

# A Study on Consumer Preference And Consumer Satisfaction Towards D-Mart in Trichy

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**Abstract-** The importance of this study is to examine the consumer satisfaction towards D-mart in trichy city. For this study survey was conducted. The data will be collected from respondents through a scheduled containing questions. The respondents were 36 customers of D-mart in trichy. Some people are satisfied about price and offers, some people are satisfied about product quality and variety and other people was satisfied about store image.

**Keywords-** consumer satisfaction, Product Quality, Customer Retain

## I. INTRODUCTION

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. 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.

### COMPANY PROFILE:



D Mart was started by Mr. Radhakishan Damani and his family to handle the growing wants of the Indian family. From the launch of its 1st store in Powai in 2002, D-Mart these days contains a well-established presence in 221 locations across geographic area, Gujarat, province, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, geographical area and Rajasthan. With our

mission to be the bottom priced distributor within the regions we tend to operate, our business continues to grow with new locations planned in additional cities. The grocery store chain of D-Mart stores is in hand and operated by Avenue Supermarts Ltd. (ASL). the corporate has its headquarters in city.

### COMPETITOR:

A competitor is an individual, business, team, or organization that competes against you or your company. If someone is attempting to beat you during a race, that person is your competitor. The shut contestant of D-mart in trichy town is Femina looking mall(FSM), Reliance super market, Kumutham mercantile establishment.

### SCOPE OF THE STUDY

The area of study is limited to the segment selected within TRICHY City. This study is mainly confined to the consumer satisfaction of D-mart in Trichy City during the study period of 15 days only.

### NEED OF THE STUDY

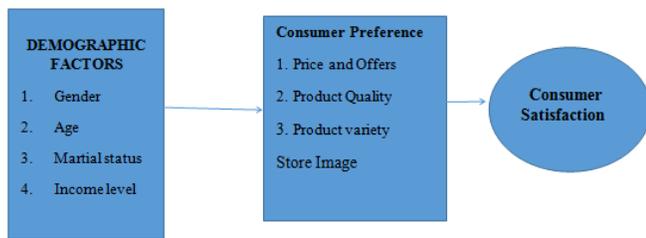
Most of the companies want to know about the consumer satisfaction normally. They had made a huge amount of investment to make the product known to the consumers. In order to know the effectiveness of sales and customer satisfaction can be made through the particular survey. If the consumers are not satisfied they would switch over to the other products it is very difficult to bring back those consumers to make purchase and encourage them to make a word of mouth.

## II. OBJECTIVES OF THE STUDY

- To examine the Demographic factors, influence the purchasing patterns of consumer of the D-mart in Trichy.
- To study the consumer preference towards D-Mart in Trichy

- To study the consumer satisfaction towards D-Mart in Trichy

## FRAMEWORK



## HYPOTHESES

The hypothesis has been framed to test the relationship between the level of satisfaction and demographic factors influencing consumer satisfaction.

H0 - There is no significant difference between Gender, age, marital status and income of the respondents with respect to the factors of consumer satisfaction of D-Mart in Trichy.

## III. REVIEW OF THE LITERATURE

**Pughazhendi, A., & RAVINDRAN, D. D. S. (2011).** The study aims to investigate “Impulsive shopping for behaviour and customer’s satisfaction towards retail outlet in Coimbatore city”. The target of the study is to analyse the shopping for behaviour of the consumers’ of huge Bazaar. (2) to live the amount of satisfaction derived by the consumers at huge Bazaar. The findings of the study states that shopper impulsive shopping for behaviour and shopper satisfaction is joined with shopping for performance.

**Rana, S. S., Osman, A., & Islam, M. A. (2014).** As chain store business is gaining quality terribly quickly, folks engaged during this sector should pay special attention to the expansion of this sector. This study aims at crucial the factors constituting client satisfaction of chain stores in People’s Republic of Bangladesh. Customer satisfaction of this sector may be an important indicator of how well the stores area unit meeting the expectations of the purchasers. Customers of 3 huge chain stores are interviewed for the study.

**Ghazali E., Nguyen B., Mutum D., & Mohd-Any, A. (2016).** Loyalty, its antecedents, and its consequences are thought-about extensively. Store loyalty of organizations that sell directly over the web. It found that customers don’t contemplate themselves loyal to the e-store they frequent despite being mostly glad, that the impact of change barriers varies at totally different levels of client satisfaction, which

what customers bear in mind to be a change barrier differs at totally different levels of customer satisfaction.

**D.SatishKumar, S.Anusha, D.SRao3 & H.Niranjan4 (2018).** Today the company retail stores are the focal points for getting decisions of middle and high-income teams in urban India. However, each corporate place of business has its own technique of merchandising. Storing the product differently at same neighborhood, location advantage, self-servicing shops, windows, hopping, massive scale discount, specialty stores are a number of the models merchandising stores have adopted. However just some of the models are solely widespread among the consumers.

**Sangeetha (2018).** Customer Satisfaction could be a live of however product and services equipped by a corporation to fulfill or surpass client expectation. Innovation and initiative outline its whole character. The thought of everything beneath one roof, competitive value, responsiveness, assurance, empathy, merchandise quality, store loyalty bring additional customers to the shop. Hence, an attempt has been created to reveal the client satisfaction towards huge bazaar with relation to Tirupur town.

## IV. RESEARCH METHODOLOGY

The researcher is using both types of data which as primary and secondary data which is collected from consumer of D-Mart in Trichy city. The primary data are gathered through well-structured Questionnaire. The secondary data have been collected from books, journals, magazines, newspaper, official web site of the D-Mart, etc.,

## RESEARCH DESIGN

This analysis style was custom-made to review the analytical and descriptive nature. Research worker mistreatment non-probability convenience sampling technique is utilized for choice of 36 samples from the D-Mart shopper. The non-public judgment technique has used for the ensuing of sampling.

## STATISTICAL TOOLS

The collected data is analysed and interpreted properly to find the result of the research work and statistical tools used for analysis the data like simple percentage and chi-square test with help of the SPSS the results is given through tables forms.

## LIMITATIONS OF THE STUDY

The area of study is limited to the selected within TRICHY city. This study is mainly confined to the consumer satisfaction of D-Mart. The primary data is collected through a structured questionnaire cum interview schedule and the sample size has limited only 36 respondents.

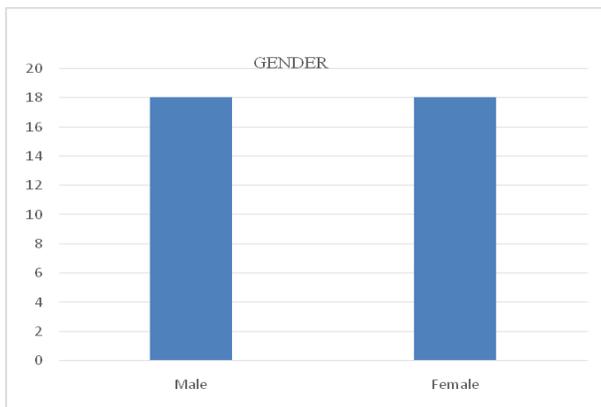
**V. ANALYSIS AND INTERPRETATION**

The responses of the customers are valued in this analysis to find the satisfaction of the store. The percentage analysis gives the percentage of the respondent's satisfaction with regards to the various components which drives them to buy the store.

**TABLE NO:1 FREQUENCY DISTRIBUTION ON RESPONDENTS GENDER**

| S.No | Frequency | No of Respondents | Percentage |
|------|-----------|-------------------|------------|
| 1    | Male      | 18                | 50         |
| 2    | Female    | 18                | 50         |
| 3    | Total     | 36                | 100        |

**BAR CHART**



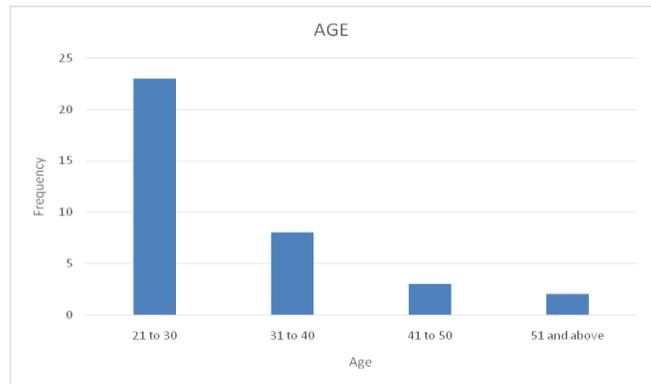
**INTERPRETATION:**

The above table shows that 50% of the respondents are belong to female remaining 50% are Male

**TABLE NO: 2 FREQUENCY DISTRIBUTION ON RESPONDENTS AGE**

| S.No | Frequency | No of Respondents | Percentage |
|------|-----------|-------------------|------------|
| 1    | <20       | 0                 | 0          |
| 2    | 21 to 30  | 23                | 63.9       |
| 3    | 31 to 40  | 8                 | 22.2       |
| 4    | 41 to 50  | 3                 | 8.3        |
| 5    | 50 <      | 2                 | 5.6        |
| 5    | Total     | 36                | 100        |

**BAR CHART**



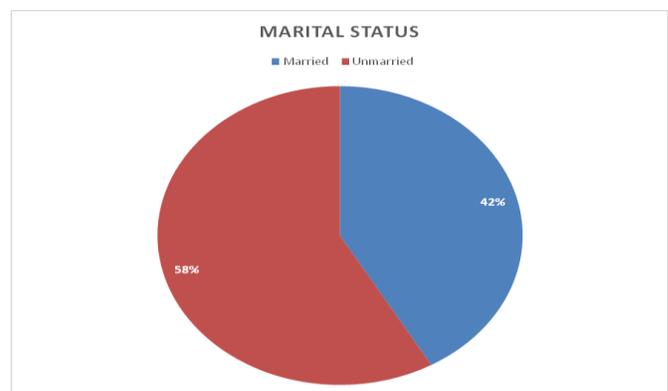
**INTERPRETATION:**

The above table shows that 63.9% of the respondents are belong to 20 to 30 age group and 22.2% respondents are 31 to 40 age group of people.

**TABLE NO: 3 FREQUENCY DISTRIBUTION ON RESPONDENTS MARITAL STATUS**

| S.No | Frequency | No of Respondents | Percentage |
|------|-----------|-------------------|------------|
| 1    | Married   | 15                | 41.7       |
| 2    | Unmarried | 21                | 58.3       |
| 3    | Total     | 36                | 100        |

**PIE CHART**



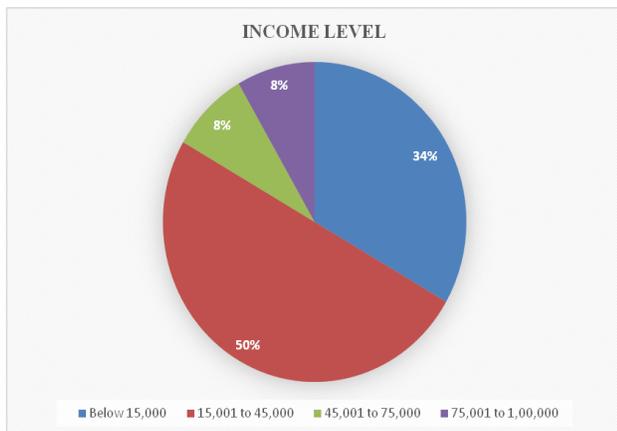
**INTERPRETATION:**

The above table shows that 58% of the respondents are belong to Married and another 42% respondents are unmarried.

**TABLE NO: 4 FREQUENCY DISTRIBUTION ON RESPONDENTS INCOME**

| S.No | Frequency          | No of Respondents | Percentage |
|------|--------------------|-------------------|------------|
| 1    | <15,000            | 12                | 33.3       |
| 2    | 15,001 To 45,000   | 18                | 50         |
| 3    | 45,001 To 75,000   | 3                 | 8.3        |
| 4    | 75,001 To 1,00,000 | 3                 | 8.3        |
| 5    | Total              | 36                | 100        |

**PIE CHART**



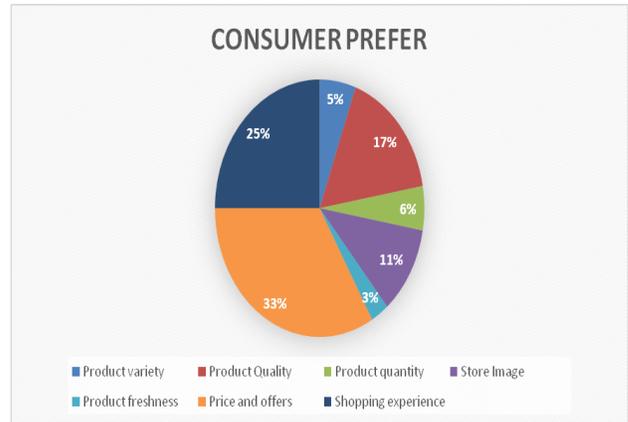
**INTERPRETATION:**

The above table shows that income level of respondents. Mostly respondents income level is 15,000 to 45,000.

**TABLE NO:5 FREQUENCY DISTRIBUTION ON WHY DID RESPONDENTS PREFER TO SHOP AT D-MART**

| S.No | Frequency           | No of Respondents | Percentage |
|------|---------------------|-------------------|------------|
| 1    | Product variety     | 2                 | 5.6        |
| 2    | Product Quality     | 6                 | 16.7       |
| 3    | Product quantity    | 2                 | 5.6        |
| 4    | Store Image         | 4                 | 11.1       |
| 5    | Product freshness   | 1                 | 2.8        |
| 6    | Price and offers    | 12                | 33.3       |
| 7    | Shopping experience | 9                 | 25         |
| 8    | Total               | 36                | 100        |

**PIE CHART**



**INTERPRETATION:**

The above table shows that why did respondents prefer shop at D-mart. 33% are respondents prefer to price and offers, 25% respondents are prefer to shopping experience.

**TABLE:6 FREQUENCY DISTRIBUTION ON RESPONDENTS SATISFIED LEVEL OF D-MART**

| S.No | Frequency           | No of Respondents | Percentage |
|------|---------------------|-------------------|------------|
| 1    | Highly satisfied    | 4                 | 11.1       |
| 2    | satisfied           | 28                | 77.8       |
| 3    | Neutral             | 3                 | 8.3        |
| 4    | Dissatisfied        | 1                 | 2.8        |
| 5    | Highly Dissatisfied | 0                 | 0          |
| 6    | Total               | 36                | 100        |

**BAR CHART**



**INTERPRETATION:**

The above table shows that, most of the respondent satisfied with D-Mart.

**TABLE NO:7 THE TABLE SHOWS THAT GENDER WISE LEVEL OF SATISFACTION**

| Gender * Satisfaction level |        |                 |                    |           |         |              |        |
|-----------------------------|--------|-----------------|--------------------|-----------|---------|--------------|--------|
|                             |        |                 | Satisfaction level |           |         |              | Total  |
|                             |        |                 | Highly satisfied   | Satisfied | Neutral | Dissatisfied |        |
| Gender                      | Male   | Count           | 2                  | 15        | 1       | 0            | 18     |
|                             |        | % within Gender | 11.1%              | 83.3%     | 5.6%    | 0.0%         | 100.0% |
|                             | Female | Count           | 2                  | 13        | 2       | 1            | 18     |
|                             |        | % within Gender | 11.1%              | 72.2%     | 11.1%   | 5.6%         | 100.0% |
| Total                       |        | Count           | 4                  | 28        | 3       | 1            | 36     |
|                             |        | % within Gender | 11.1%              | 77.8%     | 8.3%    | 2.8%         | 100.0% |

From the above table.7 inferred that out of 36 respondents, 18 of the respondents are male customer of the D-Mart and 18 of the respondents are female customer of the D-Mart, out of both customers 28 of the respondents are satisfied..The following table 2 shows that that chi – square test for test relationship between the genders with respect to level of satisfaction of consumers.

**CHI-SQUARE TESTS**

| Chi-Square Tests   |                    |    |                                   |
|--------------------|--------------------|----|-----------------------------------|
|                    | Value              | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 1.476 <sup>a</sup> | 3  | .688                              |

**Result:**

Hence p- value is greater then 0.05 it is not significant , so we accept the hypothesis.

**TABLE NO:8 THE TABLE SHOWS THAT AGE WISE LEVEL OF SATISFACTION**

| Age * Satisfaction level |              |              |                    |           |         |              |        |
|--------------------------|--------------|--------------|--------------------|-----------|---------|--------------|--------|
|                          |              |              | Satisfaction level |           |         |              | Total  |
|                          |              |              | Highly satisfied   | Satisfied | Neutral | Dissatisfied |        |
| Age                      | 21 to 30     | Count        | 3                  | 18        | 1       | 1            | 23     |
|                          |              | % within Age | 13.0%              | 78.3%     | 4.3%    | 4.3%         | 100.0% |
|                          | 31 to 40     | Count        | 0                  | 7         | 1       | 0            | 8      |
|                          |              | % within Age | 0.0%               | 87.5%     | 12.5%   | 0.0%         | 100.0% |
|                          | 41 to 50     | Count        | 1                  | 2         | 0       | 0            | 3      |
|                          |              | % within Age | 33.3%              | 66.7%     | 0.0%    | 0.0%         | 100.0% |
|                          | 51 and above | Count        | 0                  | 1         | 1       | 0            | 2      |
|                          |              | % within Age | 0.0%               | 50.0%     | 50.0%   | 0.0%         | 100.0% |
| Total                    |              | Count        | 4                  | 28        | 3       | 1            | 36     |
|                          |              | % within Age | 11.1%              | 77.8%     | 8.3%    | 2.8%         | 100.0% |

From the above table 8 clear that out of 36 of the respondents, 23 of the respondents are 21 – 30 years of the age group, 8 of the respondents are 31 – 40 years of the age group, 3 of the respondents are 41-50 years of the age group and 2 of the respondents are above 50 years of age group of customer of D-Mart. Hence, the majority of the respondents are satisfied with the age group of 21 to 30 year of the D-Mart. The following table shows that the chi – square rest result of age group of the respondents.

**CHI-SQUARE TESTS**

| Chi-Square Tests   |                    |    |                                   |
|--------------------|--------------------|----|-----------------------------------|
|                    | Value              | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 8.453 <sup>a</sup> | 9  | .489                              |

Hence p- value is greater then 0.05 it is not significant , so we accept the hypothesis.

**TABLE NO:9 THE TABLE SHOWS THAT MARITAL STATUS WISE LEVEL OF SATISFACTION**

| Marital Status * Satisfaction Level |           |                  |                    |           |         |              |        |
|-------------------------------------|-----------|------------------|--------------------|-----------|---------|--------------|--------|
|                                     |           |                  | Satisfaction level |           |         |              | Total  |
|                                     |           |                  | Highly satisfied   | Satisfied | Neutral | Dissatisfied |        |
| married                             | Married   | Count            | 1                  | 11        | 2       | 1            | 15     |
|                                     |           | % within married | 6.7%               | 73.3%     | 13.3%   | 6.7%         | 100.0% |
|                                     | Unmarried | Count            | 3                  | 17        | 1       | 0            | 21     |
|                                     |           | % within married | 14.3%              | 81.0%     | 4.8%    | 0.0%         | 100.0% |
| Total                               |           | Count            | 4                  | 28        | 3       | 1            | 36     |
|                                     |           | % within married | 11.1%              | 77.8%     | 8.3%    | 2.8%         | 100.0% |

It is evident from the above table 9 shows that out of 36 of the respondents, 15 respondents are married customer of the D-Mart and 21 of the respondents are unmarried customer of the D-Mart. Hence, the majority of the unmarried respondents are satisfied the D-Mart. The following table is explaining the chi square test to find the satisfaction level of between married and unmarried buyer.

**CHI-SQUARE TESTS**

| Chi-Square Tests   |                    |    |                                   |
|--------------------|--------------------|----|-----------------------------------|
|                    | Value              | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square | 2.694 <sup>a</sup> | 3  | .441                              |

Hence p- value is greater than 0.05 it is not significant , so we accept the hypothesis.

**TABLE NO:10 THE TABLE SHOWS THAT INCOME LEVEL WISE LEVEL OF SATISFACTION**

| Income Level * Satisfaction Level |                    |                 |                    |           |         |              |        |
|-----------------------------------|--------------------|-----------------|--------------------|-----------|---------|--------------|--------|
|                                   |                    |                 | Satisfaction level |           |         |              | Total  |
|                                   |                    |                 | Highly satisfied   | Satisfied | Neutral | Dissatisfied |        |
| income                            | Below 15,000       | Count           | 0                  | 12        | 0       | 0            | 12     |
|                                   |                    | % within income | 0.0%               | 100.0%    | 0.0%    | 0.0%         | 100.0% |
|                                   | 15,001 to 45,000   | Count           | 2                  | 13        | 2       | 1            | 18     |
|                                   |                    | % within income | 11.1%              | 72.2%     | 11.1%   | 5.6%         | 100.0% |
|                                   | 45,001 to 75,000   | Count           | 1                  | 1         | 1       | 0            | 3      |
|                                   |                    | % within income | 33.3%              | 33.3%     | 33.3%   | 0.0%         | 100.0% |
|                                   | 75,001 to 1,00,000 | Count           | 1                  | 2         | 0       | 0            | 3      |
|                                   |                    | % within income | 33.3%              | 66.7%     | 0.0%    | 0.0%         | 100.0% |
| Total                             |                    | Count           | 4                  | 28        | 3       | 1            | 36     |
|                                   |                    | % within income | 11.1%              | 77.8%     | 8.3%    | 2.8%         | 100.0% |

It is inferred from the above table.10 that out of 36 respondents, 12 of the respondent are earn below Rs. 15000 per month, 18 of the respondents are earn Rs. 15001 to 45000 per month, 3 of the respondents are earn Rs. 45001 to 75000 per month, and 3 respondents are earning Rs. 75000 to 100000 per month. Hence, the majority of the respondents are satisfied with earning group of Rs. 15001 to 45000 per month. The following table shows the chi – square test result with regarding monthly income of the respondents.

**CHI-SQUARE TESTS**

Hence p- value is greater than 0.05 it is not significant , so we accept the hypothesis.

**VI. FINDINGS**

The following findings are prepared on the basis of on analysis

- In the study shows that 50% of the respondents are belong to female remaining 50% are Male.
- In the study shows that 63.9% of the respondents are belong to 20 to 30 age group and 22.2% respondents are 31 to 40 age group of people.
- In the study shows that 58% of the respondents are belong to Married and another 42% respondents are unmarried.
- Most of the consumer monthly income level is 15,000 to 45,000.
- Most of the respondent satisfied with D-Mart.
- In the study 18 of the respondents are male customer of the D-Mart and 18 of the respondents are female customer of the D-Mart, out of both customers 28 of the respondents are satisfied.
- The majority of the respondents are satisfied with the age group of 21 to 30 year of the D-Mart. The following table shows that the chi – square rest result of age group of the respondents.
- The majority of the unmarried respondents are satisfied the D-Mart.
- The majority of the respondents are satisfied with earning group of Rs. 15001 to 45000 per month.
- There is significant no difference between gender age marital statuses and income level of the respondents with respect to consumer level of satisfaction in D-Mart.

**VII. CONCLUSION**

D Mart executives and workers were terribly auxiliary throughout my analysis work. The customers have shown positive attribute towards this store. they need engineered a relation of trust over these years with this store. the massive chain of this retail store has shown stability and property. This study was connected by the trichy city peoples they are mostly satisfied with D-mart store. most of them likely in d-mart was best products in small price and d-mart have a good outlook of the store.

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