



A STUDY ON CUSTOMER SATIFICATION TOWARDS D-MART WITH SPECIAL REFERENCE TO MADURAI BRANCH

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ABSTRACT:

Customer satisfaction is a key factor in determining the success and long-term sustainability of retail businesses. This study explores customer satisfaction at D-Mart, with a special focus on its Madurai branch. It evaluates critical aspects such as product quality, pricing strategies, customer service, store ambiance, and the overall shopping experience. The research methodology includes both primary and secondary data sources. Primary data was collected through structured questionnaires from customers visiting the Madurai branch, with a sample size of 200 respondents chosen through random sampling. Secondary data was obtained from industry reports, company records, and online sources. The study employs statistical tools such as percentage analysis, mean score analysis, and correlation analysis to derive insights. Findings reveal that competitive pricing, a wide range of products, and store ambiance significantly contribute to customer satisfaction. Customers appreciate D-Mart's affordability and product availability. However, concerns regarding checkout efficiency and staff behavior indicate potential areas for improvement. Based on the findings, the study suggests improving the efficiency of billing counters, offering more personalized customer assistance, increasing promotional offers, and conducting regular staff training programs.

KEYWORDS:

CUSTOMER SATISFACTION, RETAIL INDUSTRY, PRICING STRATEGIES, PRODUCT QUALITY, CUSTOMER SERVICE.

1.1 INTRODUCTION

DMart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each DMart store 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. DMart 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, DMart today has a well-established presence in 306 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. Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services. Avenue supermarts Ltd. doing business as D-mart is an Indian chain of hypermarkets in India founded by RadhaKisan Damani in the year 2002, with its first branch in Powai's Hiranandani gardens. As of 31 December 2019, it had 196 stores in 72 cities across 11 states in India including Maharashtra, Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh,

Rajasthan National capital region, Tamil Nadu, Karnataka, Uttar Pradesh, Daman and Punjab. D-mart is also listed on the BSE and NSE in India.

1.2. IMPORTANCE OF THE STUDY:

Studying DMart is important because it provides valuable insights into the Indian retail market, particularly regarding consumer behavior, pricing strategies, and the success of a "low-cost, everyday" model, allowing businesses to understand how DMart has achieved significant market share and adapt their own strategies accordingly, especially in the competitive Indian retail landscape. The study concludes that D-Mart's competitive pricing, product variety, and discount strategies significantly attract consumers, leading to frequent visits and bulk purchases. The study on consumer buying behavior at D-Mart explores the factors influencing customers' purchasing decisions within the store. The study on customer satisfaction towards D-Mart (Madurai branch) is crucial for identifying strengths and areas for improvement in service, product offerings, and customer experience. It helps enhance customer loyalty, optimize store operations, and maintain competitive pricing, ultimately leading to higher customer retention and increased profitability. The insights gained will guide strategic decisions and improve the overall shopping experience, strengthening D-Mart's brand image and market position in Madurai.

1.3 STATEMENT OF THE PROBLEM:

Inconsistent product availability Frequent stock outs and unavailability of popular products have led to customer dissatisfaction. Long queues and waiting times Insufficient checkout counters and understaffing have resulted in lengthy wait times, frustrating customers. Limited parking facilities Inadequate parking space and poorly managed parking lots have caused inconvenience to customers. High prices: Perception of high prices for certain products has deterred price-sensitive customers. Lack of personalized service Customers have expressed a desire for more personalized attention and assistance from sales staff. These issues have negatively impacted customer satisfaction, loyalty, and retention, ultimately affecting Dmart's reputation and business growth. Despite the growing popularity of D-Mart in India, there is a need to assess customer satisfaction specifically at the Madurai branch. While D-Mart is known for its wide range of products and competitive pricing, it is essential to understand whether customers in Madurai are fully satisfied with their shopping experience.

1.4 OBJECTIVES OF THE STUDY:

- To assess the level of customer satisfaction towards D-Mart Madurai.
- To identify the key factors that influence customer satisfaction.
- To measure customer preferences and loyalty toward D-Mart.

1.5 METHODOLOGY:

Research methodology is a scientific and systematic way to solve research problems. The research methodology deals with research methods and taken into consideration the logic behind the methods. In total, the research methodology of the study includes research design, sampling framework, data collection, framework of analysis and limitations

1.5.1 PRIMARY DATA:

The primary data has been collected directly from the customer of Madurai branch through a well-designed questionnaire

1.5.2 SECONDARY DATA:

The secondary data were collected from records of journals, periodicals, research articles, magazines, reports, newspapers, encyclopedia and websites.

1.6 SAMPLING DESIGN:

A sample design is a definite plan for obtaining a sample from a given population. Convenience sampling method used in select & respondents

The nature of population for the study is 100

1.7 DATA ANALYSIS:

TABLE - 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Sl.No	Variable	No. of respondents	Percentage	
1.	Gender	Male	45	45
		Female	55	55
2.	Age Group	18-30	34	34
		31-40	40	40
		41-50	16	16
		50 and above	10	10
		upto SSLC	15	15
3.	Educational Qualification	HSC	20	20
		under graduates	35	35
		graduates	30	30
4.	Occupation	Govt.Employee	45	45
		Pvt.Employee	30	30
		Business	25	25

Source: Primary Data

It could be seen from the above table that out of 100 respondents, 45 percentage of the respondents were males and 55 percentage of the respondents were females. It could be seen that majority of the respondents were males. After dividing the respondents on the basis of gender, they were further divided according to their age groups. It could be seen that 40 percentage of the respondents were

lying under the age group of 31-40 years. Based on their education 35 percentage of the respondents were under graduates followed by graduates (30 percentage). Based on their occupation 45 percentage of the respondents were govt employee followed by pvt employee 35 percentage and business person 25 percentage.

DIAGRAM 1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

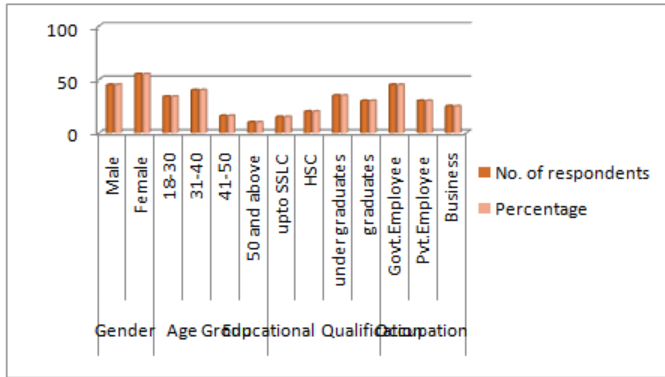


TABLE - 2

TYPES OF PRODUCT

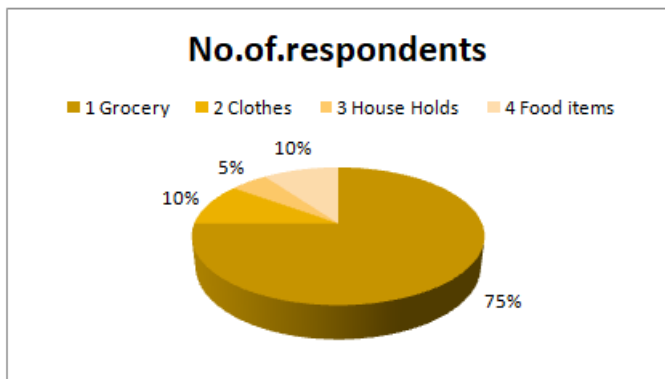
Sl.No	Products	No.of.respondents	Percentage
1	Grocery	75	75
2	Clothes	10	10
3	House Holds	5	5
4	Food items	10	10

Source: Primary Data

It could be seen from the above table that out of 100 respondents 75 percentage of the respondents prefer grocery for their choice. 10 percentage of the respondents prefer Clothes, 5 percentage of the respondents likes House Holds and 10 percentage of the respondents likes Food items.

DIAGRAM 2

TYPES OF PRODUCT



1.8 FINDINGS AND SUGGESTIONS

1.8.1 FINDINGS

- Fifty five percentage of the respondents were female.
- Fortypercentage of the respondents lying under the age group of 31-40 years.
- Thirty five percentage of the respondents were under graduates.
- Forty five percentage of the respondents were govt employees.
- Seventy five percentage of the respondents were grocery product.

1.8.2 SUGGESTIONS:

- Service Improvement: Training staff to provide better customer service and more assistance.
- Product Range: Expanding the product range or introducing more regional items that cater to local preferences.
- Promotions: Offering more loyalty programs, special discounts, or seasonal offers to increase customer retention.
- Store Ambiance: Improving the layout for better navigation, enhancing cleanliness, or offering more parking space.

1.9 CONCLUSION:

In conclusion, this study on customer satisfaction towards D-Mart with special reference to the Madurai branch has provided valuable insights into the factors influencing customer experiences and their overall satisfaction levels. The findings indicate that the majority of customers are satisfied with the product variety, competitive pricing, and convenient shopping experience offered at D-Mart. However, areas for improvement were also identified, including suggestions for enhanced customer service and store ambiance. Customers expressed strong loyalty towards the brand, with many citing D-Mart as their preferred shopping destination due to its affordability and product assortment. The study also highlighted the importance of factors such as store cleanliness, product availability, and the efficiency of the checkout process in shaping overall satisfaction. In light of the feedback gathered, it is recommended that D-Mart continues to maintain its focus on competitive pricing and product variety while addressing the key areas for improvement, such as customer service training and in-store navigation. By implementing these improvements, D-Mart can enhance customer satisfaction further, strengthen customer loyalty, and maintain its competitive edge in the retail market in Madurai. Ultimately, this study underscores the importance of customer feedback in continuously refining business strategies and improving the overall shopping experience.

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