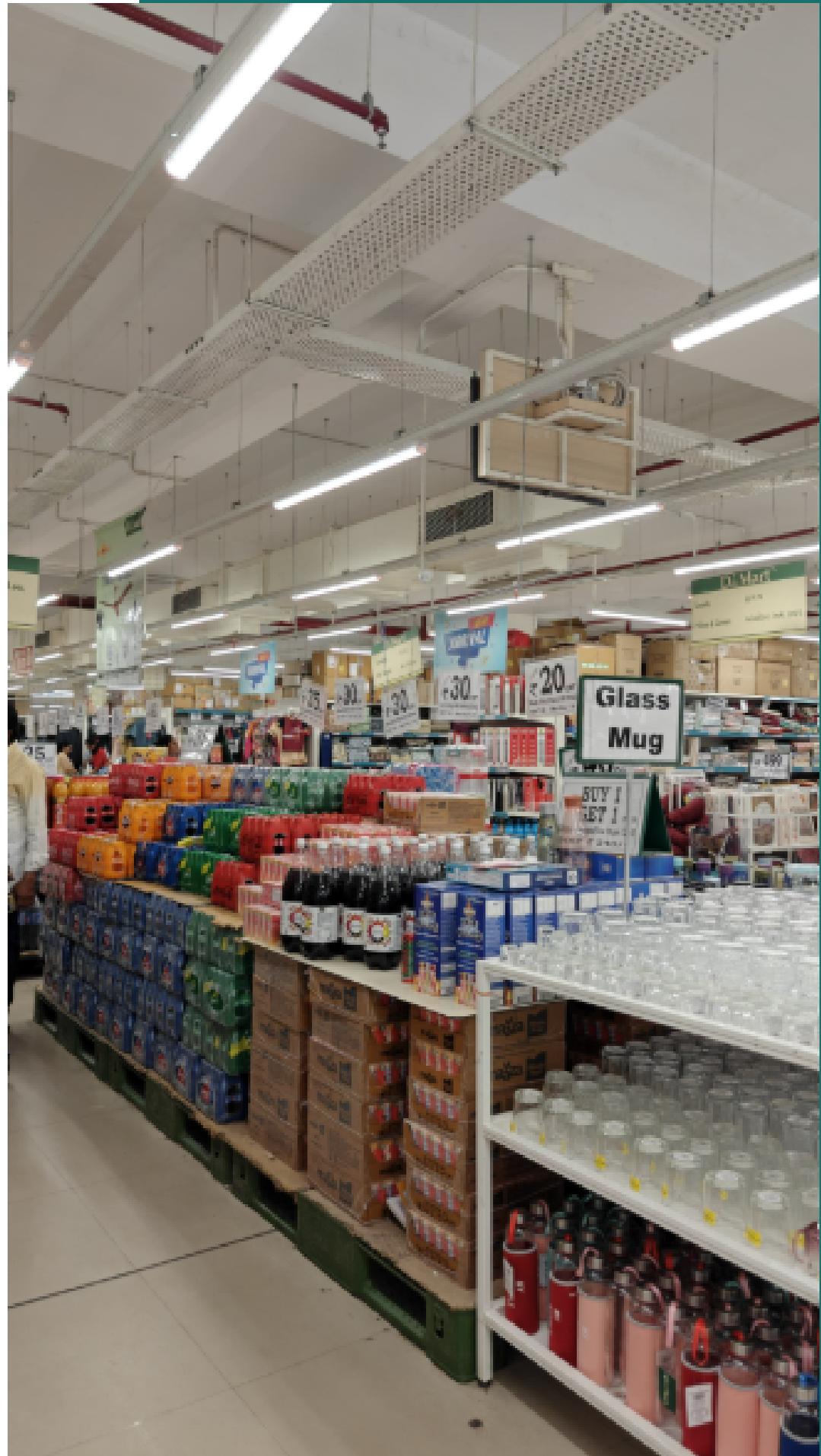
SHELVES



PROMOTIONAL MATERIALS



PRODUCT LABELS AND DISPLAY



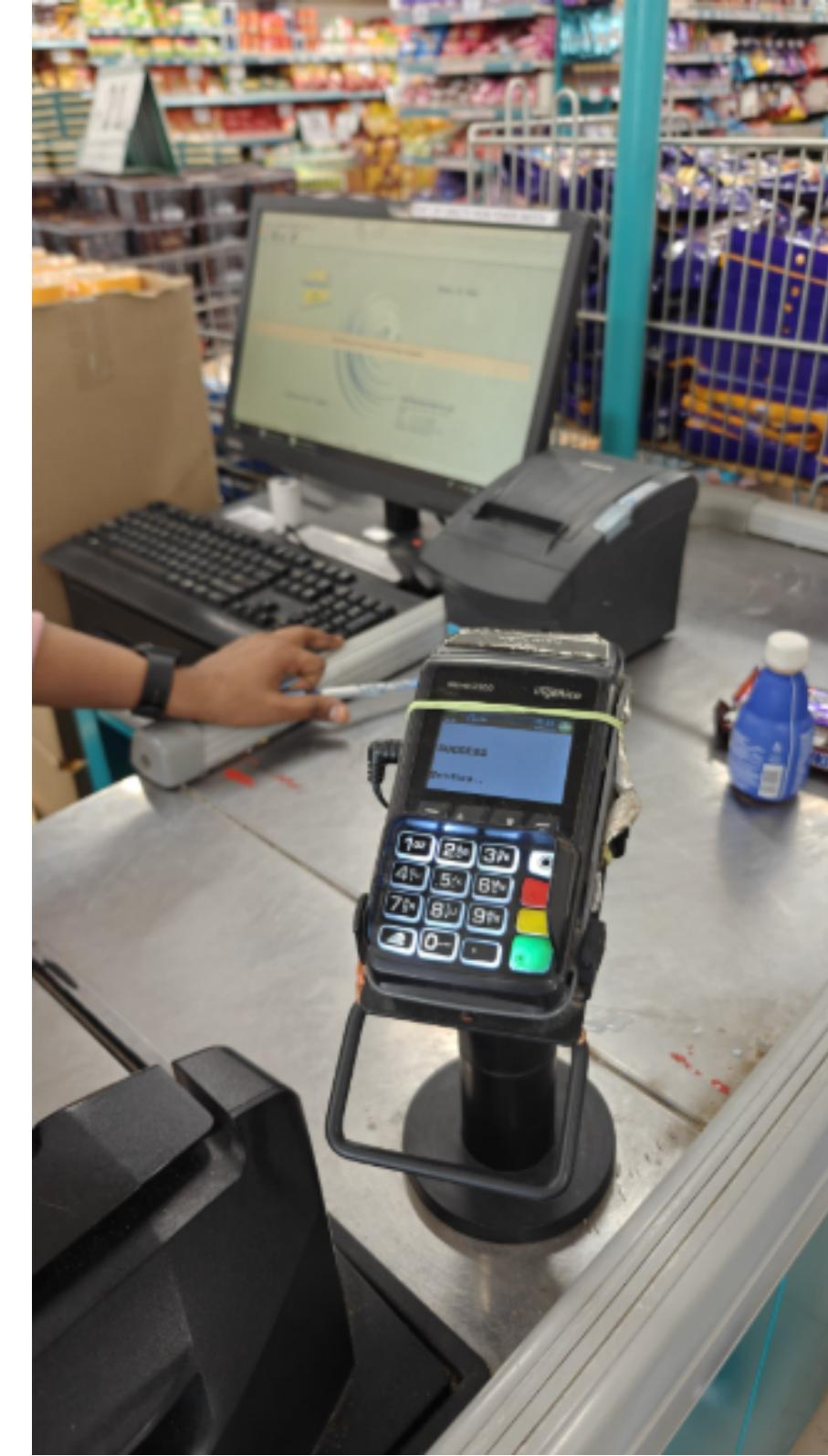
PRICING TAGS



BILLING COUNTERS



POS SYSTEM



EXIT AREA AND SECURITY CHECKPOINT



FEEDBACK KIOSKS



THANK YOU