Customers's Satisfaction Towards D Mart:A Study In Komarapalayam Town

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Abstract

D - Mart is one of the better superstores in India, far better in terms of offers, discounts, service than Big Bazaar. Reliance fresh is good but they tend to stock in-house brands for some items and hence lacks variety& choice. D Mart is ideal for largefamilies who buy in bulk.The objectives of the study are to understand customer satisfaction towards various products sold by DMART. D-MART is one such big retail giant that has a wide market with verity of product lines. It has introduced its own brands of products to its customers. The study is an empirical research based on survey method. The study is intended to analyzed the impact of D-Mart among the customers in Komarapalayam Town. The data collected for the study is purely based on primary data. The primary data have been collected by using convenience sampling method. Sample size is 150. Data collected was later analyzed with variours statistical tools like Percentage and Chi- squre test . The findings are 66% of the sample respondents are having less level of satisfaction about the D mart . Further, they suggested that D Mart authorities should take necessary steps to increase the customer satisfaction. By doing so, satisfaction level of the customers can be enhanced.

Keywords: Customer satisfaction, marketing activities, consumer purchasing power, D- MART

Introduction

Marketing is the art and science of creating, delighting and keeping customers, while making a profit and building enterprise value. Marketing integrates, formally or informally, many disciplines and every organizational function. Marketing should embrace the highest ethical standards, respects the environments, and strive to make the world a better place. Marketing educates and engages the customer, satisfying their needs while simultaneously positioning the service provider as a trusted advisor and source, Good marketing is a two ways street. Great marketing understands what the customer wants and gives it to them. Marketing is the communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. Marketing techniques include choosing target markets through market analysis and market segmentation, as well as understanding consumer behavior and advertising a product's value to the customer. From a societal point or view, marketing is the link between a society's material requirements and its economic patterns of response, Marketing satisfies these needs and wants through exchange processes and building long-term relationships. Marketing blends art and applied science and makes use of information technology.

D MART

D-Mart is an emerging national supermarket chain with a strong on value retailing, its mission is to provide the best value for its customers so the very rupee spend on shopping gives them more value for than they would get an where else.it open its first store in2002. D-Mart operates stores that are between 20k to 30k square feet in size. It currently operates 196 stores with more presence in the west and south India. It took - 13 years to open the first 100 stores it opened the next 100 stores in four years, it is yet to shut down a singly store. D-Mart core target is households with a monthly income of less than 50k per month. Around 65% of the India population is lower middle class, and upper-middle-class could become customers of D-mart. December 2016, the company started its e-commerce venture called D-mart Ready, allowing users to order groceries and household products online the company launched its initial public offering (IPO) in March 2017 and got listed on the National stock Exchange and Bombay stock Exchange. On its listing date 22 March 2017, it become the 65 th most valuable Indian firm.

Statement Of The Problem

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, throughout this study the

company will be able to know whether customer are satisfied or not. Hence, the present study has been undertaken to know the impact of D Mart among the customers in Komarapalayam town. This study attempts to find answers to the following questions:

1. What are the factors influencing the customers to prefer for D mart?

2. To what extend customers are having satisfaction about D mart?

Review of Literature

In any study, the review of previous studies are considered as important for getting a better understanding of the problem, the methodology followed and to identify the unexplored part of the filed of study under consideration. In this regard, a review of some of the studies in the filed of present study has been undertaken and presented in the following manner; According to Ronald E Milli man 21982) his paper critically reviews the literature available and presence and empirical study that examines the effects of the background music on instore shopping behavior. 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 Sawyer3 (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.

According to Krishna (2006)5Identified 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 the basic factors such as books, clothes, food, music and gadgets such as mobile phones. OBJECTIVES OF THE STUDY

1. To examine the satisfaction level of the customers towards D mart

2. To offer suggestions and conclusion of the study

Sampling Design And Methodology

The study is an empirical research based on survey method. The study is intended to analyzed the impact of D Mart among the customers in Komarapalayam Town. The data collected for the study is purely based on primary data. The primary data have been collected by using convenience sampling method. Sample size is 150.

Results And Discussion

The primary data have been collected by using Likert' s five points scales. For which, for which 15 statements (as given in the appendix) have been used. Such collected data have been quantify and sample respondents have been grouped into viz. Less (whose satisfaction score is less than 45) and More (whose satisfaction course is in between 45 and 75) Classification of the customers on the basis of the satisfaction level shown in Table .

An individual's score is the mere summation of the scores secured from the 15 statements. The scores of the customers range from 15 to 75. The average score is 45 and on the basis of the satisfaction score, sample respondents are grouped into two viz., Less (whose satisfaction score is less than 45) and More (whose satisfaction course is in between 45 and 75) Classification of the customers on the basis of the satisfaction level shown in below Table.

1. Table

Classification Of The Customers Satisfaction Score

Number of Customers

S. No.	Level of Satisfaction	No. of Customers
1.	Less	93 (66.00)
2.	More	57 (34.00)
	Total	**150 (100.00)**

Figure in parentheses are percentage

Table shows that 66.00% (93) of the sample respondents are having less level of satisfaction about the D mart and 34.00% (57) of the sample respondents are having more level of satisfaction about the D mart. Hence, it can be concluded that majority of the sample respondents (66.00%) are having less level of satisfaction about the D mart.

Dr. D. Jayamma

Chart: Classification of the Customers Satisfaction Score
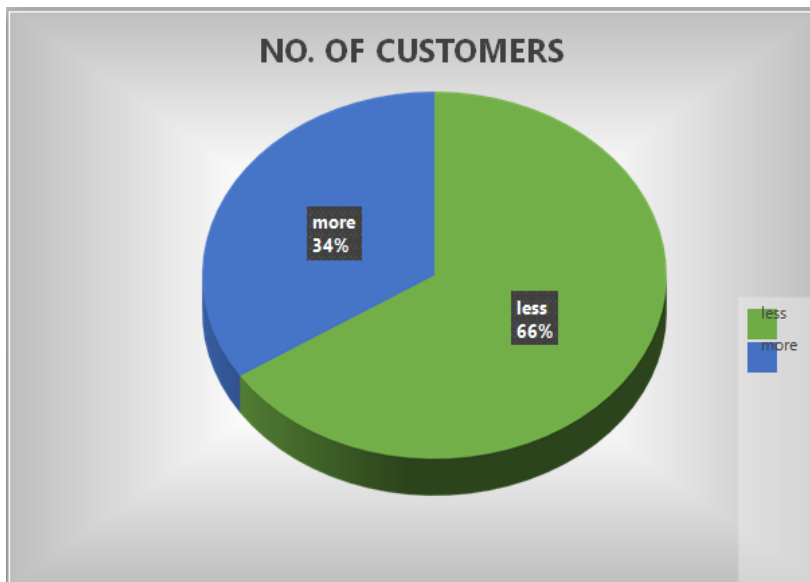
Association Between Socio - Economic Characteristics Of The Bank Employees And Their Level Of Satisfaction

S.No	Variables	DF	CV	TV	Result
1	Gender	1	0.328	3.841	Insignificant
2	Educational Status	2	1.192	5.991	Insignificant
3	Marital Status	1	0.604	3.841	Insignificant
4	Occupation	3	7.815	0.689	Insignificant
5	Nature of Domicile	1	0.401	3.841	Insignificant
6	Nature of the family	1	0.194	3.841	Insignificant
7	Annual income of your family	2	1.205	5.991	Insignificant
8	Annual Expenditure	2	2.166	5.991	Insignificant
					Insignificant

Source: Primary Data

Note: DF: Degree of Freedom, CV: Calculated Value, TV: Table Value

In Chi-square test analysis, it is found that the satisfaction level of the sample respondents and socio-economic characteristics like Gender, Educational status, Marital status, Occupation, Nature of the family, Annual income and Annual expenditure are insignificant.

References:
1. www.jetir.org (May 5 ,2019)
2. www.ijrpr.com (July 7,2021)
3. www.ijsred.com (May -April -2021)

Suggestion And Conclusion : In the present study, while examine the level of satisfaction of the customer in D Mart, it is found that 66% of the sample respondents are having less level of satisfaction Hence, it is suggested that the D Mart authorities should take necessary steps to increase the customer satisfaction. By doing so, satisfaction level of the customers can be enhanced. On the basis of the findings of the present study, some practical available suggestions have been offered. If all the suggestive measurements have been seriously considered by D Mart authorities the future days of the organization will Prosperous and customers will be happy.

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