

A STUDY ON CONSUMER BUYING BEHAVIOUR OF D-MART

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ABSTRACT

This study explores the consumer buying behaviour at D-Mart, focusing on factors influencing customers' purchasing decisions. By analyzing product preference, pricing, store layout, and consumer demographics, the research aims to provide insights into how D-Mart can better serve its diverse customer base. Data were collected from 100 respondents in Chennai using a descriptive research design and convenience sampling. The findings reveal that pricing, quality, and discounts are key drivers of consumer behaviour at D-Mart. Additionally, younger consumers (18-24 years) constitute the majority of D-Mart's customer base, with grocery items being the most frequently purchased products. Suggestions for improving customer experience include enhancing billing processes, promoting online services, and increasing branded product offerings. The study concludes that D-Mart's competitive pricing, product variety, and discount strategies significantly attract consumers, leading to frequent visits and bulk purchases.

1. INTRODUCTION

The study on consumer buying behavior at D-Mart explores the factors influencing customers' purchasing decisions within the store. By analyzing trends such as product preference, pricing, and store layout, this study aims to provide insights into how D-Mart can better cater to its diverse customer base.

DEFINITION OF VARIABLE:

Consumer buying behaviour is a set of actions, steps or processes followed by the consumers in a marketplace before (and after) buying a product or a service. These actions are the result of the attitudes, preferences, intentions and decisions.

2. REVIEW OF LITERATURE

1. **HARSHA S PARECHA, MAHESH C. DEBRA (2019):** As in their article the primary focus is about the perception of people towards D-Mart, the process of analyses is done by the descriptive research. The major factories which were focused were discount, quality products, offers etc, it's basically about the buying behaviour of the consumer.
2. **SANGEETA MOHANTY (2012):** As in their article the retail store is a fast-growing industry, the article focused on the consumer behavioural during their purchases in the retail store. That is to know the consumer preference, age wise, income wise, and education wise. The articles talk about the brand and the convenience.
3. **Ansari Arbaaz (2019):** It has positioned itself in the market as discounted store. Youth like shopping and moving around D-mart It has emerged as a hub of shopping specially for middle class people
4. **Garima Singh, Jayesh Devnani (2020):** It explains how a private label does impact on the customer buying behaviour and the consumer perception. Private label do make a great impact on the success of any retail store. At the end it explains about the brand their prices and the type of quality and services they provide.
5. **GURUPRASAD (2018):** As in their article the study was conducted to analyse the different factors why the customers keeping visiting D-Mart on the regular bases. The factors which were more focused were price, promotion offered, billing system, parking facilities etc.
6. **Chawdary & Sekhar (2021)** The researcher states that the vision of D-mart of providing goods at cheaper prices has been a great attraction as well as help for middle income consumers and its business model makes D-Mart differentiate from other players in the market.
7. **Nimbagal & Chittaranjan (2022):** This study conveys that Modern Retailers focus on retention, growth prospective and likewise strategies. That's why traditional format should focus on pricing and promotional strategies to cope with the dynamic business environment and through retention; promotional and other techniques can result in improved sales.
8. **(AVINASH PAWAR, BALKRISHAN SANGVIKA 2019):** As in their article the main purpose is to understand the D-mart retail chain. The article mainly focuses on the qualities, lessons, and reasons on the success of the D-Mart; The uniqueness of D-Mart store is that it restricted itself from multiple segmentation which is why it is more in profitable position as compared to other retail stores.

INDUSTRY PROFILE:

- ✓ Avenue Super-marts Limited is an Indian retail corporation that operates a chain of supermarkets in India. It was founded by RADHAKISHAN DAMANI in 2002 when its first store was opened in Powai, Mumbai. As of March 2024, it has 365 stores across 12 states and union territories in India
- ✓ The brands D- Mart, D- Mart Minimax, D- Mart Premia, D- Homes, Dutch Harbour, etc are brands owned by ASL.

OBJECTIVES OF THE STUDY

- To find the factors influencing buying behaviour with respect to D-Mart
- To Identify the satisfaction level of consumers towards D Mart
- To analyse the demographics characteristics of customers.

NEED FOR THE STUDY:

- To identify the reasons why the consumer still prefer to do shopping referring to the consumer behaviour towards the D-Mart retail stores.
- The study basically helps us by giving an understanding regarding the consumer behaviour and there perception towards D-Mart.
- The better they understand the determinants underlying the behaviour of consumer the more they will be able to develop marketing strategies effectively to meet consumer wants.

SCOPE OF THE STUDY:

- The study will include diverse consumer groups based on age, gender, income level, occupation and education. This will help in identifying how satisfaction levels vary among different demographic segments and in tailoring strategies accordingly.
- This study will provide insights into the preferences, motivations, and perceptions of consumers towards D Mart, enabling the company to improve its marketing strategies and enhance customer satisfaction.
- The study covers the areas of supermarket like price of product, discounts offered, billing system and parking facilities etc.

LIMITATION OF THE STUDY

- Due to constraints of time and sample responsiveness, the sample size is convenience.
- The study focuses on a specific region of Chennai, but it acknowledges that customer behaviour may differ in other locations.
- The study focuses on young people because the research aims to find future consumer behaviour.

3. RESEARCH METHODOLOGY

This study employs a descriptive research design to explore consumer buying behaviour at D-Mart, specifically focusing on factors influencing purchasing decisions among customers in Chennai. Data were collected through structured questionnaires, allowing for a comprehensive understanding of consumer preferences and demographics. A non-probability convenience sampling method was used, targeting D-Mart consumers within the Chennai region, with a sample size of 100 respondents to ensure both feasibility and relevant insights. This methodological approach, combining descriptive analysis and accessible sampling, provides a detailed, region-specific view of consumer behaviour, supporting D-Mart in identifying areas for service enhancement and customer satisfaction improvements.

TOOLS FOR ANALYSIS:

Percentage Analysis: Percentage analysis is used to determine the ratio of responses by the respondents. The percentage can be found by dividing the value by the total value and then multiplying the result by 100.

One-Way Anova Test: One-Way Analysis of Variance (ANOVA) is a statistical test used to compare means of three or more groups to determine if there are significant differences between them. It assesses whether the variation within groups is comparable to the variation between groups. By examining the F-statistic and associated p- value, it helps determine if at least one group differs significantly from the others.

Correlation: Correlation refers to the statistical relationship between two entities. In other words, it's how two variables move in relation to one another.

4 DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS FOR AGE OF THE CUSTOMER

TABLE NO 4.1 AGE OF THE RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	68	68.0	68.0	68.0
	25-34	20	20.0	20.0	88.0
	35-44	8	8.0	8.0	96.0
	45-54	2	2.0	2.0	98.0
	55-64	2	2.0	2.0	100.0
	Total	100	100.0	100.0	

From the above table it shows that out of 100 customers 68% are between 18 to 24 years, 20% are 25 to 34 years, 8% are 35 to 44 years, 2% are 45 to 54 years, and 2% are 55 to 64 years.

4.2 PERCENTAGE ANALYSIS FOR GENDER OF THE CUSTOMER

TABLE NO 4.2 GENDER OF THE RESPONDENT

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	72	72.0	72.0	72.0
	female	28	28.0	28.0	100.0
	Total	100	100.0	100.0	

From the above table it shows that out of 100 customers 72% are male and 28% are female.

4.3 PERCENTAGE ANALYSIS FOR MONTHLY INCOME OF THE EMPLOYEES

TABLE NO 4.3 INCOME OF THE CUSTOMER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 20000	20	20.0	20.0	20.0
	20000-40000	15	15.0	15.0	35.0
	40000-60000	5	5.0	5.0	40.0
	60000-80000	3	3.0	3.0	43.0
	80000-100000	2	2.0	2.0	45.0
	no income	55	55.0	55.0	100.0
	Total	100	100.0	100.0	

From the above table it shows that out of 100 customers 18% are earning below 20000, 21% are earning 20000-40000, 7% are earning 40000-60000, 2% are earning 60000-80000, 1% are earning 80000-100000 and 51% are earning no income.

4.4 PERCENTAGE ANALYSIS FOR QUALITY OF PRODUCT AT D MART

TABLE NO 4.4 QUALITY OF PRODUCT OF THE CUSTOMER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	excellent	20	20.0	20.0	20.0
	good	60	60.0	60.0	80.0
	average	14	14.0	14.0	94.0
	below average	3	3.0	3.0	97.0
	poor	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

From the above table it shows that out of 100 customers 20% are excellent, 60% are good, 14% are average, 3% are below average and 3% are poor.

4.5 TOOLS FOR ANALYSIS

4.5 ANOVA

H0: There is no significance difference between often do you shop of the respondent and average income in D- mart

H1: There is a significance difference between often do you shop of the respondent and average income in D- mart

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.897	5	3.379	2.351	.047
Within Groups	135.103	94	1.437		
Total	152.000	99			

From the above table it shows that the one-way ANOVA was conducted to identify influence of often do you shop of the respondent and income in D-mart. The significant value $p=.047$. So, there is no significance difference between often do you shop of the respondent and average income in D- mart.

4.6 CORRELATION:

H0: There is no relationship between shopping experience of the respondent and quality of products in D- mart

H1: There is a relationship between shopping experience of the respondent and quality of products in D- mart

		Quality of products	Experience
Quality of products	Pearson Correlation	1	.467**
	Sig. (2-tailed)		.000
	N	100	100
Experience	Pearson Correlation	.467**	1
	Sig. (2-tailed)	.000	
	N	100	148
**. Correlation is significant at the 0.01 level (2-tailed).			

From the above table we can find that the significant value is 0.000, which is less than table value 0.005; So, the Null hypothesis is rejected and Alternative hypothesis is accepted. There is a relationship between shopping experience of the respondent and quality of products in D- mart

5 FINDINGS

According to the study, out of 100 customers 68% are between 18 to 24 years, 20% are 25 to 34 years, 8% are 35 to 44 years, 2% are 45 to 54 years, and 2% are 55 to 64 years.

According to the study, out of 100 customers 72% are male and 28% are female.

According to the study, out of 100 customers 18% are earning below 20000, 21% are earning 20000-40000, 7% are earning 40000-60000, 2% are earning 60000-80000, 1% are earning 80000-100000 and 51% are earning no income.

According to the study, out of 100 customers 20% are excellent, 60% are good, 14% are average, 3% are below average and 3% are poor.

According to the study, that the one-way ANOVA was conducted to identify frequently visit and income. The significant value $p=0.000$ so, there is a significant difference between frequently visit and income.

According to the study, we can find that the significant value is 0.000, which is less than table value 0.05, so the Null hypothesis is rejected and Alternative hypothesis is accepted. There is a relationship between quality of products and shopping experience.

Age, Income and Family are the main factors influencing the consumer behaviour.

6 SUGGESTIONS

The most influential source of information for customers to buy products from D Mart is friends/others, Grocery items are the top choice for customers when shopping at D Mart, while clothes and electronic items are less preferred.

Customer Service Enhancement at D Mart should focus on improving its customer service to provide a seamless and satisfying shopping experience.

Billing process should be improved as most of the customers are dissatisfied with it.

Most of the customers are not aware of D-mart online services.

D-Mart should provide large parking space for its customer's so that they can easily park their vehicles.

D-Mart should include more of branded products its product category as compare to stores. So as to attract the brand choosy people to come in to D-Mart.

Study reveals that more number of customer's visits once in a month to D-Mart, and D-Mart can be more towards customer's benefits by giving offers and discounts to their customers so they can visit to D-Mart in more number of times.

7 CONCLUSION

The study on consumer buying behaviour at D-Mart reveals several critical insights into how consumer demographics, preferences, and perceptions shape their shopping experience and influence their purchasing decisions. The research finds that D-Mart's competitive pricing, discount strategies, and product variety are significant factors driving frequent visits and bulk purchases, particularly among younger customers (18-24 years) who constitute the majority of the customer base. Additionally, factors like quality of products, customer service, and convenience also play a vital role in influencing consumer satisfaction.

A clear relationship between customer shopping experience and the quality of products at D-Mart underscores the importance of maintaining high standards in product offerings. However, areas like the billing process and parking facilities show room for improvement, as these aspects negatively impact customer satisfaction. Increasing awareness of D-Mart's online services could also enhance convenience for customers, potentially increasing loyalty and repeat visits.

To further appeal to the diverse consumer base, D-Mart could enhance its offerings by incorporating more branded products, which may attract brand-conscious shoppers. Additionally, increased promotions, offers, and improved in-store and online experiences could encourage more frequent shopping. Overall, D-Mart is well-positioned in the market, yet strategic enhancements in customer service and product assortment could lead to greater customer retention, satisfaction, and loyalty, thereby reinforcing its competitive advantage in the retail space.

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