



A STUDY ON CONSUMER SATISFACTION TOWARDS D MART IN VADODARA CITY

Manas Vishnu Patel ,Jayprakash Lamoria

The customer satisfaction has an significant role for development of any business. Retailers have recognized this trend and are of the view that customer satisfaction plays a major 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 satisfaction towards D mart. Some people are satisfied with price, some people about product etc therefore, preference of the customer changes from one person to another. Research was done through questionnaire and also discus with some customers in college campus who are customers of D Mart This paper was thus developed to investigate the satisfaction levels of customers in D mart. Data was collected from D mart customers. The study examined the importance of overall dimensions and specific elements of customer satisfaction towards the measurement of satisfaction levels. This research is conducted on a sample size, so it might be possible that the information given by such respondents may not match with the replay of total customers available in the D Mart that time. D Mart should include more branded products. Therefore, it will attract the brand choosy people to come into D Mart.

Part 1 General Information

1.1 About the Company / Industry:

RETAIL IS THE INDUSTRY

The History and Evolution of Retail Industry in world:

We've already looked at some of the earliest history of retail — covering hundreds of years of bartering and peddling in a single bound.

However, now let's look at some (relatively) more recent retail history, how it impacts what we buy and sell, and how we behave today.

Retail Definition:

A place of business usually owned and operated by a retailer but sometimes owned and operated by a manufacturer or by someone other than a retailer in which merchandise is sold primarily to ultimate consumers.

1. Mom and Pops: 1700s–1800s.



A “mom and pop” store is a colloquial phrase for a small, family-owned, independent business.

In the 18th and 19th centuries, and particularly by the 1880s, these stores were plentiful throughout the United States. Many of these stores were drug stores or general stores selling everything from groceries and fabrics to toys and tools. People during this time were also expanding settlement across the country and creating new towns. It was not uncommon for each town to have a mom and pop store offering general merchandise that could be purchased for daily life.

While these community-anchoring, catch-all stores are less common, family-owned businesses are still out there. Of the nearly 30 million small businesses in America, 19% are family owned and 1.2 million are run by a married couple.

These stores can use the nostalgia factor and capture customers’ desire to support small, family-owned businesses. They can also appeal to customers’ desire for personalization and a fun boutique experience that incorporates human connection.

Today, there is something of a generational divide in how people like to shop. Of Baby Boomers who grew up with brick-and-mortar as their default, 72% primarily shop in-store. This is in contrast to Millennials, 67% of whom shop in online stores.

2. Department stores arrive: Mid 1800s – Early 1900s.

The pioneering spirit of people moving west and both opening and shopping at local general stores evolved as the United States moved into the 20th century.

In the late 19th and early 20th centuries, America's business and economic sectors changed dramatically. Agriculture — which had previously been the dominant business — was replaced by manufacturing and industry. Oil, steel, textile, and food production in factories brought new jobs and new standards of living.

With more successful and affluent Americans having broader tastes, department stores like Macy's (1858), Bloomingdales (1861), and Sears (1886) began popping up in cities like New York City and Chicago.

These institutions became fixtures of American life, influencing:

- what people bought,
- how they furnished their homes, and
- what luxuries they felt they needed.

The stores didn't just sell items. They also provided demonstrations, lectures, and entertainment events that appealed to newly wealthy customers looking for how best to use their disposable income.

Today people are still looking for content and experiences as part of their shopping activities that can help influence what they buy. In 2019, brands are finding success in building strong content- and experience-led commerce experiences.

3. Cha-Ching: 1883.



The first cash register.

The first cash register was invented by James Ritty in 1883. Ritty was a saloon keeper in Ohio and nicknamed the invention the “incorruptible cashier.” The machine used metal taps and simple mechanics to record sales. A bell sounded when a sale was completed, leading to the phrase “ringing up” — which we still use today.

This invention went on to spark the ease of customer checkout for over a century, as it was quickly adopted for retail sales.

Prior to this, many businesses had trouble keeping track of their accounting and often didn’t know if they were operating at a profit or a loss. Over time, advances in cash registers have worked to make them more resistant to theft.

Later POS (point of sale) systems have advanced the cash register industry even further by providing computerized cash registers that can keep track of inventory, process credit cards, and provide multiple connected touch-screen terminals in addition to helping to manage profit margins.

As customers are shopping more omnichannel than ever — including shopping from the same merchants both online and in-store — businesses are also seeking methods to combine POS systems and payment gateways so they can keep track of inventory across channels.

4. Credit takes a hold: 1920s.

Just as it’s hard to imagine a store without a cash register, it’s equally hard for many to imagine a time when paying in cash was still king.

In the 1920s, credit cards or “charge cards” began to take hold of the American shopper. However, these early cards were usually issued by hotels or individual businesses and could only be used within their companies. The first universal credit card that could be used at multiple establishment was the Diners Club card in 1950.

The first bank-run credit card was started by Bank of America in 1958. Unlike today, a credit card’s main use was so people didn’t have to travel to a bank and withdraw money to shop. Today it is far more of a bookkeeping/convenience use.

Credit cards are also now much more likely to carry debt as consumers use them to make up for budget shortfalls. According to the Federal Reserve, Americans now have a record \$1.09 trillion in credit card debt.

5. Shopping malls: 1950s.



Southdale Center in Edina, Minnesota.

As touched on in the introduction, the concept of malls as central locations where customers can visit multiple merchants has been around since the agoras of Ancient Greece. However, our more modern concept of malls — as physically built shops connected in one location with communal facilities — began in the 20th century.

The first shopping mall was technically an outdoor shopping plaza that opened in 1922 in Kansas City. However, the first indoor shopping mall that mirrored how we think of malls today was opened in 1956 in Edina, Minnesota. Malls were often anchored by a large department store with a cluster of other stores around it.

The growth of these shopping centers was correlated with the growth of automobiles. With cars available to the masses, more people were leaving cities and commuting from the suburbs.

The mall was envisioned as a cultural and social center where people could come together and not only do their shopping but also make an activity of it. By 1960, there were more than 4,500 malls accounting for 14% of all retail sales.

With ecommerce sales growing, the appeal of malls has gradually declined, hitting a 20-year low in sales in 2019. That said, some digitally native brands are still exploring in-person shopping at new mall-type environments. One example is Neighborhood Goods outside of Dallas, Texas, which features a rotating series of pop-up shops from different merchants.

What can we learn from this? While the traditional malls of old are no longer the exciting experience they once were, shoppers still do seek out experiences around shopping both online and offline.

6. Big Box is in: 1960s.



The very first Walmart in Rogers, Arkansas.

While people loved malls for the social aspect and enjoyment of window shopping and moving from store to store, there was also a renewed interest in a return to the one-stop-shop. However, unlike the mom and pop general stores of old, these large stores served bigger populations and provided items cheaply at a much bigger scale.

In 1962 the first Walmart opened its doors in Rogers, Arkansas. Target and Kmart also opened their first stores that same year.

The efficiency and overall size of these indoor giants made them attractive to consumers looking for convenience and friction-free, no frills service. Unlike the department stores of early in the century that provided personalized service and attended to customers' needs, these large retailers were more focused on self service and providing efficiency.

At these big box stores, customers could find the consumer goods they needed, and at much lower prices. This was made possible by changes in the laws after World War II that paved the way for discount retailing.

Big box stores, and specifically Walmart, are still dominating in the present day. Walmart's sales in 2018 were over \$500 billion, and they're projected to grow 3.7% in 2019. Other big box retailers are having to get creative to open new stores, revolutionize current stores, and provide more value in the shopping experience to appeal to customer's increased expectations in an Amazon- and Walmart-dominated world.

1.2 Growth of Retail Industry In India:

Retailing in India is one of the pillars of its economy and accounts for about 10 percent of its GDP. The Indian retail market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people.

As of 2003, India's retailing industry was essentially owner staffed small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population).

Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, forbidding foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51% ownership and a bureaucratic process.

In November 2011, India's central government announced retail reforms for both multi-brand stores and single-brand stores. These market reforms paved the way for retail innovation and competition with multi-brand retailers such as Walmart, Carrefour and Tesco, as well single brand majors such as IKEA, Nike, and Apple. The announcement sparked intense activism, both in opposition and in support of the reforms. In December 2011, under pressure from the opposition, Indian government placed the retail reforms on hold till it reaches a consensus.

In January 2012, India approved reforms for single-brand stores welcoming anyone in the world to innovate in Indian retail market with 100% ownership, but imposed the requirement that the single brand retailer source 30 percent of its goods from India. Indian government continues the hold on retail reforms for multi-brand stores.

OVERVIEW:

1.3 Overview on D MART:



D MART

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

D Mart was started by Mr. Radhakishan Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, D Mart today has a well-established presence in 294 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With our mission to be the lowest priced retailer in the regions we operate, our business continues to grow with new locations planned in more cities.

The supermarket chain of DMart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Mumbai.

* The brands D Mart, D Mart Minimax, D Mart Premia, D Homes, Dutch Harbour, etc are brands owned by ASL

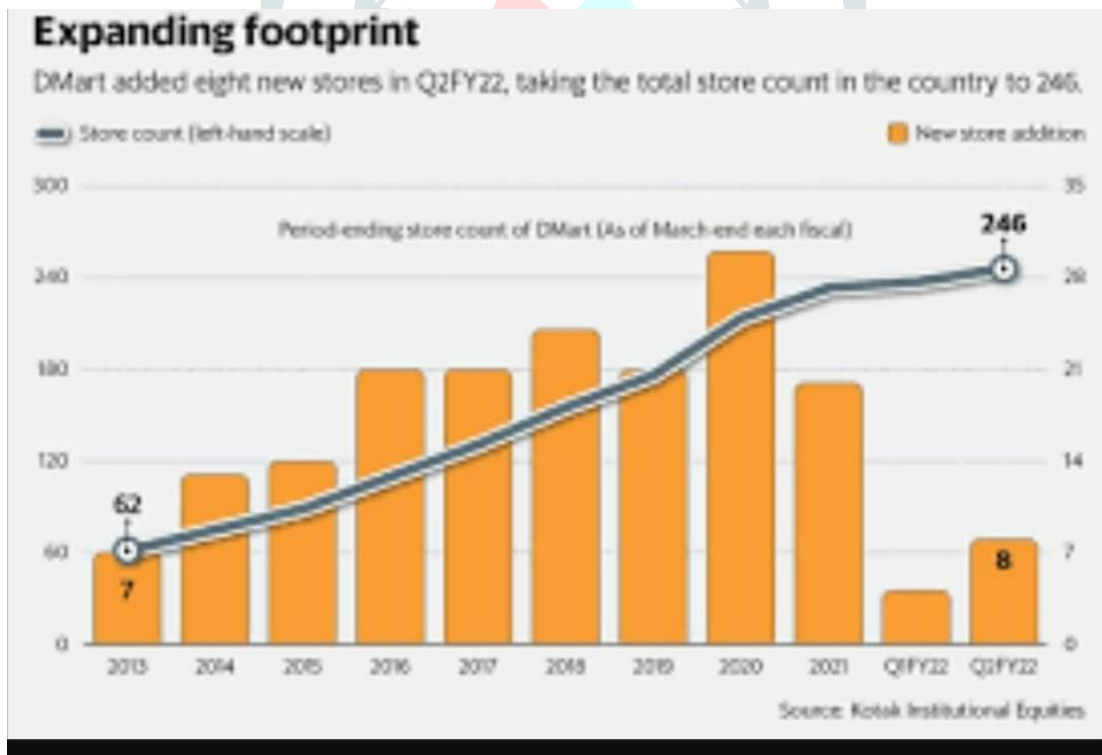
Mission:

mission is **to provide the best value possible for our customers**, so that every rupee they spend on shopping with us gives them more value for money than they would get anywhere else.

Vision:

To offer customers a wide range of basic home and personal products under one roof

1.4 Growth of the Company:



1.5 About major Company in Industry:

Competition:

- Big Bazaar.
- Big Basket.
- Reliance Mart.
- Amazon Pantry.
- Spencer's.
- Star Bazaar.
- Jio Mart.

The logo for Big Bazaar, featuring the words "BIG BAZAAR" in a bold, sans-serif font. "BIG" is in orange and "BAZAAR" is in dark blue.The logo for JETIR, featuring the word "JETIR" in a large, light grey, serif font.The logo for Star India Bazaar, featuring a stylized red and yellow star above the word "STAR" in a bold, sans-serif font, with "India Bazaar" in a smaller font below it.The logo for RelianceMART, featuring a blue and red circular icon above the word "RelianceMART" in a bold, sans-serif font. "Reliance" is in white and "MART" is in blue.The logo for Spencer's, featuring the word "spencer's" in a lowercase, sans-serif font inside an orange rounded rectangle, with the tagline "Makes fine living affordable" below it.The logo for easyday, featuring the word "easyday" in a lowercase, sans-serif font. "easy" is in green and "day" is in white, set against a blue background.

Table Showing Competitor's Market share and Profit:

Competition					
Standalone Consolidated					
Name	Last Price	Market Cap. (Rs. cr.)	Sales Turnover	Net Profit	Total Assets
Avenue Supermar	4,451.00	288,324.51	30,352.50	1,616.17	13,924.11
Trent	1,445.65	51,391.04	3,880.73	248.63	3,217.42
Vedant Fashions	1,434.15	34,807.26	1,008.75	308.35	1,175.10
Aditya Birla F	332.30	31,185.04	7,824.20	-80.70	4,089.51
Shoppers Stop	675.50	7,401.06	2,493.81	-86.68	292.14
Go Fashion	1,281.90	6,923.41	401.31	35.60	438.41
V-Mart Retail	2,869.30	5,672.14	1,666.18	11.64	849.62
AFL	301.75	4,005.45	514.01	7.44	2,393.94
AB F&R-PP	185.30	1,658.75	--	--	-
Spencer Retail	80.65	726.91	1,999.62	-84.56	550.20
V2 Retail	122.05	419.72	629.22	-12.90	309.07
Osia Hyper Reta	321.75	331.80	315.82	5.42	130.28
Future Retail	4.30	233.18	6,261.04	-3,180.03	12,028.72
Foce India	400.00	195.72	-	-	-
Future Ent	2.00	90.99	886.93	-1,049.90	7,412.86
Praxis Home-RE	15.00	65.38	--	--	-
Future Ent DVR	8.85	34.85	886.93	-1,049.90	7,412.86
Future Market	5.90	33.95	80.67	-12.37	172.32
Heads UP Vent	13.30	29.37	0.97	-5.36	27.77
Silgo Retail	26.60	27.32	35.10	2.31	47.58
Arvind Fas-RE	18.50	27.28	--	--	-
AB Fashion-RE	10.15	0.00	--	--	-

1.6 Product Profile (Major Products):

Grocery

- Fruits & Vegetables
- Dairy & Beverages
- Packaged Food
- Home & Kitchen
- Personal Care
- Appliances
- Footwear
- Specials



BombayTimes EXCLUSIVE OFFERS

D-Mart Merry Christmas and a Very Happy New Year

DMART Price Rs. 187/- TILDA KHUSH Long Grain Rice 5kg MRP Rs. 440/-	DMART Price Rs. 127/- GIRNAR Royal Cup Tea 500gm MRP Rs. 150/-	DMART Price Rs. 49/- LOTTE Choco Pie 160gm MRP Rs. 60/-	DMART Price Rs. 18/- BRITANNIA Good Day Cashew 180gm MRP Rs. 22/-	DMART Price Rs. 53/- MAGGI Masala Noodles 540 gm MRP Rs. 59/-
DMART Price Rs. 59/- BREADKRAFT Plum Cake 500gm MRP Rs. 90/-	DMART Price Rs. 350/- RIN Advance 6kg MRP Rs. 415/-	DMART Price Rs. 78/- POND'S Cold Cream 100ml + Lux Soap FREE MRP Rs. 85/-	DMART Price Rs. 100/- VASELINE Moisturising Body Lotion 300ml MRP Rs. 110/-	DMART Price Rs. 116/- DOVE Moisture Cream Soap 3 x 95gm MRP Rs. 125/-
DMART Price Rs. 199/- Men's Formal Shirt	DMART Price Rs. 399/- Men's Trousers	DMART Price Rs. 349/- Ready to Stitch Dress Material	DMART Price Rs. 79/- Ladies Top	DMART Price Rs. 99/- Blanket
DMART Price Rs. 49/- Cushion Covers	15% OFF LUMINARC and TREC Crockery	DMART Price Rs. 79/- Nayasa Dal Container 3 Pcs Set	DMART Price Rs. 109/- 6 Mugs & Tray	DMART Price Rs. 2490/- Philips DVD Player DVP 3354 MRP Rs. 4290/-

D-Mart STORES: MULUND (W): Tel: 25921675. POWAI : Tel: 66970100. MALAD (W): Tel: 66970400. KANDIVALI (W): Tel: 26022131. KANDIVALI (E) : Tel: 28463658. VERSOVA : Tel: 85247225. MIRAROAD (E): Tel: 28550760. THANE (W): Tel: 25891579. VASAI (W): Tel: 0250-2325505. AIROLI (E): TEL: 27842939. NERUL (E): Tel: 27711313. SEAWOOD (W): Tel: 27706100. KOPARKHAIRNE: Tel: 27540792. NEW PANVEL (E): Tel: 27464100.

Offer valid till expiry date • Prices/Offer may change from time to time • The product pictures are indicative of the offer and may vary with the actual products • The Management reserves the right to limit the quantity of sales. The Management reserves the right to withdraw, change or modify the terms and conditions without prior notice. • FOR GIFT VOUCHERS, CONTACT THE NEAREST DMART STORES.

PART II PRIMARY STUDY:

2.1 LITERATURE REVIEW:

- According to Avinash and B.V Sangvikar(2019), their objective is to provide insight about D-mart success of in India and their conclusion is D-mart techniques and strategies it uses for cost efficiency and higher sales and D-mart has restricted segmentation, this made D-mart more profitable.
- According to M.Guruprasad(2018), Director research, Universal Business School , Concluded there was 50-50 opinion from customers of Badalpur and Karjat about online offering D-mart products and D-marts mainly faces the competition from small shop which deal in single variety of commodity
- According to Muhammad Sabbir Rahman , there is a strong relationship between consumer perception and behaviour in selecting a super market when age, gender and income play a mediating role. In addition it is also found that consumers age differences have the highest influence on their buying behaviour.
- According to Rajiv Lal,Ram Rao(1997) ,Every day low pricing strategy has proved to be a successful innovation resulting in higher profits to super markets adopting it in competition with promotional pricing
- According to Howard Smith(2004),Multistore firms are common in the retailing industry project suggests that cross elasticity between stores of the same firm enhance market power

Profit margins for each chain, a survey of consumer choices and the data set of store characteristics are taken into consideration to estimate a model of consumer choice.

- According to Krishnaveni(2006), Identified that the most important paradigm which is associated with promotion of loyalty among consumers is the attribute of quality. She concluded present generation invest more on the basic factors such as books, clothes, food, music and gadgets such as mobile phones.
- According to Ronald E Milliman (1982),his paper critically reviews the literature available and presence and empirical study that examines the effects of the background music on instore shopping behaviour. It finds that music tempo variations can significantly affect the pays of instore traffic flow and dollars sales volume.
- According to Peter R Dickson, Alan G Sawyer(1990), A model of grocery shopper response to price and other point of purchase information was developed. The findings suggest that shoppers tended to spend only a short time making their selection and many did not check the price of the item they selected.
- dirGrip (2019) - In his article the author provides a detailed study on the business model of D Mart. He describes the various factors that D Mart employs to ensure customer satisfaction which is the key to their success. It also explains the revenue model that D Mart uses that has allowed them to surpass its competitors like Reliance, Spencers, Big Bazaar etc.

Kirill Tšernov (2019)- In this article the author states the importance of building good customer connections and making sure that their experience in the store is wholesome. The author in this article gives pointers as to how a retail store can ensure that their customers' experience is fruitful.

M. Guruprasad (2018) - The author has done a case study of a particular DMart in Karjat and Badlapur wherein he has conducted primary research and found out various factors that indicate the consumers „responses towards various aspects of the store. He concluded that customers usually came 2 times a weekend and bought household goods in bulk. He also concluded that DMart mostly faces competition only from small retail stores which lack the desire to expand their businesses.

- According to Amit & Kameshvari, (2012), the origin of word “retail” comes from the French „retailer”, that means „it shows a first hand-transaction with the customer the retailer is a person or agent 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.

2.2 PROBLEM STATEMENT/ RATIONALE OF THE STUDY:

As in retail market there are so much of competition in retail industry there are many problems which are faced by the different Retail stores and Retail hubs which are there in Indian market, as the Retail consumers are the main earnings and main factor affect the industry at an huge ratio. Due to change in test, technology, satisfaction level between the customers it is more important to know about the satisfaction level of a consumer more other things.

Some problems like:

Is all consumer are satisfied with the Products which are been sold in a retail stores?

Is all consumer are satisfied with the service given by the Retail stores?

Is all consumer are satisfied by the price, quantity, and quality of goods and services of retail market?

Is the consumer if fully satisfied with all its comfort of Store?

2.3 Objective of the study:

- From our study it is observed that of customers are satisfied with overall shopping at D-marts.
- Age, Income and Family are the main factors influencing the consumer behavior.
- It is found that Middle Income Level group people are the main customers of D-marts with 86.5% in our study.
- Products availability, Quality, Offers and Discounts are the main reasons for buying from D-mart stores in Vadodara.

2.4 Hypotheses:

- D-mart should provide high quality products so that it can attract more high income people too.
- D-mart should concentrate on Clothes and Household items, So that it can increase the sales.
- Offers and Discounts are needed to be provided more , as it is the main reason behind purchasing.
- D-mart need to promote about its online services.
- The staff is not well trained to handle customers belonging to different backgrounds and attitudes, so better selection and training programs should be initiated.
- Billing process should be improved as most of the customers are dissatisfied with it.

3.1 Research Methodology:

3.1.1 Research approach:

There are two distinct research methodologies that might be used in the study. Quantitative and qualitative research. Studies that use qualitative research don't make an effort to quantify their findings through statistical summarization or analysis. It aims to describe many facets of behavior as well as other elements from the social sciences and humanities. In these studies, data are frequently presented as descriptions rather than numerical values. In-depth interviews, group discussions, and informal observations are frequently used instead of official measurement. The systematic and scientific exploration of quantitative qualities, phenomena, and relationships is known as quantitative research. The goal of quantitative research is to create and use mathematical theories, models, and hypotheses related to natural events. Typically, it begins with a theory or broad assertion that proposes a general link between variables. In order to draw conclusions from the specific to the general, quantitative researchers will often test hypotheses or statements using techniques like surveys and experiments. In order to describe the impact of advertising on customers' buying behaviour, the researcher decided to conduct a quantitative study. To do this, they collected data from consumers of **D Mart in the city of Vadodara**. Additionally, this study quantifies the influence of the independent variables (AD features) on the dependent variable, customer Satisfaction towards the store.

3.1.2 Research design:

The blueprint or road map for how the researcher will gather data that is pertinent to answering the study questions is called the research design. It serves as a general guide for data collection, measurement, and analysis with the overarching objective of resolving the research issue. It outlines the methodology used in the study, from developing the hypothesis through using it in practise to conducting the data analysis (Creswell & Clark, 2007). 42 There are three types of research: exploratory, explanatory, and descriptive. The goal of descriptive study is to explain and interpret the world as it is. It seeks to describe the situation as it is right now. It is concerned with existing circumstances or relationships, prevailing customs, held convictions, points of view, or attitudes, as well as ongoing developments. The primary goal of descriptive research is to describe the current situation as it stands. When we come into a problem that is already well-known and has a description, we could start to question why things are the way they are. This is when explanatory study is done. The goal of explanatory research is to "explain" or "know why." In addition to identifying the qualities, the researcher also analyses and explains why and how something is happening. Explanatory study thus seeks to comprehend phenomena by identifying and measuring haphazard relationships between them. When there are few or no prior studies to which references can be made for information, exploratory research is carried out. It offers comprehension and insights into a problem or scenario in preparation for a later, more thorough inquiry. Because a problem has not yet been properly defined, exploratory research is one sort of

research that is conducted. Gaining prior knowledge will help one better comprehend and articulate a situation.

Data on the **Satisfaction level of consumer on the Products and services given by D Mart** is gathered by this researcher. As a result, the researcher's method of choice was descriptive research. In order to make the research explanatory, the researcher will also use correlation and regression to assess the ad hoc relationships between the dependent variable (consumers' purchasing behaviour) and the independent factors AD attributes. Thus, this study serves as both a descriptive and an explanation.

3.1.3 Source of data :

Primary data sources will be the study's main source of information. Customer surveys will be used to collect primary data. Because the researcher wants to look into how **D MART is full filing the needs to there customers with there Product and services towards purchasing decisions**, primary data will be gathered from primary sources using questionnaires. Primary data: There are numerous techniques for gathering information that has been personally observed or obtained from personal experience. Primary data collection involves the use of techniques like surveys and interviews to gather data. To ensure that no table will be missed, it is crucial to establish a tabulation plan and base the questionnaire on it. In some instances, tables cannot be generated because surveys were created without a tabulation strategy in place

3.1.4 Data collection method:

An survey method is used for collecting data / information from Consumer who purchases or buys the products from D Mart.

An online survey was conducted to collect the data from the respondents. A questioner is been floated through various social media platforms and questions are been asked from the consumers of **D Mart** in the residents of Vadodara. Questionnaires are used in the study as a method for data gathering.

3.1.5 Population:

The total set of instances or units about which the researcher wants to make judgments might be referred to as the study population. The population should be defined in accordance with the study's objectives as one of the key steps in developing a research design.

The population of interest for this research is all consumers of D Mart in the city of Vadodara Gujarat.

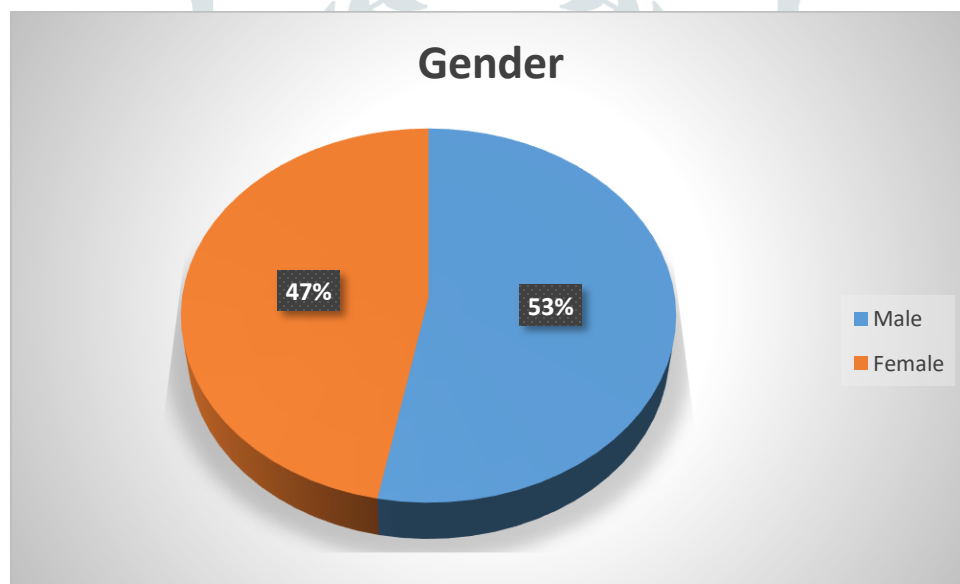
The number of population is very large. Therefore, the study will use non-probability sampling approach particularly convenient and purposive sampling techniques Because nonprobability sampling approach allows the researcher to quickly gain an understanding of the population and the problem's characteristics by using wellinformed members.

3.1.6 Sampling method:

It is uncommonly possible to gather data from every member of a group of individuals when conducting research on them. In its place, you pick a sample. The population that will actually take part in the study is the sample. You must carefully consider how you will choose a sample that is representative of the group as a whole if you want to make accurate conclusions from your data. Two categories of sampling techniques exist: Probability sampling -Every member of the population has a possibility of getting chosen when using probability sampling. Non-probability sampling - People are chosen for inclusion in a non-probability sample using non-random criteria, therefore not everyone has the same chance of doing so. The number of population is very large. Therefore, the study will use non-probability sampling approach particularly convenient and purposive sampling techniques Because non-probability sampling approach allows the researcher to quickly gain an understanding of the population and the problem's characteristics by using well-informed members.

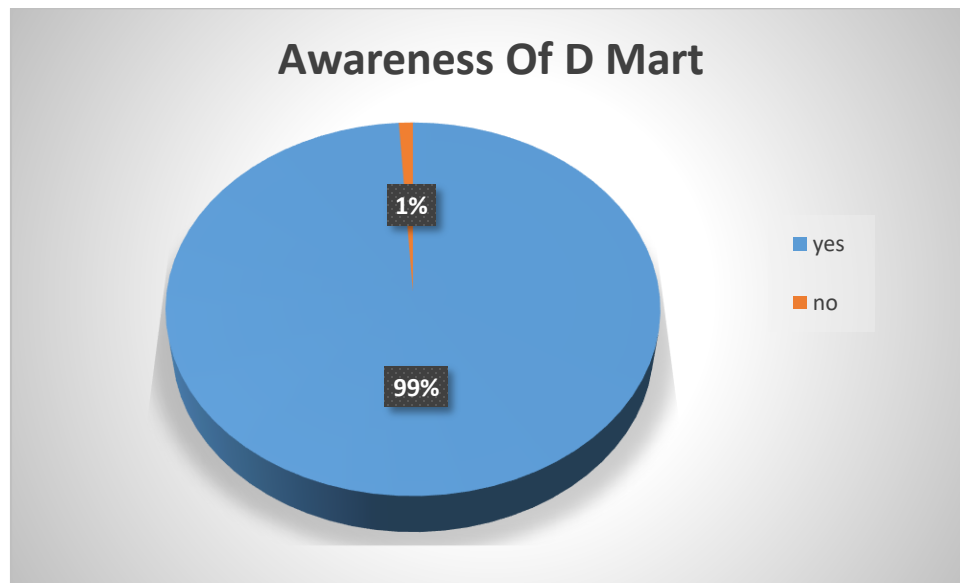
Data Interpretation :

1) Gender



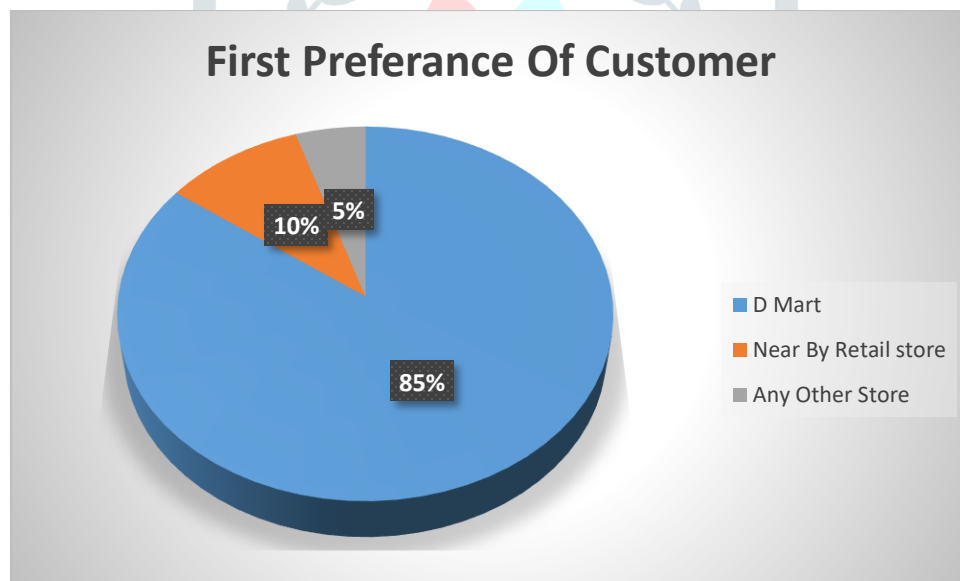
Interpretation: The Questioner Circulated is filled by 53% male and 47% Female respondents.

2) Are you aware of D Mart?



Interpretation: 99% of respondents are aware of D Mart and only 1% are not aware of D Mart.

3) Where do you prefer to purchase your daily products?



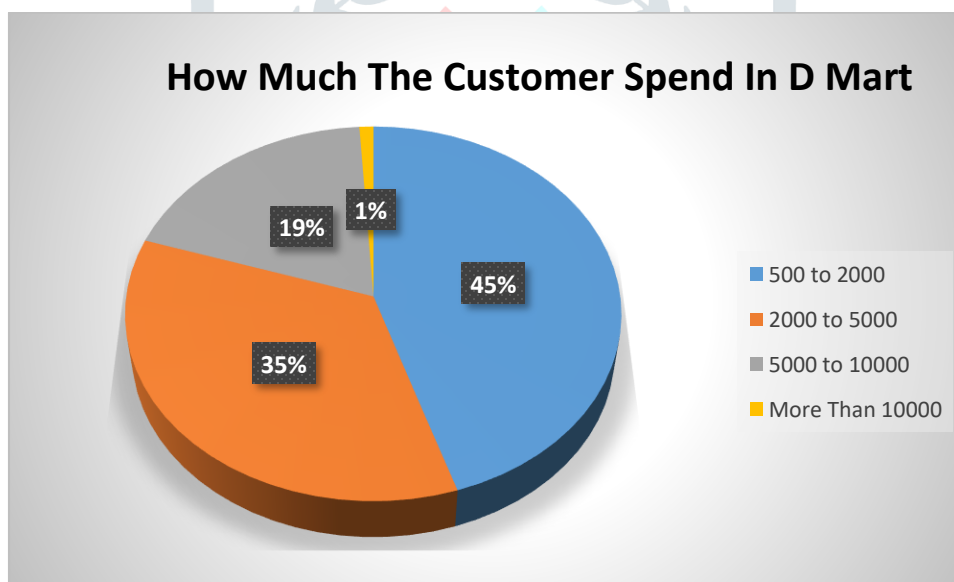
Interpretation: In this 85% of respondents who buys there daily purchase in D Mart 10% of respondents who purchase there daily products from near by Retail store and 5% of respondents in any other store.

4) How often you visit D Mart?



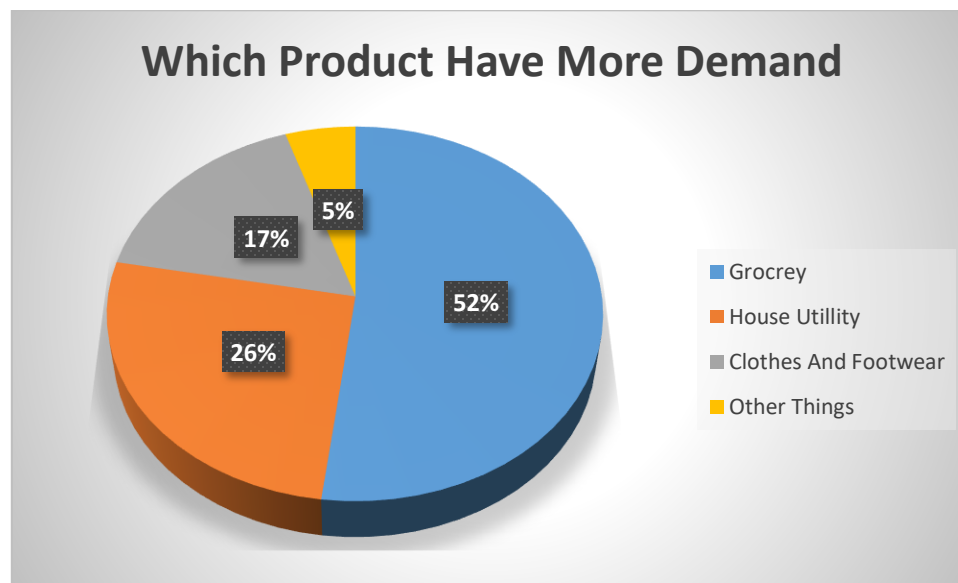
INTERPRETATION: In this 82% of respondents are Monthly Buy from D Mart 9% of respondents buy on weekly bases 8% of respondents buy on daily bases and only 1% of respondents buy Yearly.

5) How much Amount do you spent on purchasing in D Mart?



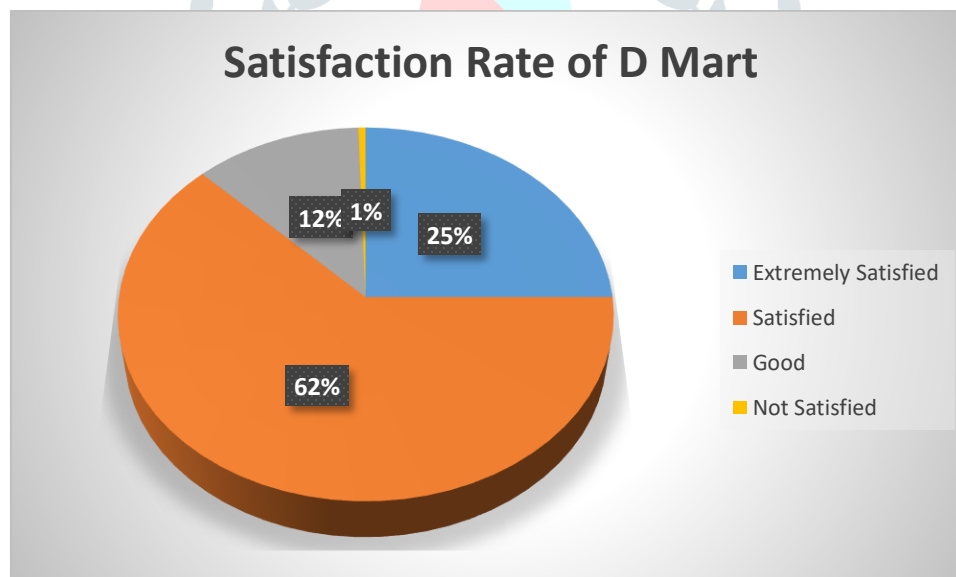
Interpretation: In this 45% of the respondents who spends 500 to 2000 Rs at shopping in D mart 35% of the respondents who spends 2000 to 5000 Rs at D Mart 19% of respondents who spends 5000 to 10000 Rs at D mart and only 1% of respondents who spends more than Rs 10000.

6) Which types of product do you buy from D Mart?



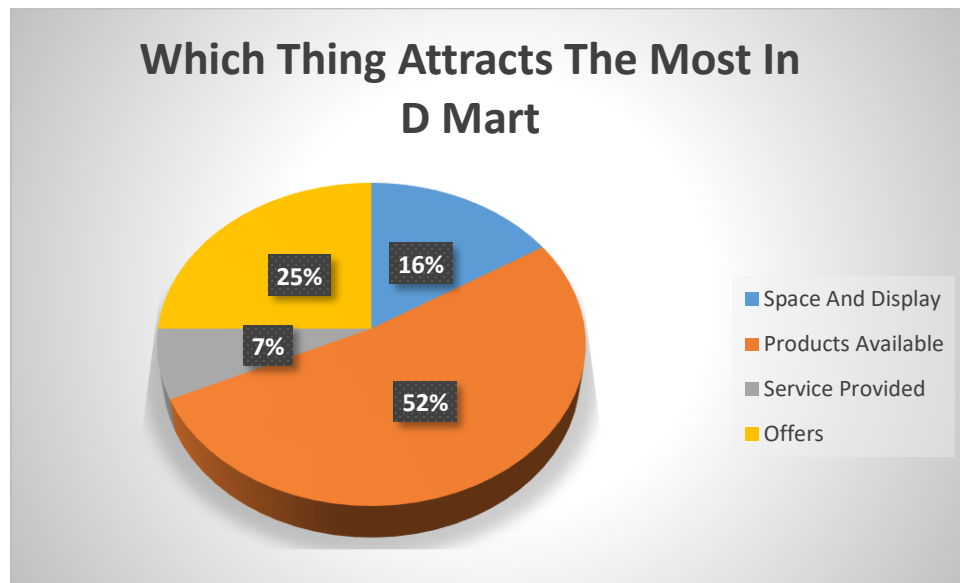
Interpretation: In this there are 52% of respondents who buy Grocery from D Mart which is the most in this pie graph. There are 26% of respondents who buy House Utility, 17% of respondents who buy Clothes and Footwear from D Mart, and 5% of respondents who buy other products.

7) How would you rate the quality of product in D Mart?



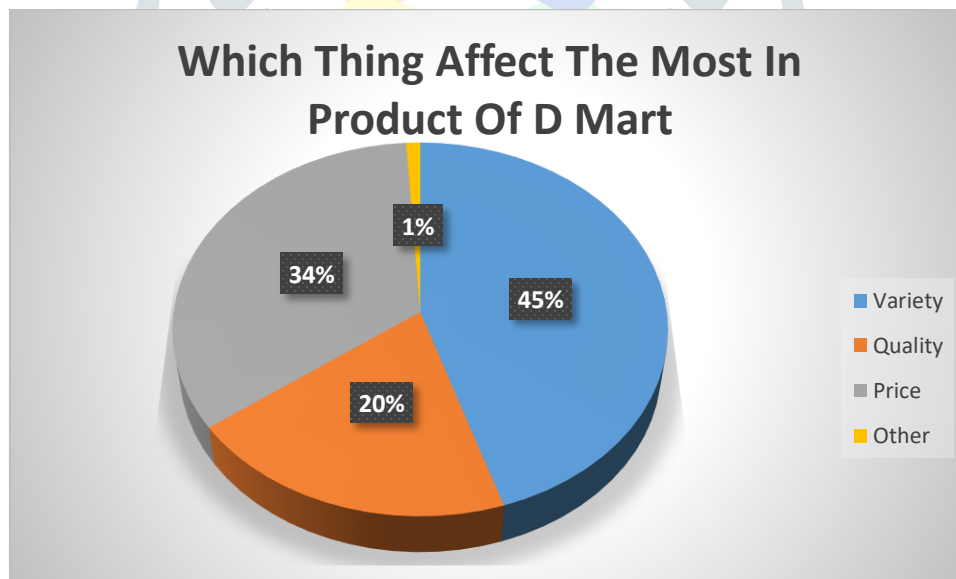
Interpretation: In this 62% of respondents are satisfied with the quality of products of D Mart. 25% of respondents are highly satisfied, 12% are giving a good response towards the quality of product which D Mart are providing, and only 1% are dissatisfied with the quality of product which D Mart have.

8) Which things satisfices you in D Mart?



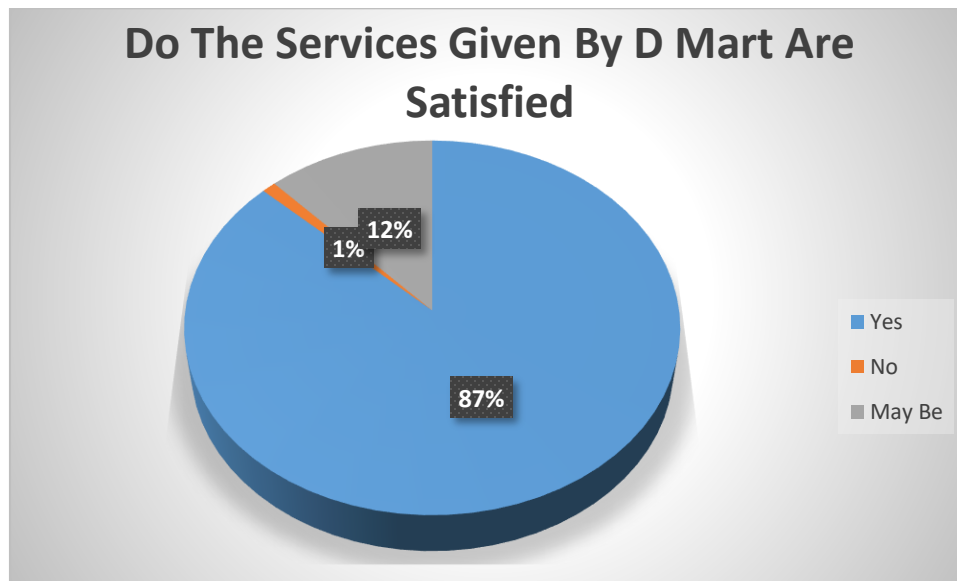
Interpretation: In this 52% of respondents who are satisfied by the products Available in D Mart. 25% of respondents are satisfied by the offers given by D Mart to its customers. 16% of the respondents who are satisfied by its Space and Display of products and 7% of respondents are satisfied by its services given or provided by D Mart.

9) What you find difference of D Mart products than other store?



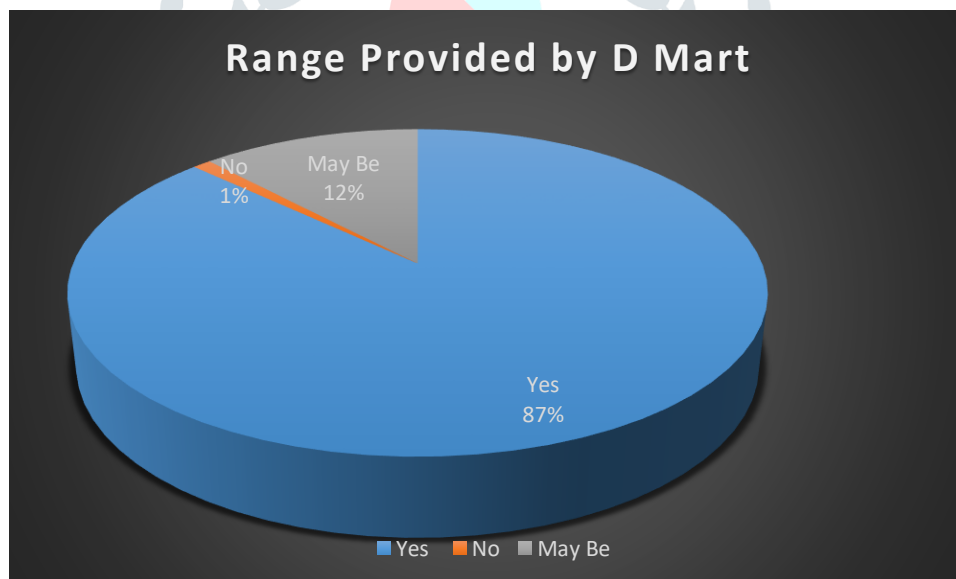
Interpretation: In this 45% of respondents have more attracted to D Mart's Product Variety given. 34% of respondents are attracted to Price given by D Mart. 20% of respondents who are attracted towards the quality of products given by D Mart and 1% of respondents are those who are attracted towards other things.

10) Are you satisfied with the service provided by D Mart?



Interpretation: In this 87% of respondents are fully satisfied with the services provided by the D Mart and are happy. 12% of respondents are not sourced of the services and only 1% of respondents are not satisfied with the services provided by D Mart.

11) Are you Satisfied with the range of products available at D Mart?



Interpretation: In this 87% of the respondents are most satisfied with the range of products available at the D Mart stores. 12% of respondents are not sourced of the range provided by D Mart and 1% of respondent are not satisfied with the range of products available at D Mart.

3.2 Conclusion:

According to the analysis we conclude that the consumers of D-mart are satisfied with the services provided by D-mart and The Range of products. Large majority of consumer are loyal to brand. What contribute to the popularity of the demand is the service. Quality of the service provided by

D-mart coupled with the attractive pricing strategy followed by it. D-mart also has huge Verity of product all under one roof which is one of its largest competencies.

3.3 References:

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3.4 Questionnaire:

Personal Information

Name

Age

Gender

Current City

General Awareness

Are you aware of D Mart?

How Often you visit D Mart?

How much you spend on purchasing in D Mart?

What type of product you purchase from D Mart?

Which type of shopping you prefer?

Specific Question related to study/ research

Are you satisfied with the range of products available in D Mart?

How would rate the quality of the product in D Mart?

Which things satisfices you the most in D Mart?

What you find difference of D Mart Products than other Stores?

Are you satisfied with customer service provided by D Mart?

Where do you prefer to purchase your daily product?

