



A STUDY ON CONSUMER SATISFACTION AND MARKETING STRATEGIES OF D-MART.

Dr. Ashwini Kadam

Assistant Professor

D. Y. Patil Deemed to be University

School of Management

Mr. Vishvesh Chetan naik

BBA Student

D. Y. Patil Deemed to be University

School of Management

Abstract

One of the most hectic campaign activities of all time is seen by India's retail industry. The firms are trying to capture the hearts of the customer who is 'God' claimed by the industry tycoons. In an upcoming market, there is still a 'first mover gain'. The gain goes to "D-MART " here. It has brought in numerous shifts in people's shopping habits. It has built formats that include all products at low prices under one roof, or so it says! We also analyzed the customer loyalty and marketing strategy of D-mart in this research.

Keywords: Consumer, Marketing, Strategies, D-Mart

Introduction

We have come across various forms of corporations over the generations. Each technological revolution has provided us with new market economies, such as the manufacturing industry, the Internet boom, and much more. We also come across several large B2B (Business to Business) and B2C (Business to Customer) business models with this evolution of company models from time to time. Among many others, retail is one that has achieved attention in the consumer industry. It is an organization where consumer products and services are sold to earn profits through wide distribution channels. D-Mart is an Indian hypermarket chain in India, established in 2002 by Radhakishan Damani, with its first branch in Hiranandani Gardens in Powai. Avenue Supermarts Ltd. (ASL), The public offer of D-Mart's shareholding firm Avenue Supermarts made a stunning debut on the BSE (Bombay Stock Exchange) as its shares were listed at a premium of 102.14 percent. D-Mart has priced at Rs

39,400 crore, more than the total market capitalization in the same sector of its two greatest competitors, Future Retail and Aditya Birla Fashion. As an astute investor in the Indian stock market, Mr. Radhakishan Damani is valued in the corporate world and has built a company that actively strives to develop a deep understanding of consumer needs and fulfill them with the right goods. Mr. Damani, a firm believer in key market fundamentals and solid ethical values, has built D-Mart into a successful, broad and profitable supermarket chain that is well valued by clients, partners and staff alike.

Literature Review

Kotler (1997) describes consumer satisfaction as follows: satisfaction is the feelings of enjoyment or dissatisfaction of an individual arising from comparing the expected output (or result) of a product in relation to his or her expectations.

M. Guruprasad (2018) - The author conducted a case study of a specific D-Mart in Kharghar and Belapur, where he conducted primary research and discovered numerous factors that suggest the responses of customers to different aspects of the shop. He concluded that clients normally came and purchased household goods in bulk twice a week. He also argued that only small retail stores that lack the ability to grow their businesses mostly face competition from D-Mart.

Kirill Tšernov (2017)- In this post, the author notes the importance of communicating with good customers and ensuring that their shop experience is wholesome. In this post, the author suggests how a retail store should ensure that the experience of their customers is fruitful.

Adir Grip (2019) - The author gives a comprehensive analysis of D-business Mart's model in his paper. He defines the multiple variables worked by D-Mart to ensure customer loyalty, which is the secret to their growth. It also clarifies the revenue model used by D-Mart that has helped them to overtake their rivals such as Reliance, Spencers, Big Bazaar, etc.

Ranjith P; Nair, Rajesh (2010) - In their research paper, the authors study how the level of operation of retail outlets such as D-Mart and Apna Bazaar varies. The research reflects on the value of calculating the level of operation. Despite its relevance, Indian retailers still do not have a reliable instrument for calculating the level of service.

Krishnaveni (2006) discovered that the most important. The model that is synonymous with loyalty promotion Between customers is the consistency attribute. The new generation is spending more in fundamental factors such as books, clothing, food, music, and cell phones.

Indian retail sector is witnessing one of the most hectic Marketing activities of all times. The companies are fighting to win the hearts of customer who is ‘God’ said by the business tycoons. There is always a ‘first mover advantage’ in an upcoming sector. Here, that advantage goes to “D-MART and Big Bazaar”. It has brought about many changes in the buying habits of people.

Objective of study:

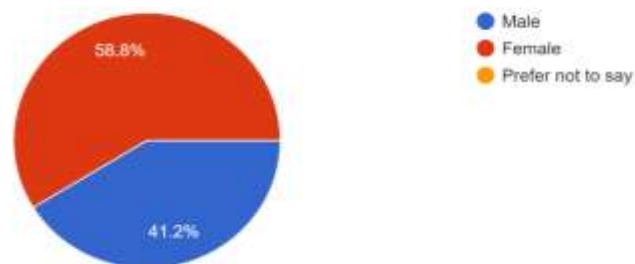
1. To study customer satisfaction w.r.t. D-Mart
2. To study the Marketing Strategies of D-Mart

Research Methodology

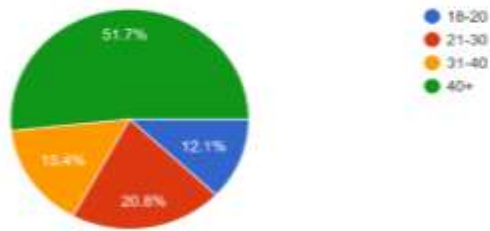
Data collected for this study is by both the sources Primary as well as secondary. The primary data is collected by using questionnaire and secondary data is collected from journals, books, newspapers, blogs, magazines, published research papers etc. Area for research is Navi Mumbai. Random sampling technique is used in the study. A group of customers are picked from Navi-Mumbai who usually visit D-mart and can give their opinions via questionnaire about the lack of service.

Data Analysis and Interpretation

1) Gender?



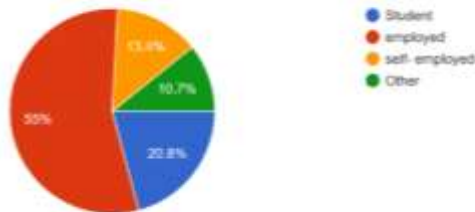
From the above analysis it is observed that 58.8% are male and 41.2% are female



2) Age?

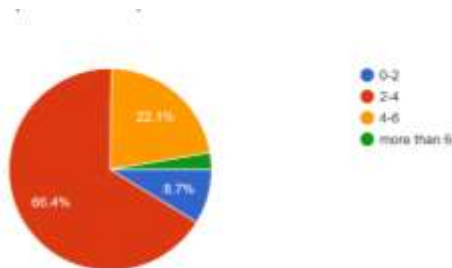
From the above analysis it is observed that 51.7% are 40 and above age 20.8% are 21-30,15.4% are 31-40 and remaining 12.1% are from 18-20 age group.

3) Occupation?



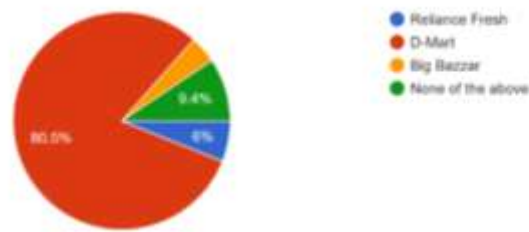
From the above analysis it is observed that 55% are employed,20.8% are student,13.4% are self-employed and remaining 10.7% are from other occupation.

4) How many family members do you have?



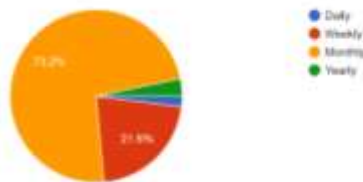
From the above analysis it is observed that 66.4% are 2-4,22.1% are 4-6, 8.7% are 4-6 and remaining 2.7% are from more than 6 .

5) Which stores comes in your mind first when you want to purchase a product?



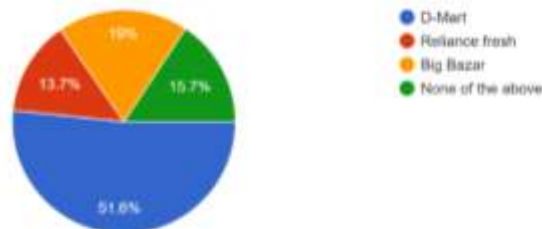
From the above analysis it is observed that 80.5% respondent purchase product from d-mart,6% respondent purchase from reliance fresh where as only 4% purchase from d-mart and the remaining 9.4% purchase product from other supermarket.

6) How frequently do you visit a store?



From the above analysis it is observed that 73.2% visit store on monthly basis,21.6% visit store on weekly basis,4% visit store on yearly basis and only 2% visit store on daily basis.

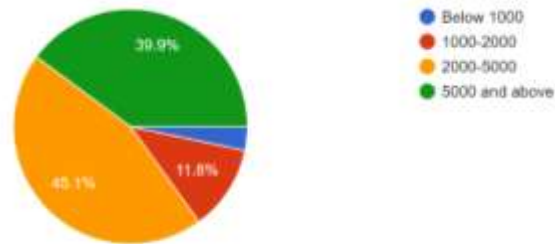
7) Which store advertisement is more powerful?



From the above analysis it is observed 51.6% respondents have agreed that D-Mart Advertisements have more impact in compared to others.

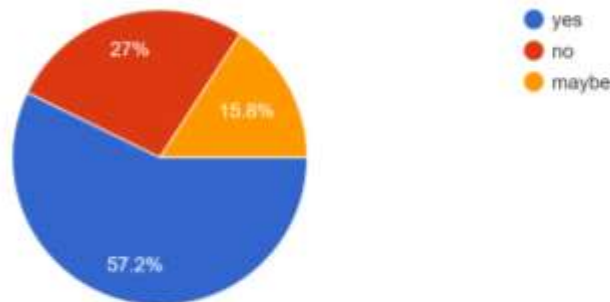
13.7% agree that Reliance Fresh has better advertisements, 19% of respondents support Big Bazar and rest of them 15.7% agree with none.

8) How much do you spend as monthly expenses while shopping?



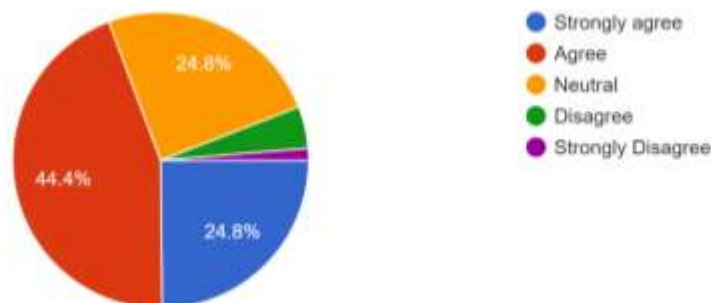
From the above analysis, it is observed that 39.9% respondents spend 5000 and above on their monthly shopping expenses, whereas 45.1% spend between 2000 to 5000 and 11.8% spend 1000-2000 on their monthly shopping expenses. The rest 3.3% shop below 1000.

9) Does d-Mart provide Parking facilities?



From the above analysis, 57.2% of respondents are satisfied with the parking facilities of D-Mart and 27% of them don't agree with the statement, rest of 15.8% say maybe.

10) Do you think d-mart offers better services?



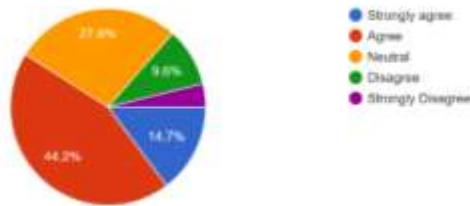
From the above analysis, 24.8% respondents strongly agree that D-Mart offers better services, 44.4% agree the same, 24.8% chose neutral, 7% disagree that D-Mart offers better services, remaining 2% strongly disagree on the statement.

11) Do you think d-mart gives maximum discount on grocery product?



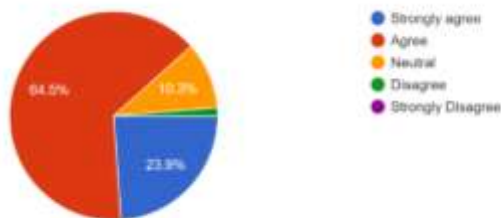
From the above analysis it is observed that 49.7% agree, 24.8% voted for neutral, 22.2% strongly agree, 1.9% disagree and remaining 1.4% strongly disagree.

12) Does d-mart provide return policy?



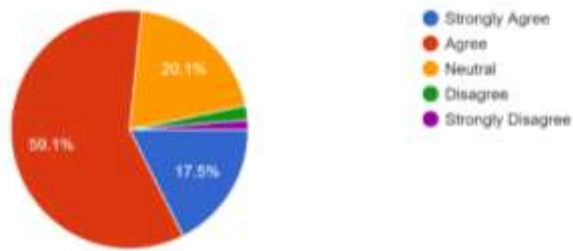
From the above analysis it is observed that 44.2% agree, 27.6% is neutral, 14.7 strongly agree, 9.6% disagree and remaining 3.8% strongly disagree.

13) Does d-mart have variety of product?



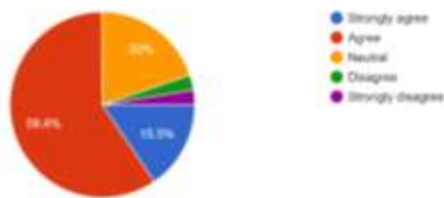
From the above analysis it is observed that 64.5% agree, 23.9% strongly agree, 10.3% are neutral and remaining 1.2% disagree.

14) Do you think d-mart has good customer service?



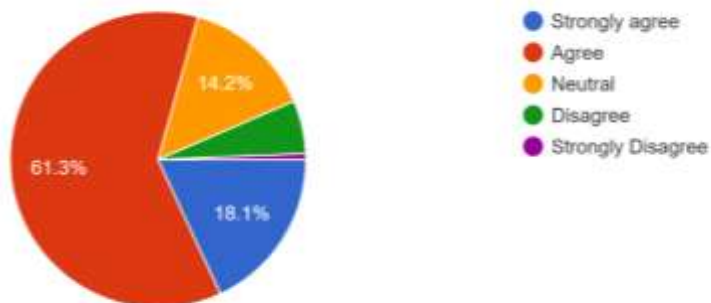
From the above analysis it is observed that 59.1% agree,20.1% are neutral,17.5% strongly agree,1.9% disagree and remaining 1.3% strongly disagree.

15) Are the employees of d-mart polite& quick in problem solving?



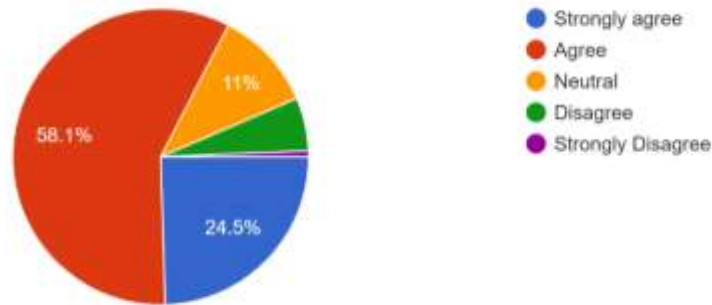
From the above analysis it is observed that 59.4% agree,20% are neutral,15.5% strongly agree,2.6% disagree and remaining 2.6% strongly disagree.

16) Do you think d-mart has adequate number of billing counter?



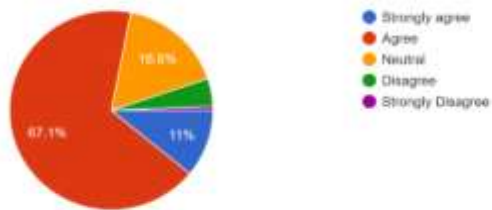
From the above analysis it is observed that 61.3% agree,18.1% strongly agree,14.2% are neutral,5.8% disagree and remaining 0.6% strongly disagree.

17) Does d-mart provide festival offers?



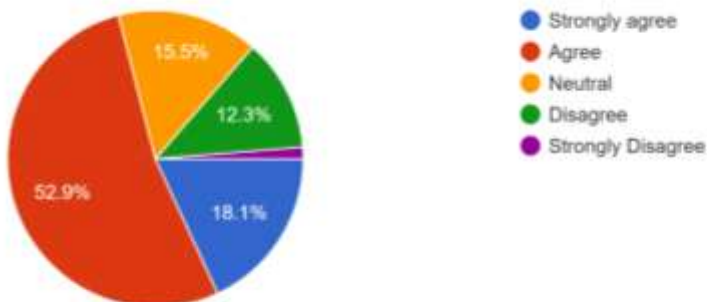
From the above analysis it is observed that 58.1% agree, 24.5% strongly agree, 11% are neutral, 5.8% disagree and remaining 0.6% strongly disagree.

18) Does d-mart have good environment?



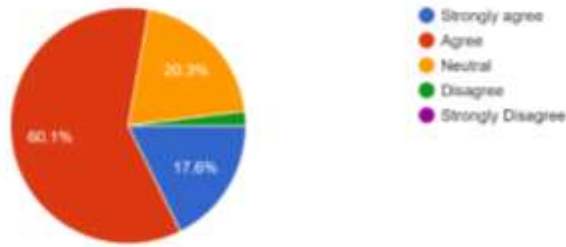
From the above analysis it is observed that 67.1% agree, 16.8% are neutral, 11% strongly agree, 4.5% disagree and remaining 0.6% strongly disagree.

19) Is d-mart located conveniently from your place?



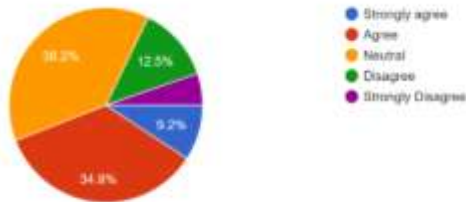
From the above analysis it is observed that 52.9% agree, 18.1% strongly agree, 15.5% are neutral, 12.3% disagree and remaining 1.3% strongly disagree.

20) Does d-mart have convenient pricing than competitors?



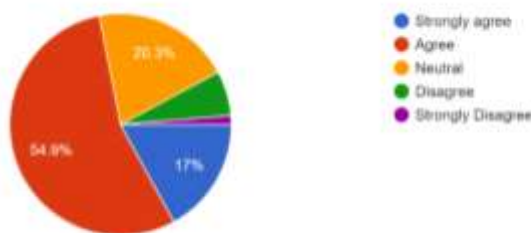
From the above analysis it is observed that 60.1% agree, 20.3% are neutral, 17.6% strongly agree and remaining 2% disagree.

21) Does d-mart provide you satisfied online delivery?



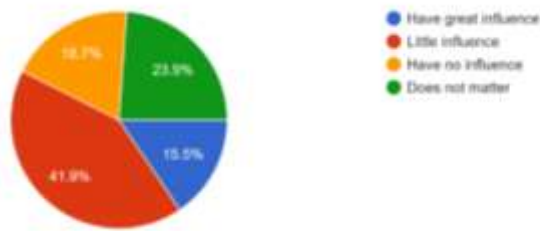
From the above analysis it is observed that 34.9% agree, 38.9% are neutral, 12.5% disagree, 9.2% strongly agree and remaining 5.3% strongly disagree.

22) Do you think d-mart have to increase their variety of product?



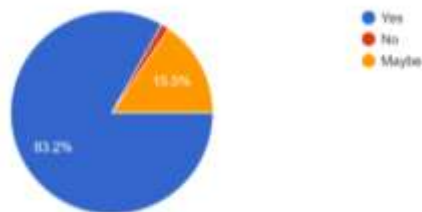
From the above analysis it is observed that 54.9% agree, 20.3% are neutral, 17% strongly agree, 6.5% disagree and remaining 1.3% strongly disagree.

23) Does advertisement influence you to visit d-mart?



From the above analysis it is observed that 41.9% have little influence, 23.9% does not matter, 18.7% have no influence and remaining 15.5% have great influence.

24) Are you satisfied as a customer when you visit d-mart?



From the above analysis it is observed that 83.2% are satisfied by services of d-mart, 15.5% are maybe satisfied and remaining 1.3% are not satisfied from the services of d-mart

Major findings

- Currently, D-mart & every other mega store or small retailers provide consumers with various types of food assortments.
- D-Mart is a hypermarket since it sells all kinds of things such as clothes, pharmacy, stationery, food goods, electronic items, clothing items, watches, jewellery, crockery, novelty items, sporting equipment, chocolates, and many more. It competes with all the retail shops that sell merchandise at a reduced rate during the year for multiple items.
- D-Mart primarily works with individuals in the middle class income community who want a moderately priced qualitative commodity.

- There are more than 110 D-Mart stores in various towns in India. As consumer demand rises for D-Mart relative to Shop, there seems to be a vast rise in D-Mart lying.

Recommendations

- As opposed to supermarkets, D-Mart can have large parking lots for consumers. And they can distinguish their cars quickly.
- During weekends, the system has to change a little as big crowds arrive at D-Mart during certain days.
- In contrast to supermarkets, D-Mart should have more of its branded products in its food segment. To attract the brand's chosen individuals to come to D-Mart.
- In order to draw consumers at frequent intervals, D-Mart should manage offers such that there should not be a long-term void, since supply is the most important factor responsible for consumer buying decisions.
- They should also focus on hoarding advertising in languages such as Hindi & English that can screen advertisements and promotional deals in a regular interval. The exposed field should be prepared for hoarding.
- For customers, few items for quicker consumer turnover should be provided with a separate billing counter.
- Employees are not adequately qualified to work with clients from diverse cultures and personalities, so better selection and preparation systems can be launched.
- There is no website for D-Mart, so they can build a new website that is maintained on daily basis.
- Instead of goods lying on the floors, products should be placed in racks.

Conclusion

D-Mart is a superstore since it sells all kinds of things such as clothes, clothing, stationary, food goods, mobile items, cloth items, watches, jewellery, crockery, novelty items, sporting items, chocolates, and many more. It competes during the year with all the retail stores of numerous items that offer products at affordable rate. It has a broad client base and it appeared from the report that D-Mart was very delighted with the clients. There are 110 D-Mart stores in different parts of the city as of now, it seems that D-Mart lies as customers demand, increasing for D-Mart, there is a vast growth. It has developed as a retail destination for middle-class people in particular.

References

Tiwari R.S., "Retail Management, Retail Concepts and Practices", Himalaya Publishing House, 1st Edition, 2009.

Kotler, P, Marketing Management 10 (ed), New Jersey: Prentice Hall, 2000.

3. Kotler P. and Armstrong G., "Principles of Marketing", Pearson Prentice Hall, 14th Edition, 2012.

4. Krishnaveni M., "Marketing Paradigms and the Indian Firm", Asia Pacific Journal of Marketing and Logistics, Vol. 18, No. 4, pp. 254-265, 2006.

5. Kuruvilla S.J. and Ganguli J, Mall development and operations: An Indian perspective, Journal of Retail and Leisure Property, 7 (3), 2008, pp. 204-215