A study on marketing activities and consumer response for D-mart

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Abstract:

D-Mart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products. To understand customer preference and perceptions on D Mart products and services. The study reveals that the customers are satisfied with the services. Also as the competition is getting stiffer and stiffer, product innovativeness and product modification becomes the backbone in sustaining and attracting new customers. To do this systematically, market requirements and knowledge of rivals plays a pivotal role. For this study the four major marketing variables such as product, price, promotion, and place are being considered as major parameters of innovativeness which could bring about customer satisfaction, customer loyalty and helps to a great extent in customer acquisition. This study focuses on the enquiry of the magnitude of adoption of innovative marketing strategies by retailing giants Viz., Big Bazaar and DMart. With the intention to know the wide range of marketing elements which play important role to get competitive advantage in retail sector and to identify the importance of four marketing strategies namely product, price, place, promotion. Therefore, retailing emerged as a discipline and considerable thinking and research went into it for the development and substantiation. 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.

Keywords: *Customer response, substantiation, marketing strategies, product innovativeness, personal products*

Introduction:

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 differentiate 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. The future is promising; the market is growing, government policies are becoming more favorable and emerging technologies are facilitating operations. Retailing in India is gradually inching its way toward becoming the next boom industry. The whole concept of shopping has altered in terms of format and consumer buying behaviour, ushering in a revolution in shopping in India. Modern retail has entered India as seen in sprawling shopping centres, multi-storied malls and huge complexes offer shopping, entertainment and food all under one roof. The Indian retailing sector is at an inflexion point where the growth of organized retailing and growth in the consumption by the Indian population is going to take a higher growth trajectory. The Indian population is witnessing a significant change in its demographics. A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing working-women population and emerging opportunities in the services sector are going to be the key growth drivers of the retail sector in India. Apparels and consumer durables are the fastest growing vertical in the retail sector.

Mobile phone as a product category has witnessed the highest growth in the consumer demand amongst all retail products offering, with increasing penetration of telecommunication in towns and villages. The telecommunication sector has been adding on an average 5 million new users every month. The other product categories are gaining traction predominantly in the urban areas and emerging cities, with increasing average income and spending power of young urban India. India remained as the most attractive market for third year in a row in an index prepared by At Kearney. Retail sector is the largest contributing sector to country's GDP.

Indian Retail Sectors an Overview:

India represents an economic opportunity both as a global base and as a domestic market. The real GDP is expected to grow at 8-10 percent per annum in the next five years and consuming class with annual Household incomes above Rs. 90,000 is expected to rise from about 370 million in 2006-07 to 620 million in 2011-12.India's vast middle class and its almost untapped retail industry are key attractions for global retail giants wanting to enter newer markets.

Retailing formats in India:

1. Malls
2. Specialty Stores
3. Discount Stores
4. Department Stores
5. Hyper marts / Supermarkets
6. Convenience Store
7. MBO's

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8. E-trailer

Malls:

Mall is largest form of organized retailing today. Located mainly in metro cities, in proximity to urban outskirts they range from 60,000 sqft to 7, 00,000 sqft and above. They lend an ideal shopping experience with an amalgamation of product, service and entertainment, all under a common roof. Examples include Shoppers Stop, Pyramid, and Pantaloon.

Specialty Stores:

Focusing on specific market segments and have established themselves strongly in their sectors. Chains such as the Bangalore based Kids Kemp, the Mumbai books retailer Crossword, RPG's Music World and the Times Group's music chain Planet M are a couple of examples.

Discount Stores:

As the name suggests, discount stores or factory outlets, offer discounts on the MRP through selling in bulk reaching economies of scale or excess stock left over at the season. The product category can range from a variety of perishable/ non-perishable goods. Discount Circuit is one such example

Department Stores:

Large stores ranging from 20000-50000 sq. ft, catering to a variety of consumer needs. Further they are classified into localized departments such as clothing, toys, home, groceries, etc.

Hyper marts/Supermarkets:

Large self service outlets, catering to varied shopper needs are termed as Supermarkets. These are located in or near residential high streets. These stores today contribute to 30% of all food & grocery organized retail sales. Super Markets can further be classified into mini supermarkets typically 1,000 sqft to 2,000 sqft and large supermarkets ranging from of 3,500 sqft to 5,000 sq ft. having a strong focus on food & grocery and personal sales.

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Convenience Stores:

These are relatively small stores 400-2,000 sq. feet located near residential areas. They stock a limited range of high-turnover convenience products and are usually open for extended periods during the day, seven days a week. Prices are slightly higher due to the convenience premium.

MBO’s:

Multi Brand outlets, also known as Category Killers, offer several brands across a single product category. These usually do well in busy market places and Metros.

E-trailers:

Retailers providing online buying and selling of products and services.

Social Impact and Controversy with Retail Reforms

The November 2011 retail reforms in India have sparked intense activism, both in opposition and in support of the reforms.

Controversy over allowing foreign retailers

Critics of deregulating retail in India are making one or more of the following claims:

- Independent stores will close, leading to massive job losses. Wal-Mart employs very few people in the United States. If allowed to expand in India as much as Wal-Mart has expanded in the United States, few thousand jobs may be created but millions will be lost.
- Wal-Mart’s efficiency at supply chain management leads to direct procurement of goods from the supplier. In addition to eliminating the "middle-man", due to its status as the leading retailer, suppliers of goods are pressured to drop prices in order to assure consistent cash flow.
- The small retailer and the middle man present in the retail industry play a large part in supporting the local economy, since they typically procure goods and services from the area they have their retail shops in. This leads to increased economic activity, and

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wealth redistribution. With large, efficient retailers, goods are acquired in other regions, hence reducing the local economy.

- Wal-Mart may lower prices to dump goods, get competition out of the way, become a monopoly, then raise prices. It is argued this was the case of the soft drinks industry, where Pepsi and Coca-Cola came in and wiped out all the domestic brands.
- India doesn't need foreign retailers, since home grown companies and traditional markets have been able to do the job.
- Work will be done by Indians, profits will go to foreigners.
- Like the East India Company, Walmart could enter India as a trader and then take over politically.
- There will be sterile homogeneity and Indian cities will look like cities anywhere else.
- The government hasn't built consensus and claims modern retail will create 4 million new jobs. This cannot be true because Wal-Mart, with over 9000 stores worldwide, has only 2.1 million employees.
- By allowing modern retail there could be more stores in total than Walmart has over the world, it's not unfeasible for 20,000 stores in India which would indeed create more than 4 million jobs. Let's not forget that India has ~3 times the population of the United States.
- The Democratic staff of the U.S. House Committee on Education and the Workforce Report- Wal-Mart's low wages and their effect on taxpayers and economic growth.

Corporate Social Responsibility (CSR) Initiative at DMART:

Better schools, brighter futures! At D-Mart, we believe in corporate social responsibility and always been committed to contributing to the communities in which we operate. While being focused on sustained economic performance, we are also acutely aware of the necessity and importance of social stewardship. Towards this end, we seek to enrich the lives of the future

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generation – the children of our country – through our efforts to create better environments and infrastructure in public schools in select wards of Mumbai city. We have a school excellence program through which we aim to develop infrastructure, improve educational facilities and work towards sustainable progress in public schools in selected wards of Mumbai. We work with these schools and seek to implement better teaching facilities (such as libraries & science labs) and develop infrastructure (such as toilets and playgrounds) by working with partner organisations. We hope to improve the quality of education and provide children with better education and development opportunities.

Improving Computer Literacy

Computer-aided learning is one of our flagship support programmes. Through a structured curriculum, we aspire to improve digital proficiency. Our curriculum focuses on improving basic computer skills, language and general knowledge proficiency and numerical skills. This year, some of our students worked on a programming language and created animations.

Reading Programme

We continue to expand our library programme. We provide grade-specific books in all the libraries in three different languages to support differentiated intervention. Activity-based reading programmes were implemented through these libraries to inculcate reading habit among students. This programme has benefited more than 50,000 students.

Spoken English Proficiency

English language is one of the key enablers that connect our increasingly diverse world. Through our programme, we aim at improving spoken English skills of children in their elementary years using phonics and other relevant techniques. This intervention happens on a day-to-day basis through trained teachers and detailed lesson plans. The children have applied these skills by participating in extempore, mono acting etc. In addition, government teachers have also started using these techniques in their respective classes

Habits of Cleanliness and Hygiene

Through our Swachh School Abhiyan, we inculcate habits of basic cleanliness and personal hygiene. We continue encouraging these schools through competitive grading among them. This has motivated all schools to maintain their facilities and promote cleanliness amongst students.

Building as A Learning Aid

We have seen the positive impact of a well-designed and colourful workplace and our BALA initiative replicates this concept in public schools by designing and improving the aesthetics of the school premises. This facilitates a positive atmosphere among students and also helps them learn in an interactive way.

Remedial Classes

We have extended our remedial classes programme for students in the 9th and 10th grades. This year, we covered 3,000 students from 28 schools, emphasising on sound preparation methodologies for their critical board exams. We also partnered with experts to create career awareness among students of several public schools.

Public Private Partnership (PPP) Model School

We have extended our remedial classes programme for students in the 9th and 10th grades. This year, we covered 3,000 students from 28 schools, emphasising on sound preparation methodologies for their critical board exams. We also partnered with experts to create career awareness among students of several public schools.

Parents Outreach

We invite parents to attend meetings with experts, school management and teachers, educating the parents on several aspects with respect to their child's development, such as emotional connect, safety and personal hygiene; better nutrition practices; adolescent behavioural changes, and so on. We have noticed a significant impact on parents through our programme.

Each D-Mart outlet has following products in its portfolio-

- Food items including vegetables, fruits, dairy products, frozen eatables
- Grocery items like flour, rice, dal, sugar, salt
- Apparels for kids, male and females
- Beauty products and personal care including soap, shampoo, cleanser, toner
- Kitchenware including crockery, utensils, plastic containers
- Toys and games for children
- Home appliances like iron, mixer grinder, grill toaster
- Bed and bath linen
- Luggage like trolley bags
- Footwear for everyone including children, men and women
- Daily essentials like biscuits

Literature Review:

Hansemark & Albinsson (2004) in their research article opined that satisfaction is an overall attitude towards a product provider or an emotional reaction to the difference between what customers expect and what they actually receive regarding the fulfilment of a need". Kotler (2000) also define satisfaction as a person's feelings of pleasure, excitement, delight or disappointment which results from comparing a products perceived performance to his or her expectations.

Nair Suja (2008) in her book Retail Management'has tried to explain the growth of retailing in Indian context especially in the context of new economic policy, global economic development, changes in the marketing and economic system as well as changing pattern and classification of economic activity.

Hamilton Ryan (2009) in their research paper majorly focused on the important decision that retailers always involves in selecting the number of items constituting their assortments. A key issue in making these decisions is the role of assortment size in determining consumers' choice of a retailer. The authors address this issue by investigating how consumer choice among retailers offering various-sized assortments is influenced by the attractiveness of the options constituting these assortments. The data show that consumer preference for retailers offering larger assortments tends to decrease as the attractiveness of the options in their assortments increases and can even lead to a reversal of preferences in favour of retailers offering smaller assortments. This research further presents evidence that the relationship between assortment size and option attractiveness is concave, such that the marginal impact of assortment size on choice decreases as the attractiveness of the options increases. Data from eight empirical studies offer converging evidence in support of the theoretical predictions.

Tiwari (2009) Retailing is as old as exchange. Retailing is one of the oldest businesses in the world and was practiced in prehistoric times. Earlier it was the exchange of food and traditional weapon which followed the emergence of traders and peddlers. The day barter has been replaced by exchange through money (in any form) the retailing came into existence A few centuries ago, in the 16th and 17th centuries, some retail chains in some European cities were known. However, the beginning of retailing development is acknowledged to be at the end of the 19th century and early of the 20th century. At the beginning, retailers dominated with any merchandise. Later, retailers specializing in the market began to gain momentum. Last few years, there are very large stores, but again selling every kind of merchandise. In countries that have developed retailing, competition has reached high levels and has again started focusing on specialized stores.

Dwivedi (2010) explained that when compared to major cities in India, the smaller cities seem to be a better place for investment. This is because these cities have low priced lands, low functional and operational expenses and greater number of available lands. He further specified and explained that there has been a transition in the taste and purchasing priorities of the customers from Tier II and III cities in the past ten years. He also presented the views of

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Ernst and Young which illustrated that there was twenty six percentage of growth in mall of the metropolitan cities while malls in Tier II and III cities showed fifty five percentage of growth.

Amit & Kameshvari (2012) the origin of word “retail” comes from the French “retailer”, that means to cut a piece off or to break bulk. In other words, it shows a first hand-transaction with the customer The retailer is a person or agent or agency or company or organization who sends the products or services to the ultimate consumer Thus, the customer and the fulfilment of customer desires and needs which are the key points of retailing are the retailing focus.

Research Methodology

Since the study is on retail sector first the detail observation of the store is been conducted about its management team, the number of departments, which all brands the store has, who are its suppliers, about its warehouse etc. based on the topic objectives questionnaire wise designed which consist of 15 questions and response is collected from the customers who are visiting the store. For data collection a convenient sampling method was adopted.

Scope of the Study

1) Scope of the study is D-Mart, Karnataka

2) It aims at understanding the company's establishment, organizational structure, department, techniques, marketing strategies and the advantages it is having over the competitors

Objectives of the study:

1. To find out customer buying behaviour and customer satisfaction for D-mart
2. To find out product availability in store by consumer response
3. To find out shopping experience in the store during offers days

Type of research : Descriptive research and exploratory research

Sample population : Customer within Karnataka.

Sample size : 100

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Sampling method : Non Probabilistic Convenience

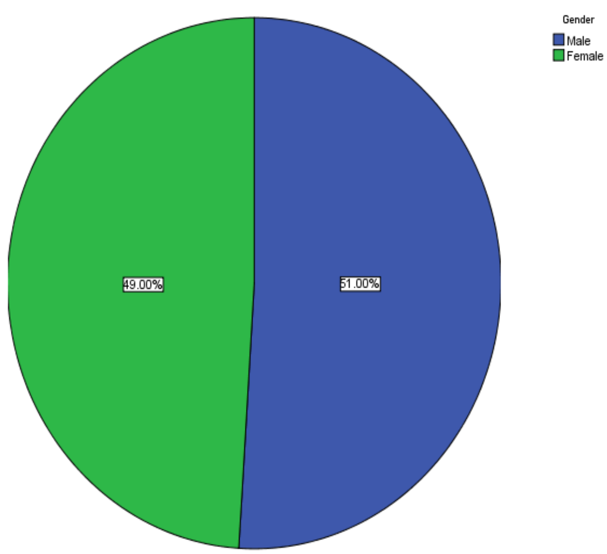
Data collection : Primary Data (questionnaire) and Secondary Data (company website)

Data analysis : SPSS

Data analysis and interpretation:

1. **Gender of repondents:**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	51	51.0	51.0	51.0
	Female	49	49.0	49.0	100.0
	Total	100	100.0	100.0	



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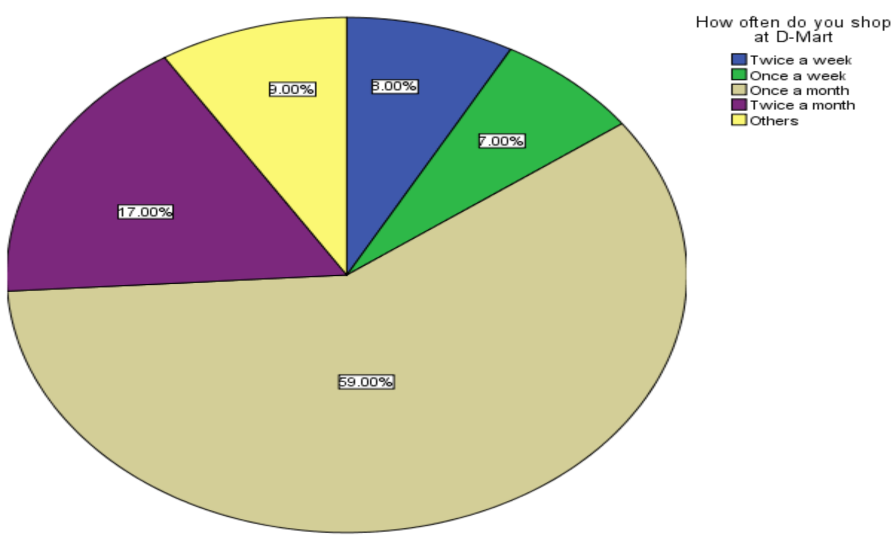
Interpretation

Research is conducted for both male and female. Male - 51% and Female - 49%. From the table and graph it was found that 51% of the respondents are male and the remaining is female.

2. How often do you shop at DMART

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Twice a week	8	8.0	8.0	8.0
	Once a week	7	7.0	7.0	15.0
	Once a month	59	59.0	59.0	74.0
	Twice a month	17	17.0	17.0	91.0
	Others	9	9.0	9.0	100.0
	Total	100	100.0	100.0	



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Interpretation:

From the above table it is very clear that most of the respondents visit this store once a month followed by twice a month and so on. This question was multiple choices because it's not like customers prefer to shop on monthly basis.

3. What do you usually shop at D-Mart?

What do you usually shop at D-Mart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Grocery & Staples	34	34.0	34.0	34.0
	Daily Essentials	26	26.0	26.0	60.0
	Home & Personal Care	18	18.0	18.0	78.0
	D-Mart brands	4	4.0	4.0	82.0
	Dairy & Frozen	2	2.0	2.0	84.0
	Fruit & Vegetables	6	6.0	6.0	90.0
	Footwear	2	2.0	2.0	92.0
	Garments	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

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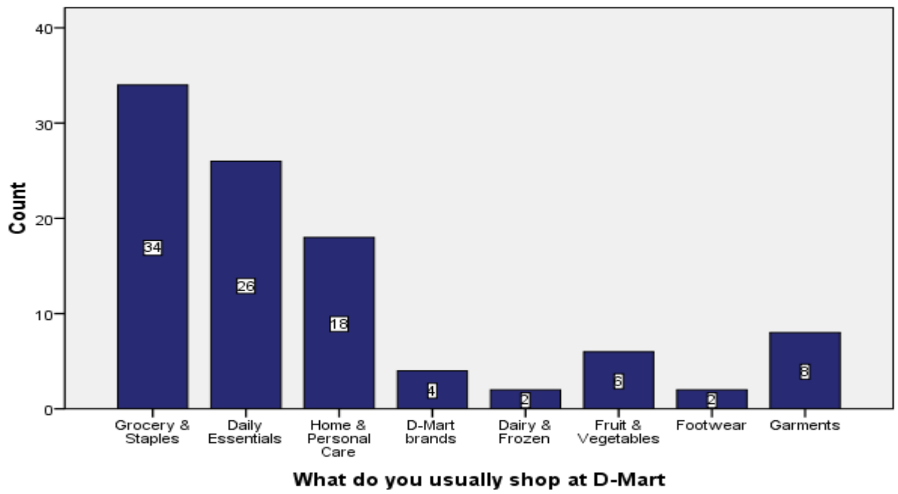

Interpretation:

From the above table and graph it is on that 34% of respondents shop in the category of grocery and staples, 26% of the respondents shop for daily essentials, 18% of them shop for home and personal care, 8% of them shop for garments, 6% percent of them shop for fruit and vegetables, 4% of them shop for D-mart brands, 2% dairy and frozen as well as footwear.

4. Why do you shop at D-Mart?

Why do you shop at D-Mart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	34	34.0	34.0	34.0
	Low Price	38	38.0	38.0	72.0
	Convenience	25	25.0	25.0	97.0
	Near to home	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

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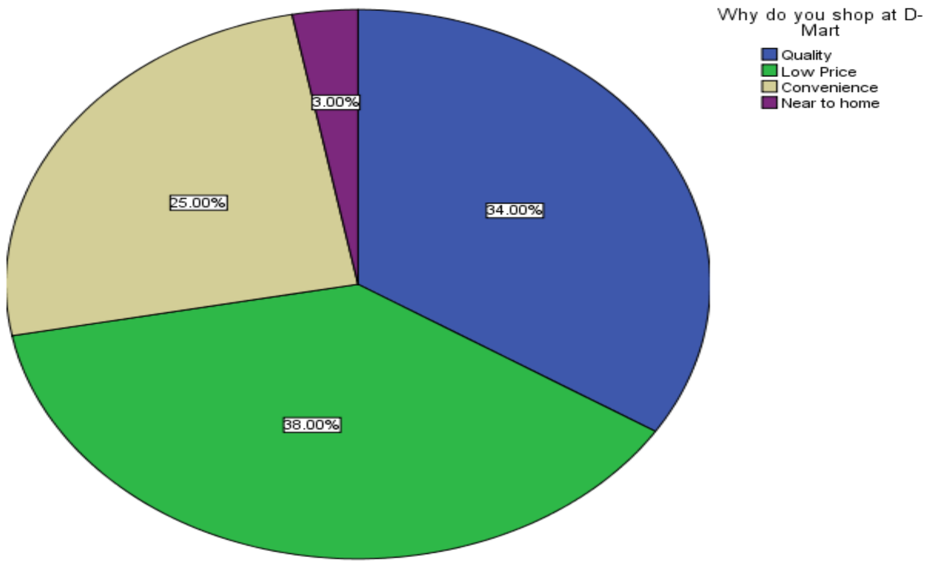

Interpretation

From the table and graph it is found that factors influencing people to purchase the product is 38% low price ,34% quality,25% convenience and 3% near to home. Through these data maximum respondents 38% will get influenced by low price.

5. Where else do you shop apart from DMART?

Where else do you shop apart from D-Mart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hyper City	4	4.0	4.0	4.0
	Reliance Mart	31	31.0	31.0	35.0
	Big Bazar	34	34.0	34.0	69.0
	Local Kirana Stores	28	28.0	28.0	97.0
	Others	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

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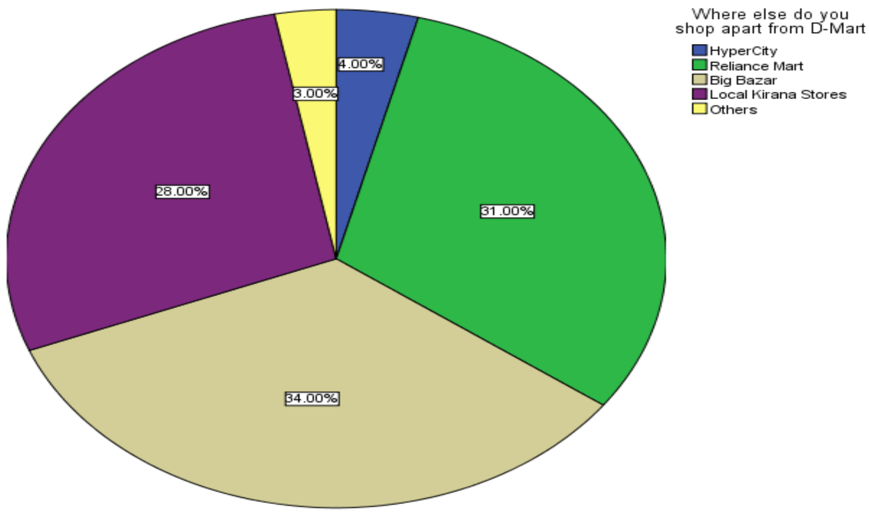

Interpretation:

From the above table and graph it is found 34% of respondents apart from D-Mart shop from big bazaar, 31% of from reliance mart, 38% from local Kirana stores,4% from hyper city and 3% from others. It indicates that maximum of 34% of respondents shop from big bazaar apart from D-mart.

6. Indicate your satisfaction level regarding billing speed at DMART

Indicate your satisfaction level regarding billing speed at D-Mart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	17	17.0	17.0	17.0
	Good	69	69.0	69.0	86.0
	Average	13	13.0	13.0	99.0
	Very Poor	1	1.0	1.0	100.0

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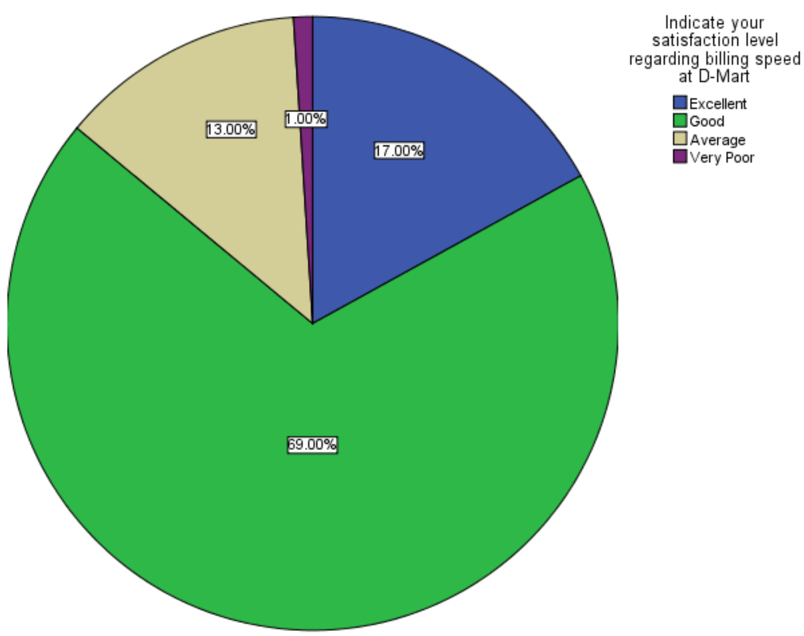
Indicate your satisfaction level regarding billing speed at D-Mart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	17	17.0	17.0	17.0
	Good	69	69.0	69.0	86.0
	Average	13	13.0	13.0	99.0
	Very Poor	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



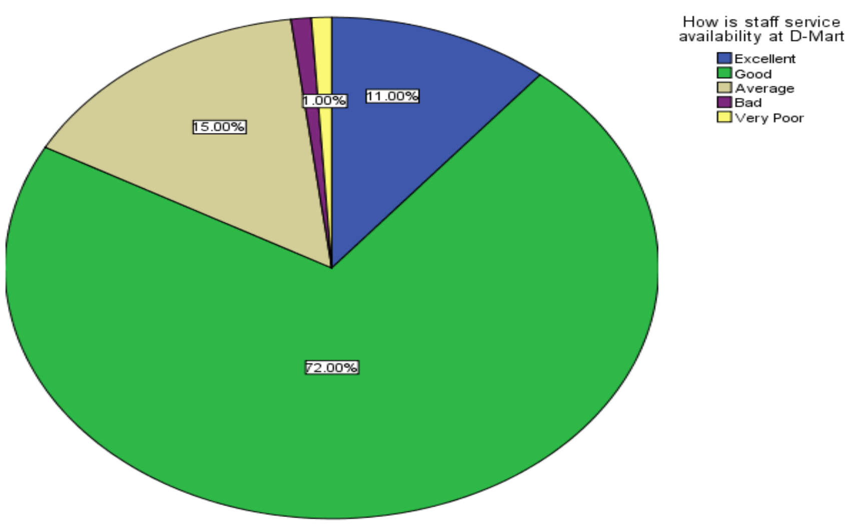
Interpreation:

The above table and graph show the satisfaction level of respondents regarding billing speed at D-mart. Whereas 69% of them say that the billing speed is good, 17% of them says it is excellent, 13% of them says that it is average and 1% of them says it is very poor.

7. How is staff service availability at DMART?

How is staff service availability at D-Mart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	11	11.0	11.0	11.0
	Good	72	72.0	72.0	83.0
	Average	15	15.0	15.0	98.0
	Bad	1	1.0	1.0	99.0
	Very Poor	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



Interpretation:

The above table and graph show the satisfaction level of respondents regarding availability of staff service at D-mart. Where 72% of them say that the billing speed is good, 15% of them say it is average, 11% of them says that it is excellent, 1% of them say it is bad and 1% very poor.

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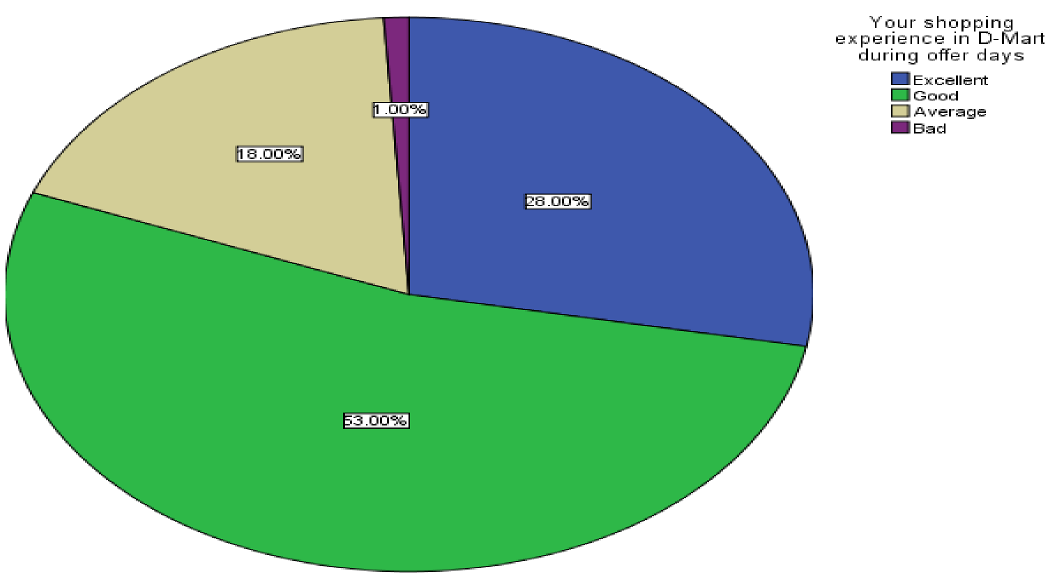
8. What is your shopping experience in DMART during offer days?

Your shopping experience in D-Mart during offer days

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	28	28.0	28.0	28.0
	Good	53	53.0	53.0	81.0
	Average	18	18.0	18.0	99.0
	Bad	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



Interpretation:

The above table and graph indicate shopping experience of respondents during offers days at D-mart where it is found that 53% of them agree that it is good ,28% of them says that it is excellent ,18% of them says that it is average and 1% says that it is bad.

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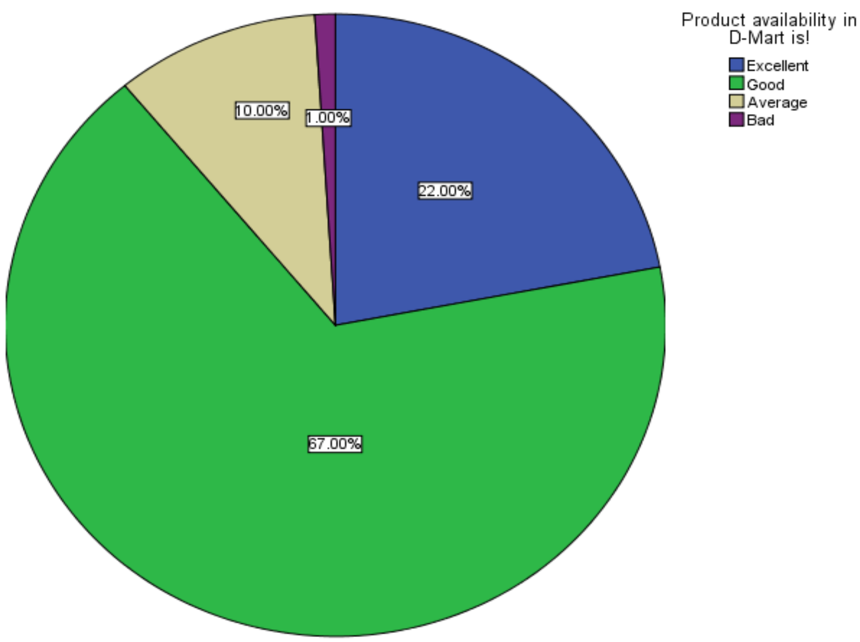
9. Product availability at DMART?

Product availability in D-Mart is!

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	22	22.0	22.0	22.0
	Good	67	67.0	67.0	89.0
	Average	10	10.0	10.0	99.0
	Bad	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



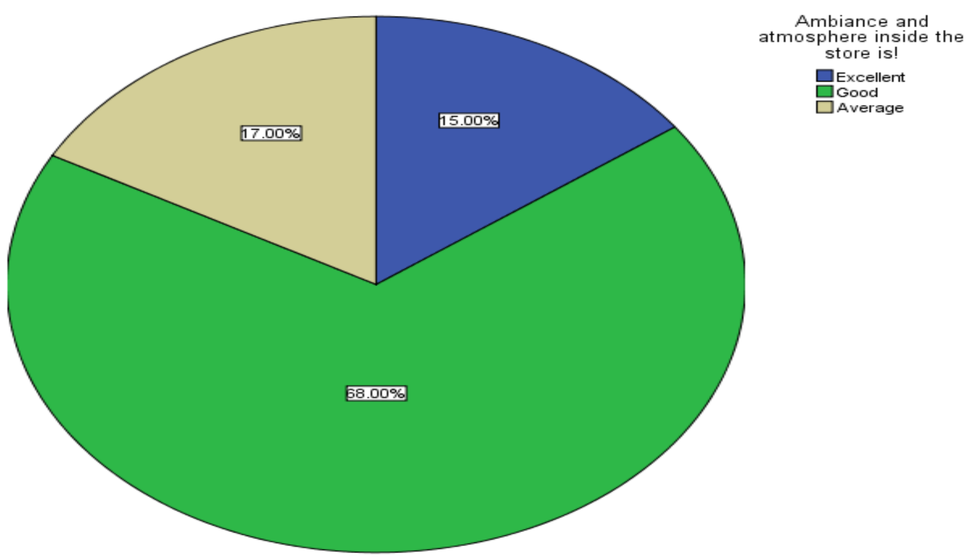
INTERPRETATION-

The above graph helps us to know about the product availability at D –mart, 67% of respondents says that the product availability is good ,22% of respondents agrees that product availability is excellent, 10% of them says that it is average and 1% of them says that it is bad.

10. What is your opinion about ambience inside the store?

Ambiance and atmosphere inside the store is!

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	15	15.0	15.0	15.0
	Good	68	68.0	68.0	83.0
	Average	17	17.0	17.0	100.0
	Total	100	100.0	100.0	



Interpretation:

The above table and graph shows the satisfaction level of respondents about the ambiance and atmosphere inside the store 68% of them says that it is good, 17% of them says that it is average ,15% of them says that it is excellent it indicates that maximum of 68% are satisfied with the ambiance and atmosphere inside the store.

11. What is your opinion about discount and offers provided at DMART?

Discount and offers served in D-Mart is!

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	21	21.0	21.0	21.0
	Good	64	64.0	64.0	85.0
	Average	15	15.0	15.0	100.0
	Total	100	100.0	100.0	

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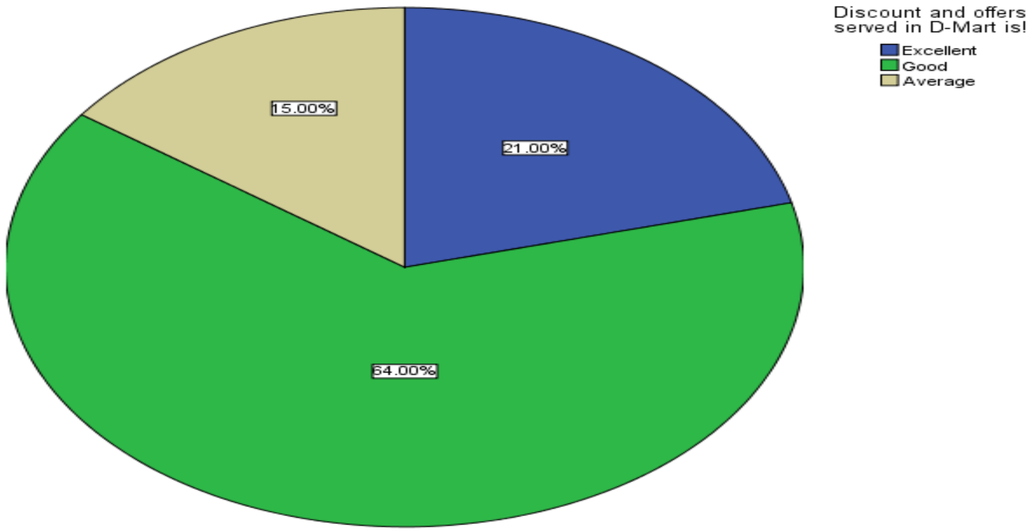

Interpretation:

The above table and graph shows the satisfaction level of respondents about the discounts and offers served at D-mart 64% says that it is good , 21% of them says that it is excellent and 15% of them agrees that it is average.

12. What is your overall shopping experience at DMART?

Overall shopping experience in D-Mart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	23	23.0	23.0	23.0
	Good	68	68.0	68.0	91.0
	Average	8	8.0	8.0	99.0
	Very Poor	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

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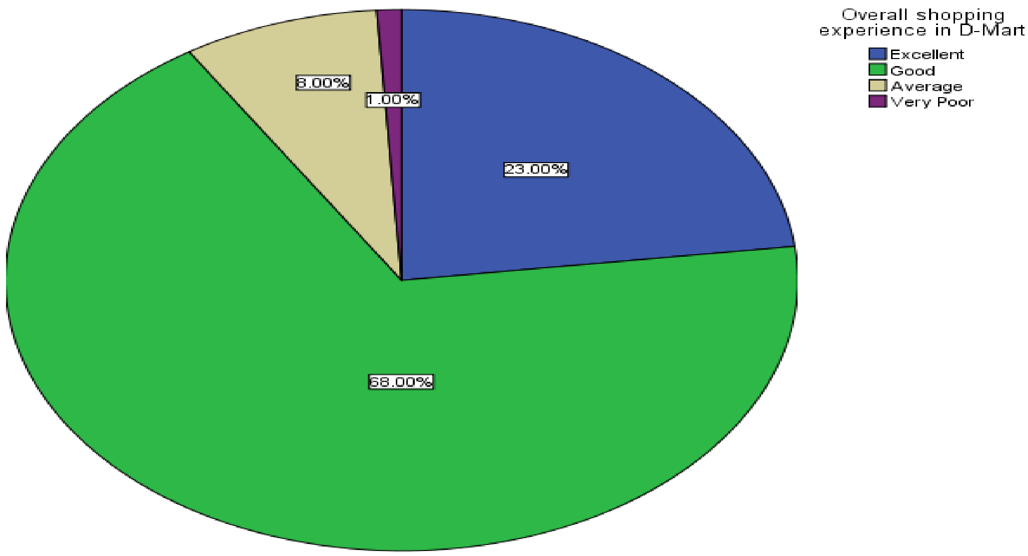

InterpreTation:

The above table and graph shows the overall shopping experience of respondents at D-mart. Where it is found that 68% agrees that it is good, 23% of them says that it is excellent, 8% of them agrees that it is average and 1% of them agrees that it is very poor.

13. Will you be suggesting others to visit D-Mart outlets?

Will you suggest others to visit D-Mart

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	6.0	6.0	6.0
	Yes	94	94.0	94.0	100.0
	Total	100	100.0	100.0	

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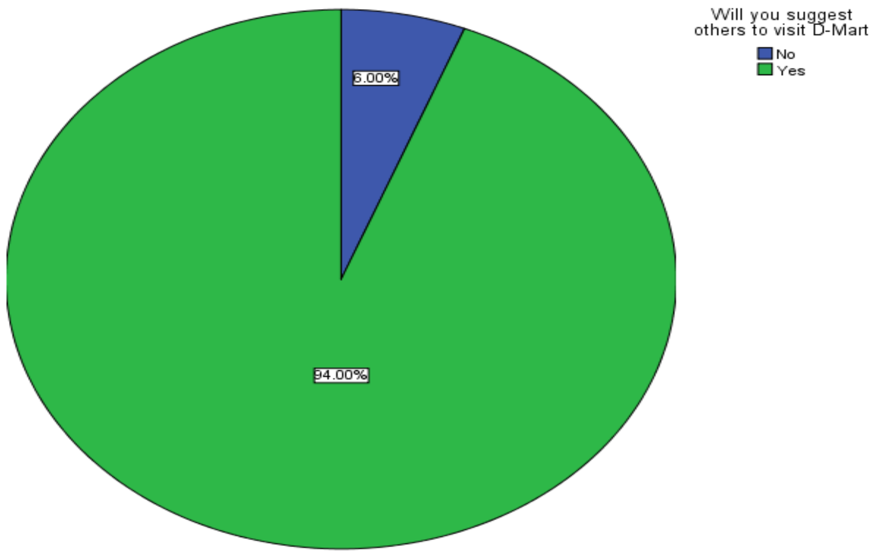

Interpretation:

The above table and graph show that respondents are willing to suggest others to visit D-mart. 94% of them are willing to suggest and the remaining of them are not willing to suggest.

Findings of the study:

- From the study it is found that most of the customers who shop at D-Mart are of age 18-30.
- It is found that 59% respondents say they visit D-Mart once in a month, 17% twice in a month, 9% other, 8% twice in a month and 7% once in a week. Thus, it can be interpreted that most of the customer visit D-Mart monthly followed by once in a while.
- It is found that respondents mostly shop for grocery and staples in D-Mart i.e.34%, 26% of them shop for dairy and essentials and the least shopped category of product is dairy and frozen and footwear's.

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- It is found that customers shop at D-Mart mainly because of low price offered by them and second most reason is due to its quality.
- Apart from D-Mart respondents mostly shop at Big Bazaar and Reliance Mart (34% and 31%) and 28% of them from local stores. This indicates that most of customers are loyal towards D-Mart.
- It is found that 69% of customers agreed that billing process at D-Mart is good, 17% agree that it is excellent, 13% agrees that it is average, 1% very poor. It indicates that 69% of respondents happy and only 17% are fully satisfied with billing process. This can be an area for improving service for enhanced customer satisfaction.
- It is found that 72% of respondents says staff survives provided at D-Mart is good, 11% of them agrees that it is excellent and 15% of them says average. This is a good indicator for the company.
- It is found that 53% customers are satisfied with the offers made from D-Mart, 28% of respondents say it is excellent, 18% are says it is average, and 1% say it is bad. Thus it is interpreted that majority of the respondents are satisfied with the offers made by D-Mart. However, 18% customers are not sure and hence, it is essential to improve their services during offer days to enhance customer's satisfaction and to maintain happy customers.
- It is found that 67% of respondents agree that product availability at D-Mart is good, 22% says that it is excellent and 10% of them says it is average which indicates that D-Mart is efficiently managing the products so that it is available to the customers.
- 10- It is found that 68% of the customers say that the store ambience and atmosphere is good, 15% say it is excellent, and 17% say that it is average. Thus, it can be interpreted that maximum number of respondents are happy and satisfied with store ambience and atmosphere. But nearly 17% are not sure and this has to be looked into by the company.
- It is found that 64% of respondents say that discount and offers made by D-Mart is good, 21% say that it is excellent and 15% of them say that it is average. This shows that customers are happy with that discount and offers made by D-Mart but 15% of them neither full agree nor disagree this must be looked into by the company.

- Regarding overall experience about D-Mart, it is found that 68% say that it is good, 23% say that it is excellent, 8% say that it is average, 1% say that it is average. Thus, it can be interpreted that as 68% are satisfied and 23% are full satisfied with D-Mart, company is performing very well and customer are highly satisfied.
- It is found that 94% of them are willing to suggest others to visit D-Mart which indicates that most of the customers are happy with the overall services provided by D-Mart.

Suggestions and recommendations:

- ✓ Study reveals that more number of customer's visits once in a month to D-Mart, and D-Mart can be more towards customer's benefits by giving offers and discounts to their customers so they can visit to D-Mart in more number of times.
- ✓ From the study it is found that Footwear, dairy and frozen and D-Mart brands are shopped at a low rate by the customers hence company should improve in this category of product in order to attract more number of customers.
- ✓ Regarding customers' satisfaction about the discounts and offers made from D-Mart 15% are neither satisfied nor dissatisfied hence, it is essential to ascertain why the respondents feel so. The company may look to gather this information from their sales force or customer service department.

Conclusion and further scope of study:

From this study it can be concluded that innovativeness and modification is very essential especially in sectors like retailing. The major retailers viz Big Bazaar and Dmart striving hard to increase their market share by adopting innovative means of attracting and luring customers. This study focuses on the innovativeness in marketing strategies by the retailing giants and the tug of war between them, the innovative marketing strategies have been identified with the help of four major marketing variables each retailer is implementing and succeeding to pull the customers towards them, and the outcome of adoption of innovative marketing strategies has been measured in terms of the revenue generated by them. DMART is also providing good billing services and customers are also happy with the ambience and atmosphere at D-Mart. It is also managing the products efficiently in order to meet customers' requirements. As customers visit mostly once in a month D-Mart should provide more discounts and offers to increase the visits of the customers. In categories like footwear and dairy and frozen special attention is needed to improve their sales. The findings of the study have ascertained that how discount and offers affect the buying behaviour of the customers and the factors which influence customers buying behaviour.

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