

A STUDY ON CUSTOMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS DMART IN THOOTHUKUDI CITY

A K Dhanushiya and P. Maria Sahaya Rossiyan

PG and Research Department of Commerce, St. Mary's College (Autonomous), Thoothukudi

Affiliated to Manonmanium Sundaranar University, Tirunelveli, Tamil Nadu.

ABSTRACT

This study aims to identify the customer buying behaviour and satisfaction towards DMart in Thoothukudi City. The researcher investigates the reason for purchasing at DMart, level of satisfaction, including income level, age, improvements to be made by DMart and suggestions. This study will delve into customer's purchase decisions, including price, product quality, convenience and brand loyalty. Additionally, the study will explore the level of satisfaction among customers regarding various aspects of their shopping experience at DMart, such as store ambience, staff behaviour, and product assortment. Findings from this research are expected to provide valuable insights for DMart to enhance its customer service strategies and improve overall customer satisfaction, thereby strengthening its competitive position in the retail market.

KEY WORDS: Purchasing behavior, Satisfaction, DMart, Grocery, Ambience, Retail

INTRODUCTION

The customer satisfaction plays an important role for development of their business. Retailers have recognized this trend and are of the view that customer satisfaction plays a role in the success of business strategies. Therefore, it has become important for grocery retail stores to try and manage customer satisfaction. The purpose of this study is to find out overall customer buying behaviour and satisfaction towards DMart. DMart is one of the renowned retail companies in India. It is famous for its low price and good quality products. It has its branches all over the India.

DMart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. The supermarket chain of DMart stores is owned and operated by Avenue Supermarts Limited (ASL). The brands DMart, DMart Minimax, DMart Premia, D Homes, Dutch Harbour, etc are brands owned by ASL. The concept of DMart comes into existence from 2002 with its first branch in Powai's Hiranandani Gardens. It has its headquarters in Powai, Mumbai, Maharashtra. DMart is known for its focus on providing customers with a wide range of quality products at affordable prices. It offers a

diverse selection of groceries, household items, apparel, kitchenware, electronics, and more, catering to the everyday needs of consumers. One of the key factors contributing to DMart's success is its efficient supply chain management and emphasis on cost control. By keeping overheads low and maintaining direct relationships with suppliers.

DMart is able to offer competitive prices to its customers. Shopping for every member of family in one roof is DMart. As every product like Grocery, Cosmetic, Clothing etc., are easily available. DMart's stores are typically spacious and well-organized, providing a convenient shopping experience for customers. Additionally, the company places a strong emphasis on customer service, ensuring that shoppers receive assistance and support when needed.

Overall, D-Mart has become a household name in India, known for its commitment to offering value- for-money products and excellent customer service. From the launch of its first store in Powai in 2002, D- Mart today has a well-established in 345 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan

STATEMENT OF THE PROBLEM:

This study was designed to find out the customer buying behaviour and satisfaction towards DMart from various age groups to identify their opinion and perception towards purchasing at DMart. This study covers only the customers of DMart because it helps the researcher to identify the buying behaviour and satisfaction of customers towards DMart. The degree of satisfaction and purchasing behaviour are measured and further suggestions are also analysed. In short, the main purpose of the study is to analyse the customer buying behaviour and satisfaction towards DMart. It also states the problems and limitations while purchasing at DMart.

OBJECTIVES:

- To understand the customer's buying behaviour towards DMart
- To analyse the customer's opinion about DMart
- To examine the availability of service facilities provided by DMart
- To measure the satisfactory level of customer's towards DMart
- To evaluate how many offers, discounts and deals are available in DMart
- To discover the customer's feedback and review towards DMart

RESEARCH METHODOLOGY:

Sampling Design	Simple Random Sampling
Period of Study	November – April 2024
Data Used	Primary and Secondary Data
Test of Analysis	1. Percentage Analysis 2. Likert Scaling Technique 3. Garrett Ranking Technique 4. Chi-square Test

LIMITATIONS:

- The sample size was restricted to 120 respondents
- The suggestions are not constant because the purchasing behaviour of the respondents may change later
- The study was restricted only to the customers of DMart
- The study maybe relevant to this period. It may not be applicable to a different period
- Since the total respondents were only 120, the study might not necessarily be the representation of the actual population of Thoothukudi

RESULTS AND DISCUSSION:

REASON FOR PURCHASING AT DMART

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE %
Low Price	25	20.83
Offers and Discounts	56	46.67
Quality Products	20	16.67
Service Facility	5	4.17
Variety of Products	8	6.67
Convenient Location	6	5
TOTAL	120	100

SOURCE: Primary Data

INFERENCE:

The table shows the reason for purchasing at DMart. Out of 120 respondents, 20.83% purchase for the low price, 46.67% purchase for offers and discounts, 16.67% purchase for the quality products, 4.17% purchase for the service facility, 6.67% purchase for the variety of products and 5% purchase for the convenient location. So the majority (46.67%) of the respondents purchase for the offers and discounts provided by DMart.

INFLUENCING FACTOR TO MAKE THE DECISION

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE %
Brand Prestige	23	19.16
Proximity to Residence	31	25.83
Trendy Product Selection	29	24.17
Exclusive Discounts	37	30.83
TOTAL	120	100

SOURCE: Primary Data

INFERENCE:

The table shows the influencing factor to make the decision while shopping at DMart. Out of 120 respondents, 19.16% of the respondents shop for the brand prestige, 25.83% of the respondents influenced for the proximity to residence, 24.17% of the respondents influenced for the trendy product selection and 30.83% of the respondents influenced for the exclusive discounts. So the majority (30.83%) of the respondents influenced for the exclusive discounts while shopping at DMart.

IMPRESSION OF CUSTOMER SERVICE ASPECT

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE %
Responsiveness	31	25.83
Staff approachability	38	31.67
Proficiency of Staff Expertise	23	19.17
Problem Resolution	28	23.33
TOTAL	120	100

SOURCE: Primary Data

INFERENCE:

The table shows the impression of customer service aspect at Dmart. Out of 120 respondents, 25.83% impressed by the responsiveness of staff, 31.67% impressed by the friendliness of staff, 19.17% impressed by the knowledge of staff and 23.33% impressed by the problem resolution activity of staff. So the majority (31.67%) of the respondents impressed by the friendliness of staff at Dmart.

PRODUCT CATEGORIES WHERE DMART EXCELS

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE%
Electronics	12	10
Dairy Products	33	27.5
Crockery	11	9.17
Grocery	21	17.5
Household	10	8.33
Footwear	12	10
Toys	9	7.5
Stationery	7	5.83
Apparel	5	4.17
TOTAL	120	100

SOURCE: Primary Data

INFERENCE:

The table shows the product categories where DMart excels. Out of 120 respondents, 10% prefer electronics, 27.5% prefer dairy products, 9.17% prefer crockery, 17.5% prefer grocery, 8.33% prefer household, 10% prefer footwear, 7.5% prefer toys, 5.83% prefer stationery and 4.17% prefer apparel. So the majority (27.5%) of the respondents thinks dairy products are excelled in DMart.

ATMOSPHERE AND AMBIENCE OF DMART

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE%
Environment	21	17.5
Infrastructure	35	29.17
Safety and security	14	11.66
Aesthetic Appeal	44	36.67
Layout and organisation	6	5
TOTAL	120	100

SOURCE: Primary Data

INFERENCE:

The table shows the atmosphere and ambiance of DMart. Out of 120 respondents, 17.5% feels welcoming, 29.17% feels average, 11.66% feels uninviting, 36.67% feels pleasant and 5% feels unpleasant. So the majority (36.67%) of the respondents feels pleasant about the atmosphere and ambiance of DMart.

SATISFACTION OF OVERALL SHOPPING EXPERIENCE

FREQUENCY	NO. OF RESPONDENTS	PERCENTAGE%
Highly Satisfied	22	18.33
Satisfied	72	60
Neutral	17	14.17
Dissatisfied	5	4.17
Highly Dissatisfied	4	3.33
TOTAL	120	100

SOURCE: Primary Data

INFERENCE:

The table shows the satisfaction of overall shopping experience at DMart. Out of 120 respondents, 18.33% of the respondents are highly satisfied, 60% are satisfied, 14.17% of the respondents are neutral, 4.17% are dissatisfied and 3.33% of the respondents are highly dissatisfied. So the majority (18.33%) of the respondents are highly satisfied with the overall shopping experience at DMart.

FINDINGS:

- Majority (46.67%) of the respondents purchase at DMart due to the offers and discounts provided by them
- Majority (31.67%) of the respondents got impressed by the friendliness of staff at DMart
- Majority (27.5%) of the respondents believe that DMart excels in dairy products
- Majority (36.67%) of the respondents describes the overall atmosphere and ambiance at DMart are pleasant
- Majority (60%) of the respondents are satisfied with the overall shopping experiences at DMart

SUGGESTIONS:

- DMart has to give more advertisement on its company and products provided by them.
- The online service at DMart needs to be improved.
- DMart has to maintain the staff as it is and provide training based need assessment.
- DMart should provide large parking places for customers, so they can easily park their vehicles.
- Toilet facilities at DMart needs to be properly maintained and cleaned on regular basis.
- DMart has to look after the substitute goods.
- DMart should not raise their product price. As most of the people are living in middle class family, they look for the price of the products, so it has to maintain the same price for the products.
- DMart should improve their electronics and stationery items by introducing variety of products and provide with high discount percentage.
- DMart should add more checkout counters in their outlet. So customers can easily make themselves free from the hassle hours

CONCLUSION:

DMart is a supermarket as it provides various kinds of goods like grocery, dairy products, apparels, home appliances, stationery, electronic items, toys, foot wears, decorative items, chocolates and many more. It completes all socially stores of different product which provides good at a discounted rate all throughout the year. It holds a large customer based and it seemed from the study that the customers of highly satisfied with DMart.

In conclusion, customer buying behaviour and satisfaction towards DMart is influenced by various factors including price competitiveness, product quality, convenience and overall shopping experiences. DMart's emphasis on offering value for money, a wide range of products and efficient service has garnered positive feedback from the customers. By consistently meeting and exceeding customer expectations, DMart has cultivated a loyal customer base, ensuring sustained success in the retail market.

DMart should enhance digital platforms for seamless online shopping to provide convenience and flexibility to customers. By implementing the suggestions and improvement ideas, DMart can further enhance customer buying behaviour and satisfaction, solidifying its position as a preferred retail destination. DMart targets a wide range of customers, primarily focusing on

value-conscious shoppers such as budget-conscious consumer, middle-income families, urban and semi-urban residents, working professionals and bulk buyers who prioritize affordability without sacrificing quality.

DMart focus on providing value for money, a diverse product range, and a convenient shopping experience resonates with these target customers, making it a preferred shopping destination for many. However, many services fall short of the expectations of the customer, e.g. parking, baby strollers, personal assistance in selecting merchandise, washrooms and drinking water, billing facilities, store environment, warranties. It can be concluded that customer satisfaction is very important.

Thus, though the customer satisfaction does not guarantee repurchase on the part of the customers but still it plays a very important part in ensuring customer loyalty and retention.

In this research “A STUDY ON CUSTOMER BUYING BEHAVIOUR AND SATISFACTION TOWARDS

DMART IN THOOTHUKUDI” states that many of the customers purchase for the products variety at DMart and they are HIGHLY SATISFIED with the available products, offers and discounts, etc., Therefore, organizations should always strive to ensure that their customers are satisfied.

WEBSITES REFERRED:

- www.dmartindia.com
- www.dmart.in
- www.dmartexpress.com
- www.wikipedia.com
- www.zendesk.com
- www.corporatefinanceinstitute.com
- www.pinterest.com
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