

A Project Report on
"A Study on Consumer Buying Behaviour with Reference to
D-Mart in Nagpur"

Submitted to
Department of Management Sciences & Research (DMSR)
G.S. College of Commerce and Economics, Nagpur
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Affiliated to:
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of
Master of Business Administration

Submitted by
Mr. Nikhil Wankhade

Under the Guidance of
Dr. Archana Dadhe

Department of Management Sciences and Research,
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NACC Accredited " A " Grade Institution



Academic Year 2023-24

**Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited "A" Grade Institution**



Academic Year 2023-24

CERTIFICATE

This is to certify that **Mr. Nikhil Wankhade** has submitted the project report titled, "**A Study on Consumer Buying Behaviour with Reference to D-Mart in Nagpur**", under the guidance of **Dr. Archana Dadhe** towards the partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination.

It is certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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Place: Nagpur

Date

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Academic Year 2023-24

DECLARATION

I **Nikhil Wankhade** here-by declare that the project with title "**A Study On Consumer Buying Behavior With Reference To D-Mart In Nagpur**", has been completed by me under the guidance of **Dr. Archana Dadhe** in partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Accredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

This project was undertaken as a part of academic curriculum and has not been submitted for any other examination and does not form the part of anyother course undertaken by me.

Mr. Nikhil Wankhade

Place: Nagpur

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Mr. Nikhil Wankhade

Place: Nagpur

Date:

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CHAPTER I
INTRODUCTION

INTRODUCTION

Marketing is the science of meeting the needs of customer by providing valuable products to customer by utilizing the expertise of the organization, at same time, to achieve goals.

Marketing is the activity set of institution, and processes for creating, communicating, delivering, and exchange offerings that have value for customer, client partners and society at large.

With this definition, it is important to realize that the customer can be individual user, a company of several people who contribute to the purchasing decision. The product can be a hard good, a service, or even an idea – anything that provide some value to the person who provides an exchange. An exchange is most often thought of as money, but could also be a donation of time or effort, or even specific action. A producer is often a company, but could be an individual or non-profit organization.

Classical marketing is often described in terms of the four “P” which are:

Product – what goods or services are offered to customers?

Promotion – how to produce a communicates the value of its product.

Price- the value of exchange between the customer and producer.

Placement- how the product is delivered to the customer.

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose 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. Understanding consumer behavior at the current market moment is very

important for all companies that strive for achieving competitive advantage. Study of consumer buying behavior is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer to buy a product. The retail sector scenario in India is very dynamic and varied. With the phenomenal growth in this sector. India has become an attractive destination for the foreign players.

Introduction To Consumer Behaviour

One thing that we have in common is that we all are consumers. In fact, everybody in this world is a consumer. Every day of our life we are buying and consuming an incredible variety of goods and services. However, we all have different tastes, likes, dislikes, and adopt different behavior patterns while making purchase decisions. The term consumer behavior refers to the behavior that consumers display in searching for purchasing using evaluation and disposing in searching for purchasing using evaluating and disposing of products and services that they exact will satisfy o how individuals make decisions to send their available resources (time, money and effort) on consumption related items. It includes the Study of “What they buy”, “Why they buy”, “When they buy it”, “Where they buy it”, “how often they buy it” and “how often they use.

DEFINITIONS

Consumer Behavior (or Buyer Behavior) is broadly defined by various scholars & researchers as:

It's the behavior displayed by the consumers during the acquisition, Consumption and disposition of products, services, time and ideas by decision making units.

It is the body of knowledge which studies various aspects of purchase and consumption of products and services by individuals with various social and psychological variables at play.

The behavior that the consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.

The process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires.

The activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions.

The American Marketing Association (AMA) defines consumer behavior as “ The dynamic interaction of cognition, behavior & environmental events by which human beings conduct the exchange aspect of their lives. Consumer behavior is helpful in understanding the purchase Behavior and preferences of different consumers. As consumers, we differ in terms of sex, age, education, occupation, income, Family setup, religion, nationality and social status. Because of this different background factors, have different needs and we have only buy those products and services, which we think, will satisfy our need.

Factors Affecting Consumer Behaviour

Nature of Consumer Behavior

Influenced by various factors: The various factors that influence the consumer behavior are as follows: Marketing factors such as product design, price, promotion, packaging, positioning and distribution. Personal factors such as age, gender, education and income level. Psychological factors such as buying motives, perception of the product and attitudes towards the product.

Undergoes a constant change

Consumer behavior is not static. It undergoes a change over a period of time depending on the nature of products. For example, kids prefer colorful and fancy footwear, but as they grow up as teenagers and young adults, they prefer trendy footwear, and as middle-aged and senior citizens they prefer more sober footwear. The change in buying behavior may take place due to several other factors such as increase in income level, education level and marketing factors

Varies from consumer to consumer

All consumers do not behave in the same manner. Different consumers behave differently. The differences in consumer behavior are due to individual factors such as the nature of the consumers, lifestyle and culture. For example, some consumers are technophile. They go on a shopping and spend beyond their means. They borrow money from friends, relatives, banks, and at times even adopt unethical means to spend on shopping of advance technologies. But there are other consumers who,

despite having surplus money, do not go even for the regular purchases and avoid use and purchase of advance technologies.

Varies from region to region and country to country

The consumer behavior varies across states, regions and countries. For example, the behavior of the urban consumers is different from that of the rural consumers. A good number of rural consumers are conservative in their buying behaviors. The rich rural consumers may think twice to spend on luxuries despite having sufficient funds, whereas the urban consumers may even take bank loans to buy luxury items such as cars and household appliances. The consumer behaviour may also varies across the states, regions and countries. It may differ depending on the upbringing, lifestyles and level of development.

Information on consumer behavior is important to the marketers

Marketers need to have a good knowledge of the consumer behavior. They need to study the various factors that influence the consumer behavior of their target customers. The knowledge of consumer behavior enables them to take appropriate marketing decisions in respect of the following factors:

- Product design model
- Pricing of the product
- Promotion of the product
- Packaging
- Positioning
- Place of distribute

Leads to purchase decision

A positive consumer behaviour leads to a purchase decision. A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision leads to higher demand, and the sales of the marketers increase. Therefore, marketers need to influence consumer behaviour to increase their purchases.

Varies from product to product

Consumer behavior is different for different products. There are some consumers who may buy more quantity of certain items and very low or no quantity of other items. For example, teenagers may spend heavily on products such as cell phones and branded wears for snob appeal, but may not spend on general and academic reading. A middle- aged person may spend less on clothing, but may invest money in savings, insurance schemes, pension schemes, and soon.

Improves standard of living

The buying behavior of the consumers may lead to higher standard of living. The more a person buys the goods and services, the higher is the standard of living. But if a person spends less on goods and services, despite having a good income, they deprives themselves of higher standard of living. Factors influencing consumer behavior Markets have to be understood before marketing strategies can be developed. People using Consumer markets buy goods and services for personal consumption. Consumers vary tremendously in age, income, education, tastes, and other factors.

Consumer behavior is Influenced by the buyer's characteristics and by the buyer's decision process. Buyer Characteristics include four major factors: cultural, social, personal, and psychological. We can Say that following factors can influence the Buying decision of the buyer:

- Cultural
- Social
- Personal
- Psychological

Importance of Study of Consumer Behavior

Modern Marketing Philosophy

Modern marketing philosophies include identifying consumers' needs and satisfying them more effectively than the competitors. Thus, modern marketing needs to understand consumer behavior.

Goal Achievement

The key to the company's survival, profitability, and growth in a highly competitive marketing environment is its ability to identify and satisfy consumers unfulfilled needs better and sooner than the competitors. Thus, consumer behavior helps in achieving marketing goals.

Development of Marketing Programmed

Marketing programmer consists of product, price, promotion, and distribution decisions. The programmed can be more relevant if it is based on the study of consumer behavior.

Consumer Differentiation

Each segment needs different products and a separate marketing programmed. Having knowledge of consumer differentiation is an important key to formulate different offers which are appealing to different groups of buyers. Consumer behavior study provides details about consumer differentiations

Competition

Consumer behavior study helps the marketer to gain competitive advantage since through the study the marketer can offer more competitive products, based on consumers' expectations. Thus, it helps in improving competitive strengths of the company.



CHAPTER II
COMPANY PROFILE



Quality + Quantity + Brand + Varieties + Affordability +Offers = D-mart.

"D-mart is an Indian retail corporation that operates a chain of hypermarkets in India." It has its headquarters in Powai, Mumbai, Maharashtra. The supermarket chain of D-mart stores is owned and operated by Avenue Supermarkets Ltd. (ASL). The company has its headquarters in Mumbai.

The concept of D-mart comes into existence from 2002 with its first branch in Powai's Hiranandani Gardens. It was founded by Radhakrishna Damani Now it has 214 stores in 72 cities 11 states across all over India. And in 1 Union Territory.

D-Mart is owned and operated by Avenue Supermarts Ltd. (ASL) – a company founded by Mr. Radhakishan Damani. Mr. Radhakishan Damani is respected in the business world as an astute investor in the Indian equity market, he has built a company that constantly strives towards developing a deep understanding of customer needs and satisfying them with the right products. A firm believer in core business fundamentals and strong ethical values, Mr. Damani has built D-Mart into an efficient, large and profitable retail chain that is highly respected by customers, partners and employees alike.

At D-Mart, we research, identify and make available new products and categories that suit the everyday needs of the Indian family. Our 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.

D-mart research, identify and make available new products and categories in their stores to meet the everyday needs of the Indian family. Their mission is to provide the best value possible for their customers, so that every rupee their customers spend on shopping with D-mart gives customers more value for money than they would get anywhere else.

D-mart deals with products like

- Grocery & Staples,
- Daily Essentials,
- Dairy & Frozen,
- Home and Furniture,
- Home Appliances,
- Bed & Bath, Clothing,
- Footwear,
- Toys,
- Crockery Luggage,
- Health and beauty,
- Sporting goods and fitness,
- Grocery Fruits & Vegetables

Which comes under one roof. So, it is easy for consumers to get any products of their choice easily. The main highlight of D-mart is that the consumer can view and examine all the products before buying for their satisfaction. It fulfills wants of middle-class society to buy best quality goods in affordable prices. It provides comfortable and convincing shopping to peoples, and it has easy exchange and return policies for the customers.

D-mart was established for the middle-income group but now days it is center of attraction of shopping for everyone, even high-class people also prefer D-mart due to its various features. Shopping for every member of family in one roof is D-mart. As every product like Grocery, Cosmetic, Clothing etc. are easily available

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose 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. Understanding consumer behavior at the current market moment is very important for all companies that strive for achieving competitive advantage. Study of consumer buying behavior is most important for marketers as they can understand the expectation of the consumers. It helps to understand what makes a consumer to buy a product. The retail sector scenario in India is very dynamic and varied. With the phenomenal growth in this sector, India has become an attractive destination for the foreign players.

India's retail market is estimated to reach \$1.1-1.3 trillion by 2025, from \$0.7 trillion in 2019, growing at a compound annual growth rate (CAGR) of 9-11%, driven by socio-demographic and economic factors such as urbanization, income growth and rise in nuclear families. D-Mart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. From the launch of its first store in Powai in 2002, D-Mart today has a well-established presence in 2021.

Future plans

Radhakrishnan Damani's D-Mart plans to boost its store count fivefold as it seeks to grow its market share. D-Mart is also attempting to scale up its unprofitable e-commerce business. D-Mart further plans to add more online fulfillment centers to the two current ones in Mumbai.

Expansion Strategy

D-Mart added 38 stores in FY20, up from 21 in FY19. However, this has always been driven by a cluster-based expansion strategy, starting with 2 stores in Mumbai in 2002-03, increasing to 75 stores across 4 states in 2013-14. While it has now expanded to almost all of southern, western and northern states, D-Mart is extremely cautious in opening new stores, with 53% of its stores are still in Maharashtra and Gujarat. This helps in managing supply chains, optimizing warehouse costs and reducing market demand risk.

Efficient Inventory Management

D-Mart has the largest average store size (~33,500 sq ft) and the highest revenue per square foot in the industry at Rs 32,879 per sq. ft, higher than its nearest competitor, Reliance Retail at Rs 26,000 approx. and miles ahead of Future and Aditya Birla

Retail. One of the key factors driving this is its excellent inventory turnover ratio at 14.2 in FY20, which is nearly 2-3x what other retailers' clock.

Limited SKUs, Lowest Prices

D-Mart is known for prioritizing the best-selling brands and their variants within a product category and may have more than 25% SKUs when compared to its competitors. It has even steered clear of the fruit and vegetables segment due to its notoriously perishable nature which leads to 5-10% wastage everyday. This allows it to maintain a lean supply chain and maintain industry leading discounts to the tune of 23-30% on MRP throughout the year, instead of festivals or seasons related period discounts.

Negligible Rental Expense and Minimal Debt

Unlike competitors which follow a rental model and often set up in malls, D-Mart owns 90% of the properties on which its stores are built, thus creating an asset base and eliminating approx. 5-7% of operating expenses which in turn is ploughed into the business as cheaper products. And this has not weighed down the balance sheet as debt with expansion being financed through internal accruals. Due to this, D-Mart had zero long term debt and a debt/ equity ratio of 0.03 in FY20, down from 0.78 in FY16.

Loyal Vendor Base

Unlike other retailers, where vendors may have to wait for almost 1.5 months to have their invoice cleared, D-Mart pays its vendors within 7-10 days. This practice has created an extremely loyal vendor base, and gives preferential access to vendor inventory in case of supply chain disruptions.

Overview

D-Mart is a one-stop supermarket chain that aims to offer customers a wide range of basic home 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. Radhakrishna 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 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 D-Mart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Mumbai.



CHAPTER III
LITERATURE REVIEW

According to Avinash and B.V Sangvikar (2019)

Their objective is to provide insight about D-Mart success 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. (Avinash Pawar and B.V Sangvikar, NIDA – ICCS 2019)

According to M. Guruprasad (2018), Director research, Universal Business School Concluded

There was 50-50 opinion from customers of Badlapur 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. (M. Guruprasad, Director research, ISSN No:-2456-2165 (2018),researchgate.net)

According to Muhammad Sabbir Rahman

There is a strong relationship between consumer perception and behavior in selecting a super market when age, gender and income play a mediating role. In addition it is also found that consumer's age differences have the highest influence on their buying behavior. (Muhammad Sabbir Rahman , Business strategy series, 2012 emerald Publishing)

According to Mr. Ansari Arbaz (2019)

It has positioned itself in the market as discounted store. Youth likes shopping and moving around D-mart It has emerged as a hub of shopping specially for middle class people He used Hypothesis Test to choose factor for most while purchasing in his study. (MR. Ansari Arbaz (2019) , researchgate.net)

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. (Krishnaveni M (2006) “ Marketing Paradigms and the Indian firm” Vol 4, pp.254-265 , 2006)

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 in store shopping behavior. It finds that music tempo variations can significantly affect the pays of in store traffic flow and dollars sales volume. (Ronald E Milliman (1982) *Journal of marketing* 46(3), 86-91, Journals.sagepub.com)

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. (Howard Smith (2004) , *The Review of economic studies* OXFORD ACADEMIC)



CHAPTER IV
RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Since the study is on retail sector first the detail study of the store is been conducted about its structure which brands does the store has. Based on the topic objectives were set and to arrive at the opinion on objectives a set of questionnaires were designed of 11 questions and response is who are visiting the store. For data collection personal investigation, field survey are adopted. For this project the area of research is Nagpur.

Basically, there are three approaches in collection of primary data

- Survey
- Questionnaires
- Observation

The research instrument in collection primary data: questionnaires. In my marketing survey I have used questionnaires for collection primary data. Questionnaire constitutes the most prevailing method of information method among the communication method used. Both structure and unstructured questionnaire used in marketing research. Different scale of measurement can be conducted and used to capture appropriately the strength of audience response.

Secondary was collected through various websites.

DATA COLLECTION

For this project the area of research is Nagpur. Any research requires two types of data i.e. primary data & secondary data, primary data has used abundantly for the study. Well-structured questionnaires were prepared & survey was undertaken. Feedback for the display has been taken by asking questions & observations has also done to gather primary information. There is also a use of secondary data collected from the various websites & store managers.

Types of Data: There are two types sources for the collection of data.

(I) Primary Data

(2) Secondary Data

Primary data refers to original data collected first hand by the researcher for a specific research purpose.

This data is gathered through methods such as:

- Surveys
 - Observation
 - Questionnaires
-
- The study was conducted to assess the services provided by D-Mart to its customer.
 - The survey was conducted to 100 respondents for the study.
 - The secondary data was collected through D-Mart website.

PROBLEM STATEMENT

The primary focus of this study is to investigate the factors influencing consumer buying behavior at D-Mart, a prominent retail chain. Understanding these factors is essential for D-Mart to enhance its marketing strategies, improve customer satisfaction, and increase sales. The study aims to identify the key drivers behind consumer purchase decisions, the impact of store layout, pricing strategies, product variety, and customer service on buying behavior.

NEED OF STUDY

- The study can provide valuable insights into the market in Nagpur and help to understand preferences, habits, and behavior of its target customers in the city
- Information can be used to make informed business decisions and improve the company's offerings.
- The study can help to identify areas where it can improve its product and services to fulfill the customer need and meet the expectations of its customers.
- These also help to expand their business.
- This can help enhance the company's brand reputation and increase customer loyalty.

OBJECTIVES OF STUDY

Project was undertaken bearing following objective:

- To scan the customer buying behavior for D-Mart in Nagpur.
- To study the availability of offers and services in D-Mart.
- To know the availability of varieties of products in D-Mart.
- To know about affordable price for everyone in D- Mart.
- To study the quality of products offered in D-Mart.

LIMITATIONS OF THE STUDY

- Some customers were not willing to give appointment due to their busy schedule.
- Due to very large size of the population, only a selected sample of customer could be conducted.
- Due to time constraint and other imperative workload during the period it could not be made possible to explore more area of concern pertaining to study.
- Also impossible for company to prove information is confidential.
- Due to fast pace of life, some customers were not able to do justification to the questionnaire.
- Personal biases might have come while answer the questionnaire.

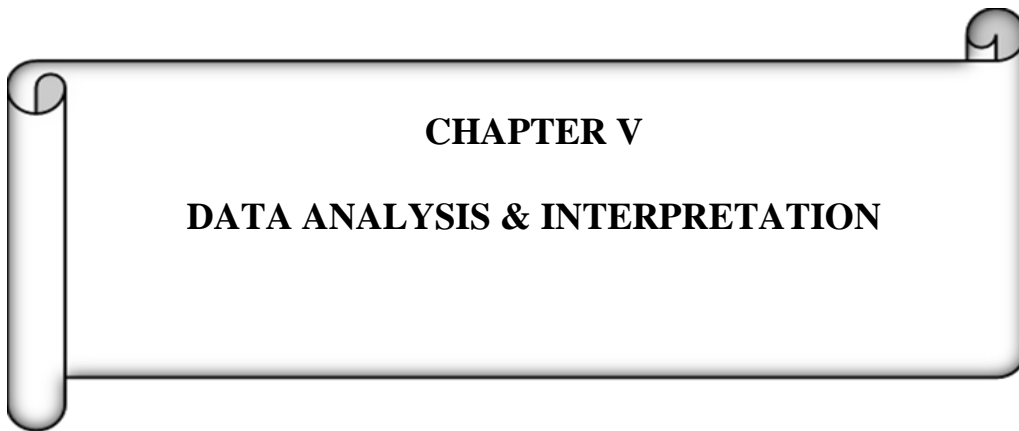
HYPOTHESIS

NULL HYPOTHESIS

H0: Consumers are not satisfied with the product, services and discount rates offered in D-Mart.

ALTERNATIVE HYPOTHESIS

H1: Consumers are satisfied with the product, services and discount rates offered in D-Mart.



CHAPTER V
DATA ANALYSIS & INTERPRETATION

1. Which store you prefer first?

| | D-Mart | Store | Both | None | Total |
|------------------|--------|-------|------|------|-------|
| No. of responses | 76 | 16 | 8 | 0 | 100 |
| Percentage | 76 | 16 | 8 | 0 | 100 |



Analysis

From the survey, from 100 respondents, gave response for most powerful preferences to D-Mart is 76%, Store 16%, Both 8% and None 0%.

Interpretation

Majority of the customers are give response for most powerful preference is D-Mart. We can also interpret that the D-Mart comparisons is more powerful attract with the Purchasing systems by the D-Mart.

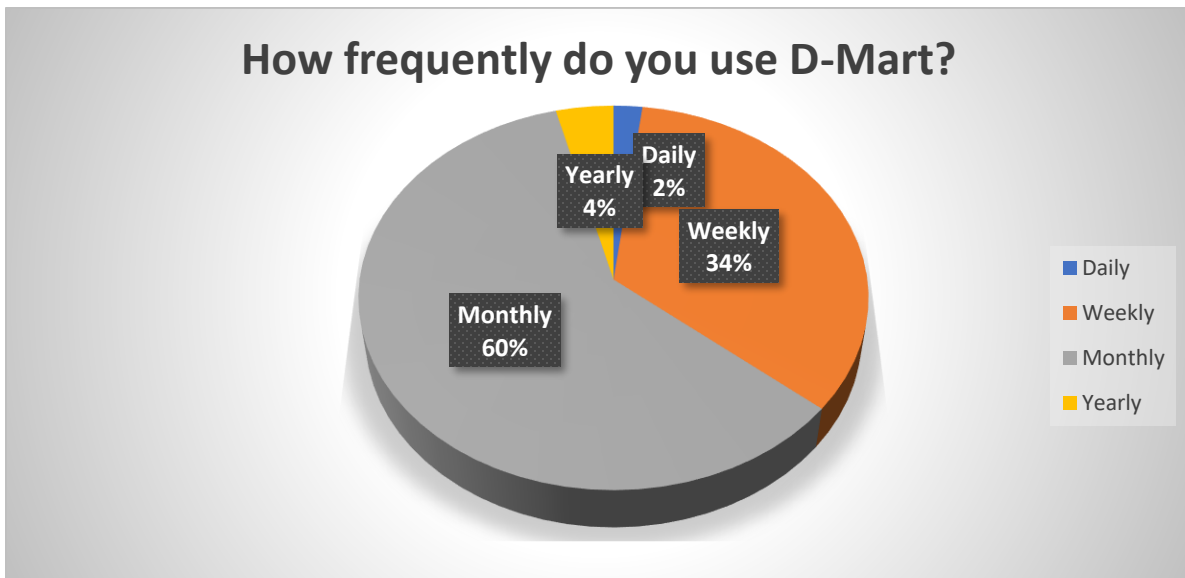
From the above analysis it is observed that:

- 76 consumers are needs to use D-Mart.
- 16 customers are needs to use Store.

It is found that majority of number of consumers of D-Mart is very high as compare to any other superstore or small store.

2. How frequently do you use D-Mart?

| | Daily | Weekly | Monthly | Yearly | Total |
|------------------|-------|--------|---------|--------|-------|
| No. of responses | 2 | 34 | 60 | 4 | 100 |
| Percentage | 2 | 34 | 60 | 4 | 100 |



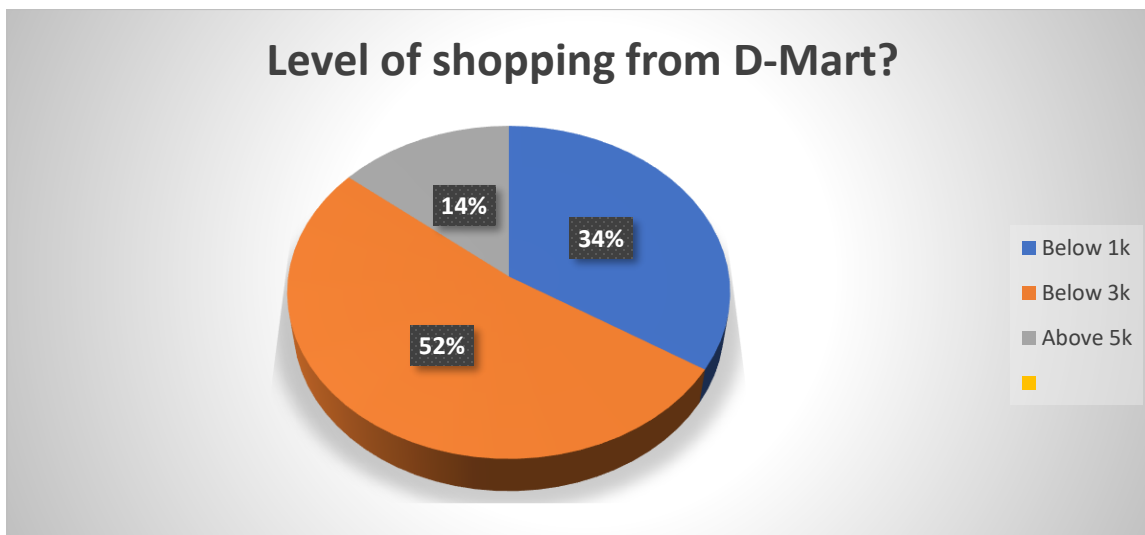
From the above analysis it is observed that:

- Only 1 consumer can prefer D-Mart for daily shopping purpose.
- 17 number of consumers can prefer D-Mart for weekly shopping purpose.
- 30 number of consumers can prefer D-Mart for monthly shopping purpose.
- Lastly 2 number of consumers can prefer D-Mart for yearly shopping purpose.

Majority of consumers like D-Mart for monthly shopping purpose. D-Mart offers the various numbers of offers with affordable prices which are easily preferable for every individual in any income group.

3. Level of shopping from D-Mart?

| | Below 1k | Below 3k | More than 5k | Total |
|------------------|----------|----------|--------------|-------|
| No. of responses | 34 | 52 | 14 | 100 |
| Percentage | 34 | 52 | 14 | 100 |



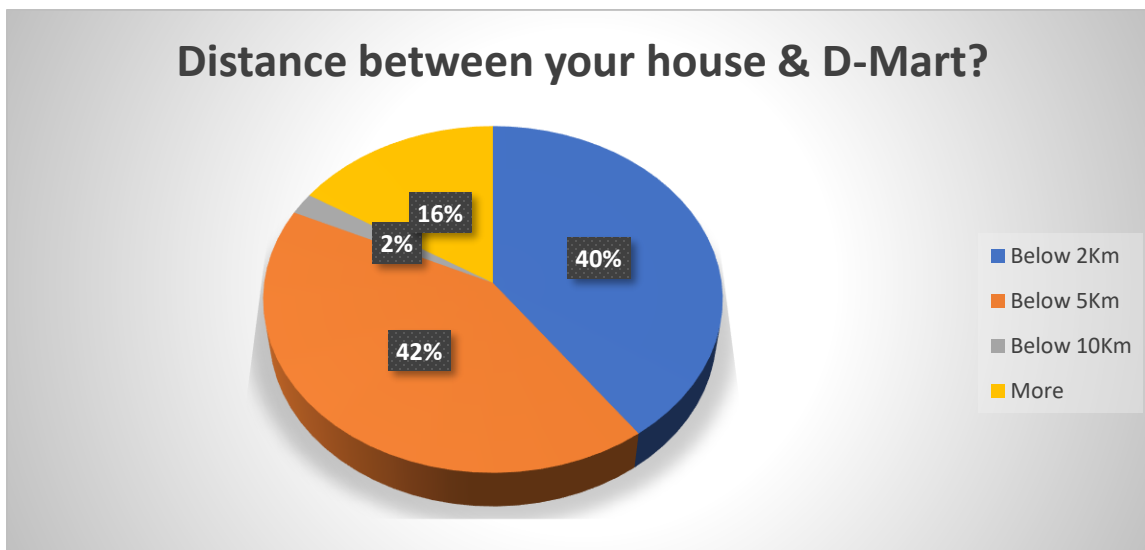
From the above analysis it is observed that:

- 34 number of Consumers level of shopping from D-Mart is 34% for the shopping of a product at the below 1000 price list.
- While 52 number of consumers level of shopping from D-Mart 52% for the shopping of products at the below 3000 price list.
- Only 14 number of consumers level of shopping is more than 5000.

So from this analysis it is observe that at present in the Nagpur city D-Mart shopping mall is affordable for the middle income group. It is not suitable for every income group.

4. Distance between your house & D-Mart?

| | Below 2Km | Below 5Km | Below 10Km | More | Total |
|------------------|-----------|-----------|------------|------|-------|
| No. of responses | 40 | 42 | 2 | 16 | 100 |
| Percentage | 40 | 42 | 2 | 16 | 100 |

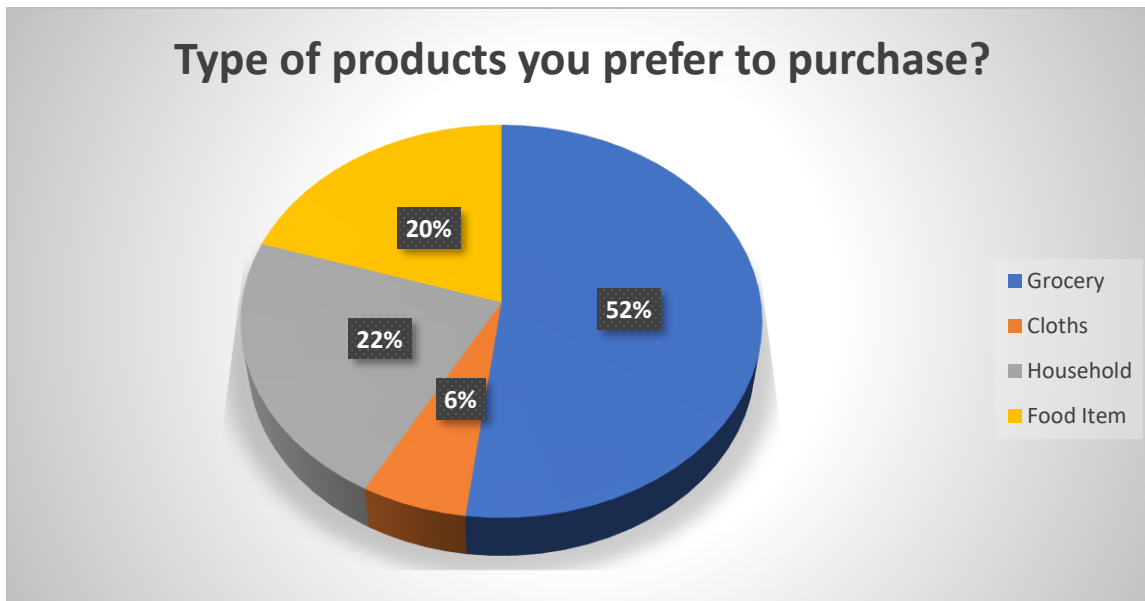


From the above analysis it is observed that:

- Distance between 40 consumers house and below D-Mart is 2KM and 40% from the above chart.
- Distance between 42 consumers house and D-Mart is below 5KM and 42%. It means large number of consumers have to go below than 5KM of distance for the shopping.
- Only 2 consumers have to go 10km distance for the shopping from D-Mart.
- Lastly more than 10km distance is 16 number of consumers which is 16% of the above chart.
- From this explanation it is observed that below than 5 km distance have huge numbers of consumers. After that 2km distance of 40% consumers. It means D-Mart is easily access to anyone.

5. Type of products you prefer to purchase?

| | Grocery | Cloths | Household | Food Item | Total |
|------------------|---------|--------|-----------|-----------|-------|
| No. of responses | 52 | 6 | 22 | 20 | 100 |
| Percentage | 52 | 6 | 22 | 20 | 100 |



From the above analysis it is observed that:

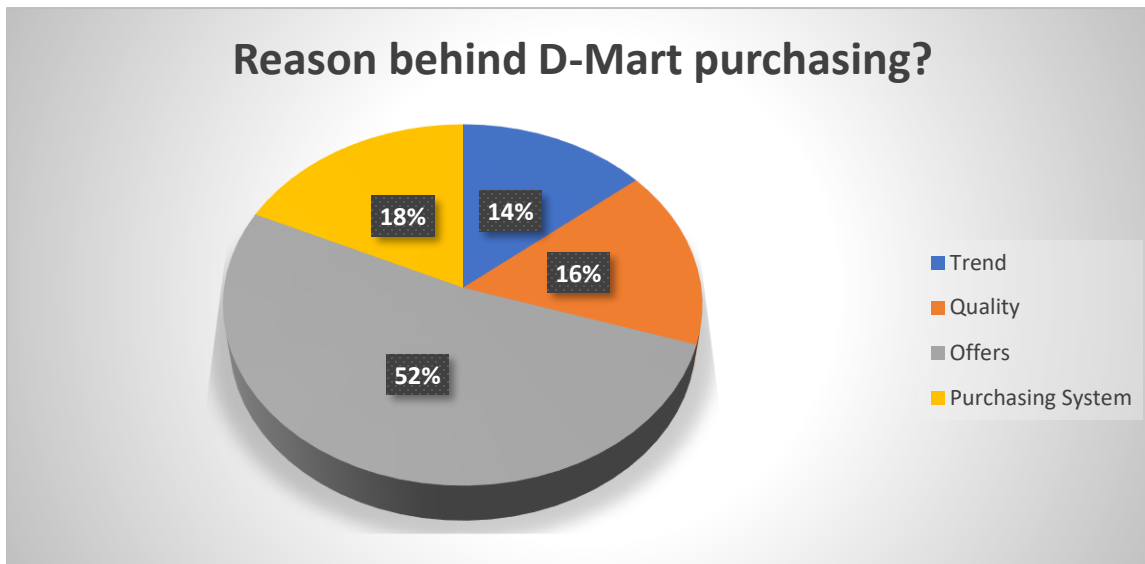
From the survey, from 100 respondents, gave response for which section like of the store for-

- 52% of them Grocery,
- 22% of them Household,
- 20% of them Food,
- & 6% of them Cloths etc.

Majority consumer prefer D-Mart for grocery item.

6. Reason behind D-Mart purchasing?

| | Trend | Quality | Offers | Purchasing System | Total |
|------------------|-------|---------|--------|-------------------|-------|
| No. of responses | 14 | 16 | 52 | 18 | 100 |
| Percentage | 14 | 16 | 52 | 18 | 100 |



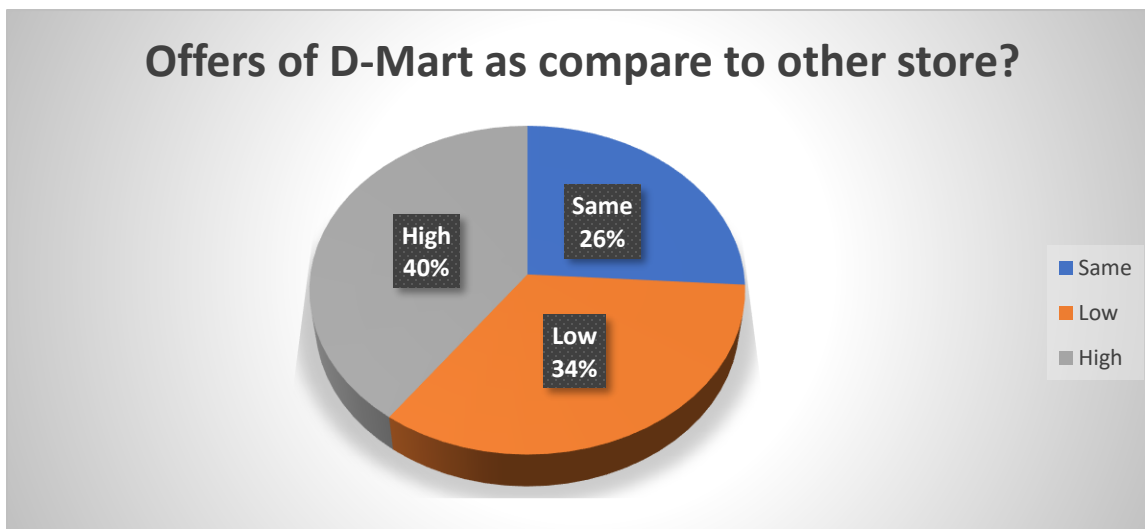
From the above analysis it is observed that:

- 52 consumers give response to the Offers of products of D-Mart its 52%, because its price of product is fixed & they gives discount to consumers.
- 16 number of consumers give response to the quality of products of D-Mart is 16%.
- 14 number of consumers give responds trend to the offers of D-Mart is 14%.
- 18% are gives preference to the purchasing systems.

Majority of consumer are attracted by the offers provided by the D-Mart.

7. Offers of D-Mart as compare to other store?

| | Same | Low | High | Total |
|------------------|------|-----|------|-------|
| No. of responses | 26 | 34 | 40 | 100 |
| Percentage | 26 | 34 | 40 | 100 |



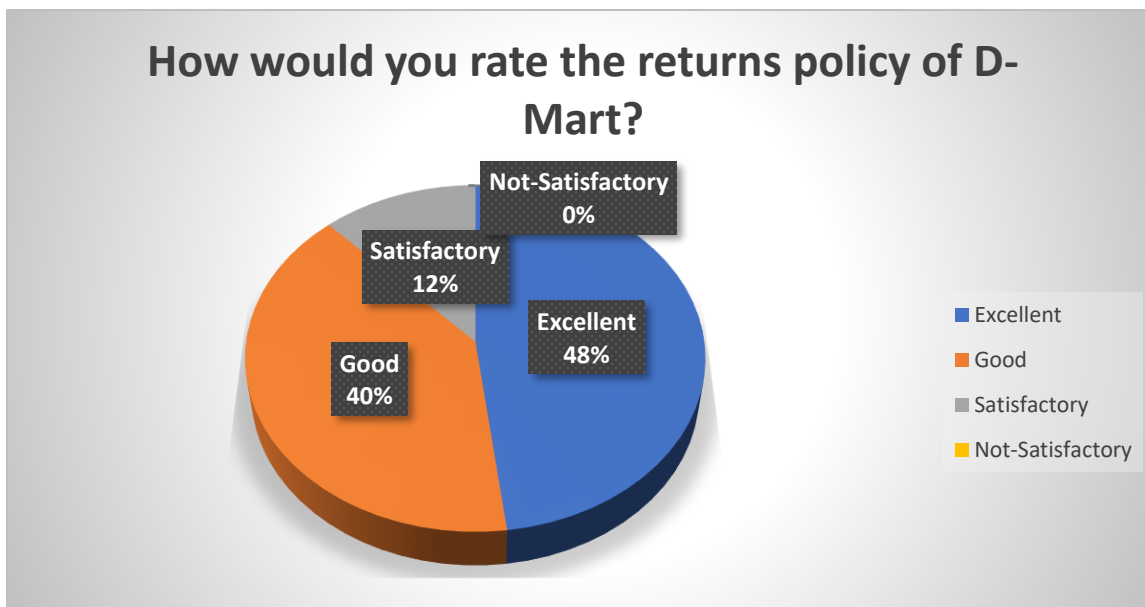
From the above analysis it is observed that:

- 40 numbers of consumers give respondents 40% to the D-Mart high offers on products as compare to another store.
- 34 numbers of consumers give responds in 34% to the D-Mart offers. So as per their opinion D-Mart have low offers compare to store.
- 26 number of consumers give responds in 26% to the D-Mart offers same as another store.

Majority of consumer are attracted by the high discount offers provided by the D-Mart as compared to another store.

8. How would you rate the returns policy of D-Mart?

| | Excellent | Good | Satisfactory | Not - Satisfactory | Total |
|------------------|-----------|------|--------------|--------------------|-------|
| No. of responses | 48 | 40 | 12 | 0 | 100 |
| Percentage | 48 | 40 | 12 | 0 | 100 |



From the above analysis it is observed that:

- 48 numbers of consumers give responds in very huge percentage is 48% for excellent returns policy of D-Mart.
- 40 numbers of consumers give responds in 40% to the good returns policy of D-Mart.
- 12 numbers of consumers give responds in 12% to the satisfactory returns policy.
- Lastly zero consumer says that with the D-Mart policy they are not satisfied.

9. For day to day need you prefer?

| | D-Mart | Store | Total |
|------------------|--------|-------|-------|
| No. of responses | 54 | 46 | 100 |
| Percentage | 54 | 46 | 100 |



From the above analysis it is observed that:

- From the survey of 100 responds 54 numbers of consumers, give respondents for D-Mart in huge number of percentages in 54%.
- There after 46 numbers of consumers, give respondents to the Store in 46%.

Majority of consumers gives respondents to the D-Mart in 54% for day to day need of shopping.

10. For monthly purchasing you prefer?

| | D-Mart | Store | Total |
|------------------|--------|-------|-------|
| No. of responses | 90 | 10 | 100 |
| Percentage | 90 | 10 | 100 |



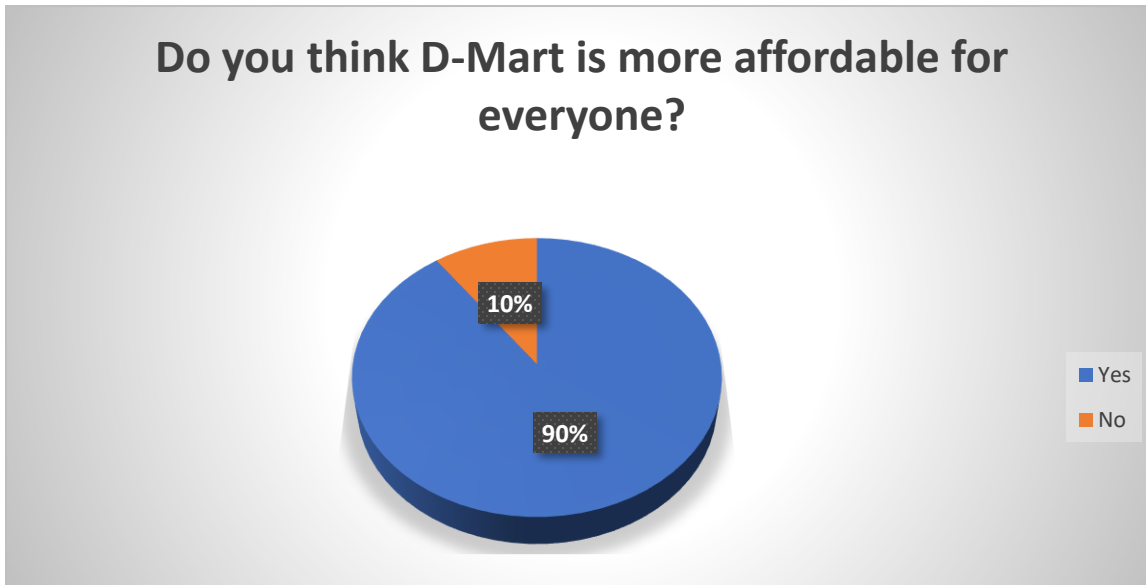
From the above analysis it is observed that:

- 90 numbers of consumers gives respondents to the D-Mart in very huge percentage i.e. 90%.
- Only 10 numbers of consumers gives respondents to the Stores i.e. 10%.

So, from the above explanation it is observed that many of consumers in Nagpur city can prefer D-Mart for the shopping purpose & for value for the money.

11. Do you think D-Mart is more affordable for everyone?

| | Yes | No | Total |
|------------------|-----|----|-------|
| No. of responses | 90 | 10 | 100 |
| Percentage | 90 | 10 | 100 |



From the above analysis it is observed that:

- From the survey, from 100 respondents it is observed that 90 numbers of consumers can give respondents in large percentage i.e. 90%.
- Thereafter 10 numbers of consumers can give the respondents in 10% to the stores.

Majority of consumers thought that D-mart is affordable to everyone. It is highly preferable for everyone.



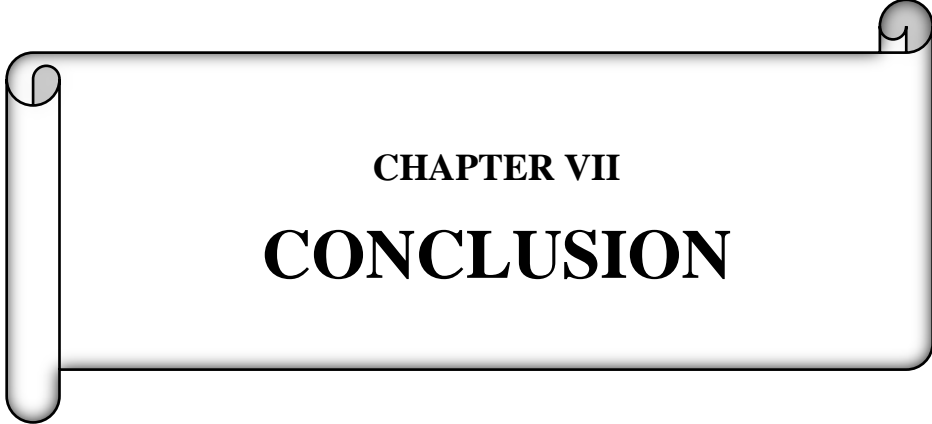
CHAPTER VI
FINDINGS & SUGGESTIONS

FINDINGS

- From our study it is observed that 90% 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 in our study.
- Products availability, Quality, Offers and Discounts are the main reasons for buying from D-Mart stores in Nagpur.
- Most of the consumers are not aware of D-mart online services.
- D-mart customers are facing inconvenience with the staff and with the billing process.
- The respondents are agreeing that products sold at D-Mart are good value for money.
- The availability of trendy and latest fashion product is satisfied by respondents.

SUGGESTIONS

- 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.



CHAPTER VII
CONCLUSION

CONCLUSION

The study on consumer buying behavior at D-Mart reveals that price sensitivity, product variety, store layout, customer service, and promotional strategies are key factors influencing consumer decisions. By focusing on competitive pricing, expanding product ranges, optimizing store layouts, and enhancing customer service, D-Mart can significantly improve customer satisfaction and loyalty. Additionally, leveraging technology for targeted promotions can further enhance customer engagement. Implementing these strategies will not only help D-Mart retain its existing customer base but also attract new customers, ultimately driving sales growth and market share expansion. Understanding and adapting to consumer behavior is crucial for D-Mart's continued success in the competitive retail market.

After the analysis of the following data it can be concluded that Null Hypothesis (Ho) i.e. Customers are not satisfied with the product, services and discount rates offered by D-Mart is rejected and Hence, Alternative Hypothesis (H1) i.e. Customers are satisfied with the product, services and discount rates offered by D-Mart is accepted in this research.



CHAPTER VIII
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REFERENCES

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ANNEXURE

ANNEXURE

Subject: - “A Study on Consumer Buying Behavior with Reference to D-Mart in Nagpur”

1. Personal Details

Name: - _____

Address: - _____

Gender: - _____

Age: - _____

Occupation: - _____

2. How many members in your family?

- A. 2
- B. 4
- C. 6
- D. More

3) Which store you prefer first?

- A. D-Mart
- B. Store
- C. Both
- D. None

4) How frequently do you use D-Mart?

- A. Daily
- B. Weekly
- C. Monthly
- D. Yearly

5) Level of shopping from D-Mart?

- A. Below 1000
- B. Below 3000
- C. More than 5000

6) Distance between your house & D-Mart?

- A. Below 2km
- B. Below 5km
- C. Below 10km
- D. More

7) Type of products you prefer to purchase?

- A. Grocery
- B. Clothes
- C. House Hold
- D. Food items

8) Reason behind D-Mart purchasing?

- A. Trend
- B. Quality
- C. Offers
- D. Purchasing system

9) Offers of D-Mart as compare to store?

- A. Same
- B. Low
- C. High

10) How would rate the returns policy of D-mart?

- A. Excellent
- B. Good
- C. Satisfactory
- D. Not-Satisfactory

11) For day to day need you prefer?

- A. D-Mart
- B. Store

12) For monthly purchasing you prefer?

A. D-Mart

B. Store

13) Do you think D-Mart is more affordable for everyone?

A. Yes

B. No