A STUDY ON CUSTOMER'S PERCEPTION ON SERVICES PROVIDED AT D-MART

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ABSTRACT

Changing consumption patterns particularly within the urban areas are serving to the cause. Searching has replaced outing, because the most favored choice among the increasing tribe of DINK Double Income financial gain with no kids} couples. earnings hikes-the high highest in Asia Pacific in keeping with practice firm Hewitt within the past few years-is seen as another excuse for additional payment power, that fuels consumption. Moreover, with a lot of families gong nuclear, shopping for extra social unit merchandise becomes a necessity.D-Mart is one of the fastest penetrating grocery retail marts in INDIA . IT has became India's Wal-Mart even concerntratig on *low income segment* apart from other outlets. D-Mart is also *extending in to semi-urban areas and TIRE-II cities.*

INTRODUCTION:

Organized Retail is the rising sector in the Indian economy. A number of the important players of the globe are entering into the Indian business. It's on the edge of a giant revolt next to the IT sector. However organized retail market is not growing in the present scenario, as it's expected to grow US$ 1.3 trillion by the year 2020 with a Compound Annual Growth Rate (CAGR) of 16.7 per cent between 2015-20. According to a survey by CRISIL the retail market is most uneven in the world and only 2% of the total retailing business is in the organized sector against the current estimated growth rate of 8.5%,.

There are a unit regarding three hundred new malls, 1500 supermarkets and 325 division stores being inbuilt shortly. The factors that drive growth in India's organized retail market are healthy economic growth, changing demographic profiles, increasing disposable incomes, urbanization, changing consumer tastes and preferences Foreign Direct Investment (FDI) equity inflows in Indian retailing was US$ 1.42 billion during April 2000–June 2018, according to the Department of Industrial Policies and Promotion (DIPP).

NEED OF THE STUDY

The retail flourishing is going to face a robust competition from the 12 million Mom-And-Pop stores, which are easily approachable and offer services like free home delivery and goods at credit. However purchasing from Shopping mall, Supermarkets and Department stores like Subhiksha, Big Bazaar, D-MART & Spencer's, etc. gives a diverse feeling and the atmosphere of choice from a wide range of merchandises. A number of large companies are going to enter the market such as Reliance Retail Ltd and Wal-Mart.

Understating the derives of local consumer's needs for shopping and their shopping satisfaction at different retail stores is critically important. A model will be proposed which explains the relationship among their behaviour factors and store-related variables, the attitudes of apparel products in determining store choices. The consumer market in NCR areas are selected to reflect variations in level of market development, level of retail competition, and consumers' values and life style.

The stores particularly to be studied are where multinational retailers or international brands are directly competing against local retailers or brands. Recent upgrading strategies by large-scale multinational discount stores (e.g. Entertainment services) and entry of upscale department stores in global markets suggest that local shoppers are now demanding more value and money, more variety and choice and more Satisfaction from their shopping experience than ever before.

India is one among the leading, rising markets within the world in the present day scenario. Goldman Sachs believes India will be the fastest growing global economy over the next 15 years, and emerge as the third largest economy in the world by 2020. In the latter half of the 21st century India is set to overtake the US and China (due to demographic advantages) to become the largest economy in the world.

DMart is owned and operated by Avenue Supermarts Ltd. (ASL) – a company founded by Mr. Radhakishan Damani in 2002. It has 302 stores in 100 cities across 14 states in India including Maharashtra, Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan, National Capital Region, Tamil Nadu, Karnataka, Uttar Pradesh, Daman and Punjab.

The company’s headquarters is in Mumbai. Since 31 March 2022, DMart had a total of 10,713 permanent employees and 58,597 hired employees on contractual basis.It is having Market Capital of $34 billion and $3.2 billion revenue with $250 million profit.

After the listing for IPO as Avenue Supermarts Ltd., it made a record opening on the National Stock Exchange. At the closing of stock on 22 March 2017, its market value rose to ₹39,988 crore. This nailed it as the 65th most valuable Indian firm, forward of Britannia Industries, Marico and Bank of Baroda. From 21st November 2019, the market capitalization of DMart is close to ₹114,000 crore, making it the 33rd largest company listed on the Bombay Stock Exchange.Its Q1FY23 update and the company has seen almost a 2times growth in revenue on a year-on-year basis. The revenue stood at Rs 9806 cr last year.

In 2022, Avenue Supermarts Ltd, which owns and operates retail chain D-Mart, has reported a 35.75 per cent rise in standalone revenue from operations to Rs 10,384.66 crore for the second quarter of the current fiscal

OBJECTIVES OF THE STUDY

1. To study the influence of demographic factors on consumer buying behaviour in D-MART.
2. To study the perception of customers on services provided by D-MART
3. To study the opinions of customers on the promotional strategies offered by D-MART

REVIEW OF LITERATURE

1. (Zeithaml, 1988) found that recreation (a non-monetary value) was the major driver for visiting a regional shopping centre.
2. According to Deepika Jhamb, Ravi Kiran (2011), infrastructure, economic growth and changing demographics of consumers are the major drivers of organized retail in India
3. Ms.A Shanthi in her study , “Competitiveness and strategies of Organized Retailers in Food and Grocery Retailing “submitted to Bharathiar University on 23rd May 2019, stated that Loyalty programs, recreational facilities, price, availability of products, parking space, quality and ambience are the important strategies to have competitive advantage.
4. K G Hemalatha, in her study, "Challenges and Prospects of organized food and grocery retailing in Bangalore city, submitted to Madurai Kama Raj University on 21st February 2017, stated that the fast-growing demography along with demand-side factors, supply-side factors are also favorable for the growth of organized food and grocery retailing in Bangalore city.
5. Abdul Azeem B, in his study submitted to JNTU Ananthapur on 8th November 2013, under the guidance of NV Ramana Reddy and T Narayana Reddy, entitled,” Customer Shopping

Behaviour in Organised Retailing Scenario" developed stimulus - organism–Response model in order to capture consumer behavior towards a retailer. This model states that in traditional SOR paradigm store atmospherics directly generates the cognitive and affective stimuli and converts it into purchase behavior

6. According to PWC (2015), the retail industry is becoming more multi-layered and ever-changing drastically. Shifting demographics, slim down in household, rise in consumers' education, new store layouts and other developments necessitates the industry to quickly adjust and adapt the processes to satisfy the needs of prospective customers in order to be fruitful and profitable.
7. According McKinsey Global Institute (2016), rising disposable income, growing younger population, proliferation among the choice of brands and merchandise, promotions in media, the effect of globalization, international markets saturation, growth of the economy and the changing buying behaviors of the consumers are the major drivers for the growth of malls

METHODOLOGY OF THE STUDY

For any research, deciding the sample size and sampling technique is an important part. There are various methods for deciding the sample size. For this study, the data collection was done by using Mall intercept method. Researcher used questionnaire and personal interview method for collecting data. The questionnaire was given to the customers and the data was collected by personal interview in the form of written responses of the questionnaire. Total sample size for the customers is 500. For analyzing the data the researcher used basic statistical tools like percentage method.

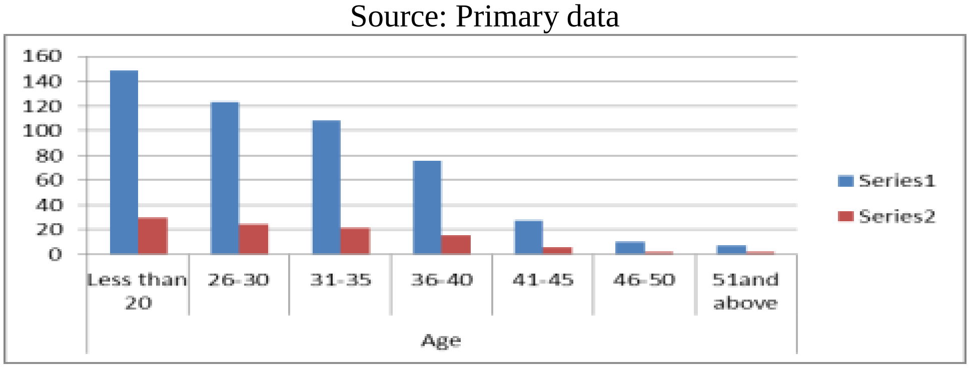
DATA ANALYSIS AND INTERPRETATION

Demographic Profile of Customers

1.1 Age

S.NO	PARTICULARS	CATEGORIES	FREQUENCY	PERCENT
1.1	**Age**	Less than 20	149	29.8
		26-30	123	24.6
		31-35	108	21.6
		36-40	76	15.2
		41-45	27	5.4
		46-50	10	2
		51and above	7	1.4

Source: Primary data



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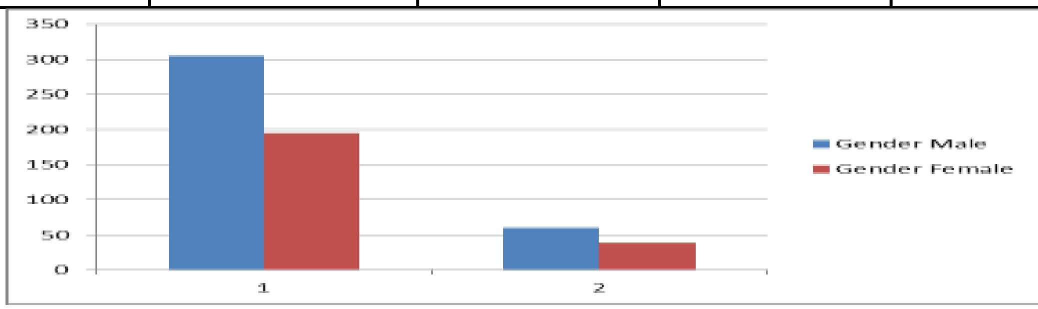
Interpretation:

From the data it is observed that all the Grocery retail customers with the age group from 20-40 are preferring the D-MART for the grocery.

1.2Gender

S.NO	PARTICULARS	CATEGORIES	FREQUENCY	PERCENT
1.2	**Gender**	Male	305	61
		Female	195	39

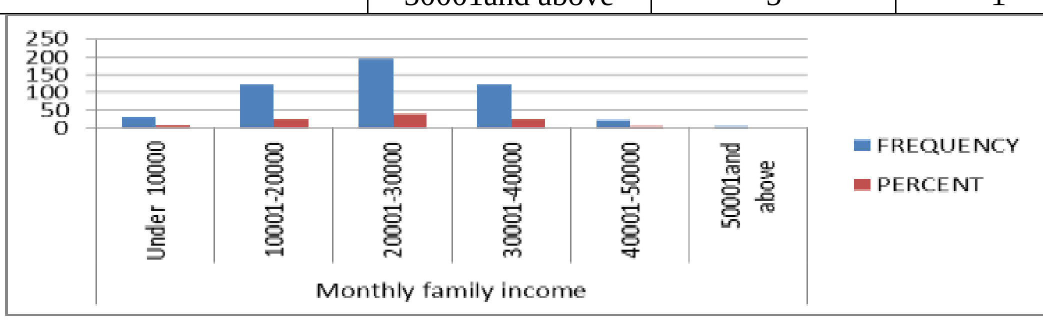


Interpretation:

From the data it is observed that 61% of the Grocery retail customers preferring the D-MART for the grocery are male and 39% are female.

1.3 Monthly family income

PARTICULARS	CATEGORIES	FREQUENCY	PERCENT
1.3 Monthly family income	Under 10000	31	6.2
	10001-20000	122	24.4
	20001-30000	196	39.2
	30001-40000	123	24.6
	40001-50000	23	4.6
	50001and above	5	1

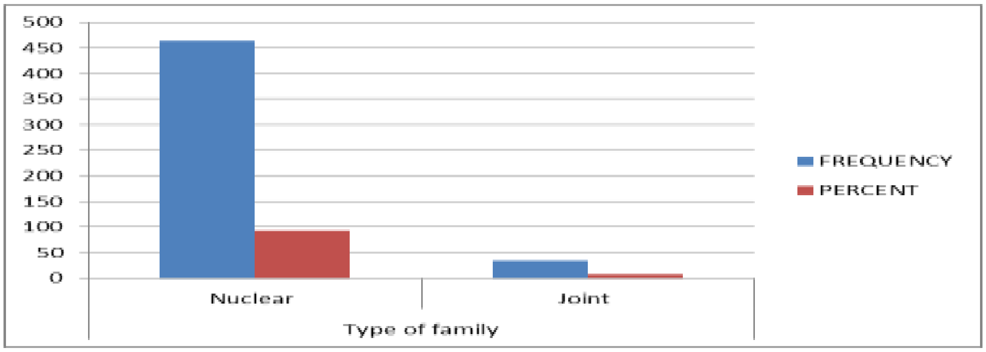


Interpretation:

From the data it is observed that 39% of the Grocery retail customers preferring the D-MARTfor the grocery are having an annual income of 20001 to 30000 and 24% with an annual income of 10001 to 20000 and 30001 to 40000.

1.4 Type of family

S.NO	PARTICULARS	CATEGORIES	FREQUENCY	PERCENT
1.4.	**Type of family**	Nuclear	465	93
		Joint	35	7

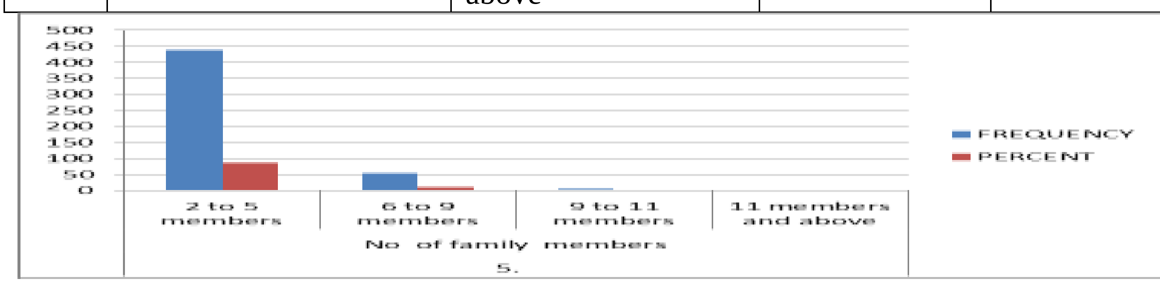


Interpretation:

From the data it is observed that 93% of the Grocery retail customers preferring the D-MART for the grocery are from Nuclear families and 7% are from Joint family.

1.5 No of family members

S.NO	PARTICULARS	CATEGORIES	FREQUENCY	PERCENT
1.5.	**No of family members**	2 to 5 members	439	87.8
		6 to 9 members	55	11
		9 to 11 members	4	0.8
		11 members and above	2	0.4

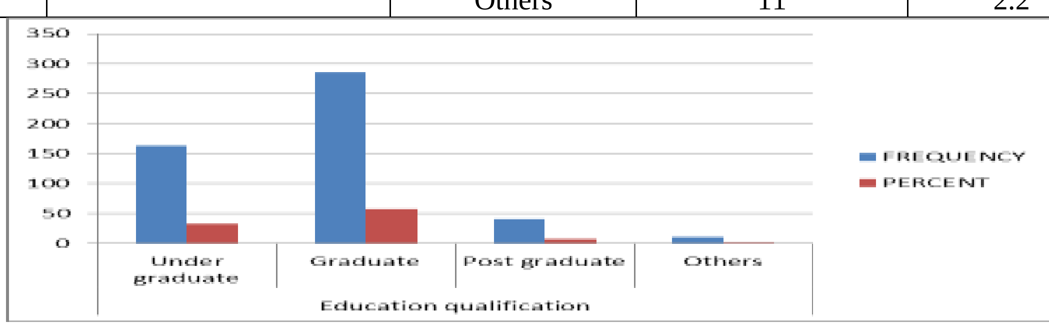


Interpretation:

From the data it is observed that 87.8% of the Grocery retail customers preferring D-MART for the grocery are having 2 to 5 members in their family and 11% having No. of family members from 6 to 9 members.

1.6 Education qualification

S.NO	PARTICULARS	CATEGORIES	FREQUENCY	PERCENT
1.6.	Education qualification	Under graduate	163	32.6
		Graduate	286	57.2
		Post graduate	40	8
		Others	11	2.2



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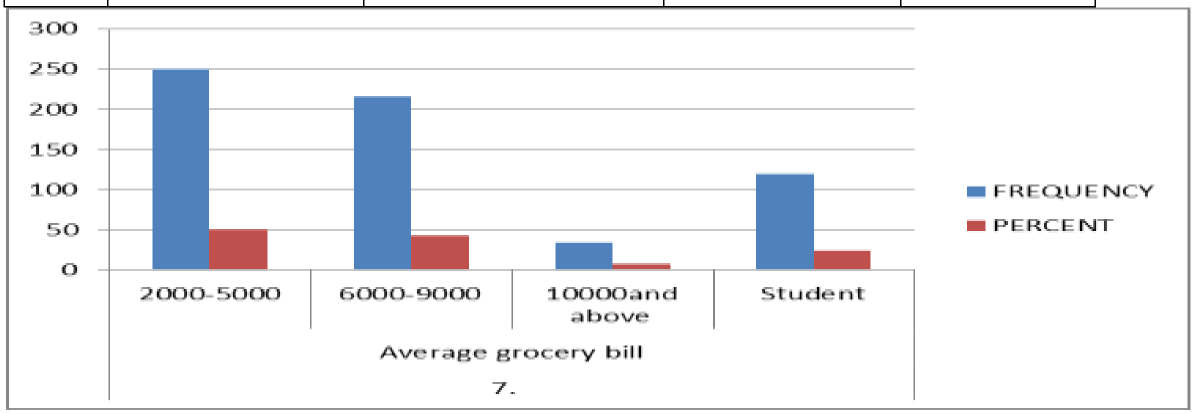
Interpretation:
From the data it is observed that 57.2% of the Grocery retail customers preferring the D-MART for the grocery are Graduates and 32.6% are Undergraduates.

1.7Average grocery bill

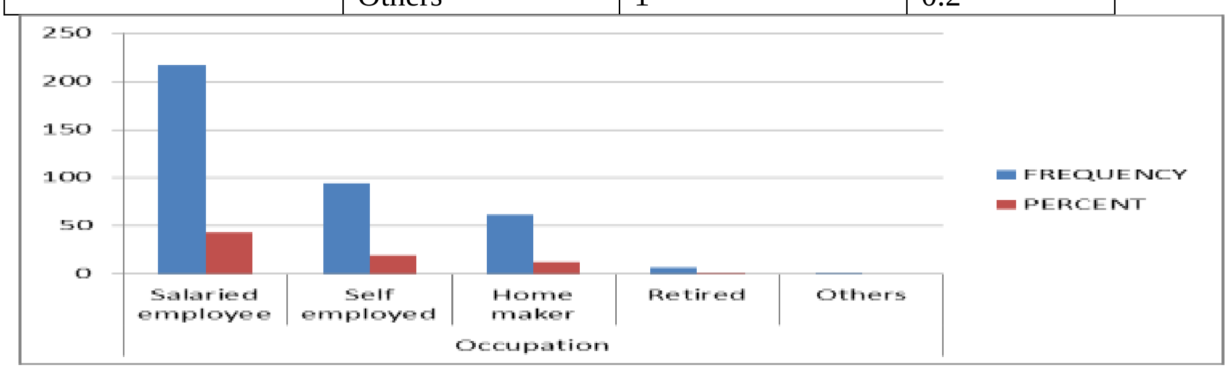
S.NO	PARTICULARS	CATEGORIES	FREQUENCY	PERCENT
1.7.	Average grocery bill	2000-5000	250	50
		6000-9000	216	43.2
		10000and above	34	6.8
		Student	119	23.8



Interpretation:
From the data it is observed that the Grocery retail customers spending 2000-5000 as Average grocery bill at the D-MART for the grocery are 50% and customers spending 6000-9000 as Average grocery bill at the D-MART for the grocery are 43.2%

1.8 Occupation

PARTICULARS	CATEGORIES	FREQUENCY	PERCENT
1.8 Occupation	Salaried employee	217	43.4
	Self employed	94	18.8
	Home maker	62	12.4
	Retired	7	1.4
	Others	1	0.2



Interpretation:
From the data it is observed that the Grocery retail customers visiting D-MART for the grocery are 43.4% salaried employes and customers and self employed are 18.8%

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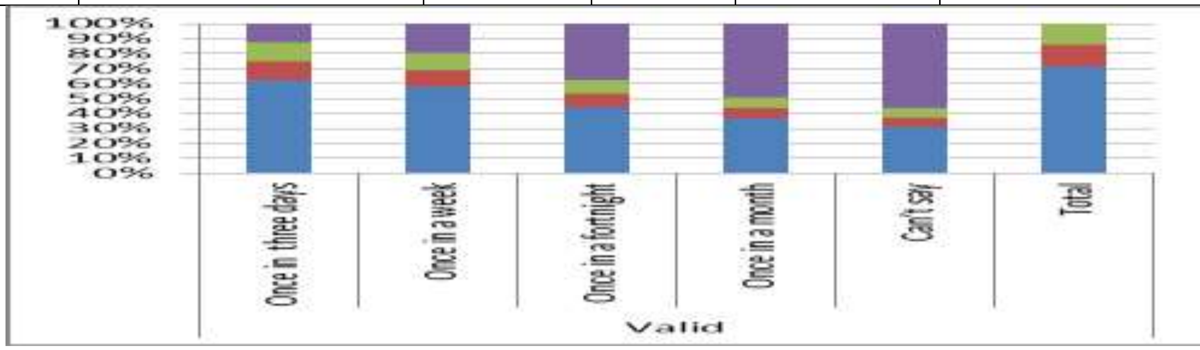
Q 2 Respondents' Frequency of shopping from D-MART

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once in three days	118	23.6	23.6	23.6
	Once in a week	172	34.4	34.4	58
	Once in a fortnight	89	17.8	17.8	75.8
	Once in a month	66	13.2	13.2	89
	Can't say	55	11	11	100
	Total	500	100	100	

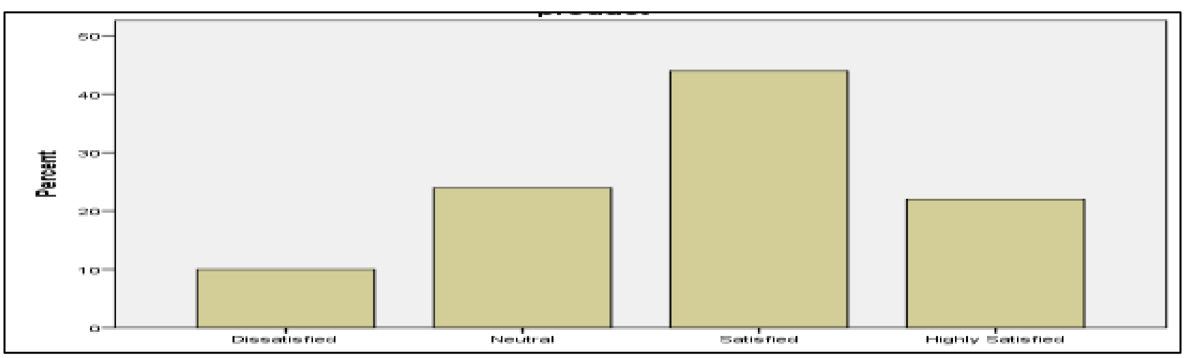


Interpretation

From the data it is observed that the75.8% Grocery retail customers visiting D-MART for the grocery once in every fortnight and customers and 85% are visiting the store once in a month

Q3.1 Rating of D-MART on Quality of product

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dissatisfied	10	10.0	10.0	10.0
	Neutral	24	24.0	24.0	34.0
	Satisfied	44	44.0	44.0	78.0
	Highly Satisfied	22	22.0	22.0	100.0
	Total	100	100.0	100.0	



Interpretation

From the above data it can be concluded that 44% of the customers are satisfied with the quality of the products provided in D-MART.

Q3.2 Services

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly dissatisfied	10	10.0	10.0	10.0

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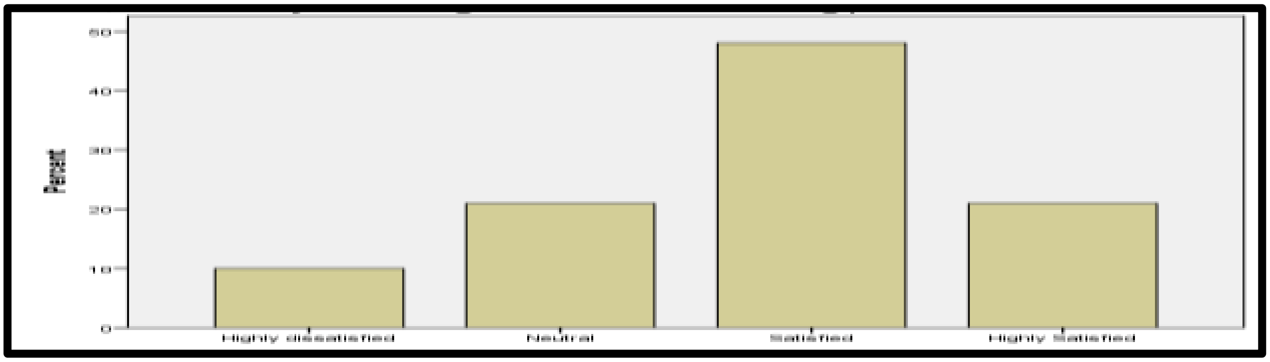
	Neutral	21	21.0	21.0	31.0
	Satisfied	48	48.0	48.0	79.0
	Highly Satisfied	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

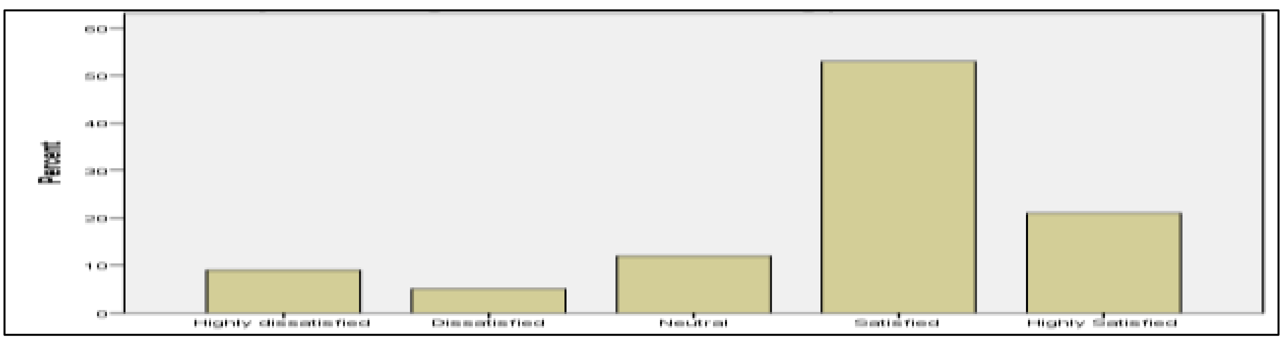


Interpretation

From the above data it can be concluded that 48% of the customers are satisfied with the services provided in D-MART.

Q3.3 Environment at D-MART

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly dissatisfied	9	9.0	9.0	9.0
	Dissatisfied	5	5.0	5.0	14.0
	Neutral	12	12.0	12.0	26.0
	Satisfied	53	53.0	53.0	79.0
	Highly Satisfied	21	21.0	21.0	100.0
	Total	100	100.0	100.0	



Interpretation

From the above data it can be concluded that 53% of the customers are satisfied with the shopping environment in D-MART

Q3.4 Price of the product

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly dissatisfied	6	6.0	6.0	6.0

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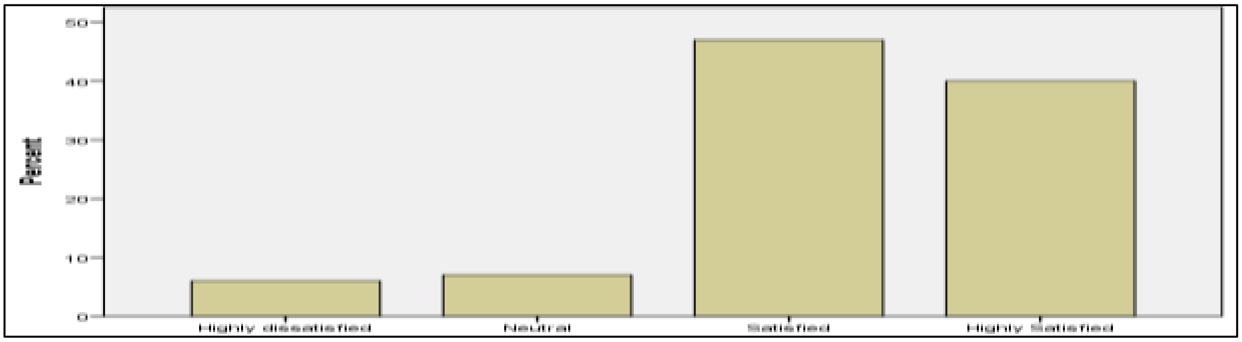
	Neutral	7	7.0	7.0	13.0
	Satisfied	47	47.0	47.0	60.0
	Highly Satisfied	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

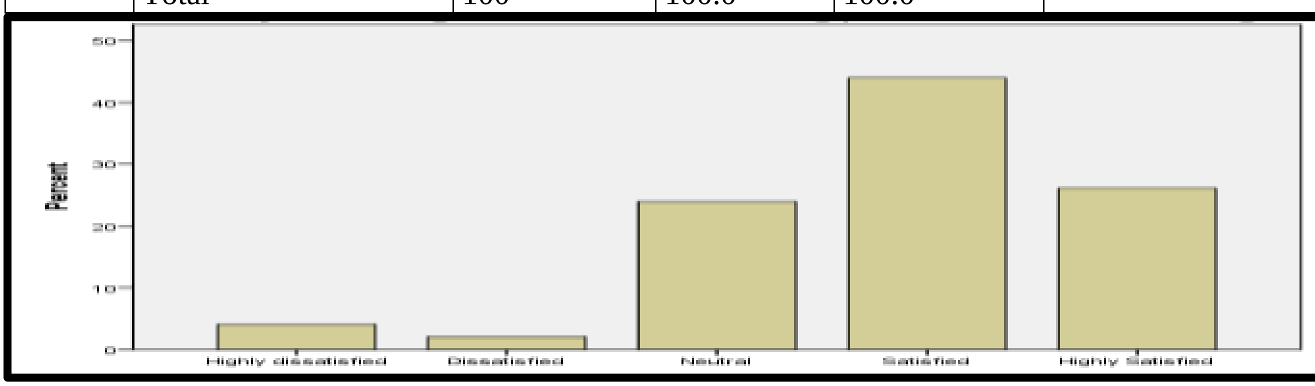


Interpretation

From the above data it can be concluded that 47% of the customers are satisfied with the prices of the products at D-MART and 40% are highly satisfied with the prices at D-MART.

Q3.5 Product range

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly dissatisfied	4	4.0	4.0	4.0
	Dissatisfied	2	2.0	2.0	6.0
	Neutral	24	24.0	24.0	30.0
	Satisfied	44	44.0	44.0	74.0
	Highly Satisfied	26	26.0	26.0	100.0
	Total	100	100.0	100.0	



Interpretation

From the above data it can be concluded that 44% of the customers are satisfied with the product range available in D-MART

Q3.6 Discount and promotional schemes

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly dissatisfied	3	3.0	3.0	3.0
	Dissatisfied	8	8.0	8.0	11.0

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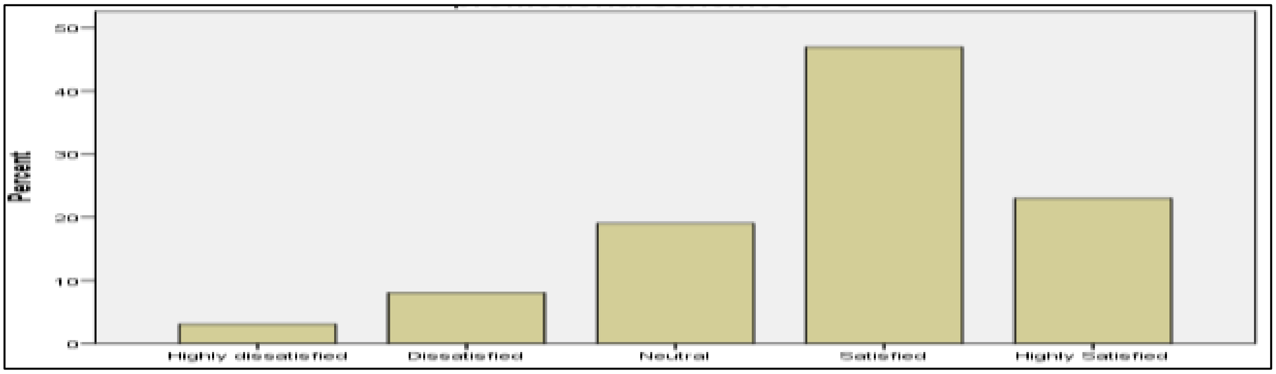
	Neutral	19	19.0	19.0	30.0
	Satisfied	47	47.0	47.0	77.0
	Highly Satisfied	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

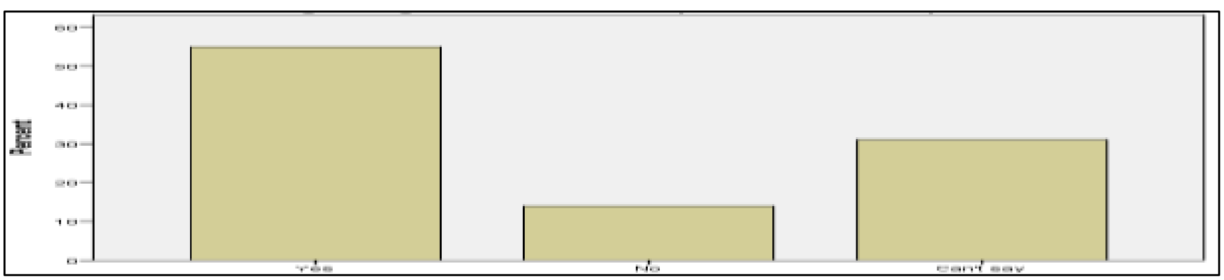


Interpretation

From the above data it can be concluded that 47% of the customers are satisfied with the discounts and promotional schemes provided by D-MART.

Q4.1 Rating of D-MART Regarding its providing the services promised by it

PARTICULARS		**Frequency**	**Percent**	**Valid Percent**	**Cumulative Percent**
Valid	Yes	55	55.0	55.0	55.0
	No	14	14.0	14.0	69.0
	Can't say	31	31.0	31.0	100.0
	Total	100	100.0	100.0	

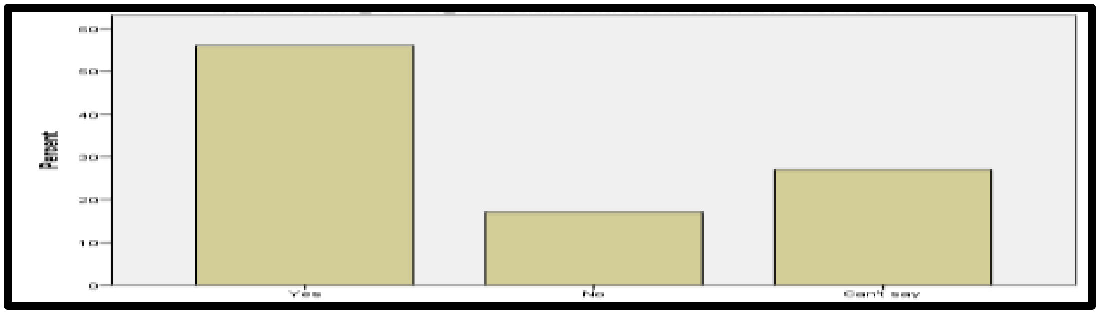


Interpretation

From the above data it can be concluded that 55% of the customers opined that D-MART is providing the services promised by it.

Q4.2 Rating of D-MART Customer satisfaction

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	56.0	56.0	56.0
	No	17	17.0	17.0	73.0
	Can't say	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

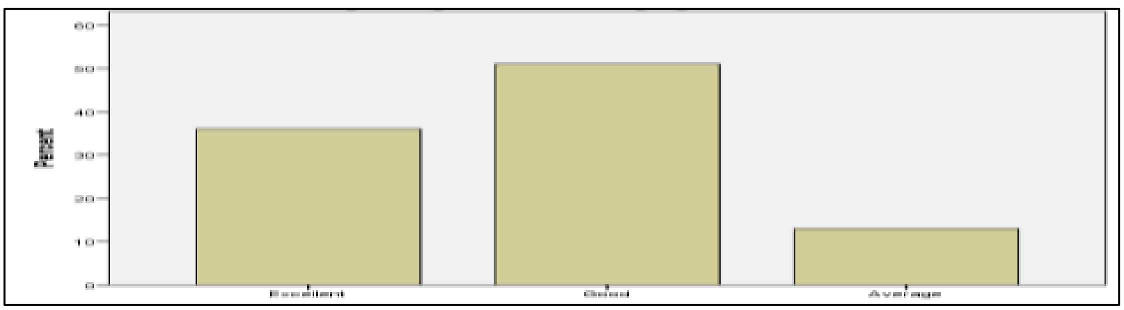


Interpretation

From the above data it can be concluded that 56% of the customers are satisfied with the services provided in D-MART.

Q4.3 Rating of D-MART against other outlets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	36	36.0	36.0	36.0
	Good	51	51.0	51.0	87.0
	Average	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

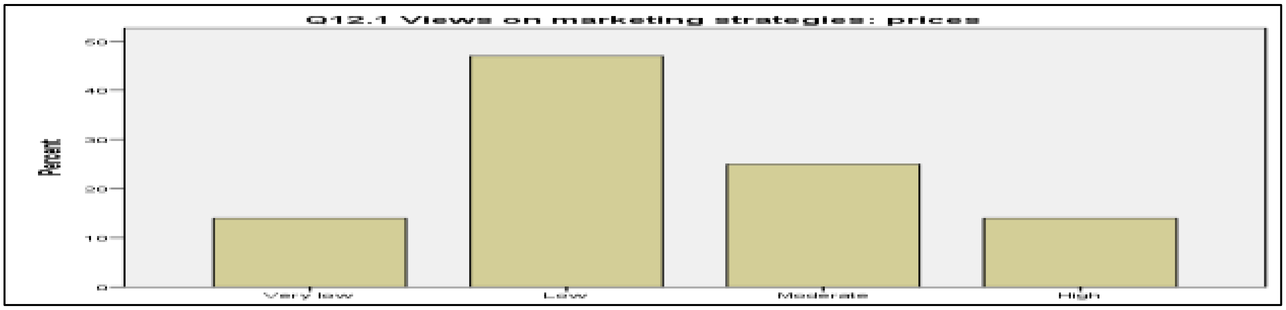


Interpretation

From the above data it can be concluded that 36% of the customers opined that D-MART is excellent and 51%of the customers felt D-MART is Good when compared with other outlets.

Q5.1 Views on marketing strategies: prices

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very low	14	14.0	14.0	14.0
	Low	47	47.0	47.0	61.0
	Moderate	25	25.0	25.0	86.0
	High	14	14.0	14.0	100.0
	Total	100	100.0	100.0	

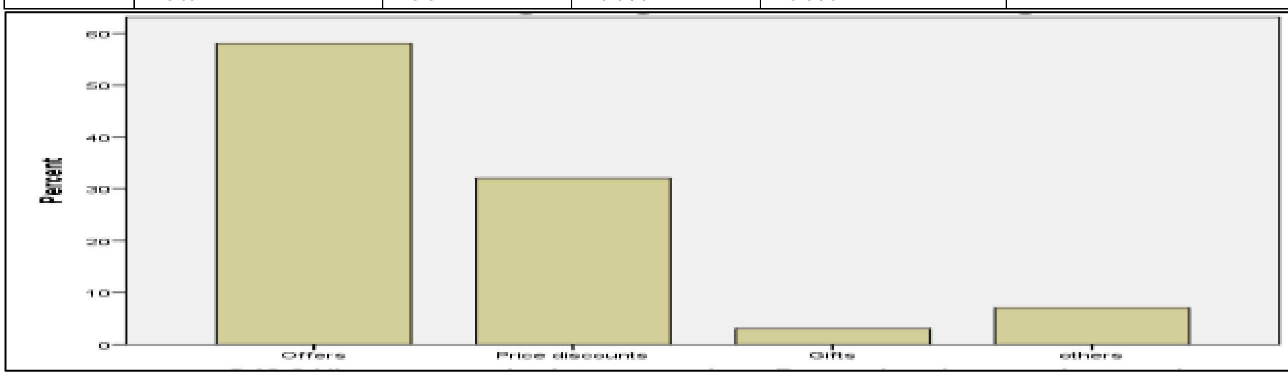


Interpretation

From the above data it can be concluded that 47% of the customers felt that the prices in D-MART is low and 25% of the customers felt that the prices are moderate.

Q5.2 Views on marketing strategies: Promotional strategies used

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Offers	58	58.0	58.0	58.0
	Price discounts	32	32.0	32.0	90.0
	Gifts	3	3.0	3.0	93.0
	others	7	7.0	7.0	100.0
	Total	100	100.0	100.0	



Interpretation

From the above data it can be concluded that 58% of the customers are towards offers,32% attracted towards price discounts in D-MART

Q5.3 Views on promotion

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	70	70.0	70.0	70.0
	No	30	30.0	30.0	100.0
	Total	100	100.0	100.0	

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Interpretation

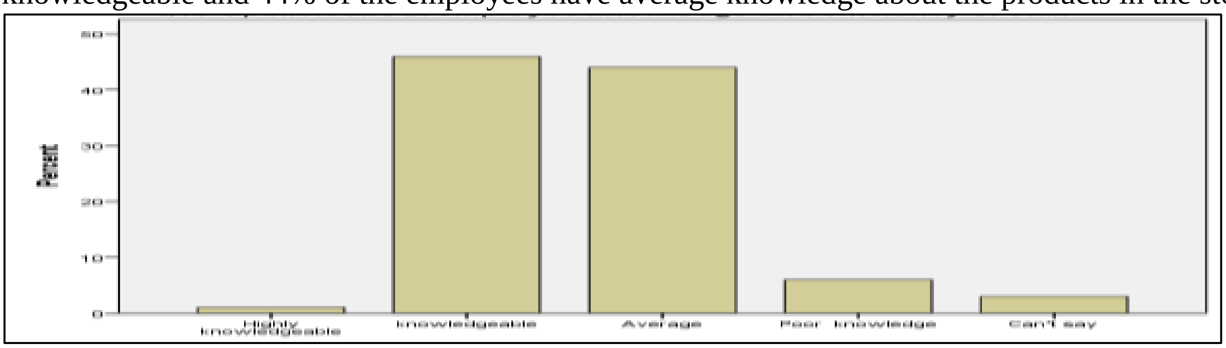
From the above data it can be concluded that 70% of the customers are satisfied with the promotional strategies in D-MART

Q6 Opinion about employee knowledge and efficiency of staff

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly knowledgeable	1	1.0	1.0	1.0
	knowledgeable	46	46.0	46.0	47.0
	Average	44	44.0	44.0	91.0
	Poor knowledge	6	6.0	6.0	97.0
	Can’t say	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Interpretation

From the above data it can be concluded that 46% of the employees at D-MART are knowledgeable and 44% of the employees have average knowledge about the products in the store.



Q7 Opinion about check-out counters

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	1	1.0	1.0	1.0
	Satisfied	54	54.0	54.0	55.0
	Dissatisfied	22	22.0	22.0	77.0
	Highly Dissatisfied	15	15.0	15.0	92.0
	Can't say	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

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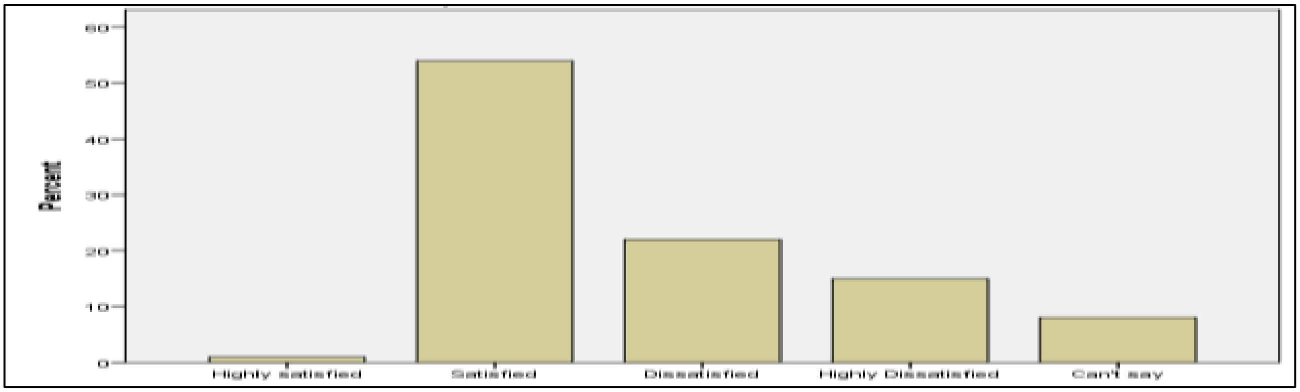
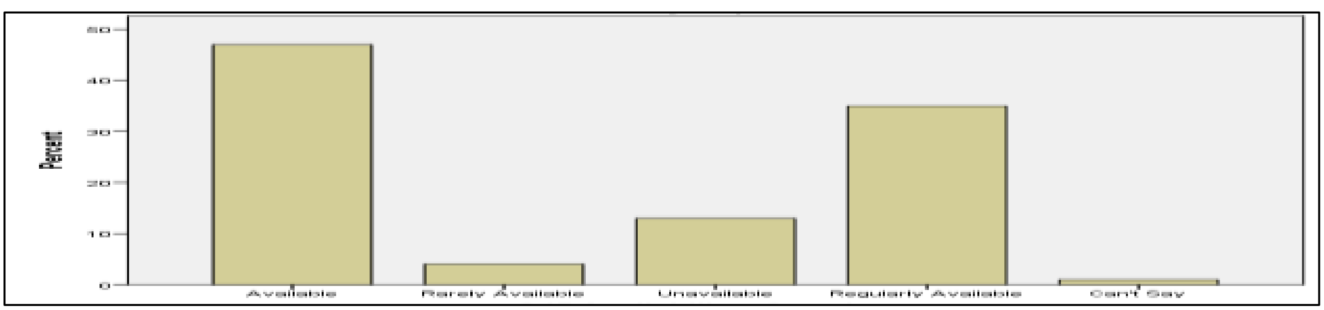


Interpretation

From the above data it can be concluded that 54% of the customers are satisfied with the check-out counters provided in D-MART and 22% of the customers felt dissatisfied during peak periods in D-MART

Q8 Availability of products

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Available	47	47.0	47.0	47.0
	Rarely Available	4	4.0	4.0	51.0
	Unavailable	13	13.0	13.0	64.0
	Regularly Available	35	35.0	35.0	99.0
	Can't Say	1	1.0	1.0	100.0
	Total	100	100.0	100.0	



Interpretation

From the above data it can be concluded that 47% of the products are required by consumers are available and 35% of the products are regularly available in D-MART.

Q9 Availability of types of products

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Branded	42	42.0	42.0	42.0
	Unbranded	31	31.0	31.0	73.0
	Own Branded	21	21.0	21.0	94.0
	Local branded	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

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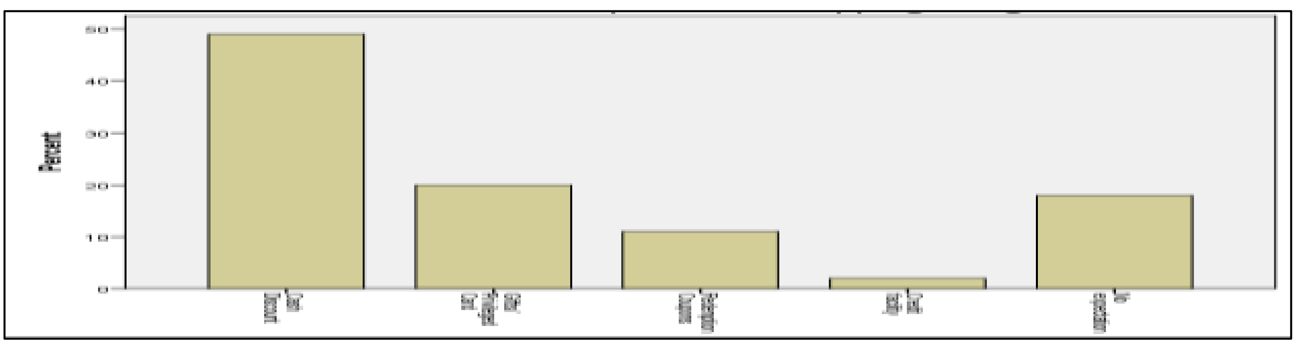
Interpretation

From the above data it can be concluded that 42% of the products available at D-MART are Branded and 31% are of unbranded,21% of the products are the own brands of D-MART.

Q10 Additional benefits do expect while shopping in D-MART

PARTICULARS		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash Discount	49	49.0	49.0	49.0
	Gifts/ Privileged Card	20	20.0	20.0	69.0
	Redemption Coupons	11	11.0	11.0	80.0
	Credit facility	2	2.0	2.0	82.0
	No expectation	18	18.0	18.0	100.0
	Total	100	100.0	100.0	



Interpretation

From the above data it can be concluded that 49% of the customers visiting D-MART are expecting for the additional benefits like Cash Discounts and 20% for gifts or privilege cards.

Q11 Over all experience at D-MART

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Excellent	11	11.0	11.0	11.0
	Good	51	51.0	51.0	62.0
	Average	29	29.0	29.0	91.0
	Poor	1	1.0	1.0	92.0
	Can't Say	8	8.0	8.0	100.0
	Total	100	100.0	100.0	

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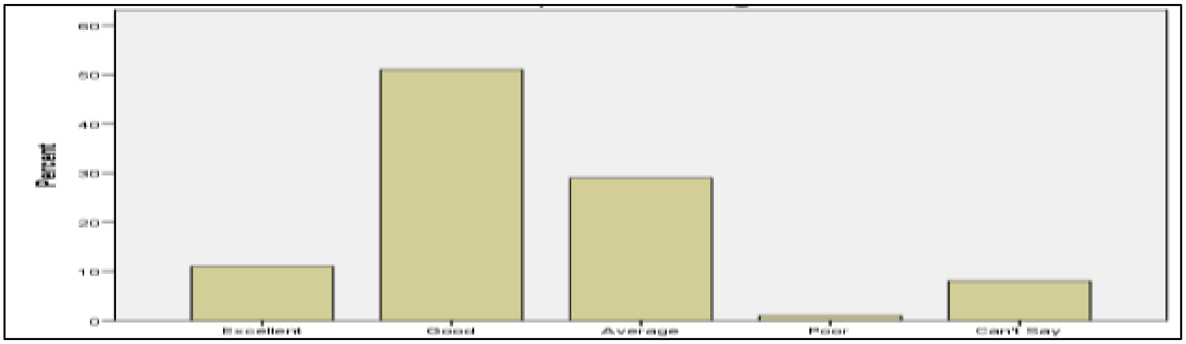

Interpretation

From the above data it can be concluded that 51% of the customers are satisfied with the shopping experience at D-MART

Findings

1.The results revealed that the customers are satisfied with the services and promotional offers provided by D-MAT

2. From the secondary data it is observed that D-Mart is concerntrating on the customer who are of low income i.e below rupees 10,000/

3. There is no minimum quantity limit for the grocery in the store and selling at low prices compared with other outlets.

Conclusion:

From the above analysis it can be concluded that most of the customers are satisfied with the price, quality of the product, services and promotional offers provided by D-MAT.

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