A STUDY ON CUSTOMERS OFFLINE SHOPPING EXPERIENCE TOWARDS D-MART WITH SPECIAL REFERENCE ON COIMBATORE

Mrs.DR.N.PRIYADHARSHINI,M.Com.,M.Phil.,Ph.D

(Assistant Professor) Department of Commerce with Computer Applications

Sri Krishna Adithya College of Arts and Science

PRASANNA V

III B.COM CA Department of Commerce with Computer Applications

Sri Krishna Adithya College of Arts and Science

ABSTRACT:

This study explores the offline shopping behaviour of customers at D-Mart, a leading retail chain in India, with a focus on Coimbatore. It aims to understand customer satisfaction, preferences, influencing factors, and the role of demographic characteristics. Using primary data collected from 100 respondents, various statistical tools like percentage, chi-square, and ranking analysis were used to derive insights.

INTRODUCTION:

Retail is one of the fastest-growing sectors in India. With the rise of organized retail chains like D-Mart, understanding consumer behaviour becomes vital. D-Mart, known for affordability and product range, attracts a diverse clientele. This study investigates how customers experience offline shopping at D-Mart outlets in Coimbatore. Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. It is a study of the actions of the consumers that drive them to buy and use certain products.

1059

OBJECTIVES OF THE STUDY:

- To assess the socio-economic background of customers.

- To evaluate customer perceptions of D-Mart's products and services.

- To identify factors influencing purchase decisions.

- To measure customer satisfaction levels.

- To offer suggestions for service enhancement.

RESEARCH METHODOLOGY:

DESIGN:

The study is descriptive in nature. Descriptive studies are more than just a collection of data. They include measurements, classifications, analysis, comparisons and interpretations. It tells about what exists at present by determining the nature and degree of existing conditions.

AREA OF THE STUDY

The area of study in confined to Coimbatore city

SAMPLE TECHNIQUE

The sample technique used for this study in simple sampling

SAMPLE SIZE

A sample of 100 respondents were taken who was taken on the basis of convenience

TOOLS FOR ANALYSIS

- Simple percentage analysis
- Chi square analysis
- Ranking analysis

TYPES OF DATA COLLECTION

1060

- Primary Data
- Secondary Data

REVIEW OF LITERATURE:

➢ **BANSAL AND VOYAR (2000).** Consumer normally depends on unofficial communication in addition with personal conversation while making buying decision more than official and directorial advertising operation.

➢ **KOTLER (2002).** Satisfaction as a customer suspicion of fulfilment, happiness, pleasure, gratification, delight or regret towards customer expectations and the current performance of the product.

➢ **HANSEMARK & ALBINSSON (2004)** mentioned in their article which related to satisfaction of customer he told that satisfaction is a Frame of mind with regard to particular product or product supplier and it is the differentiation between what customer wants and what they literally get as per their choice.

➢ **SUJA RAVINDRA NAIR (2006)** Organized sector doing new innovative for attracting customers. Retailing is a service industry retailers modify business as per what customer wants manufacturing industry achieved their profit goal when they has skilled to overcome customer expectation.

➢ **MISHRA, S., & SINGH, P. (2016).** "Impact of demographic factors on consumer behaviour towards D Mart." This study examines the impact of demographic factors on consumer behaviour towards D Mart. The research reveals that age, income, and occupation significantly influence consumers' preferences and shopping behaviour at D Mart.

➢ **KUMAR, S., & SINGH, V. (2017).** "A study on the impact of social media on consumer behaviour towards D Mart." This study examines the impact of social media on consumer behaviour towards D Mart. The findings indicate that social media platforms play a vital role in influencing consumers' perceptions, brand awareness, and purchase decisions related to D Mart.

➢ **REDDY, N. V., & PRABU, S. B. (2017).** "Influence of store atmosphere on consumer behaviour towards D Mart." This study focuses on the influence of store atmosphere on consumers' behaviour towards D Mart. The research findings suggest that factors such as store layout, cleanliness, lighting, and music contribute significantly to consumers shopping experiences and overall satisfaction.

➢ **BANERJEE, S., & SHARMA, M. (2018).** "A study on the impact of advertising on consumer

1061

behaviour towards D Mart." This study investigates the impact of advertising on consumer behaviour towards D Mart. The findings suggest that effective advertising campaigns positively influence consumers brand perception, store choice, and purchase decisions at D Mart.

COMPANY PROFILE

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. 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, DMart today has a well-established presence in 306 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chattisgarh, 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.

STRATEGY

In the beginning, D'Mart wanted to create an image in the market amongst the masses of a discount providing a store that offers most of the products from across all major brands. Basically, they want to launch a store that offers value for money. For now, most of the people come to D'Mart because they will get all things that they need under one roof; hereby, Dmart stores are operational in high traffic areas and urban cities. They are providing the business across three formats including Hypermarkets that are spread across 30,000-35,000 sqft. Apart from that, Dmart Express format that is also spread over 7,000-10,000 sq it and lastly, the Super Centers, that are set up at over 1 lakh square feet are very big business for Dmart. Ultimately, Dmart's final target audience is the middle-income group as they like using Discount offers as a promotional tool for luring the customer range and increasing their sales as well. Moreover, D'Mart's success is mainly focused on three things: All Customers, Vendors, and their Employees.Take Customers is their real-time strategy since D mart is targeting middle-income households, all its realtime stores are in, or near to, residential areas that are not in malls. Their aim is not to only meet every consumer's needs like other competitors, but they wanted Dmart to aspire and meet most regular consumer needs while providing value for their money in groceries. They Own property rather than rent, Same time most of stores will not be in prime area, this helps them to keep initial investment low and no spike in rent in future as property is owned by them. This is one of the biggest

1062

success mantra. Volume based strategy they sell FMCG products on heavy discounts to keep

volume high throughout the year by this they enjoy better margin. Stores do not have high end interiors.

This helps them to keep the expenses under control and reduce the overall cost.

COMPETITOR COMPARISON

One important aspect to note is that Big Bazaar has more assets, but falls short in terms of income whereas

DMart balances well. Also, Mart is rocking the stock market even in those pandemic times. This may be the

key reason for Mart to sell products to consumers at good discounted prices. Negotiate very aggressively with

vendors by making payment within 2 weeks. where as competitors make payment by 20 to 30 days.

Expansion of Stores is slow compared to others, this helps them to become self sustained or less in debt.

PRODUCT AND SERVICES OFFERED

DMart is an Indian chain of hypermarket stores offering a wide range of products, including grocery,

household items, electronics, and apparel. The brand is known for its "Everyday LowPrices" philosophy,

which aims to provide high-quality products at affordable prices. With over 200 stores across India, Mart has

become a popular destination for budget-conscious shoppers looking for a one-stop-shop for all their needs.

The stores are well-organized, making it easy for customers to find what they're looking for, and the friendly

staff are always on hand to help with any questions or concerns. Whether you're stocking up on groceries for

the week, or looking for a new outfit, DMart has something to offer for everyone.

1063

ANALYSIS AND INTERPRETATION

TABLE - 1

SHOWING HOW FREQUENTLY DO YOU VISIT THE DMART

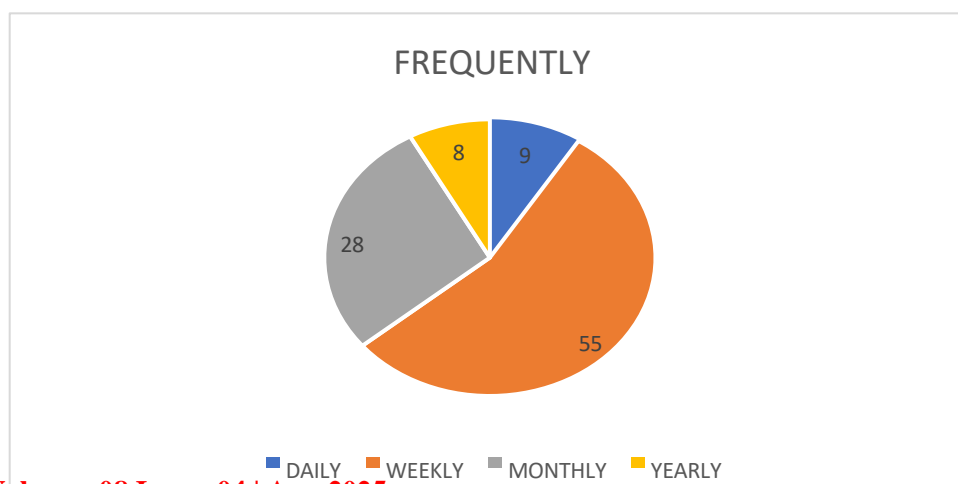| PARTICULARS	FREQUENCY	PERCENTAGE
DAILY	9	9%
WEEKLY	55	55%
MONTHLY	28	28%
YEARLY	8	8%
TOTAL	100	100

SOURCE: PRIMARY DATA

INTERPRETATION: The above table indicates that 55% of the respondents are visit weekly,28% of the respondents are visit monthly,9% of the respondents are visit daily,8% of the respondents are yearly to dmart

INFERENCE: Majority 55% of the respondents are visit weekly

CHART - 1

SHOWING FREQUENCY OF VISITORS

1064

TABLE - 2

SHOWING THE RETURNS POLICY OF DMART

| PARTICULARS	FREQUENCY	PERCENTAGE
EXCELLENT	24	24%
GOOD	40	40%
NOT SATISFACTORY	3	3%
SATISFACTORY	33	33%
TOTAL	**100**	**100%**

SOURCE: PRIMARY DATA

INTERPRETATION: The above table indicates that 40% of the respondents are given good,33% of the respondents are given satisfactory, 24% of the respondents are given excellent & 3% of the respondents are given not satisfactory.

INFERENCE: Majority 40% of the respondents are good for return policy

CHART - 2

SHOWING THE RATE OF RETURNS TO DMART

RATE OF RETURNS

■ GOOD   ■ NOT SATISFACTORY   ■ SATISFACTORY

1065
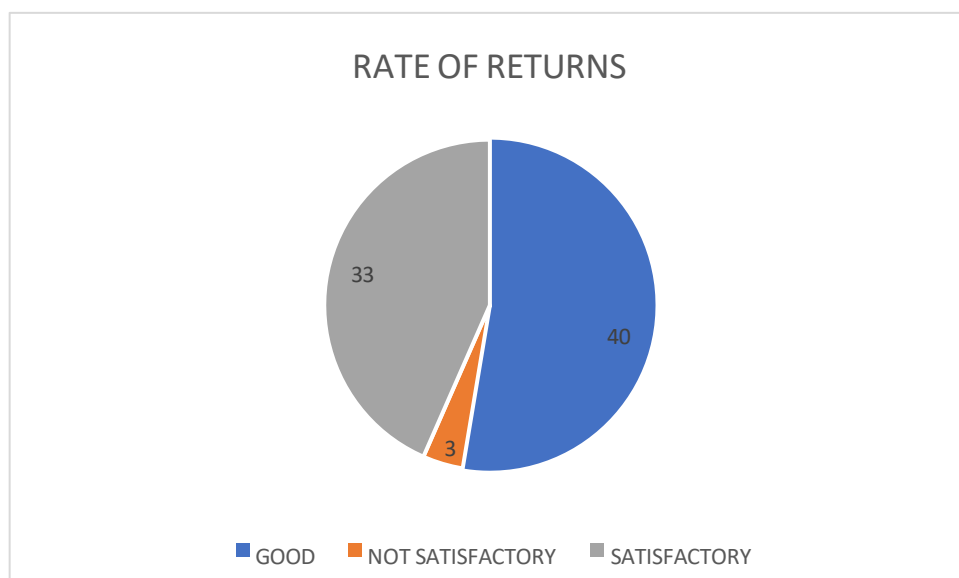
RANKING ANALYSIS

TABLE SHOWING THE RATING FOR THE DMART STORE

PARTICULARS	EXCELLENT	VERY GOOD	GOOD	SATISFIED	NOT SATISFIED	MEAN SCORE	RANK
FEATURES	58	31	6	4	1	4.41	2
TIME	63	16	18	0	3	4.36	3
SERVICES	42	13	27	3	15	3.64	5
CONVENIENT	37	31	22	9	1	3.94	4
PRICE	65	20	14	1	0	4.49	1

INTERPERTATION: This above table depicts the ranking analysis of the rating of the dmart store shows that the 4.49 of the respondents are given their first preference for price, 4.41 of the respondents followed by features as second preference, 4.36 of the respondents next followed by time at third preference, the fourth preference by the 3.94 of the respondents is for convenient and least preference was given for services.

1066

CHI SQUARE ANALYSIS:

TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND HOW FREQUENTLY CONSUMER VICT DMART STORE

HYPOTHESIS:

- H0 There is no significant relationship between Gender and participation in DMART

- H1 There is significant relationship between Gender and participation in DMART

GENDER	HOW FREQUENTLY CONSUMER VISIT DMART				TOTAL
	DAILY	MONTHLY	WEEKLY	YEARLY	
MALE	6	32	24	4	66
FEMALE	3	23	4	4	34
TOTAL	9	55	28	8	100

O	E	(O-E)	(O-E)^2	(O-E)^2/E
3	3.06	-0.06	0.0036	0.001176
6	5.94	0.06	0.0036	0.000606
23	18.7	4.3	18.49	0.98877
32	36.3	-4.3	18.49	0.509366
4	9.52	-5.52	30.4704	3.200672
24	18.48	5.52	30.4704	1.648831
4	2.72	1.28	1.6384	0.602353

1067

4	5.28	-1.28	1.6384	0.310303
TOTAL	**100**			**7.262078**

Chi – Square Value x2 = Σ(O-E) ²/E

= 7.262

Degree of Freedom = (row – 1) (column – 1)

= (2-1) * (4-1) = (1) * (3)

= 3

Significance level = 0.05

Table Value = 1.879

X Calculated value > X Tabular value

INTERPRETATION: In the above analysis the calculated value (7.262) is the higher than table value (7.262) at the level of 0.05 significance. Hence there is significant relationship between Gender and How frequently consumer visit dmart

FINDINGS:

 ❖ Majority 55% of the respondents are visit weekly
 ❖ Majority 40% of the respondents are good for return policy

RANKING ANALYSIS:

This above table depicts the ranking analysis of the rating of the dmart store shows that the 4.49 of the respondents are given their first preference for price, 4.41 of the respondents followed by features as second preference, 4.36 of the respondents next followed by time at third preference, the fourth preference by the 3.94

1068

of the respondents is for convenient and least preference was given for services.

CHI – SQUARE ANALYSIS:

In the above analysis the calculated value (7.262) is the higher than table value (7.262) at the level of 0.05 significance. Hence there is significant relationship between Gender and How frequently consumer visit dmart

SUGGESTIONS:

- A significant number of customers, primarily age of (18-25) are single,

- Balance their shopping with offline stores in Dmart.

- They purchase weekly groceries in Dmart.

- Then they purchase clothing in Dmart depends on the brand.

- And the customers prefer shopping for clothes from only in online retailers.

CONCLUSION:

D-Mart maintains a strong presence in Coimbatore with consistent customer satisfaction driven by pricing, product range, and quality. However, customer engagement can be further improved through better marketing and service innovation. By leveraging its strengths and responding to consumer feedback, D-Mart can continue to lead in the offline retail sector.

REFERENCES:

- Kotler, P. (2002). Marketing Management. Pearson Education.

- Bansal, S., & Voyar, P. (2000). Consumer Decision-Making: A Study in India.

- Hansemark, O.C., & Albinsson, M. (2004). Customer Satisfaction and Retention.

- Jain, R., & Kumar, A. (2016). A Comparative Study of Consumer Behaviour towards D-Mart and others Retail Chains

- Mishra, S., & Singh, P. (2016). Impact of Demographic Factors on Consumer Behaviour towards D-Mart

1069

- Reddy, N.V., & Prabu, S.B. (2017). Influence of Store Atmosphere on

Consumer behaviour at D- Mart