INSTITUTE OF TECHNOLOGY

NIRMA UNIVERSITY

SUBJECT : SERVICE MARKETING

D-Mart Services

(Vande-Matram Road, Gota)

Survey Analysis & Report

Submitted to: Prof. Rachita Jayswal

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1. Introduction

1.1 Overview of Selected Service

- DMart is an affordable retail chain with customer-centric business, variety of products, and low prices. It is highly established in India, offering groceries, household items, clothing, and other items to cater to various shopping requirements.
- The company operates on an Everyday Low Price model with the aim of promoting value-for-money without any compromise on quality. Additionally, DMart Ready also increases the convenience with home delivery as well as store pickup facilities.
- With its focus on affordability, efficiency, and customer satisfaction, DMart remains a favorite among consumers for a dependable and inexpensive retail experience.

1.2 The Importance of Customer Satisfaction in DMart Services

- Customer satisfaction is the key to DMart's success. The organization believes in offering a hassle-free shopping experience, whether through its retail outlets or the DMart Ready website. With emphasis on product availability, competitive prices, and world-class customer care, DMart believes in convenience and affordability.
- Through the proactive inclusion of customer feedback, DMart continually improves its services, including full shelves, quick checkouts, and on-time deliveries. Its operational emphasis on improvement and resolving customer issues makes the company a darling retail hub.
- Customer feedback is the impulse that fuels the growth of DMart, which assists in developing enhanced services for every consumer. Through perpetual improvement, DMart attempts to provide a stable and customer-centric retail experience.

1.3 Brief Introduction to the SERVQUAL model

The SERVQUAL Scale is an important measurement of and solution for service quality improvements in the realm of differences in customers' perceptions and expectations. Parasuraman, Zeithaml, and Berry created it to assess five basic dimensions:

1. Tangibles – How the facilities and employees look.
2. Reliability – Getting the services out as agreed on.
3. Responsiveness – Supportive and efficient customer support.
4. Assurance – Employers being worthy of trust and knowledgeable.
5. Empathy – One-to-one, customer-focused service.

By expectations vs. perceptions measurement, companies can determine areas of service deficiency and activate customer satisfaction. Exceeding expectations would result in a positive figure, and where there needs to be improvement would result in a negative figure.

2. Objectives of the Study

2.1 Purpose of using SERVQUAL for customer satisfaction measurement

DMart's focus on providing a trouble-free and value-for-money shopping experience requires customer satisfaction measurement. The SERVQUAL model enables DMart to understand and enhance service quality by identifying differences between customers' expectations and experiences in five key areas:

1. **Tangibles** – Determining cleanliness of the store, presentation of products, staff's apparel, and how easy the DMart Ready website is to navigate.
2. **Reliability** – Ensuring the availability of products at all times, correct pricing, and delivering online orders as requested.
3. **Responsiveness** – Measuring the speed of employees in responding to customers in stores and handling order inquiries/issue resolution in DMart Ready.

4. **Assurance** – Assessing the knowledge and behavior of staff, as well as DMart's reliability in pricing and returns.
5. **Empathy** – Evaluating DMart's understanding of customers' needs, including store accessibility, personalized promotions, and grievance redressal.

2.2 Importance of Service Blueprinting

Service blueprinting plays a critical role in improving DMart's operational efficiency and customer satisfaction by visualizing every step of the buying process, from visiting the store to placing DMart Ready online orders.

Key Advantages of Service Blueprinting for DMart:

1. **Optimizing Store Layout & Checkout Efficiency** – Enables easy movement within stores, eliminating congestion at checkout counters and aisle levels.
2. **Inventory Management Enrichment** – Detects shortages and late restocking of goods, ensuring the availability of essential products at all times.
3. **Simplification of Online Order Fulfillment** – Monitors the entire process from order placement to door delivery, reducing delays and errors.
4. **Refinement of Customer Support Services** – Identifies variations in complaint handling and response time across physical stores and DMart Ready.
5. **Guaranteeing Staff Training & Role Clarity** – Defines clear roles for store associates, cashiers, and delivery staff, ensuring a smooth shopping experience.

By implementing service blueprinting, DMart can streamline retail operations, eliminate inefficiencies, and enhance service quality, allowing customers to shop faster, smoother, and more satisfactorily.

3. Methodology

3.1 Selection of Service

D-Mart is selected for this review of services since it has market penetration, is low-cost, and customer-centric. The survey seeks to obtain shopping behavior, service effectiveness, store accessibility, and general satisfaction. Customer expectations become increasingly important with the heightened competition from Reliance Smart and Big Bazaar. The results assist D-Mart in improving employee service, maximizing store performance, and eliminating customer pain points. By segmenting the shopping frequency pattern, responsiveness, and satisfaction level, the research empirically suggests retail service improvement and increased brand loyalty. Therefore, D-Mart continues to provide quality service and an easy shopping experience.

3.2 Survey design

D-Mart Service Review Survey is framed to measure customer experience, service quality, and satisfaction of customers with D-Mart. The survey is divided into four sections: demographics, shopping behavior, service quality, and customer satisfaction.

1. **Demographics** – Collects nominal and ordinal data for age, income, occupation, and gender to divide customer profiles into segments.
2. **Shopping Behavior** – Measures frequency of shopping, convenience, and shopping experience through the use of ordinal and nominal variables.
3. **Service Quality** – Applies Likert-scale questions to measure such things as timeliness, responsiveness of employees, correctness, and in-store environment.
4. **Customer Satisfaction** – Measures satisfaction scores on a scale of 5, allowing statistical comparison.

3.3 Survey Objectives & Methodology

- We employ closed-ended and Likert-scale questions to conduct structured questioning.
- Allows statistical analysis in SPSS such as descriptive statistics, t-tests, ANOVA, Chi-Square, correlation, and regression.
- Ensures validity and reliability with brief, neutral questions.

3.4 Sample size and data collection method

The sample consists of 161 positive returns who have utilized the dmart services, gathered using Google Forms due to its extensive coverage, ease, and data gathering.

4. SERVQUAL Analysis

4.1. Survey analysis

4.1.1. Frequency Analysis

Purpose: Understand **demographic distribution** of respondents.

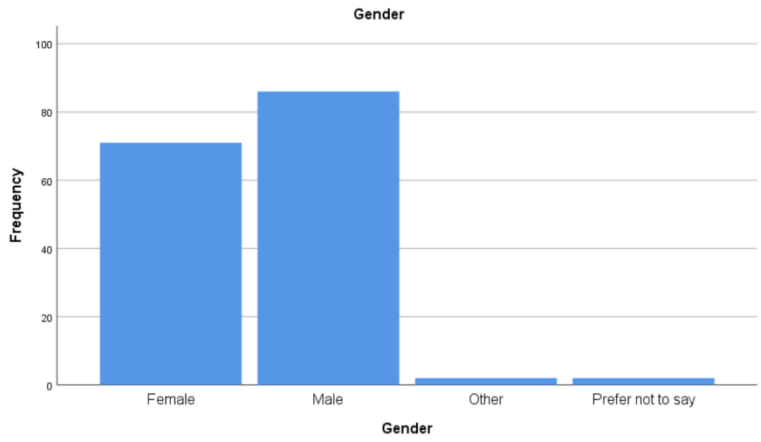
Variables: Gender, Occupation, Age Group, Shopping Frequency, Income Level

Statistics

		Gender	Age	Occupation	Personal Income	How often?
N	Valid	161	161	161	161	161
	Missing	0	0	0	0	0
Mean		1.60	2.09	1.26	2.60	3.15
Median		2.00	2.00	1.00	3.00	3.00
Mode		2	2	1	4	3
Std. Deviation		.585	.541	.703	1.357	.726
Variance		.342	.292	.494	1.841	.528
Minimum		1	1	1	1	1
Maximum		4	4	5	4	4

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	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	

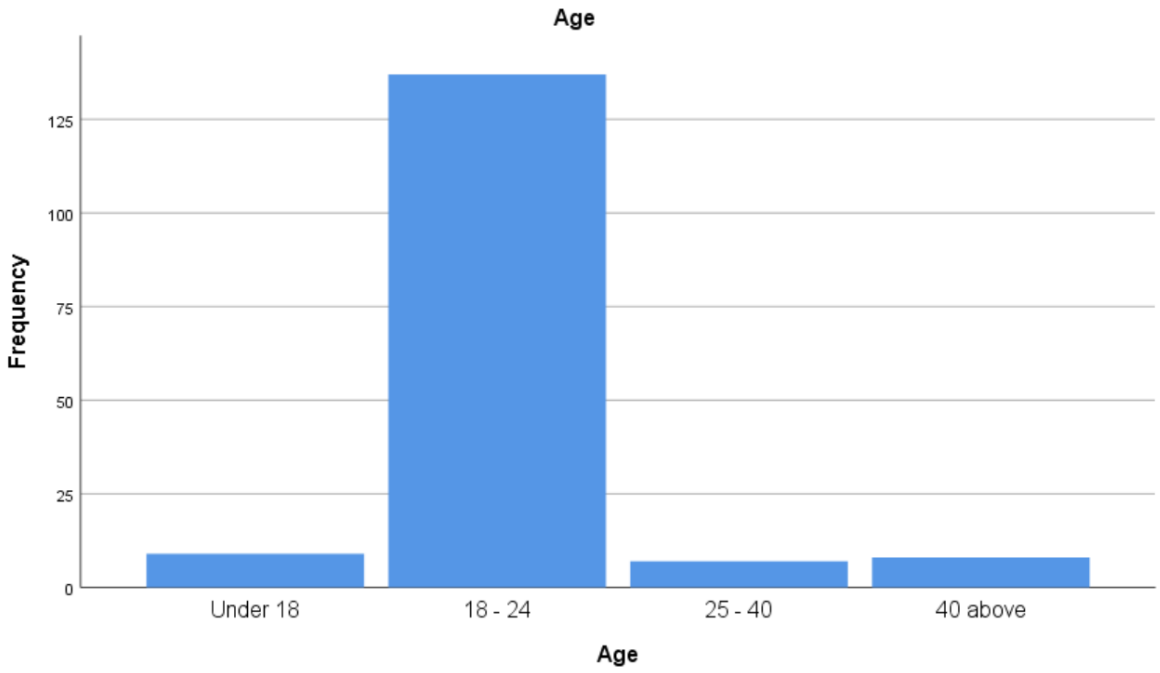


Interpretation - Gender:

- The majority of respondents are **Male (53.4%)**, followed by **Female (44.1%)**.
- A small portion identified as **Other (1.2%)** and **Prefer not to say (1.2%)**.
- This indicates that the survey had a higher male participation rate.

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	

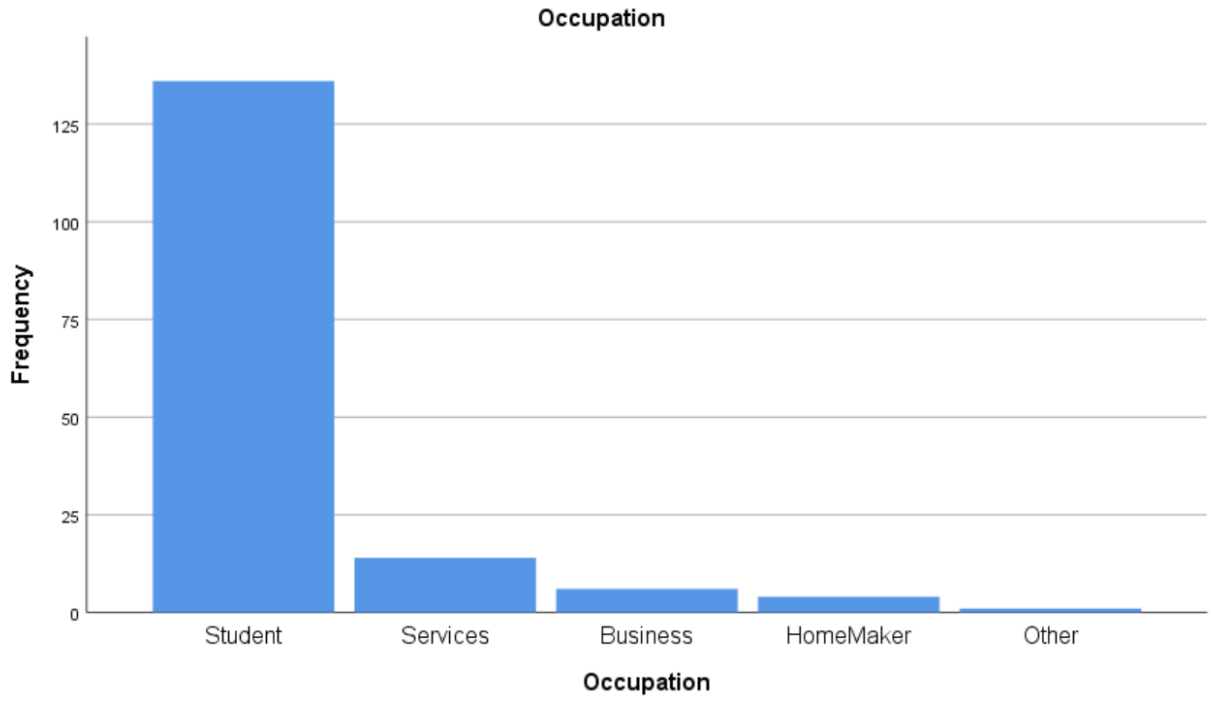


Interpretation - Age Group:

- The **18-24 age group dominates the survey (85.1%)**, showing that young adults are the primary customers.
- Other age groups like **Under 18 (5.6%)**, **25-40 (4.3%)**, and **40+ (5.0%)** contribute marginally.
- This suggests that D-Mart is popular among younger demographics.

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	136	84.5	84.5	84.5
	Services	14	8.7	8.7	93.2
	Business	6	3.7	3.7	96.9
	HomeMaker	4	2.5	2.5	99.4
	Other	1	.6	.6	100.0
	Total	161	100.0	100.0	



Interpretation - Occupation:

- **Students (84.5%)** are the primary shoppers, followed by those in **services (8.7%)**, **business (3.7%)**, **homemakers (2.5%)**, and **others (0.6%)**.
- This shows that D-Mart is more popular among students and working professionals.

Personal Income

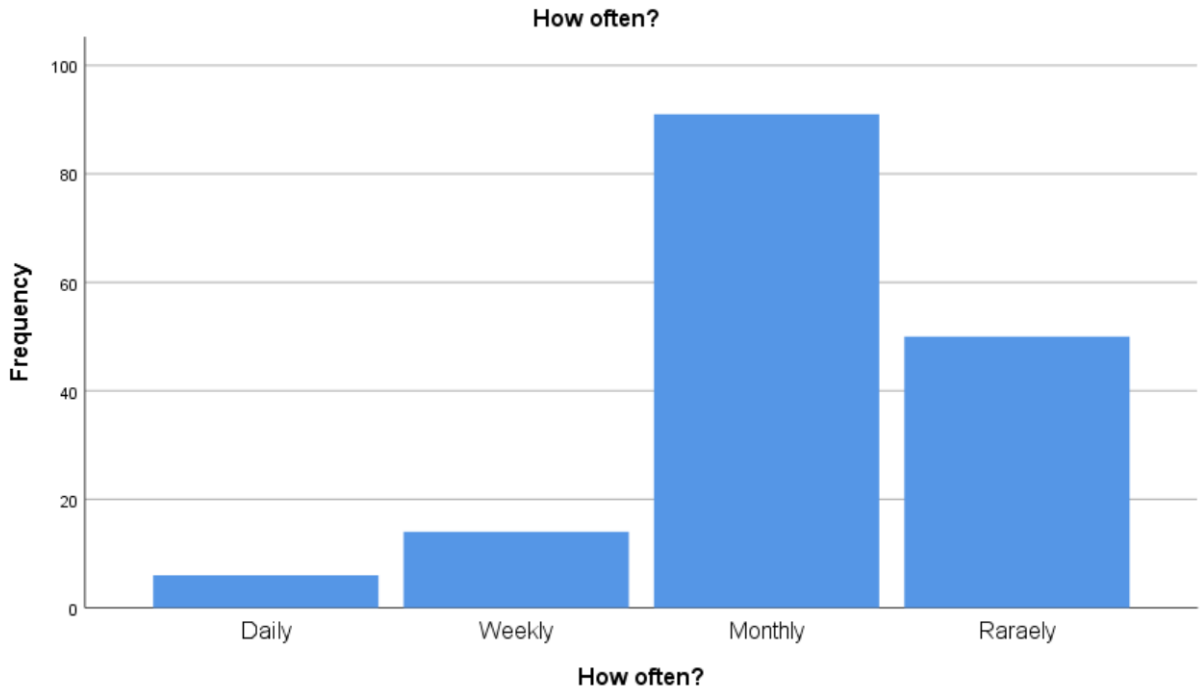
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than Rs.20,000	59	36.6	36.6	36.6
	Rs. 20,000 - Rs. 40,000	15	9.3	9.3	46.0
	Rs. 40,000 - Rs. 60,000	18	11.2	11.2	57.1
	Rs. 60,000+	69	42.9	42.9	100.0
	Total	161	100.0	100.0	

Interpretation - Income Level:

- The highest percentage of respondents fall in the **Rs. 60,000+ income group (42.9%)**, followed by **Less than Rs. 20,000 (36.6%)**.
- Lower income groups, such as **Rs. 20,000 - Rs. 40,000 (9.3%)** and **Rs. 40,000 - Rs. 60,000 (11.2%)**, have fewer respondents.
- This indicates D-Mart serves both middle and high-income customers.

How often?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	6	3.7	3.7	3.7
	Weekly	14	8.7	8.7	12.4
	Monthly	91	56.5	56.5	68.9
	Raraely	50	31.1	31.1	100.0
	Total	161	100.0	100.0	



Interpretation - Shopping Frequency:

- The majority shop **Monthly (56.5%)**, followed by **Rarely (31.1%)**, **Weekly (8.7%)**, and **Daily (3.7%)**.
- This shows that D-Mart is a preferred destination for bulk or monthly shopping.

Conclusion:

D-Mart's primary customer base is young adults (18-24 years), especially students, with a strong presence of middle and high-income groups. The store is a top choice for monthly bulk shopping, indicating its appeal for planned purchases. These insights can guide targeted marketing and product strategies.

4.1.2. Descriptive Analysis

Purpose: Summarize key statistics to understand customer behaviour patterns.

Variables: Satisfaction Level, Income Level, Shopping Frequency, Distance to Store

Descriptive Statistics

	N	Minimum	Maximum	Mean		Std. Deviation	Variance
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic
How much satisfied?	161	1	5	2.61	.085	1.084	1.176
Personal Income	161	1	4	2.60	.107	1.357	1.841
How often?	161	1	4	3.15	.057	.726	.528
Nearest Dmart Store	161	1	3	2.09	.060	.765	.585
Valid N (listwise)	161						

1. Satisfaction Level

- **Mean = 2.61** (on a scale of 1-5)
- **Standard Deviation = 1.084**
- **Variance = 1.176**

Interpretation: The average satisfaction level is **moderate** (closer to the middle of the scale). The **high standard deviation** indicates that responses vary significantly, suggesting mixed opinions.

2. Personal Income Level

- **Mean = 2.60** (on a scale of 1-4)
- **Standard Deviation = 1.357**
- **Variance = 1.841**

Interpretation: The **average income level is around the mid-range**, but the high standard deviation suggests **significant income disparity among respondents**.

3. Shopping Frequency

- **Mean = 3.15** (on a scale of 1-4)
- **Standard Deviation = 0.726**
- **Variance = 0.528**

Interpretation: Respondents **frequently visit** D-Mart, as the mean is closer to the higher end. The relatively **lower standard deviation** indicates **less variation in responses**, meaning most respondents shop at similar frequencies.

4. Distance to Nearest D-Mart

- **Mean = 2.09** (on a scale of 1-3)
- **Standard Deviation = 0.765**
- **Variance = 0.585**

Interpretation: The **average respondent lives at a moderate distance from the store**, with some variation in responses. This suggests that most customers are **neither too close nor too far** from the store.

Conclusion:

1. **Satisfaction is moderate**, with a wide range of responses.
2. **Income levels vary significantly** among respondents.
3. **Shopping frequency is relatively high**, and responses are **consistent**.
4. **Customers generally live at a moderate distance**, with some variation.

4.1.3. One-Way ANOVA

Purpose: Determine if there are statistically significant differences in shopping behavior.

Variable Combinations:

1. **Satisfaction Level** (Dependent) **vs. Age Group** (Independent)
2. **Satisfaction Level** (Dependent) **vs. Income Level** (Independent)

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.

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			

Multiple Comparisons

Dependent Variable: How much satisfied?

Tukey HSD

(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					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

Interpretation:

- The p-value (Sig.) = 0.700, which is also greater than 0.05.
- This indicates that there is no significant difference in satisfaction levels across different age groups.
- Age group does not significantly affect satisfaction level.
- The null hypothesis (H_0: No significant difference) is accepted.

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.

ANOVA

How much satisfied?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.305	3	.102	.085	.968
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)	Std. Error	Sig.	95% Confidence Interval	
					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

Interpretation:

1. **Satisfaction Level vs. Age Group:**

- p-value = 0.700 (greater than 0.05).
- No significant difference in satisfaction levels across different age groups.
- Age group does not influence customer satisfaction.

2. **Satisfaction Level vs. Income Level:**

- p-value = 0.968 (greater than 0.05).
- No significant difference in satisfaction levels across different income groups.
- Income level does not influence customer satisfaction.

Conclusion:

The One-Way ANOVA results indicate that neither age group nor income level has a statistically significant impact on customer satisfaction levels at D-Mart. This suggests that satisfaction is consistent across different demographic segments, and factors other than age or income (e.g., product quality, service, or store environment) may play a more critical role in shaping customer satisfaction. Businesses should focus on these other factors to maintain or improve overall customer satisfaction.

4.1.4 Independent Sample T-Test

Purpose: To determine if there are significant differences in satisfaction dimensions (Reliability, Responsiveness, Assurance, Tangibility, Empathy) between genders.

Variable Combinations:

1. **Reliability** (Dependent) **vs. Gender** (Independent)
2. **Responsiveness** (Dependent) **vs. Gender** (Independent)
3. **Assurance** (Dependent) **vs. Gender** (Independent)
4. **Tangibility** (Dependent) **vs. Gender** (Independent)
5. **Empathy** (Dependent) **vs. Gender** (Independent)

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

T-Test

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		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Reliability_score	Equal variances assumed	1.883	.172	.141	155	.888	.01991	.14079	-.25820	.29803
	Equal variances not assumed			.143	153.714	.887	.01991	.13943	-.25553	.29536

Interpretation:

- **Mean Scores**: Female (3.1480) vs. Male (3.1209)
- **t = 0.141, p = 0.888**

No significant difference in reliability perception across genders.

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.

T-Test

Group Statistics

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

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Response_score	Equal variances assumed	.972	.326	1.338	155	.183	.18052	.13496	-.08609	.44713
	Equal variances not assumed			1.347	152.903	.180	.18052	.13398	-.08418	.44522

Interpretation:

- **Mean Scores**: Female (3.2183) vs. Male (3.0378)
- **t = 1.338, p = 0.183**

No significant difference in responsiveness perception across genders.

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.

T-Test

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		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Assurance_score	Equal variances assumed	10.977	.001	2.183	155	.031	.30601	.14020	.02906	.58296
	Equal variances not assumed			2.239	154.129	.027	.30601	.13670	.03596	.57606

Interpretation:

- **Mean Scores**: Female (3.2711) vs. Male (2.9651)
- **t= 2.183, p = 0.001**

Highly significant difference at **$p < 0.01$**, indicating that females perceive higher assurance than males.

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.

T-Test

Group Statistics

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

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Tangible_score	Equal variances assumed	2.157	.144	.955	155	.341	.13495	.14136	-.14430	.41420
	Equal variances not assumed			.965	154.074	.336	.13495	.13981	-.14124	.41114

Interpretation:

- **Mean Scores**: Female (3.2570) vs. Male (3.1221)
- **t = 0.955, p = 0.341**

No significant difference between genders in tangibility perceptions.

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.

T-Test

Group Statistics

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

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Empathy_score	Equal variances assumed	4.693	.032	1.490	155	.138	.19139	.12843	-.06232	.44509
	Equal variances not assumed			1.524	154.683	.130	.19139	.12557	-.05668	.43945

Interpretation:

- **Mean Scores**: Female (3.3239) vs. Male (3.1326)
- **t = 1.490, p = 0.032**
- **Significant difference** at **p < 0.05**, indicating that females perceive higher empathy than males.

Conclusion

- **Most significant dimension:** ***Tangibility (p = 0.001)*** *– Females rate* ***Assurance*** *significantly higher than males, indicating greater trust and confidence in the service.*
- **Second significant dimension:** ***Empathy (p = 0.032)*** *– Females also perceive higher empathy in service interactions compared to males.*
- ***No significant differences*** *were found in* ***Tangibility, Responsiveness, and Reliability*** *(p > 0.05).*

4.1.5. Chi-square

Purpose: To assess if there is a significant association between occupation and shopping frequency.

Variable Combinations: Shopping Frequency (Dependent) **vs. Occupation** (Independent)

Hypothesis:

- **Null Hypothesis (H_0):** No association exists—shopping habits are independent of occupation.
- **Alternative Hypothesis (H_1):** A significant association exists—occupation influences shopping behavior

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How often? * Occupation	161	100.0%	0	0.0%	161	100.0%

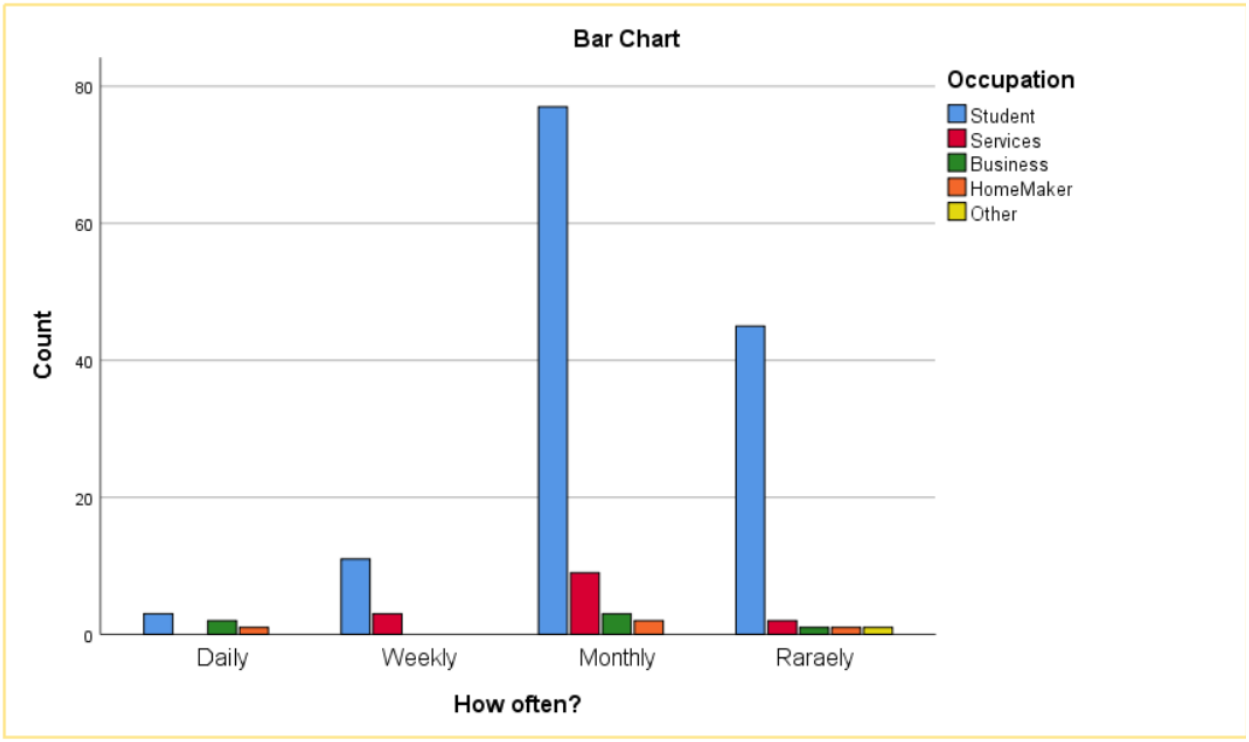
How often? * Occupation Crosstabulation

			Occupation					
			Student	Services	Business	HomeMaker	Other	Total
How often?	Daily	Count	3	0	2	1	0	6
		% within How often?	50.0%	0.0%	33.3%	16.7%	0.0%	100.0%
		% within Occupation	2.2%	0.0%	33.3%	25.0%	0.0%	3.7%
	Weekly	Count	11	3	0	0	0	14
		% within How often?	78.6%	21.4%	0.0%	0.0%	0.0%	100.0%
		% within Occupation	8.1%	21.4%	0.0%	0.0%	0.0%	8.7%
	Monthly	Count	77	9	3	2	0	91
		% within How often?	84.6%	9.9%	3.3%	2.2%	0.0%	100.0%
		% within Occupation	56.6%	64.3%	50.0%	50.0%	0.0%	56.5%
	Raraely	Count	45	2	1	1	1	50
		% within How often?	90.0%	4.0%	2.0%	2.0%	2.0%	100.0%
		% within Occupation	33.1%	14.3%	16.7%	25.0%	100.0%	31.1%
Total		Count	136	14	6	4	1	161
		% within How often?	84.5%	8.7%	3.7%	2.5%	0.6%	100.0%
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square Tests

	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		

a. 15 cells (75.0%) have expected count less than 5. The minimum expected count is .04.



Interpretation:

1. **Occupation influences shopping frequency** – *Different occupations exhibit different shopping behaviors.*
2. **Students dominate monthly and rare shopping categories** – *The crosstab and bar chart indicate that most students shop* ***monthly (56.6%) or rarely (33.1%)****.*

3. **Business and homemakers show more frequent shopping tendencies** – *A significant portion of business professionals and homemakers shop more frequently (weekly or daily).*
4. **Services and 'Other' categories have low representation in daily or weekly shopping** – *Indicating less frequent shopping behaviors.*
5. **Chi-square limitations** – *75% of the expected counts are less than 5, which may impact the reliability of the test results.*

Conclusion:

Since **p = 0.005**, which is **less than the standard significance level of 0.05**, we **reject the null hypothesis (H_0)**. This indicates that **there is a statistically significant association between occupation and shopping frequency**. In other words, shopping habits are **not independent** of occupation.

Overall, **occupation plays a key role in determining shopping frequency**, with students shopping less frequently and business professionals/homemakers shopping more often.

4.1.6. Multiple Regression

Purpose: To identify which factors (Reliability, Responsiveness, Assurance, Empathy, Tangibility) significantly predict customer satisfaction.

Hypothesis:

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

Variable Combinations:

- **Dependent Variable:** Satisfaction Level
- **Independent Variables:**
    - Reliability
    - Responsiveness
    - Assurance
    - Empathy
    - Tangibility

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, tangibiity_avg, assurance_avg

b. Dependent Variable: How much satisfied?

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	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
	tangibiity_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?

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, tangibiity_avg, assurance_avg

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	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
	tangibiity_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?

Correlations

		How much satisfied?	reliability_avg	responsiveness_avg	assurance_avg	tangibiity_avg	empathy_avg
Pearson Correlation	How much satisfied?	1.000	.271	.142	.251	.391	.314
	reliability_avg	.271	1.000	.531	.534	.429	.538
	responsiveness_avg	.142	.531	1.000	.620	.499	.523
	assurance_avg	.251	.534	.620	1.000	.599	.581
	tangibiity_avg	.391	.429	.499	.599	1.000	.589
	empathy_avg	.314	.538	.523	.581	.589	1.000
Sig. (1-tailed)	How much satisfied?	.	.000	.036	.001	.000	.000
	reliability_avg	.000	.	.000	.000	.000	.000
	responsiveness_avg	.036	.000	.	.000	.000	.000
	assurance_avg	.001	.000	.000	.	.000	.000
	tangibiity_avg	.000	.000	.000	.000	.	.000
	empathy_avg	.000	.000	.000	.000	.000	.
N	How much satisfied?	161	161	161	161	161	161
	reliability_avg	161	161	161	161	161	161
	responsiveness_avg	161	161	161	161	161	161
	assurance_avg	161	161	161	161	161	161
	tangibiity_avg	161	161	161	161	161	161
	empathy_avg	161	161	161	161	161	161

Interpretation:

- **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.

Conclusion:

The Multiple Regression Analysis reveals that Tangibility is the only significant predictor of customer satisfaction among the tested variables. This suggests that customers place greater importance on the physical aspects of the service (e.g., store appearance, equipment, and facilities) when evaluating their satisfaction. Other factors like Reliability, Responsiveness, Assurance, and Empathy, while important, do not significantly impact satisfaction in this context. Businesses should focus on improving tangible elements to enhance customer satisfaction while also exploring other potential factors not included in this model.

4.2 Survey findings

1. Frequency Analysis

- D-Mart's **primary customers** are **young adults (18-24 years)**, especially students, with a **mix of middle and high-income** groups. **Most customers shop monthly**, indicating a preference for bulk purchases.

2. Descriptive Analysis

- Customer **satisfaction is moderate** with mixed opinions. Shopping **frequency is high and consistent**, and most customers live at a **moderate distance from the store.** Income levels vary significantly among respondents.

3. One-Way ANOVA

- **Age and income do not significantly affect** customer satisfaction. Satisfaction levels are consistent across different demographic groups, suggesting other factors (e.g., product quality, service) are more influential.

4. Independent Sample T-Test

- **Females perceive higher assurance and empathy** compared to males, indicating greater trust and emotional connection. No significant gender differences exist for reliability, responsiveness, or tangibility.

5. Chi-Square Test

- **Occupation significantly influences shopping frequency**. Students shop less frequently (monthly or rarely), while business professionals and homemakers shop more often (weekly or daily).

6. Multiple Regression

- ***Tangibility (physical aspects like store appearance and facilities) is the only significant predictor of customer satisfaction***. Other factors like reliability, responsiveness, assurance, and empathy do not significantly impact satisfaction in this model.

4.3 Gap analysis (comparison of expected vs. perceived service):

4.3.1. Reliability Gap (Consistency & Dependability of Service)

- **Expected:** Customers anticipate consistent product availability, accurate billing, and efficient service.
- **Perceived:** The mean reliability score is similar across genders (Male: 3.12, Female: 3.14) with **no significant difference (p = 0.888)**, indicating that customers generally perceive reliability as expected.
- **Gap:** No major gap detected; reliability meets expectations.

4.3.2. Responsiveness Gap(Willingness to Help, Provide Prompt Service)

- **Expected:** Customers expect quick responses from staff, short checkout lines, and immediate assistance when needed.

- **Perceived:** The responsiveness score shows **no significant difference between males and females**, meaning responsiveness is perceived similarly across genders.
- **Gap:** While responsiveness is **not significantly lacking**, some customers might experience occasional delays.

4.3.3. Assurance Gap (Trust, Confidence & Staff Competency)

- **Expected:** Customers expect knowledgeable and polite staff, secure transactions, and an overall sense of trust.
- **Perceived:** Females rate assurance significantly higher than males, indicating that males feel less confident about the service quality.
- **Gap:** A **significant gap exists for male customers**, suggesting they experience lower confidence in D-Mart's service staff or policies.

4.3.4. Tangibility Gap (Physical Facilities, Equipment & Appearance)

- **Expected:** Customers expect a clean store layout, organized shelves, and visually appealing product displays.
- **Perceived:** No significant difference in tangibility perceptions across genders, meaning the physical aspects of the store generally meet expectations.
- **Gap:** No major gap detected; store tangibility meets customer expectations.

4.3.5. Empathy Gap (Personalized Attention & Care)

- **Expected:** Customers expect staff to be attentive, considerate, and provide personalized service when needed.
- **Perceived:** Females rate empathy significantly higher than males, indicating that males feel less attended to.

- **Gap:** A **moderate gap exists for male customers**, suggesting that staff may be more empathetic toward female shoppers, leading to a difference in perceived service quality.

Overall Gap & Actionable Insights

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%) and 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

5. Service Blueprint

A service blueprint is an effective tool used in service marketing to visually map out the whole service process. Service blueprint helps businesses understand their customers' journeys better and map out key interactions, service steps and internal processes, allowing them to better analyze their performance and deliver an experience that's both valuable for customers (frontstage) and frictionless (backstage).

5.1 Key Components:

1. **Customer actions** –These are the things that customers do in connection with the service. This can help you analyze the customer journey and identify areas that could be improved.
2. **Front stage (Visible Contact Employee Actions)** These activities by employees that the customer is directly exposed to (e. g. the sales associate helping the customer, or the clerk processing the transaction).
3. **Back stage (Invisible Contact Employee actions)** – These actions are behind the scenes and not apparent to customers, but most significantly contribute to a high standard of service delivery, such as receiving orders or stock holding.

4. Support processes Internal systems and operations that facilitate the service (which are not made available to the customer) such as inventory management systems, billing systems or logistics coordination.
5. **Physical Evidence** – Anything that has physical aspect to it such as store layout, product displays or self checkout kiosks.

5.2 Purpose of Service Blueprinting

- **Service Failures** – Finding areas where there 's weakness or inefficiencies in the service process can help businesses identify failures before they affect customer satisfaction.
- **Improve Customer Experience** – With customer touchpoint mapping companies can hone each step of the service ensuring that the whole experience flows easily and effectively.
- **Helping Employee Alignment** – A clear job blueprint helps employees know exactly what they're supposed to do as well as providing consistent service.
- **Improving Operations** – Recognizing inefficiencies enables businesses to plan their resources and operations more effectively.
- Enhancing Communications Service blueprinting helps align the departments involved in a service to ensure that they all work together in a coordinated way.

5.3. Steps to Create a Service Blueprint

1. **Define Service/Process** – Identify the specific service/process that requires mapping.
2. **Map Customer Actions** – description of all actions of a customer while using the service.
3. **Outline Employee actions** – Determine both the visible (frontstage) actions employees perform in response to customer actions.
4. **Identify Support Processes** – Include internal operations, which contribute to the service, but cannot be readily identified by the customer.
5. **Put Physical Evidence on it** – Add physical evidence that relates to the customer's experience, such as store signage or checkout counters.

6. **Establish Connections** – Draw relationships between customer actions, employee actions, support processes, and physical evidence to visualize how the service flows.

Benefits:

Service blueprinting helps businesses identify inefficiencies, standardize service delivery, and focus on the customer experience. It also fosters collaboration across departments, ensuring all employees are aligned in delivering high-quality services. However, it can be challenging to create for complex services and may require frequent updates as services evolve.

5.4. Our Service Blueprint

The service blueprint for our D-Mart Services can be found attached herewith (Fig.5.4.1) It displays all the various "Key Components" that help facilitate the service. This can also further assist in figuring out the multiple pain points for the business or the customer which plays a major role in affecting the profits and execution of the service. This can further help improve the service making it more efficient & profitable.

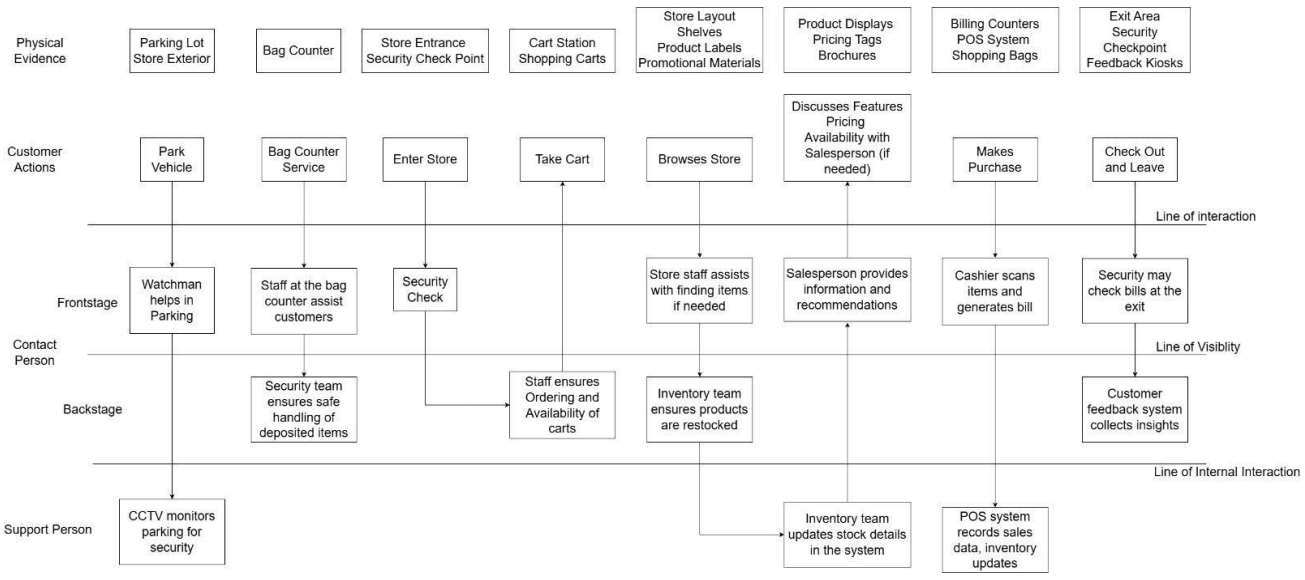


Fig.5.4.1. Service Blueprint for D-Mart Services

6. Recommendations and Improvements

- To improve overall service quality at DMart and address gaps observed through the analysis, the following adjustments need to be implemented across dimensions: Reliability, Responsiveness, Assurance, Tangibility, and Empathy. These adjustments will ensure a more seamless and fulfilling shopping experience for all customers.
- Reliability is a key determinant of customer satisfaction, and DMart needs to ensure consistent availability of stock, accurate billing, and effective customer support. To do this, the company must install an inventory control system to avoid stock-outs. Billing accuracy can also be enhanced by having barcode scanners and POS systems calibrated regularly and performing regular audits to avoid pricing errors. Improving customer support with additional service desks and personnel will assist in answering queries promptly and providing a smooth shopping experience.
- Responsiveness is another area where improvement is needed, as customers expect rapid service and effective support from the store staff. To cater to this, DMart needs to implement self-checkout kiosks and express lanes for customers with lower quantities, so that billing counters get less congested. Additional staff should be deployed to provide customer assistance, especially during rush hours, to improve service speed and availability. In addition, the DMart Ready platform must have chatbot support to resolve queries instantly, thereby providing a more convenient and efficient online shopping experience.
- Regarding Assurance, or customer confidence and trust in employees, DMart would have to center on employee training and consistency of interaction. Training programs need to be held regularly to get the staff updated on products and able to respond to customer queries professionally. Having standard customer interaction protocols, including the welcoming of customers and proactive offering of assistance, will ensure all customers have an identical shopping experience. Transparency regarding prices and returns also needs to be prioritized, with transparent signage and easier refund procedures in order to generate consumer confidence.
- Tangibility, having a very strong bearing on customer satisfaction, needs to be made more fine-tuned. DMart can enhance the physical in-store environment through

cleanliness, neatly arranging shelves in a logical manner, and making the store aesthetically pleasing. Better signage and electronic screens need to be provided to guide customers in finding products quickly. In-store interiors need to be renovated through better lighting, broader aisles, and better modernized designs to make the overall look and feel better and more comfortable for shopping.

- Finally, Empathy is responsible for making shopping more personalized. Closing gender perception gaps by educating male staff members to interact with customers more consciously can ensure every shopper feels just as valued. DMart may also implement a loyalty program where customers are rewarded with personalized offers and suggestions according to their history of shopping. In addition, the company can improve its feedback system by establishing a specific customer care hotline to address grievances quickly and effectively.
- Through these strategic enhancements, DMart will be able to close the gaps between customer expectations and their own shopping experiences. Improving the reliability, responsiveness, assurance, tangibility, and empathy of services will not only enhance customer satisfaction but also reinforce DMart's image as a trustworthy and customer-centric retail brand.

7. Conclusion

The results show that tangibility is the strongest customer satisfaction driver, and cleanliness, organization, and store appearance are of the required standard. However, reliability and responsiveness need serious attention, especially in terms of availability of stock, billing accuracy, and efficiency in customer service. Further, assurance and empathy have gender-based variations wherein male customers feel less trust and personal care than female consumers. To fill these gaps, DMart needs to invest in staff training, technology integration, and customer-oriented policies that ensure shopping is a convenient and hassle-free experience.

By enhancing billing accuracy, enhanced employee training, and streamlined checkout procedures, DMart can greatly enhance its operational efficiency. Moreover, by enhancing customer interaction through customized service, loyalty schemes, and effective grievance

redressal, it will be able to form stronger consumer relationships. Investments in digital transformation, including chatbot support and a revamped DMart Ready platform, will also help in developing a more agile and efficient service model.

Finally, customer-oriented innovations and ongoing improvement are the driving forces behind DMart's long-term success. Through continuous improvement in the areas of service gap filling and optimizing customer satisfaction through strategic refinements, DMart can continue to be the market leader in the retail industry. With focus on quality service and customer satisfaction, the firm can sustain long-term growth, customer loyalty, and improved market positioning.

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8. Annexure

Email
(Text Input)

Have you used D-Mart Services?

- Yes
- No

How often do you shop at D-Mart?

- Daily
- Weekly
- Monthly
- Rarely

How would you describe your typical shopping experience at D-Mart?

- Quick and efficient
- Average
- Time-consuming but satisfactory
- Dissatisfactory

How far is the nearest D-Mart store from your home?

- Less than 2 km
- 2-5 km
- More than 5 km

Does D-Mart generally deliver on its promises within the promised time?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does D-Mart show a sincere interest in solving service-related problems?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does D-Mart perform the service right the first time?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does D-Mart provide its services at the time it promises?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does D-Mart insist on maintaining error-free records?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does D-Mart keep customers informed about when services will be performed?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do employees in D-Mart give you prompt service?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Are employees in D-Mart always willing to help you?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Are employees in D-Mart never too busy to respond to your requests?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does the behavior of employees in D-Mart instill confidence in you?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do you feel safe in your transactions with D-Mart?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Are employees in D-Mart consistently courteous with you?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do employees in D-Mart have the knowledge to answer your questions?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does D-Mart give you individual attention?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does D-Mart have employees who give you personal attention?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does D-Mart have your best interests at heart?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do employees of D-Mart understand your specific needs?

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree

Does D-Mart have operating hours that are convenient to all its customers?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Does D-Mart have modern-looking equipment?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Are D-Mart's physical facilities visually appealing?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Do employees at D-Mart appear neat?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Are materials associated with the service (such as pamphlets, etc.) visually appealing at D-Mart?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

How satisfied are you with the services offered by D-Mart?

- Highly Satisfied
- Satisfied

- Neutral
- Dissatisfied
- Highly Dissatisfied

What is your gender?

- Female
- Male
- Other
- Prefer not to say

Which age group do you fall under?

- Under 18
- 18 - 24
- 25 - 40
- 40 above

What is your monthly income? (If you are a student, choose your family monthly income)

- Less than ₹20,000
- ₹20,000 - ₹40,000
- ₹40,000 - ₹60,000
- ₹60,000+

What is your occupation?

- Student
- Services
- Business
- Homemaker
- Other