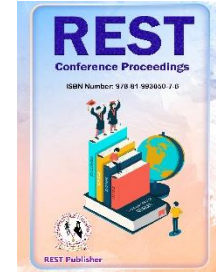


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A Study on Customer Perception Towards D-Mart in Amravati

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Abstract: A key element of retail store performance is customer satisfaction, which has an impact on brand loyalty and customer retention. This study looks at customer satisfaction at D-Mart in Amravati City, focusing on key factors such as product availability, pricing, store atmosphere, personnel behavior, and overall shopping experience. A survey was conducted with 100 respondents using the convenience sampling technique to gather the views and expectations of the customers. The findings indicate that customer satisfaction is significantly impacted by discounts, product variety, and affordability. Nonetheless, there is potential for improvement in areas such as billing efficiency and customer service. The study makes recommendations for enhancing the customer experience to ensure long-term loyalty and business growth.

Keywords: Customer satisfaction, shopping experience, loyalty, product variety, store atmosphere, customer service, quality of service.

1. INTRODUCTION

India's organized retail industry is expanding quickly, and as competition increases, merchants are being forced to use creative tactics. Store branding is now a crucial difference that gives merchants a competitive edge and improves consumer perception. Nowadays, a lot of stores handle their own brands with the same creativity and attention to detail as national brands, opening up new markets with successful branding and marketing techniques. Retailers may increase their market presence and boost consumer engagement by concentrating on store branding. Client satisfaction is essential to retail business because it influences word-of-mouth recommendations, client loyalty, and overall profitability. This research examines customer satisfaction at D-Mart in Amravati City by assessing factors such product quality, pricing, store atmosphere, and customer service. D-Mart's value-driven approach and wide range of reasonably priced products make it popular with customers. However, understanding customer expectations and purchasing patterns may help enhance strategy and improve overall service quality. The study aims to provide useful insights to enhance D-Mart's operations, maximize the customer experience, and boost customer loyalty. By identifying the key factors impacting satisfaction levels, the study can help D-Mart improve its goods and services and align them with customer preferences. In addition to benefiting D-Mart, the findings will serve as a guide for other stores wishing to make improvements that are centered on the needs of their customers, thereby enhancing the whole shopping experience.

2. REVIEW OF LITERATURE

Jaafri and Mansor (2024) studied 220 respondents to assess consumer satisfaction in Malaysian convenience stores. They found trust and perceived value to be the most influential factors, followed by service and product quality. Most respondents were young females. The study emphasized the importance of enhancing trust and value through pricing, service, and transparency. Ghadge, Dixit, and Madhavi (2023) examined customer satisfaction at Panvel D-Mart using responses from 100 participants. Customers valued product durability, pricing, and uniqueness. While the store atmosphere was seen as neutral, many appreciated modern products and efficient billing. The study concluded that improving store ambiance, meeting customer needs, and maintaining competitive pricing are essential for enhancing satisfaction. Dr. A. Sandhya Rani (2022) explored how age and income influenced customer preferences at D-Mart, based on data from 150 respondents. Most high-income customers preferred D-Mart, and overall satisfaction was high. However, product variety and store atmosphere had less impact on their choices. The study suggested that D-Mart could boost satisfaction by focusing on affordable pricing, location convenience, and quality service.

Problem Definition: The retail sector in Amravati is growing, with businesses prioritizing customer satisfaction to stay competitive. D-Mart, a leading retail chain, attracts shoppers with diverse products and competitive pricing. However, key factors driving customer satisfaction, such as shopping behavior, in-store ambiance, product availability, and staff interaction, remain underexplored.

Operational challenges like crowd management, billing efficiency, and parking also impact the shopping experience. This study analyzes customer satisfaction at D-Mart in Amravati, focusing on product quality, pricing, service, and overall experience. The findings aim to help D-Mart enhance store performance and customer loyalty in a competitive market

3. RESEARCH OBJECTIVE

- To examine the key factors influencing customer satisfaction at the D-Mart store in Amravati City, including product quality, pricing, and customer service.
- To assess the impact of operational aspects such as crowd management, billing efficiency, and store ambiance on the overall shopping experience.
- To provide actionable recommendations for enhancing customer satisfaction and fostering loyalty at the D-Mart store

4. RESEARCH METHODOLOGY

The study adopted a descriptive research design to identify key factors influencing customer satisfaction at D-Mart in Amravati City. Primary data were collected firsthand through a structured questionnaire from individuals who had shopped at the store in the past six months. Secondary data were sourced from newspapers, journals, books, and credible websites. The sample consisted of 40 respondents selected using a simple random sampling technique. Data were analyzed using statistical tools such as mean, median, and mode. The study focused on consumers in Amravati who regularly visited D-Mart for their purchases.

Data Analysis and Interpretation

TABLE 1. Classification on basis of primary reason for shopping at D-Mart

Reason to visit D mart	No. of respondent	Percentage %
Affordability	27	27
Product variety	25	25
Convenience	33	33
Discounts & offers	15	15
Total	100	100%

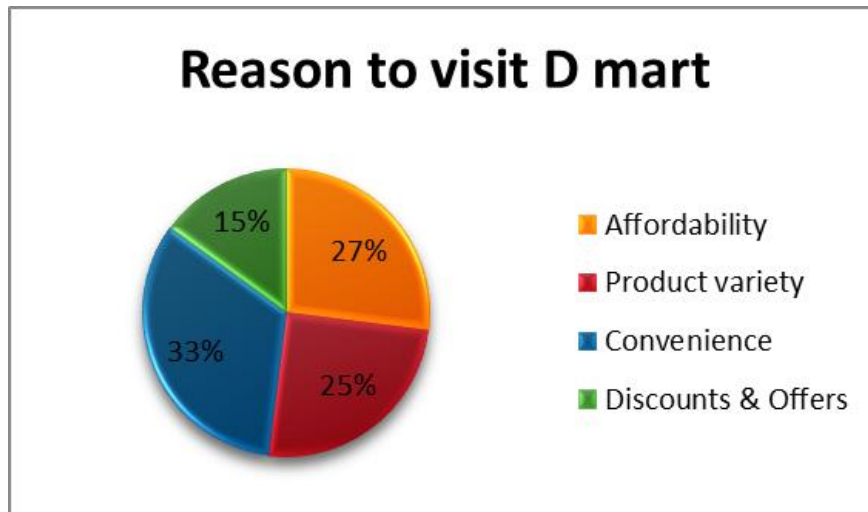


FIGURE 1. Classification on basis of primary reason for shopping at D-Mart

Interpretation: From the above graph it is interpreted that primary reason for shopping at D-Mart in which 27% respondents said Affordability, 25% said Product variety, 33% said Convenience, 15% said Discounts & Offers

TABLE 2. Classification on basis of satisfaction with the availability of products at D-Mart

Satisfaction	No. of respondent	Percentage %
Very satisfied	31	31
Satisfied	53	53
Neutral	12	12
Dissatisfied	4	4
Total	100	100%



FIGURE 2. Classification on basis of satisfaction with the availability of products at D-Mart

Interpretation: From the above graph it is interpreted that satisfaction of customers with the availability of products at D-Mart in which 31% respondents said Very satisfied, 53% said Satisfied, 12% said Neutral, 4% said Dissatisfied.

Interpretation: From the above graph it is interpreted that satisfaction of customers with the availability of products at D-Mart in which 31% respondents said Very satisfied, 53% said Satisfied, 12% said Neutral, 4% said Dissatisfied.

TABLE 3. Classification on basis of ever faced long waiting times at the billing counter

Long waiting for billing	No. of respondent	Percentage %
Always	24	24
Frequently	38	38
Occasionally	28	28
Never	10	10
Total	100	100%

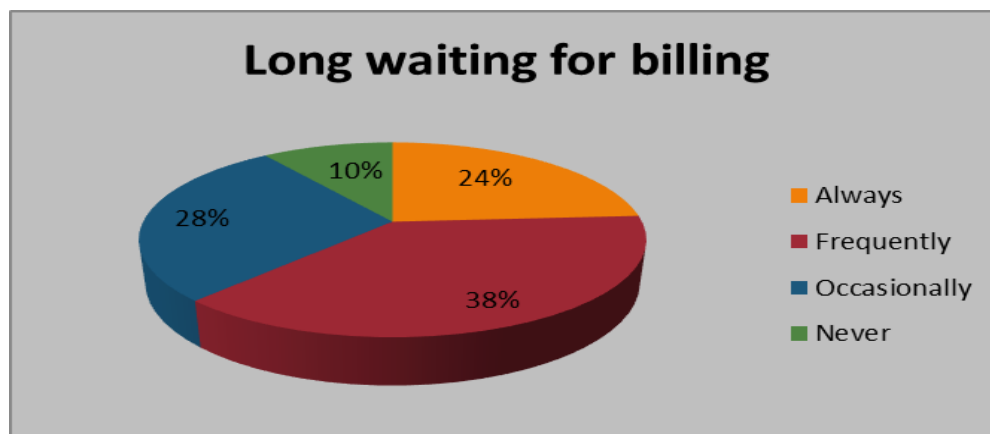


FIGURE 3. Classification on basis of ever faced long waiting times at the billing counter

Interpretation: From the above graph it is interpreted that ever faced long waiting times at the billing counter in which 24% respondents said Always, 38% said Frequently, 28% said Occasionally, 10% said Never.

TABLE 4. Classification on basis of satisfaction with the cleanliness and hygiene of the store

Satisfaction with hygiene	No. of respondent	Percentage %
Very satisfied	33	33
Satisfied	54	54
Neutral	10	10
Dissatisfied	3	3
Total	100	100%

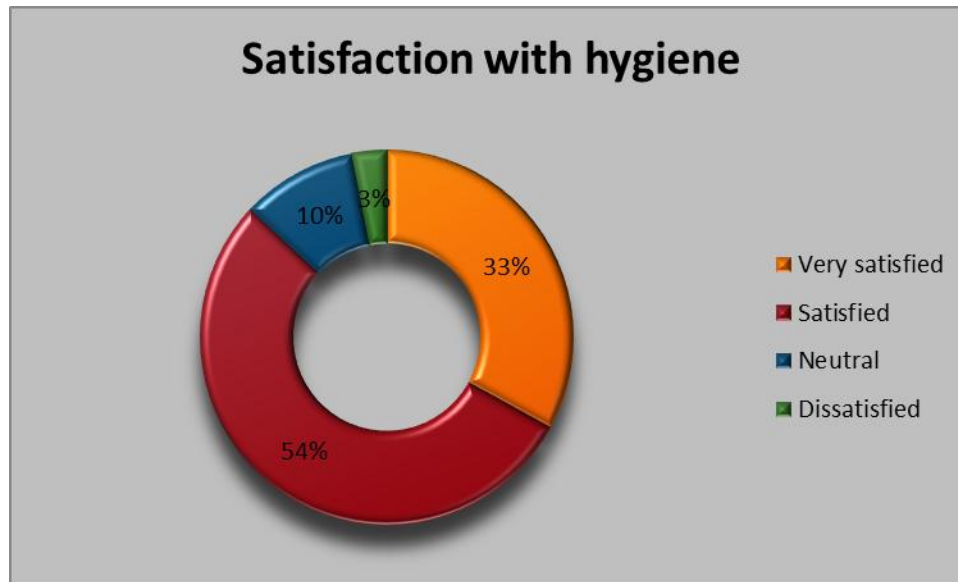


FIGURE 4. Classification on basis of satisfaction with the cleanliness and hygiene of the store

Interpretation: From the above graph it is interpreted that satisfaction with the cleanliness and hygiene of the store in which 33% respondents said they are Very satisfied, 54% said Satisfied, 10% said Neutral and 3% said they are Dissatisfied

Findings: The study reveals that convenience (33%) is the primary reason for shopping at D-Mart, followed by affordability (27%), product variety (25%), and discounts & offers (15%). Most customers are satisfied with product availability, with 84% expressing satisfaction and only 4% dissatisfied. However, long waiting times at billing counters remain a concern, as 62% of respondents frequently or always experience delays. Cleanliness and hygiene at the store are well-received, with 87% of customers satisfied, while only 3% expressed dissatisfaction.

5. CONCLUSIONS

- Convenience is the primary reason customers prefer shopping at D-Mart, followed by affordability, product variety, and discounts.
- Most customers are satisfied with product availability, indicating that the store effectively meets consumer demand.
- Long waiting times at billing counters remain a concern, highlighting the need for improved checkout efficiency.
- Customers appreciate the cleanliness and hygiene of the store, contributing to a positive shopping experience.
- Enhancing billing efficiency and maintaining product availability can further improve customer satisfaction and loyalty.

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