A Study on Customer Satisfaction towards D Mart Retail Outlet in Karwar city

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Abstract:

Currently the retailing industry is booming industry in India. It has been considered as equal competent with IT industry. D-MART 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. Retailing is one such step in the marketing chain of activities that facilitates the distribution function. Initially it was considered as just another step in the marketing chain and the function was accepted as obvious. As the competition increased globally, differentiation became more and more difficult. Consumer purchasing power increased as economy opened up into more market-oriented mode. Often used and final link with the ultimate consumer, marketers thought of using it for differentiating and positioning. So, retailing ceased to be considered as an outgrowth of traditional marketing activity, rather it was recognized as an important business proposition in its own accord, which ultimately helps marketing in performing its function and successfully satisfying the objectives. Therefore, retailing emerged as a discipline and considerable thinking and research went into it for the development and substantiation. The research paper considers understanding customer's satisfaction towards DMART. The objectives of the study are to understand customer satisfaction towards various products sold by DMART and also analyse the satisfaction level of customer experience while shopping at DMART. D-MART is one such big retail giant that has a wide market with verity of product lines. It has introduced its own brands of products to its customers. This research study mainly focuses on the marketing activities and consumer response towards D-MART. Research methodology adopted in the study is descriptive in nature and non-probability convenience sampling technique was used with a sample size of 100 respondents through online structured questionnaire with Google forms. Data collected was later analyzed and interpreted using SPSS software. The findings and suggestions provided in the research study will certainly help DMART to make necessary changes to provide enhanced customers to its customers in the said outlet.

Keywords: Customer satisfaction, marketing activities, consumer purchasing power, D-MART, consumer markets

Introduction:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services.
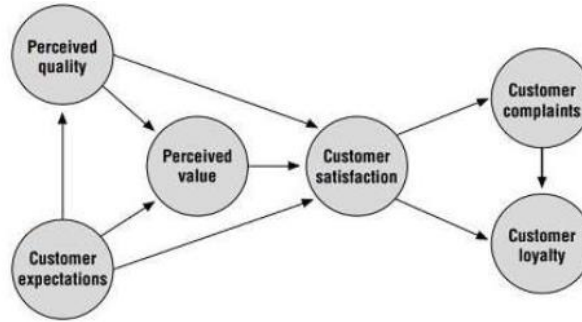
Model of Customer Satisfaction

Aven**ue** super marts ltd doing business as Dmart is an Indian chain of hypermarkets in India founded by Radhakishandamani in the year 2002, with its first branch in Powai's Hiranandani gardens. As of 31 December 2019, it had 196 stores in 72 cities across 11 states in India including Maharashtra, Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan National capital region, Tamil nadu, Karnataka, Uttar Pradesh, Daman and Punjab.

DMart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each DMart store stock 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.

Objectives of the Present study:

- To understand the retail industry
- To analyse the customer satisfaction towards the products sold by D-Mart.
- To analyse the satisfaction level of customer experience while shopping at D-mart.

Scope of the study is D Mart, Karnataka. It is helpful to D Mart to understand the customer satisfaction. To understand the satisfaction level of customers while shopping at d mart

Need for the Study:

India is having a huge customer base having different choices and behaviour. To satisfy their need is a different task. To advise this Indian retail has changed Kirana to retail outlets and has become the need in India. Different retail outlets are offering different schemes and promotional strategies. Thus, a study is being conducted to know the effective marketing strategies needed to attract new as well as retaining customers.

Limitations of the study: The research in conducted in Karwar city and limits to respondent's data to Karwar city only.

Review of Literature:

Fornell (1992) found in the study that customer satisfaction enhances the customer loyalty, reduce the customer churn, decrease the costs of failed marketing, signifies the price sensitivity of customers, create new customers, enhance the effect of advertising, lowers the cost of operations and finally improves the reputation.

Hamburg and Koschate (2004) studied the role of perceived fairness and customer satisfaction on the repurchase intention after a price increase. Their findings of the study suggested that perceived fairness has a positive impact on the repurchase intention while satisfaction moderates this relationship.

Martenson (2007) researched the effect of the corporate store image on customer satisfaction and store loyalty in grocery retailing and deduced that the brand image of the store is an important aspect for the customer satisfaction. If the retailers understand and address the need of the customers, the customers are satisfied.

Zielke (2008) indicated that value for money, the price level and special offers are both satisfiers and dissatisfies; price perceptibility, price process ability and price fairness tend to be dissatisfiers only; and price advertising and products in the upper price range are indifferent requirements. Fonseca (2009) by adopting a new technique and a new conceptual model of customer's satisfaction expressed that in order to estimate the global customer satisfaction measure; one should appeal to methodologies recognising that satisfaction must be understood as a latent variable, quantified through multiple indicators.

Sánchez-Fernández and Iniesta-Bonillo (2009) studied the relationship between consumer satisfaction and economic value. They suggested an operational tool to measure economic value of designing suitable strategies to create and deliver value to customers by retailers.

Torben *et* al. (2011) detected that the level of satisfaction among the customers with various retailers cannot be understood by matching expectations with products & services, but may also be based mental justification of the customer. Hamburg and Koschate (2004) studied the role of perceived fairness and customer satisfaction on the repurchase intention after a price increase. Their findings of the study suggested that perceived fairness has a positive impact on the repurchase intention while satisfaction moderates this relationship.

Dr. Girish K. Nair & Harish K. Nair (2013) conclude that "the customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market. As the study reveals that perception of service quality is influenced by the various natures among various customers, even some of the general factors like Personal interaction, physical aspects are the dimensions on which customer perception remains constant and common to the entire customer on a majority basis. So the retail outlets have to frame their own strategies in order to attract the customers on a longer basis.

Research Methodology
Descriptive research
Descriptive Research is used to describe features of a population or phenomenon being studied. It does not answer questions about how/when/why the features occurred. Rather it addresses the "WHAT" question. This research generally precedes explanatory research. The method involved range from

survey which describes the status, the correlation study which investigates the relationship between variables, to developmental studies which seek to determine changes over time.

Source of Data:

Primary data: The primary data is collected from through survey using structured questionnaire

Secondary Data: The secondary data was taken from various websites, books, journals, magazines, news clippings etc. Data regarding various research papers to support research objectives was also taken from online web sources.

Sampling Method/ Technique:

Non-Probability Convenience sampling- It means is a technique where samples are selected from the population only because they are conveniently available to the researcher, ideally in research, it is good to test a sample that represents the population.
Sample size – 100 respondents interviewed
Population -KARWAR CITY

Data collection Tools: The data analysis was done using SPSS® software; the data was analysed using the bar charts.
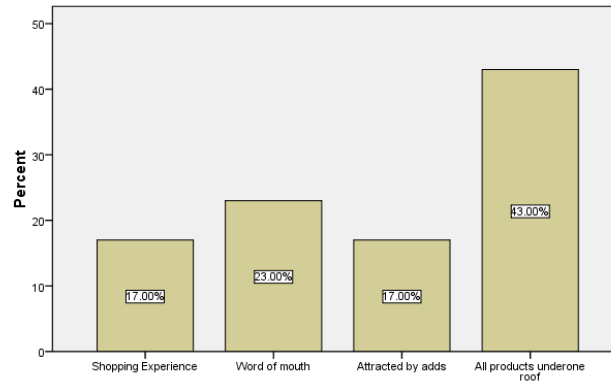
Data Analysis and Interpretation

1. **What are the factors that influence you to visit D Mart?**

(Table :1)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopping Experience	17	17.0	17.0	17.0
	Word of mouth	23	23.0	23.0	40.0
	Attracted by adds	17	17.0	17.0	57.0
	All products undergone roof	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

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

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

Analysis and Interpretation:

The above analysis shows that out of 100 respondents, 17% of them are influenced by 'shopping experience' to visit Dmart, 23% of them by 'word of mouth', which means the word of mouth generate positive attitude towards the store .17% of them are 'attracted by adds', means giving the creative adds and the more colorful adds which attract the customer to buy the products .43% of them visit Dmart as they get all the products under one roof which influences the strong conviction about the store .

2. What you normally see for in a product?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	30	30.0	30.0	30.0
	Durability	35	35.0	35.0	65.0
	Uniqueness	19	19.0	19.0	84.0
	Prestige	4	4.0	4.0	88.0
	Style	12	12.0	12.0	100.0
	Total	100	100.0	100.0	

2. What you normally see for in a product ?
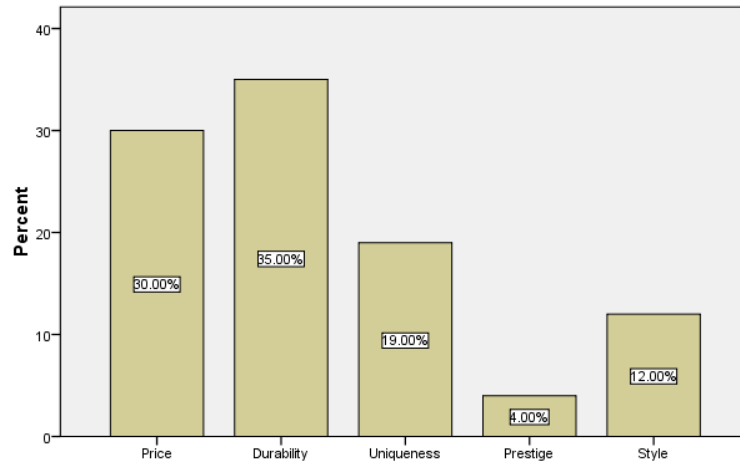
2. What you normally see for in a product ?

Analysis and Interpretation:

The above graph shows that the majority of the respondents see for 'Durability' in a product. 35% are see durability of product. 30% respondents are seeing for a price of a product whether the price is low or high for a particular product. 19% see the uniqueness of a product. Only 4% are see the prestige of the product because most of the people living in India are middle class people.12% respondents are see the style of a product whether the style is new or trendy.

3. The displays in D Mart influenced your purchase decision?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dis agree	16	16.0	16.0	16.0
	Neutral	62	62.0	62.0	78.0
	Agree	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

3. The displays in D Mart influenced your purchase decision ?
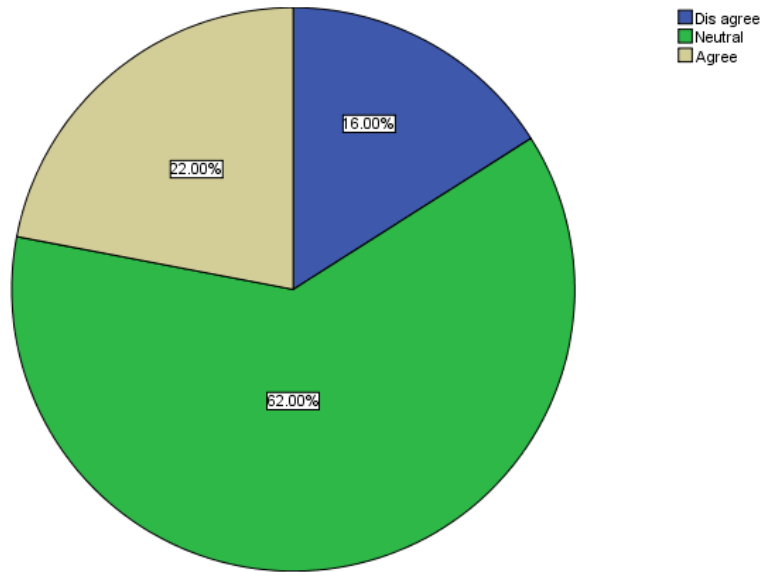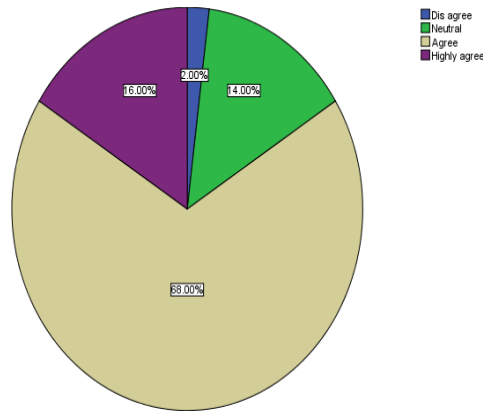

Analysis and Interpretation:

The above analysis shows that among 100 respondents, 16% of them have selected the option 'Disagree' because the display products not properly kept in proper way .62% of them have selected the option 'Neutral 'which give more connivance for displaying product and also lighting environment display products influences the customers to purchases the products 22% of them have selected the option 'Agree' Hence the above graph shows that the majority of respondent are of 'Neutral'. Opinion with the displays in Dmart influencing their purchasing decision.

4. A Good selection of products is available are D Mart?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dis agree	2	2.0	2.0	2.0
	Neutral	14	14.0	14.0	16.0
	Agree	68	68.0	68.0	84.0
	Highly agree	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

4.A Good selection of products is available ar D Mart ?

Analysis and Interpretation:

The above analysis states that among 100 respondents,2% respondents selected the option 'Disagree' because the customer are not convinced about the available products . 14%   respondents selected the option 'Neutral',68% respondents selected the option 'Agree', because the customer are more convinced and also more good quality of the products which influences the customer more loyal to the store and which leads to the positive image about the products. 16% respondents selected the option 'Highly Agree'. Hence Majority respondents are agreeing that there is a good selection of products is available at D-Mart.

5. Products sold at D Mart is good value for money?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	3.0	3.0	3.0
	Neutral	16	16.0	16.0	19.0
	Agree	60	60.0	60.0	79.0
	Highly agree	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

5. Products sold at D Mart is good value for money ?
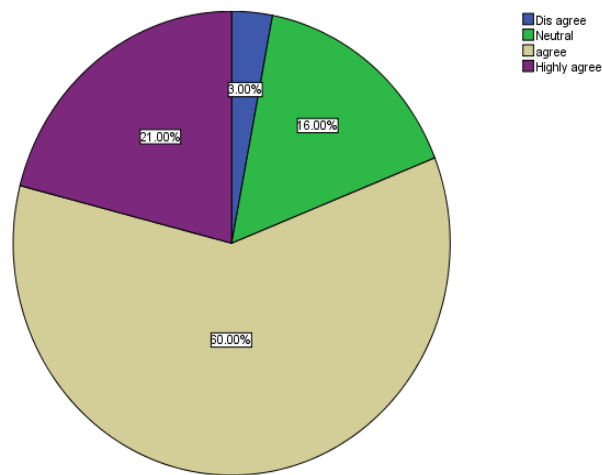
Analysis and Interpretation:

The only 3% are disagree with the product sold in D Mart are value for money. 16% respondents are neutral with this matter. 60% respondents are agreeing that products sold in D Mart are value for money. 21% respondents are highly agreed with this matter because it sold the products which are valuable for money.

6. Product available are D Mart are trendy and of latest fashion?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	3	3.0	3.0	3.0
	Good	31	31.0	31.0	34.0
	Satisfied	49	49.0	49.0	83.0
	Highly satisfied	17	17.0	17.0	100.0
	Total	100	100.0	100.0	

6. Product available ar D Mart are trendy and of latest fashion ?
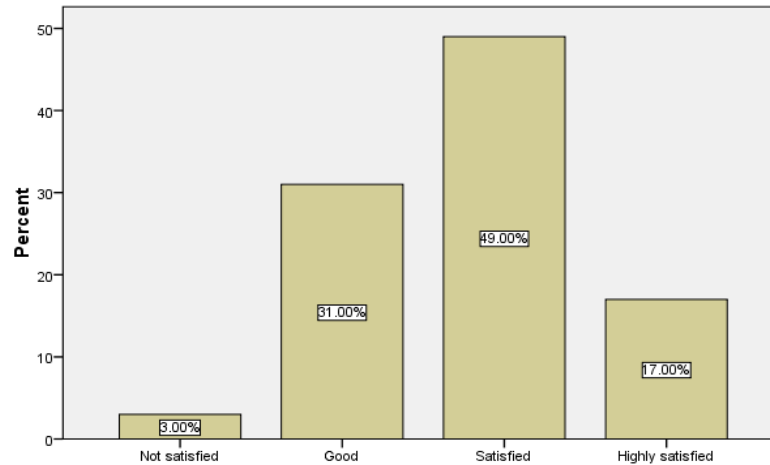
6. Product available ar D Mart are trendy and of latest fashion ?
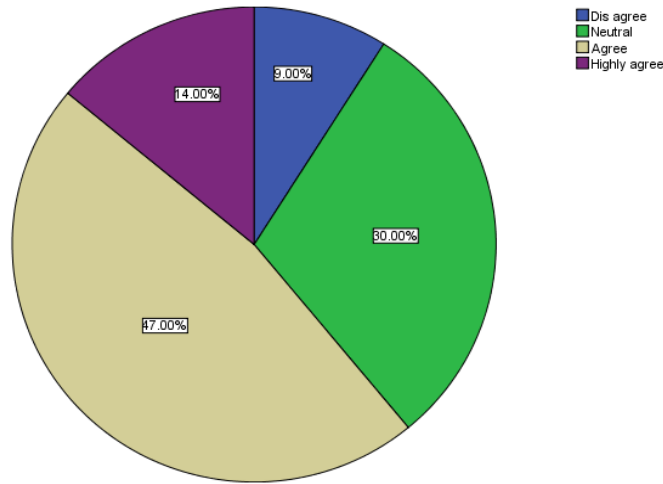
Analysis and Interpretation:

The above analysis states that among 100 respondents, 3% respondents selected the option 'not satisfied' because not latest product are also available which leads to negative image in the customers mind about the latest products 31% respondents selected the option 'good' and 49% respondents selected the option 'satisfied' means the customer are more convinced about the products and also latest products will generate positive word mouth of the store and which leads to more customers are purchasing the products 17% % respondents selected the option 'highly satisfied' and hence Majority of the respondents are satisfied with product available at D-Mart are trendy and of latest fashion.

6. Product available are D Mart are trendy and of latest fashion?

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	9	9.0	9.0	9.0
	Neutral	30	30.0	30.0	39.0
	Agree	47	47.0	47.0	86.0
	Highly agree	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

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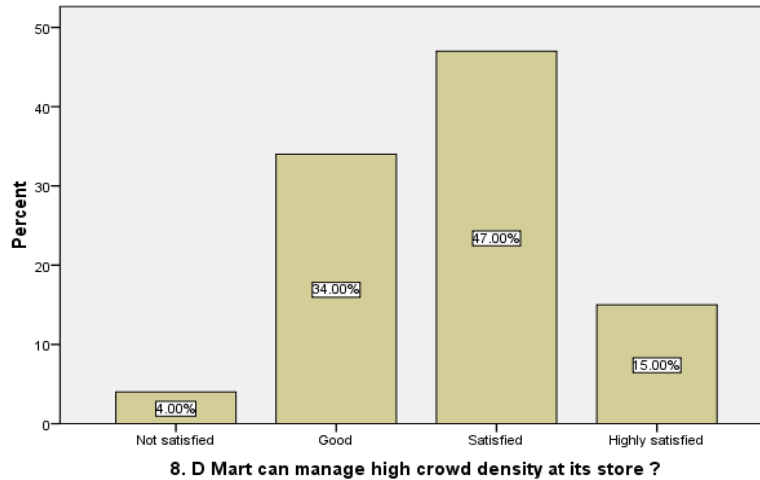

Analysis and Interpretation:

The above analysis states that among 100 respondents, 9% respondents selected the option 'Disagree', because the not variety of the products are not available. 30% respondents selected the option 'Neutral' and 47% respondents selected the option 'Agree', means the variety of the products are which increases the purchase behaviours. And more the number the variety of the products which influences' the customer are more loyal to the variety of brands which increases the strong conviction about the products. 14% respondents selected the option 'Highly Agree' and hence the above graph shows that the majority of the respondents 'Agree' that the varieties of substitutes are available in case the needed products are not available.

8. D Mart can manage high crowd density at its store?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	4	4.0	4.0	4.0
	Good	34	34.0	34.0	38.0
	Satisfied	47	47.0	47.0	85.0
	Highly satisfied	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

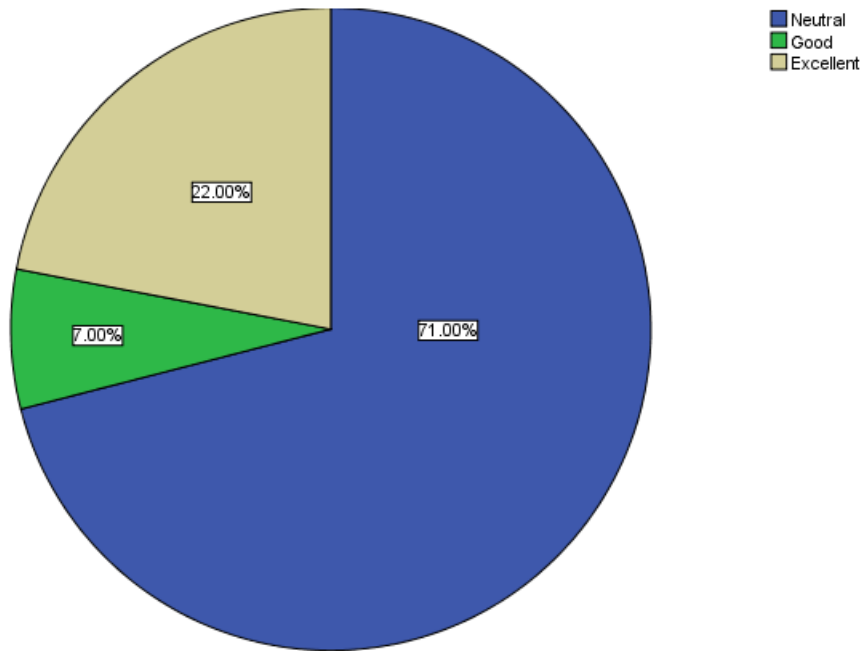8. D Mart can manage high crowd density at its store ?

Analysis and Interpretation:

The above analysis shows that among 100 respondents, 4% respondents selected the option 'Not satisfied', because the not aware about the store and hence which leads to not satisfied about the 34% respondents selected the option 'Good',47% respondents selected the option 'Satisfied', because the customer are regularly visit the store and also the more densely crowd will increases positive image about the store which leads to strong conviction about the store.15% respondents selected the option 'Highly satisfied and hence The above graph shows that the majority of respondents are satisfied with the management of Dmart in accordance with high crowd density at its store.

9. How do you find the ambiance at D Mart store with respect to lighting, temperature and cleanliness?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	71	71.0	71.0	71.0
	Good	7	7.0	7.0	78.0
	Excellent	22	22.0	22.0	100.0
	Total	100	100.0	100.0	

9. How do you find the ambiance at D Mart store with respect to lighting, temperature and cleanliness ?
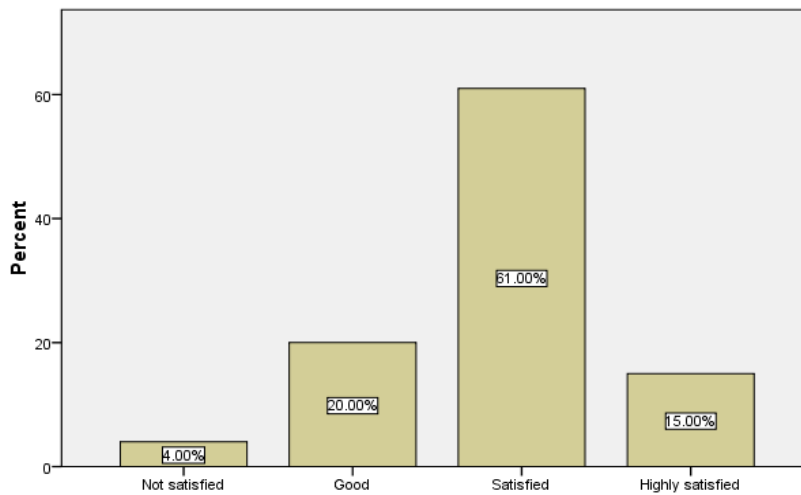

Analysis and Interpretation:

The above analysis shows that among 100 respondents, 71% respondents selected the option 'Disagree" because the not proper lighting arrangement , And leads to negative images in the customer mind and also the temperature will not properly maintained in the store which leads to the customer feel unpleasant about the products 33% respondents selected the option 'Neutral', and 41% respondents selected the option 'Agree', means ambiance which influences the customer more delightful about the store also increases perception behaviour 16% respondents selected the option 'Highly agree'. As per the above graph the majority of respondents have found 'Neutral' ambiance at Dmart store with respect to lighting, temperature & cleanliness.

10. The billing system followed at D Mart is found to customer friendly?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	4	4.0	4.0	4.0
	Good	20	20.0	20.0	24.0
	Satisfied	61	61.0	61.0	85.0
	Highly satisfied	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

10. The billing system followed at D Mart is found to customer friendly ?

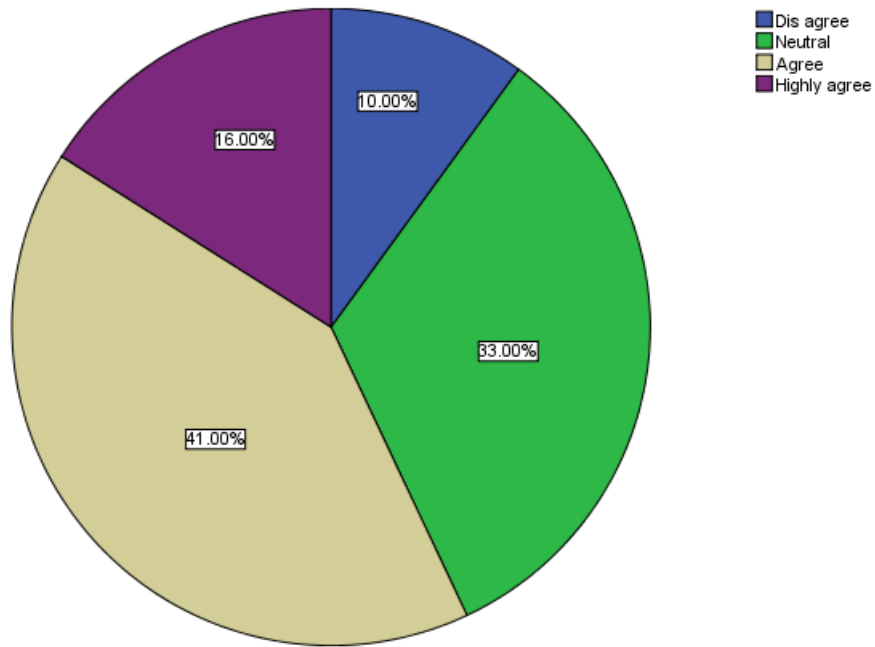10. The billing system followed at D Mart is found to customer friendly ?

Analysis and Interpretation:

As per the above analysis out of 100 respondents, 4% respondents selected the option 'Not satisfied', because the customers felt the billing system not proper in the D-mart. 20% respondents selected the option 'Good', 61% respondents selected the option 'Satisfied', because the billing technology will influences the customers are it can easily accessible to the customer and also the staff worker which leads to customer will not wait in the billing counter which enhance the customer are more delightful about the store.15% respondents selected the option 'Highly satisfied'. Hence as per the above graph, the majority of respondents are found to be satisfied with the customer friendly billing system followed at Dmart.

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

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	10	10.0	10.0	10.0
	Neutral	33	33.0	33.0	43.0
	Agree	41	41.0	41.0	84.0
	Highly agree	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

**11.Do you experience waiting for a long time while billing ?**

Analysis and Interpretation:

As per the above analysis out of 100 respondents, 10% respondents selected the option 'Disagree', because the customer are not experienced the long billing time 33% respondents selected the option 'Neutral', 41% respondents selected the option 'Agree', because the more number of customer are visiting to the store and the and also not used proper billing technology so which leads to customer are wait in the billing counte16% respondents selected the option 'Highly agree'. As per the above graph, the majority of respondents 'Agree' with the experience of waiting for a long time while billing.

12. Are you satisfied with staff helpfulness and staff politeness?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not satisfied	4	4.0	4.0	4.0
	Good	23	23.0	23.0	27.0
	Satisfied	58	58.0	58.0	85.0
	Highly satisfied	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

12. Are you satisfied with staff helpfulness and staff politeness ?
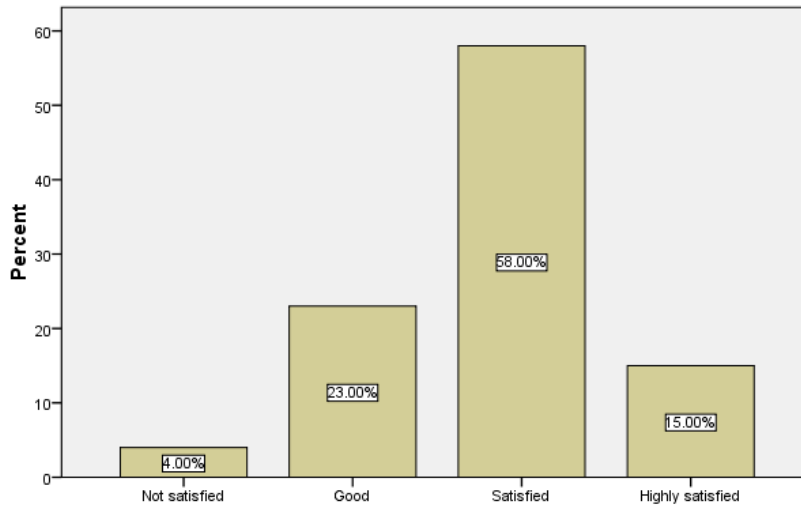
12. Are you satisfied with staff helpfulness and staff politeness ?
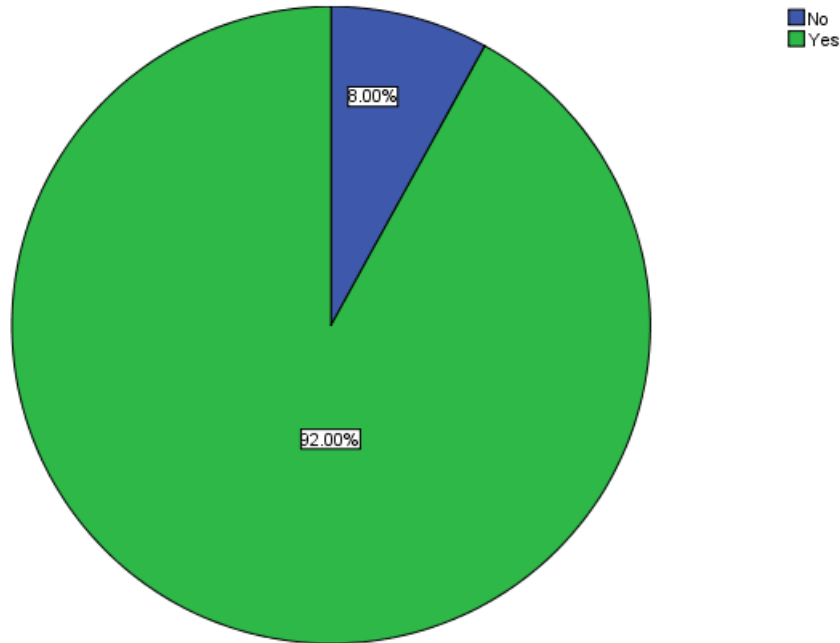
Analysis and Interpretation:

The above analysis shows that among 100 respondents, 4% respondents selected the option "Not satisfied", because the customer are experienced that the staff are not helping while purchasing the products 23% respondents selected the option "Good", 58% respondents selected the option "satisfied", because the customer are felt staff are helpful while purchasing the products and also they felt that staff are polite while communicate with customer which leads to positive image about the sore 15% respondents selected the option "Highly satisfied". The above graph shows that the majority of respondents are 'satisfied' with the staff helpfulness & staff politeness.

13. Do you find the parking system is good?

|		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	8	8.0	8.0	8.0
	Yes	92	92.0	92.0	100.0
	Total	100	100.0	100.0	

13. Do you find the parking system is good ?

Analysis and Interpretation:

The above analysis shows that among 100 respondents, 8% of them found that the parking system is "not good", because perking is not in front of the store and lighting facility is not proper and92% of them found the parking system "good". Because store is provide the good parking facility for the customer and also the place is efficiently available for park the vehicles. The above graph shows that the majority of respondents found the parking system as good

14. Are you satisfied with overall service provided by store?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	9	9.0	9.0	9.0
	Yes	91	91.0	91.0	100.0
	Total	100	100.0	100.0	

## 14. Are you satisfied with overall service provided by store ?
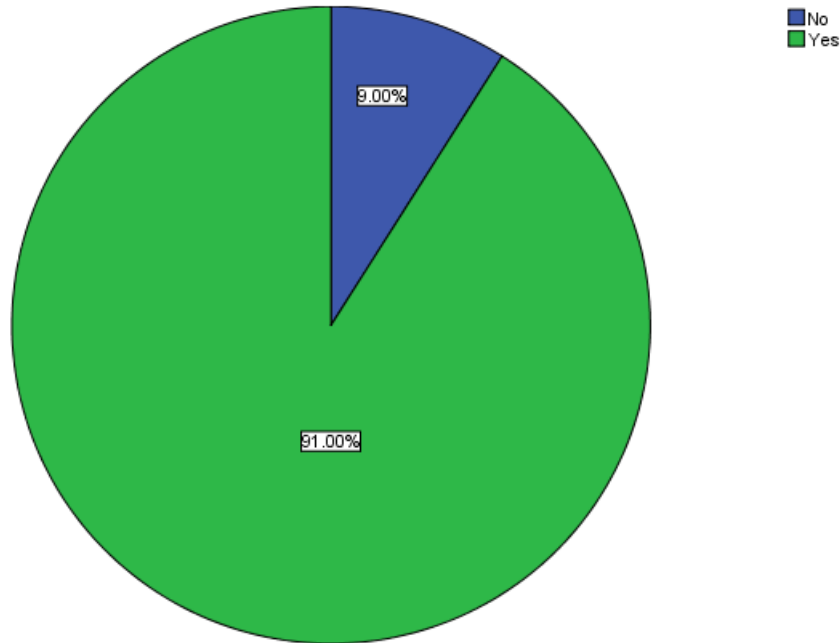
Analysis and Interpretation:

As per the above analysis, out of 100 respondents, 9% of them are not satisfied because the customer felt that not proper service available in the store with overall service provided by store & 91% of them are satisfied with the service provided by store. which increases the customer are more loyal to the store and also increases the perception behaviour which leads to the purchase the products .As per the above graph, the majority of respondents are satisfied with the overall service provided by store.

15. Would you recommended others to shop at D Mart?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	9	9.0	9.0	9.0
	Yes	91	91.0	91.0	100.0
	Total	100	100.0	100.0	

15. Would you recommended others to shop at D Mart ?
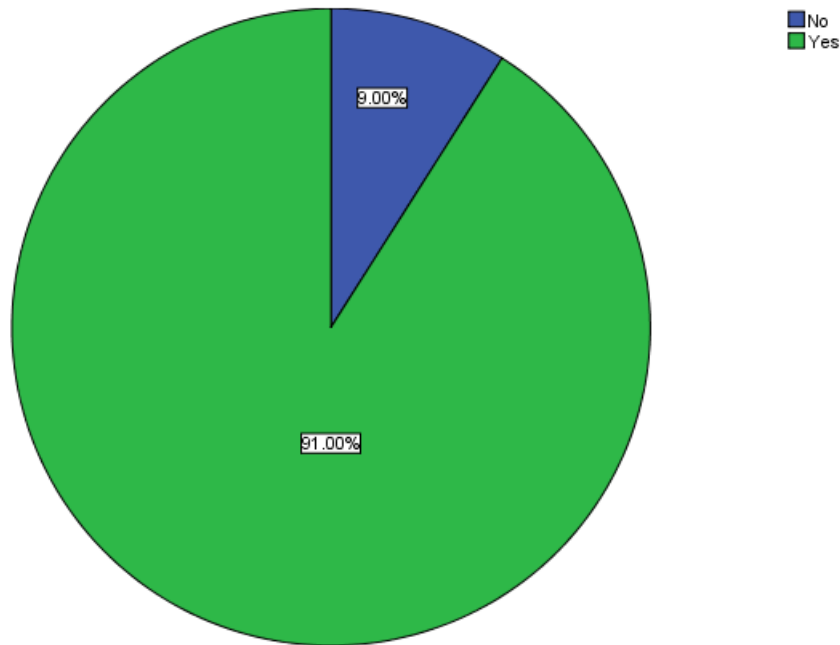
Analysis and Interpretation:

The above analysis shows that among 100 respondents, 9% of them have not recommended others to shop at Dmart and 91% of them have recommended others to shop at DMART. The above graph shows that the majority of respondents have recommended others to shop at Dmart.

Major findings of the study:

- 17% respondents have the shopping experience will influence to visit D-Mart.
- 30% respondents will see the price in a product.
- The display in a D-Mart influenced the purchase decision is neutral.
- 68% are agreeing that selection of products is available at D-Mart.
- The respondents are agreeing that products sold at D-Mart are good value for money.
- The availability of trendy and latest fashion product is satisfied by respondents.
- Satisfaction of respondents is 47% out of 100 respondents for managing crowd.
- 71% is neutral with the ambiance at D-Mart.
- Billing system is friendly to customer is satisfied.
- 58% are satisfied with staff helpfulness.
- 92% are saying parking system is good.
- 91% are satisfied with overall service provided by store.
- 91% will recommend the D-Mart shopping for others.

Suggestions:

- ➢ The company has to give more advertisement on its company and products because respondents know it's by added are only of 17%.

➢ The company give attention to product durability because 37% are looking durability in product while buying them.
➢ The display in store may improve by adding attractive things in it. New things like more attractive colors on the display which attract the children and new trendy items which attract the youngsters and things which attract the old people.
➢ The company has to maintain its products as it. How they maintain the products availability as it is. It will attract the customer and they will not change their shopping place.
➢ Company should not raise their product price. As most of the Indians 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.
➢ The company has to look after the substitute goods.
➢ Company has to improve their ambiance because 71% are neutral.
➢ It has to maintain the current billing system.
➢ The company has to maintain the staff as it is and provide training based of need assessment

Conclusion:

D mart is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, 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 customer is quite satisfied with Dmart. The customers are also satisfied with some services like complaints & return handling, packaging / gift wrapping, information from the store, safety of personal things, alteration, refreshment facilities, shopping carts as well as the pricing of these services. However, many services fall short of the expectations of the customers, e.g. parking, baby strollers, fitting / trial room, 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 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. Therefore, organizations should always strive to ensure that their customers are very satisfied.

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