



A

**Research Project
On**

“A STUDY ON SATISFACTION OF CUSTOMERS TOWARDS D-MART ”

Submitted to

G.S. College of Commerce and Economics (Autonomous), Nagpur

Affiliated to

Rashtrasant Tukadoji Maharaj Nagpur University

In partial fulfilment for the award of the Degree of

Bachelor of Business Administration

Submitted by

Shivam R.Mishra

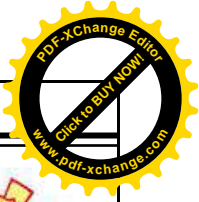
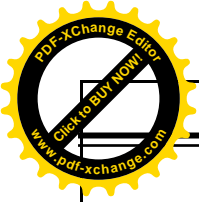
Under the Guidance of

Dr. Farha Hussain

G. S. College of Commerce and Economics, Nagpur

Academic Year 2023-24





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Academic Year 2023-24

CERTIFICATE

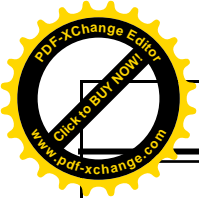
This is to certify that “Shivam R. Mishra ” has submitted the project report titled “**A Study on Satisfaction of Customers towards D-mart** ”, towards partial fulfilment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate. It is further certified that he has ingeniously completed his project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

DR. FARHA HUSSAIN
(Project Guide)

DR. AFSAR SHEIKH
(Co-Ordinator)

Place:

Date:



G. S. College of Commerce and Economics, Nagpur



Academic Year 2023-24

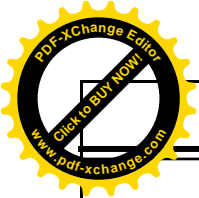
DECLARATION

I here-by declare that the project with title “**A Study on Satisfaction of Customers towards D-mart** ”, has been completed by me in partial fulfilment of ‘**BACHELOR OF BUSINESS ADMINISTRATION**’ degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place: Nagpur

Shivam R. Mishra

Date:



G. S. College of Commerce and Economics, Nagpur



Academic Year 2023-24

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With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to Dr. Praveen Mustoor , Principal , G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my project guide Dr. Farha Hussain for his guideline throughout the project. I tender my sincere regards to Co-ordinator, Dr. Afsar Sheikh for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

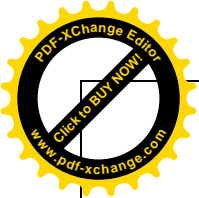
I will fail in my duty if I do not thank the Non- Teaching staff of the college of the college for their co-operation.

I would like to thank all those who helped me in making this project report complete and successful.

Place: Nagpur

Shivam R. Mishra

Date:



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INTRODUCTION

INTRODUCTION

D-Mart is a chain of hypermarket and supermarkets in India started by RK Damani. As of 2015, it has 89 stores spread across Maharashtra, Gujarat, Telangana, Andhra Pradesh, Madhya Pradesh and Karnataka, and a recent purchase of property in Rajkot shows that it is well advancing towards expanding across India. Traditionally, companies have relied only on differentiation of products and services to retain their customers and also to satisfy the consumers. However, times have changed, due to fierce competition from new players entering the market, imitation of new features and increase in number of new offers, customers have acquired new choices and they have also become more price sensitive, which has forced marketers to adopt differentiated and customer oriented strategies in order to enable them to stand out in the competition and gain a competitive edge. According to Singh (2006), one of the fundamentally important drivers of organizational success is that enterprisers must take the needs and wants of their customers into account. That is the reason why the researcher such as Reicheld & Sasser (1990); Ciavolino & Dahlgaard (2007), Singh (2006); LaBabera & Mazursk (1983); Carpenter (2008); Bridson et al (2008) have paid attention to the importance of customer satisfaction, loyalty and retention have been continuously paid attention worldwide. Due to the tremendous growth of service industry in which retailing sector plays an important role, it is vital for retailers to understand the degree of importance of listening to the inner voice of customers' needs to create, increase level of satisfaction. Ultimately, effective satisfaction leads to prospective long term relationship and loyalty through repeating purchase and recommendation, which helps retailers maintain their market share and position. Consumer's needs have become sophisticated and it is imperative that grocery stores look for building long term and

stable relationships with their customers as a way of driving satisfaction up since satisfaction does translate later into loyalty and retention.

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 changes its products and services.



Avenue super marts ltd doing business as Dmart is an Indian chain of hypermarkets in India founded by Radhakishandamani 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.

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 stock 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.

GENERAL INFORMATION

Growth of Retail Industry In India:

Retailing in India is one of the pillars of its economy and accounts for about 10 percent of its GDP. The Indian retail market is estimated to be US\$ 600 billion and one of the top five retail markets in the world by economic value. India is one of the fastest growing retail markets in the world, with 1.2 billion people. As of 2003, India's retailing industry was essentially owner staffed small shops. In 2010, larger format convenience stores and supermarkets accounted for about 4 percent of the industry, and these were present only in large urban centers. India's retail and logistics industry employs about 40 million Indians (3.3% of Indian population). Until 2011, Indian central government denied foreign direct investment (FDI) in multi-brand retail, forbidding foreign groups from any ownership in supermarkets, convenience stores or any retail outlets. Even single-brand retail was limited to 51% ownership and a bureaucratic process. In November 2011, India's central government announced retail reforms for both multibrand stores and single-brand stores. These market reforms paved the way for retail innovation and competition with multi-brand retailers such as Walmart, Carrefour and Tesco, as well single brand majors such as IKEA, Nike, and Apple. The announcement sparked intense activism, both in opposition and in support of the reforms. In December 2011, under pressure from the opposition, Indian government placed the retail reforms on hold till it reaches a consensus. In January

2012, India approved reforms for single-brand stores welcoming anyone in the world to innovate in Indian retail market with 100% ownership, but imposed the requirement that the single brand retailer source 30 percent of its goods from India. Indian government continues the hold on retail reforms for multi-brand stores.

Overview on D MART:



D MART

D Mart is an one-stop supermarket chain that aims to offer customers a wide range of basic home products 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. 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, D Mart today has a well-established presence in 294 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.

Mission:

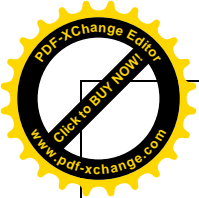
Mission is to provide the best value possible for our customers, so that every rupee they spend on shopping with us gives them more value for money than they would get anywhere else.

Vision:

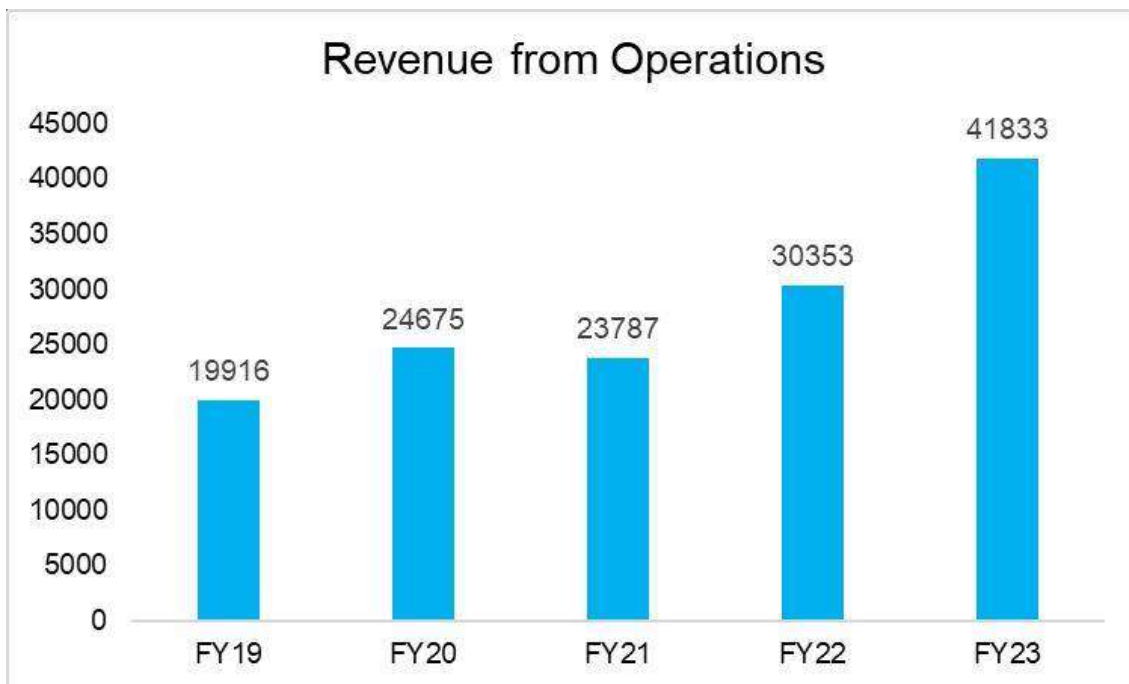
To offer customers a wide range of basic home and personal products under one roof.

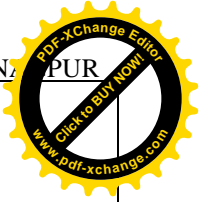
Product Profile (Major Products):

- Grocery
- Fruits & Vegetables
- Dairy & Beverages
- Packaged Food
- Home & Kitchen
- Personal Care
- Appliances
- Footwear
- Specials

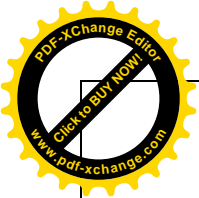


Growth of the Company:





LITERATURE REVIEW



- According to Avinash and B.V Sangvikar(2019), their objective is to provide insight about D-mart success of 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.
- According to M.Guruprasad(2018), Director research, Universal Business School , Concluded there was 50-50 opinion from customers of Badalpur 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.
- According to Muhammad Sabbir Rahman , there is a strong relationship between consumer perception and behaviour in selecting a super market when age, gender and income play a mediating role. In addition it is also found that consumers age differences have the highest influence on their buying behaviour.
- According to Rajiv Lal,Ram Rao(1997) ,Every day low pricing strategy has proved to be a successful innovation resulting in higher profits to super markets adopting it in competition with promotional pricing.
- 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.
- 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.

- 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 instore shopping behaviour. It finds that music tempo variations can significantly affect the pays of instore traffic flow and dollars sales volume.
- According to Peter R Dickson, Alan G Sawyer(1990), A model of grocery shopper response to price and other point of purchase information was developed. The findings suggest that shoppers tended to spend only a short time making their selection and many did not check the price of the item they selected.
- dirGrip (2019) - In his article the author provides a detailed study on the business model of D Mart. He describes the various factors that D Mart employs to ensure customer satisfaction which is the key to their success. It also explains the revenue model that D Mart uses that has allowed them to surpass its competitors like Reliance, Spencers, Big Bazaar etc. Kirill Tšernov (2019)- In this article the author states the importance of building good customer connections and making sure that their experience in the store is wholesome. The author in this article gives pointers as to how a retail store can ensure that their customers experience is fruitful. M. Guruprasad (2018) - The author has done a case study of a particular DMart in Karjat and Badlapur wherein he has conducted primary research and found out various factors that indicate the consumers, responses towards various aspects of the store. He concluded that customers usually came 2 times a weekend and bought household goods in bulk. He also concluded that DMart mostly faces competition only from small retail stores which lack the desire to expand their businesses.
- According to Amit & Kameshvari, (2012), the origin of word “retail” comes from the French, “retailer”, that means it shows a first hand-transaction with the customer the retailer is a person or agent or organization who sends the products or services to the ultimate consumer Thus, the customer and the fulfilment of customer desires and needs which are the key points of retailing are the retailing focus.



RESEARCH STUDY

PROBLEM STATEMENT OF THE STUDY:

As in retail market there are so much of competition in retail industry there are many problems which are faced by the different Retail stores and Retail hubs which are there in Indian market, as the Retail consumers are the main earnings and main factor affect the industry at an huge ratio. Due to change in test, technology, satisfaction level between the customers it is more important to know about the satisfaction level of a consumer more other things. Every organization is trying to be at top position through providing better services to the customers. The company must know the customers' needs and wants and adequate steps are to be taken. Customer satisfaction is an important factor that helps the organization to be at the top position. Without satisfying consumers no firms can exist in the market for long term. The study is focused on customer satisfaction, through this study the company will be able to know whether their customers are satisfied or not. Therefore, the problem of study is **“Are the customers of D’mart hypermarket satisfied with their services provided.”**

Some problems like:

- Is all consumer are satisfied with the Products which are been sold in a retail stores?
- Is all consumer are satisfied with the service given by the Retail stores?
- Is all consumer are satisfied by the price, quantity, and quality of goods and services of retail market?
- Is the consumer if fully satisfied with all its comfort of Store?

NEED OF STUDY

- To understand and analyze the consumer behaviour.
- To understand about retail sector.
- To study how D-marts are attracting its customers.
- How much customers are satisfied with D-mart services.
- To understand customers awareness about D-mart services.

OBJECTIVE OF THE STUDY

- A study on the factors are more preferred by the customer.
- To study the level of satisfaction of customers towards D-mart.
- From our study it is observed that of customers are satisfied with overall shopping at DMart.
- Products availability, Quality, Offers and Discounts are the main reasons for buying from D-mart stores.

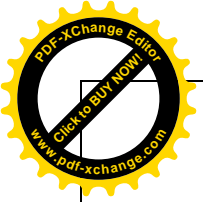
HYPOTHESIS

H0 - D-mart should provide high quality products so that it can attract more high income people too.

H1 - D-mart should concentrate on Clothes and Household items, So that it can increase the sales.

H2 - Offers and Discounts are needed to be provided more , as it is the main reason behind purchasing.

H3 - D-mart need to promote about its online services.



RESEARCH METHODOLOGY

Research Approach:

There are two distinct research methodologies that might be used in the study. Quantitative and qualitative research. Studies that use qualitative research don't make an effort to quantify their findings through statistical summarization or analysis. It aims to describe many facets of behavior as well as other elements from the social sciences and humanities. In these studies, data are frequently presented as descriptions rather than numerical values. In-depth interviews, group discussions, and informal observations are frequently used instead of official measurement. The systematic and scientific exploration of quantitative qualities, phenomena, and relationships is known as quantitative research. The goal of quantitative research is to create and use mathematical theories, models, and hypotheses related to natural events. Typically, it begins with a theory or broad assertion that proposes a general link between variables. In order to draw conclusions from the specific to the general, quantitative researchers will often test hypotheses or statements using techniques like surveys and experiments. In order to describe the impact of advertising on customers' buying behaviour, the researcher decided to conduct a quantitative study. To do this, they collected data from consumers of D Mart in the city of Vadodara. Additionally, this study quantifies the influence of the independent variables (AD features) on the dependent variable, customer Satisfaction towards the store. Research that is conducted. Gaining prior knowledge will help one better comprehend and articulate a situation. Data on the Satisfaction level of consumer on the Products and services given by D Mart is gathered by this researcher. As a result, the researcher's method of choice was descriptive research. In order to make the research explanatory, the researcher will also use correlation and regression to assess the ad hoc relationships between the dependent variable (consumers' purchasing behaviour) and the independent factors AD attributes. Thus, this study serves as both a descriptive and an explanation.

Research Design:

Type of Research : Descriptive Research

Field of Study : Satisfaction of customers towards D-mart

SPSS Method : regression analysis

Duration of study : 2 months

Sample Size : 30 respondents

Data collection Technique :

a) Primary data Collected through Questionnaire and Discussions

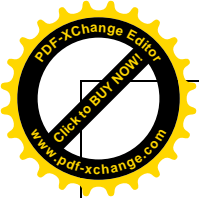
B) Secondary data – Collected from various research journals, periodicals and reports

- **Primary data** – structured questionnaire.

General Awareness :-

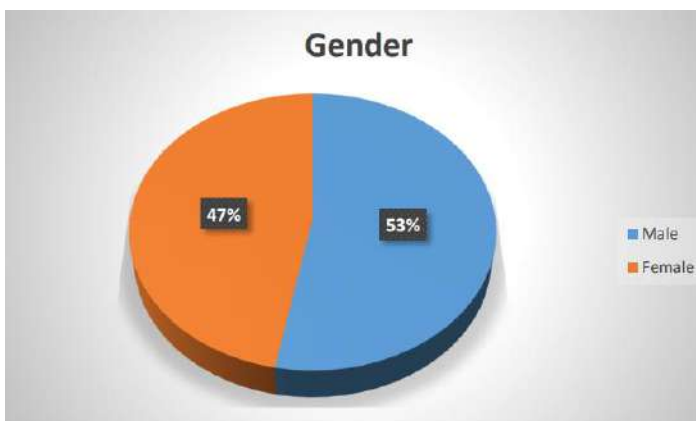
- Are you aware of D Mart?
 - How Often you visit D Mart?
 - How much you spend on purchasing in D Mart?
 - What type of product you purchase from D Mart?
 - Are you satisfied with the range of products available in D Mart?
- **Secondary data – literature review of research paper, online sites and articles.**

This research employs a secondary data approach, primarily focusing on a comprehensive literature review of research papers, online sites, and articles. The literature review involves a meticulous selection process, including criteria for relevance and credibility. Key findings will be synthesized, and gaps or contradictions identified. Additionally, online sources will undergo a rigorous assessment to extract pertinent information aligning with the research objectives. The synthesis of secondary data aims to provide a robust foundation for the study's insights and conclusions.



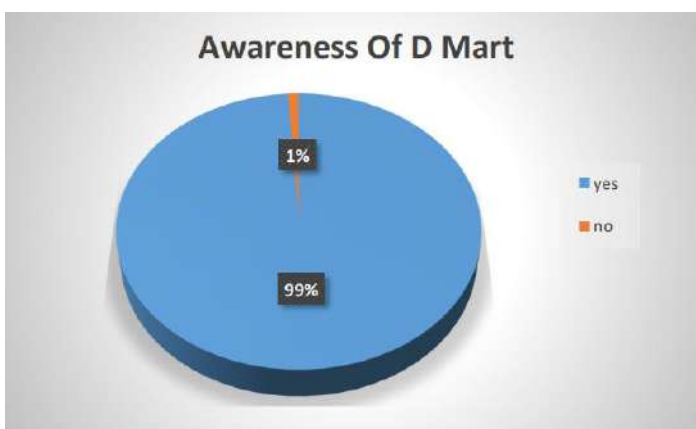
Data Interpretation

1) Gender Interpretation:



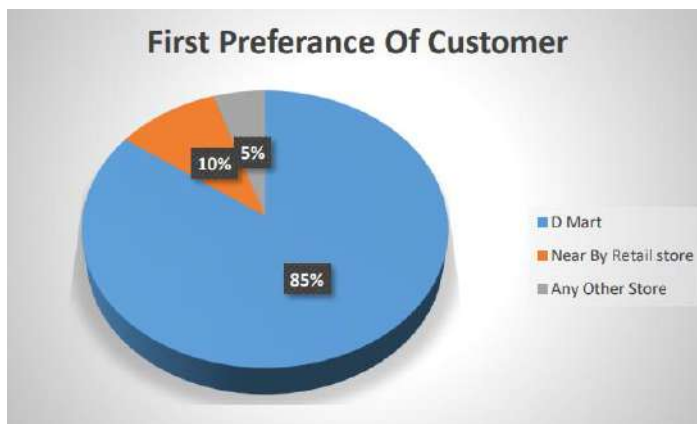
The Questioner Circulated is filled by 53% male and 47% Female respondents. 53%.

2) Are you aware of D Mart?



Interpretation: 99% of respondents are aware of D Mart and only 1% are not aware of D Mart.

3) Where do you prefer to purchase your daily products?



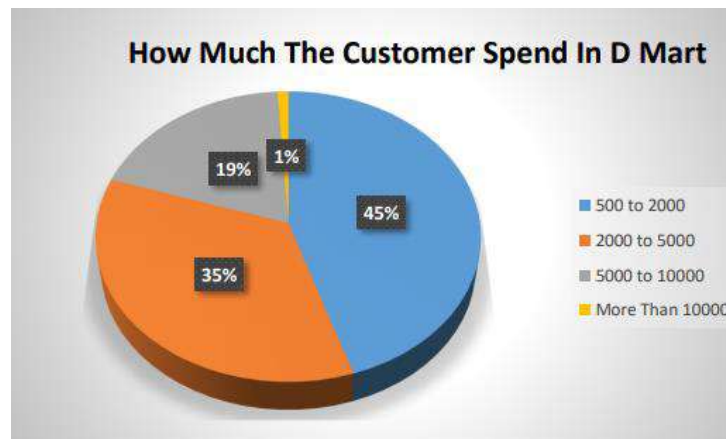
Interpretation: In this 85% of respondents who buys there daily purchase in D Mart 10% of respondents who purchase there daily products from near by Retail store and 5% of respondents in any other store.

4) How often you visit D Mart?



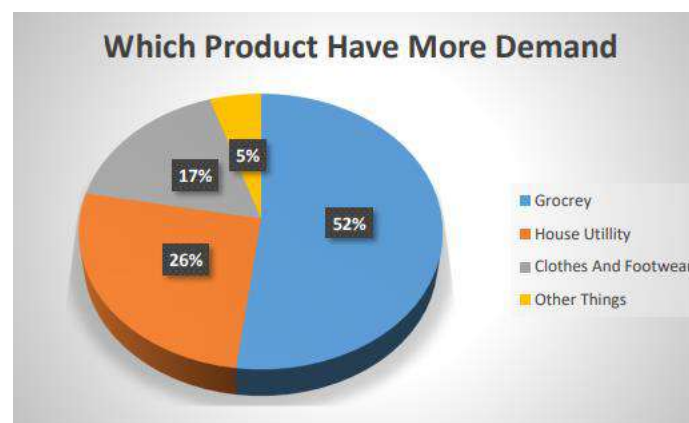
Interpretation: In this 82% of respondents are Monthly Buy from D Mart 9% of respondents buy on weekly basset 8% of respondents buy on daily basset and only 1% of respondents buy Yearly.

5) How much Amount do you spent on purchasing in D Mart?



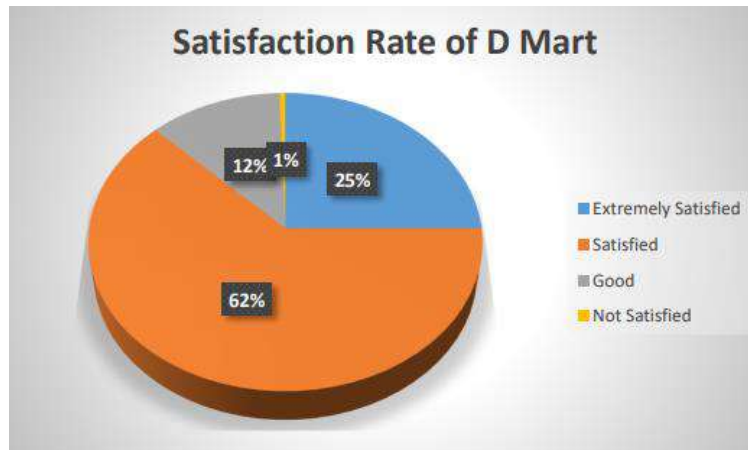
Interpretation: In this 45% of the respondents who spends 500 to 2000 Rs at shopping in D mart 35% of the respondents who spends 2000 to 5000 Rs at D Mart 19% of respondents who spends 5000 to 10000 Rs at D mart and only 1% of respondents who spends more than Rs 10000.

6) Which types of product do you buy from D Mart?



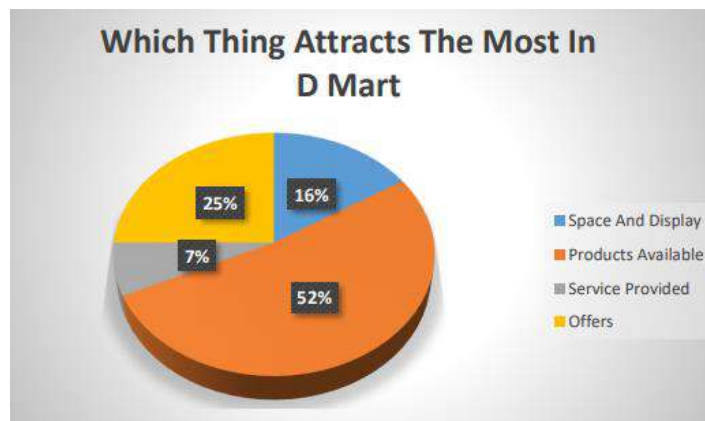
Interpretation: In this there are 52% of respondents who buys Grocery from D Mart which if the most in this pie graph there are 26% of respondents who buys House Utility 17% of respondents who buy Cloths and Footwear from D Mart and 5% of respondents who buys other products.

7) How would you rate the quality of services provided in D Mart?



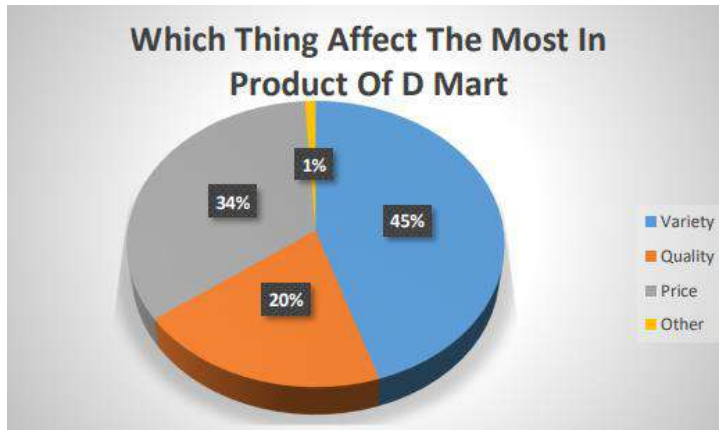
Interpretation: In this 62% of respondents have Satisfied with quality of products of D Mart 25% of respondents are highly Satisfied 12% of are giving good response towards the quality of Product which D Mart are providing and only 1% are Dissatisfied with the quality of product which D Mart have.

8) Which things satisfies you in D Mart?



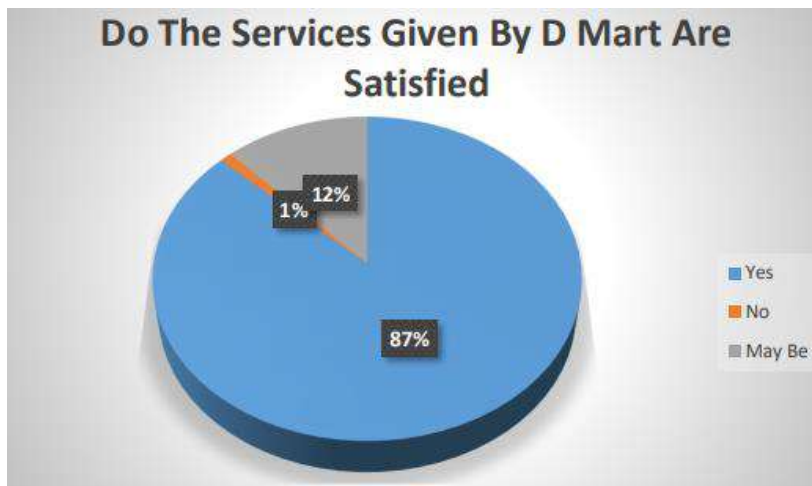
Interpretation: I this 52% of respondents who are satisfied by the products Available in D Mart. 25% of respondents are satisfied by the offers given by D Mart to its customers. 16% of the respondents who are satisfied by its Space and Display of products and 7% of respondents are satisfied by its services given or provider by D Mart.

9) What you find difference of D Mart products than other store?



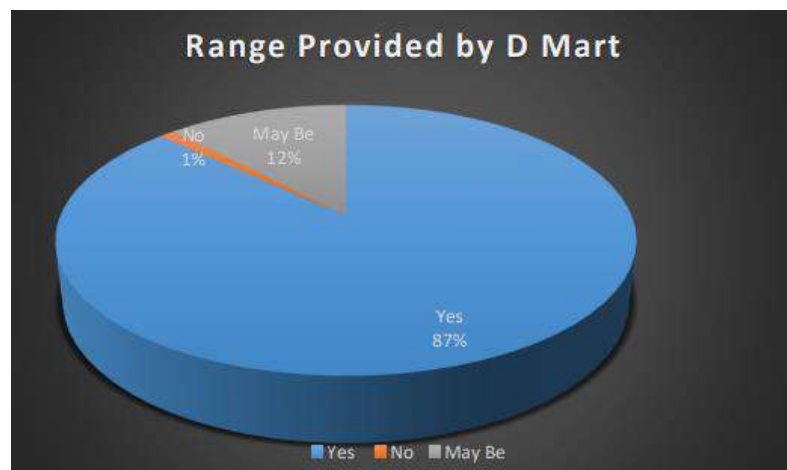
Interpretation: In this 45% of respondents have more attracted to D Mart's Product Variety given. 34% of respondents are attracted to Price given by D Mart. 20% of respondents who are attracted towards the quality of products given by D Mart and 1% of respondents are those who are attracted towards other things.

10) Are you satisfied with the service provided by D Mart?

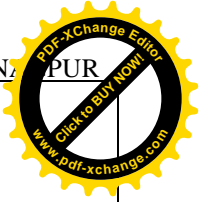


Interpretation: In this 87% of respondents are fully satisfied with the services provided by the D Mart and are happy. 12% of respondents are not soured of the services and only 1% of respondents are not satisfied with the services provided by D Mart.

11) Are you Satisfied with the range of products available at D Mart?



Interpretation: In this 87% of the respondents are most satisfied with the range of products available at the D Mart stores. 12% of respondents are not soured of the range provided by D Mart and 1% of respondent are not satisfied with the range of products available at D Mart.



CONCLUSION & LIMITATIONS

Conclusion:

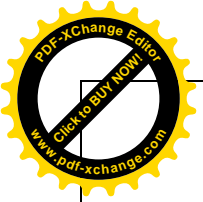
According to the analysis we conclude that the consumers of D-mart are satisfied with the services provided by D-mart and The Range of products. Large majority of consumer are loyal to brand. What contribute to the popularity of the demand is the service. Quality of the service provided by D-mart coupled with the attractive pricing strategy followed by it. D-mart also has huge Verity of product all under one roof which is one of its largest competencies.

D mart is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, chocolates and many more. It completes all socially stores of different product which provides good at a discounted rate all throughout the year. It holds a large customer based and it seemed from the study that the customer is quite satisfied with Dmart. The customers are also satisfied with some services like complaints & return handling, packaging / gift wrapping, information from the store, safety of personal things, alteration, refreshment facilities, shopping carts as well as the pricing of these services. However, many services fall short of the expectations of the customers, e.g. parking, baby strollers, fitting / trial room, personal assistance in selecting merchandise, washrooms and drinking water, billing facilities, store environment, warranties. It can be concluded that customer satisfaction is very important. Thus, though customer satisfaction does not guarantee repurchase on the part of the customers but still it plays a very important part in ensuring customer loyalty and retention. Therefore, organizations should always strive to ensure that their customers are very satisfied.

The project was done to know the “**CUSTOMER SATISFACTION AT DMART HYPERMARKET**”. On the basis of 30 samples of respondents, detailed analysis was made. Based on the data collected, inferences are drawn and findings and suggestions were given. The motto of the organization is to provide quality products at reasonable price and to satisfy their customers. From the survey it was found the wide range of products are available under one roof and the materials, service and parking facility provided by DMart hypermarket are very good. Through the findings or survey have found that DMart has emerged as a hub of shopping specially for middle class people. Therefore, most of the customers are satisfied with the services, there are certain areas which need special attention. Managers must see to it, so the problems faced by the customer are solved.

Limitation of the study:

- This research is conducted on a sample size, so it might be possible that the information given by such respondents may not match with the replay of total customers available in the DMart that time.
- The study was restricted only to the customers of DMart in Nagpur.



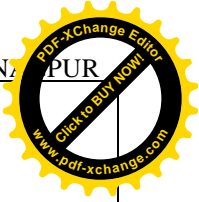
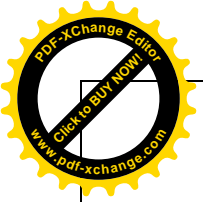
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- www.quora.com
- <https://retail.economictimes.indiatimes.com/amp>
- D-mart – Wikipedia.



ANNEXURE

Personal Information

1. Name
2. Age
3. Gender
4. Current City

General Awareness

5. Are you aware of D Mart?
 - Yes
 - No
6. How Often you visit D Mart?
 - Daily
 - Weekly
 - Monthly
 - Yearly
7. How much you spend on purchasing in D Mart?
 - 500-2000
 - 2000-5000
 - 5000-10000
 - More than 10000

8. What type of product you purchase from D Mart?

- Grocery
- House Utility
- Clothes & footwear
- Other things

Specific Question related to study/ research

9. Are you satisfied with the range of products available in D Mart?

- Extremely satisfied
- Satisfied
- Good
- Not Satisfied

10. Which things satisfies you the most in D Mart?

- Space & Display
- Products available
- Service Provided
- Offers

11. What you find difference of D Mart Products than other Stores?

- Variety
- Quality
- Price
- Other

12. Are you satisfied with customer service provided by D Mart?

- Yes
- No
- May be

13. Where do you prefer to purchase your daily product?

- Yes
- No
- May be