



Consumers Buying Behavior towards DMart

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ABSTRACT

The study was conducted to know the consumers buying behavior towards dmart. Any market comes into existence due to the customers as they are the kings of market, without consumers no business organization can run. Dmart is a one roof hypermarkets chain that aims to provide wide range of products to their consumers to fulfill their day to day requirements of any products. It is favorite place of shopping for everyone due to availability of varieties of products. Now a day's customer satisfaction is must for the business. Everyone tries to satisfy their customers by offering different brands, sales, offers, quality, quantity and many more to attract customers. Thus the availability of wide range of branded products in affordable prices at single place changes the buying habits of every consumers of society. To study further a survey research was conducted in which primary data was collected from 100 people who had visited dmart to buy any product. Due to which we will know that how dmart has changes the perception of every consumers buying behavior using different strategies.

Key Words: Dmart, consumers buying behavior, affordable, hypermarkets, Customer's satisfaction.

INTRODUCTION

Quality + Quantity + Brand + Varieties + Affordability + Offers = Dmart

"Dmart is an Indian retail corporation that operates a chain of hypermarkets in India." It has its headquarters in Powai, Mumbai, Maharashtra. The supermarket chain of Dmart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Mumbai.

The concept of Dmart comes into existence from 2002 with its first branch in Powai's Hiranandani Gardens. It was founded by Radhakishan Damani. Now it has 214 stores in 72 cities 11 states across all over India. And in 1 Union Territory.

Dmart research, identify and make available new products and categories in their stores to meet the everyday needs of the Indian family. Their mission is to provide the best value possible for their customers, so that every rupee their customers spend on shopping with dmart gives customers more value for money than they would get anywhere else.

Dmart deals with products like Grocery & Staples, Daily Essentials, Dairy & Frozen, Home and Furniture, Home Appliances, Bed & Bath, Clothing, Footwear, Toys, Crockery, Luggage, Health and beauty, Sporting goods and fitness, Grocery, Fruits & Vegetables which comes under one roof. So, it is easy for consumers to get any products of their choice easily.

The main highlight of dmart is that the consumer can view and examine all the products before buying for their satisfaction. It fulfills wants of middle class society to buy best quality goods in affordable prices. It provides comfortable and convincing shopping to peoples and also it has easy exchange and return policies for the customers.

Dmart was established for the middle income group but now days it is center of attraction of shopping for everyone, even high class people also prefer Dmart due to its various features. Shopping for every member of family in one roof is Dmart. As every product like Grocery, Cosmetic, Clothing etc are easily available.

Basically the research includes study of consumer buying behavior towards Dmart with respect to its different perspectives in Nagpur city. As the different policies it has and how it is differ from other retail stores towards their customers.

The strategy Dmart uses helps them to fulfill their customer's wants and needs. It also provides online shopping experience to the consumer's. Hence the establishment of Dmart was also successful in Nagpur.

The first outlet of Dmart in Nagpur was established in Hingna road wanadongri after its successful journey in Nagpur till the date the another outlet is established in Beltarodi Nagpur, and they are planning third outlet in Nagpur near nandanvan shri Krishnanagar.

LITERATURE REVIEW

Berry (2000) stated that nowadays, consumers get maximum varieties of products of their choice under a single roof. It is discovered that consumers "sentiment is a one factor which vital influence the buying behavior of consumer.

Bansal and Voyar (2000). Consumer normally depends on unofficial communication in addition with personal conversation while making buying decision more than official and directorial advertising operation.

Kotler (2002). Satisfaction as a customer suspicion of fulfillment, happiness, pleasure, gratification, delight or regret towards customer expectations and the current performance of the product.

Hansemark & albinsson (2004) mentioned in their article which related to satisfaction of customer he told that satisfaction is a Frame of mind with regard to particular product or product supplier and it is the differentiation between what customer wants and what they literally get as per their choice.

Suja ravindra nair (2006) Organized sector doing new innovative for attracting customers. Retailing is a service industry retailers modify business as per what customer wants manufacturing industry achieved their profit goal when they has skilled to overcome customer expectation.

Amit & kameshvari (2012) word "retailer" occur from French word "retail " that means to cut up bulk into small piece. Retailer act as intermedior between customer and wholesaler as well as manufacturer who send the product from manufacturer to the end consumer for realized their wants and fulfill their needs. These are the duties of retailer.

Surabhi and Mishra (2013) Product variety and its availability are equally important for consumers for buying any product. Product availability and product variety plays important role in consumer perception as it has strong relationship with them. So consumer chose store because of product variety and availability.

Ishita and Sushma (2015) the consumer's perception and preferences are developing day by day due to this deciding on the variety in retailing is difficult task and some restrictions or limitations at retailer's end which poses great difficulty for assortment. That's why variety plays an important role from the consumer's perspective for a store choice.

OBJECTIVES

1. To know the consumers buying behavior towards Dmart.
2. To know the different advertising and marketing strategies of Dmart for attracting consumers.
3. To know How Dmart Established and capture the whole retail market.
4. To know the satisfaction level of customers of Dmart.

RESEARCH METHODOLOGY

To analyze the consumers buying behavior towards Dmart 100 respondents were taken and a structured questionnaire was designed of 7 questions to gather the information. The respondents are those persons who have visited Dmart so it will be easy for the researcher to collect the required information. The questionnaire was taken to test the validity and reliability of the study. The data which was gathered further proceed and analyzed with descriptive statistics like tables, percentage, bar graph and pie chart.

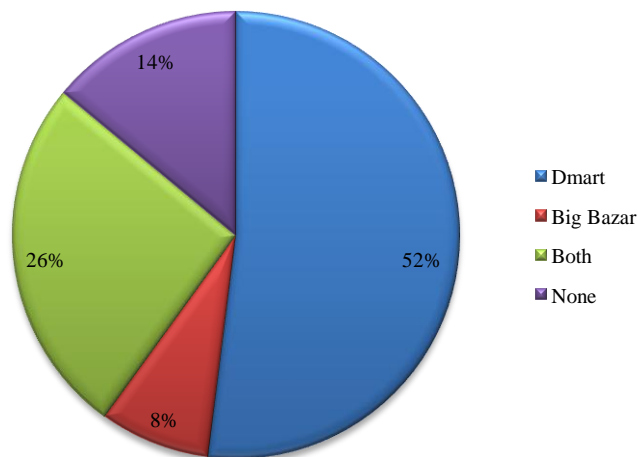
DATA ANALYSIS AND DATA INTERPRETATION

Demographic profile of respondents

Sr. no	Demographic variables(100)	No. of respondents	Percentage
1.	Gender		
	Male	43	43%
	Female	57	57%
2.	Age group		
	18 to 25	94	94%
	26 to 35	5	5%
	36 to 45	0	
	46 and above	1	1%

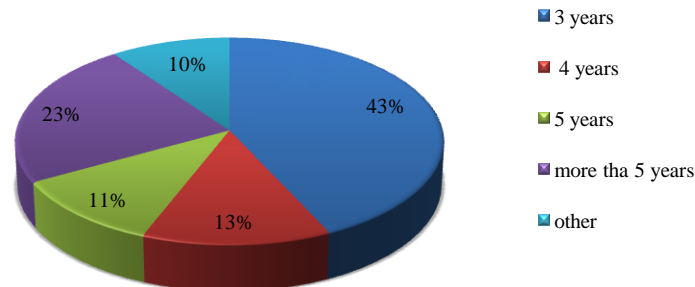
The above table mentioned the demographic profile of the respondents. In which the study has 43 male respondents and 57 female respondents. The age of respondents, 94 respondents were in between aged of 18 to 25, 5 respondents were aged 26 to 35 where the remaining respondents were aged above 46 out of 100 respondents.

1. Which store first comes in your mind when you think of purchasing good products in affordable price?



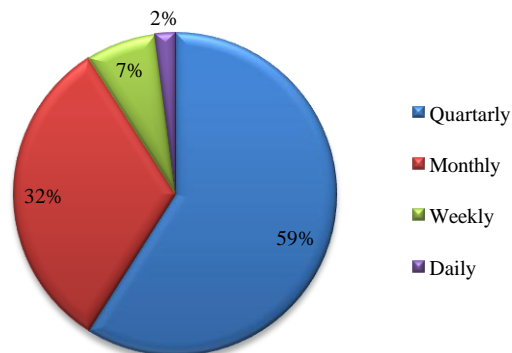
According to the above pie chart 52% respondents were agree that when they think of purchasing good products in affordable price the first store which came in their mind was Dmart and 8% respondents mentions Big Bazar where on another side 26% respondents were said both came in mind and the remaining 14% said none of the given.

2. How long have you known about the Dmart store?



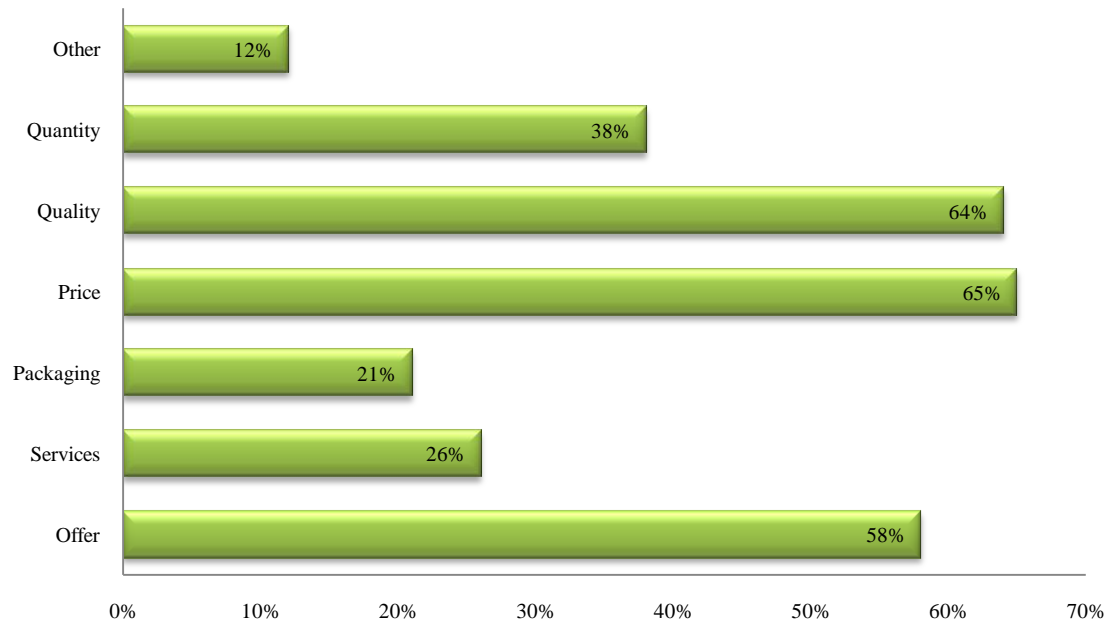
From the survey of 100 respondents above pie chart mentioned that 43% respondents know about Dmart from 3 year , 13 % respondents from 4 year ,11 % respondents from 5 years , 23% respondents know Dmart from more than 5 years and the remaining 10% respondents were other. So it is found that most of the people know Dmart from past 3 years.

3. How frequently do you visit Dmart?



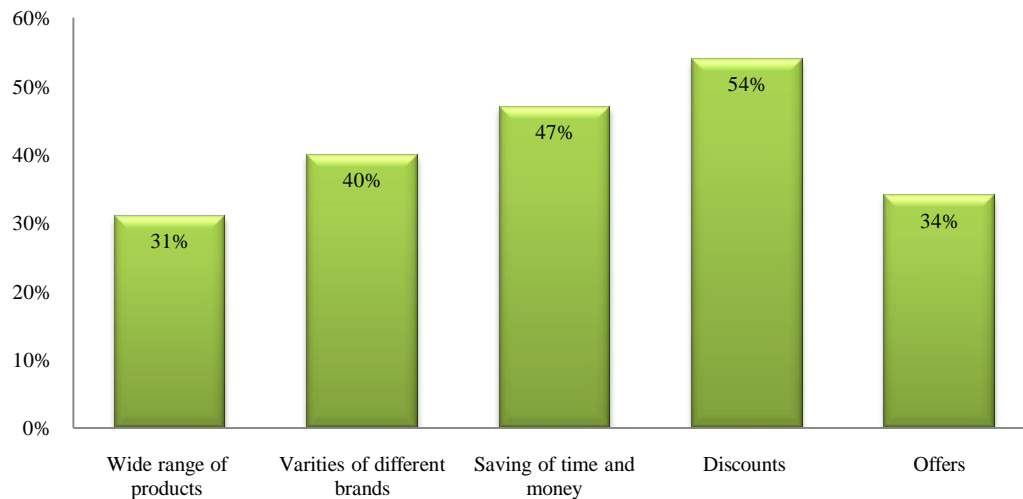
The above question is based on how frequently consumer visit Dmart. The finding of study was 59% consumer visit Dmart quarterly basis.32% consumer visit Dmart on monthly basis.7% consumer visit Dmart on weekly basis. And remaining 2% visit Dmart daily. This question is found that most of the consumer visit Dmart quarterly.

4. What factors attracts you while buying the product?



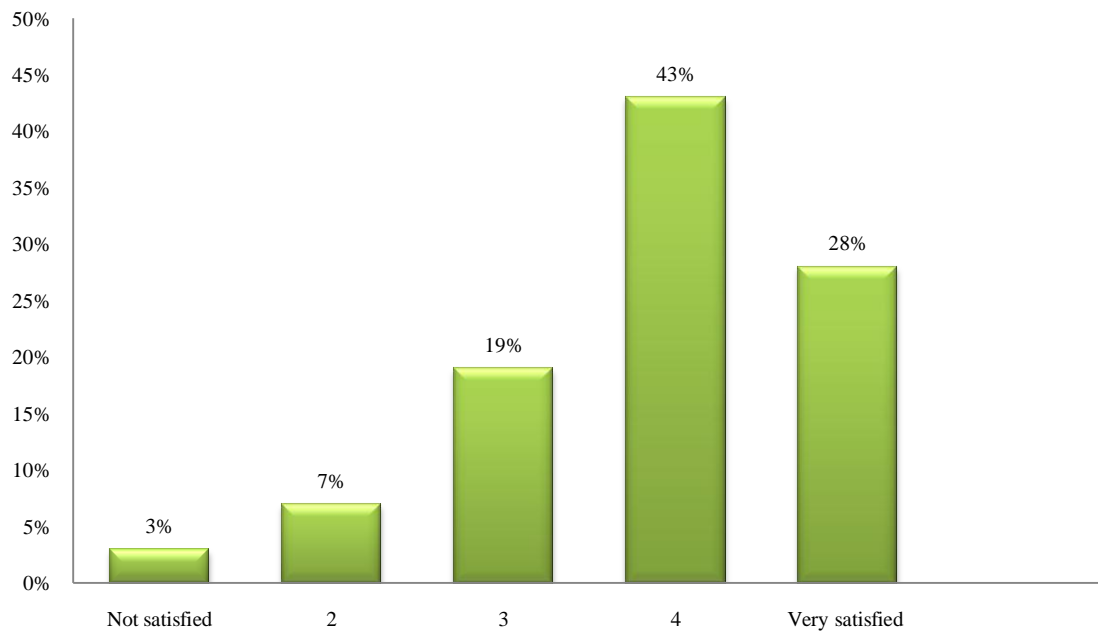
The above bar graph study shows that what factors attract people most while buying the products. The responses were 58% respondents says Offer, 26% service, 21% packaging, 65% Price, 64% Quality, 38% Quantity and remaining 12% responses were other. The study shows that price, quality and offer most attracts people while purchasing any product.

5. Main reasons for coming to Dmart for shopping?



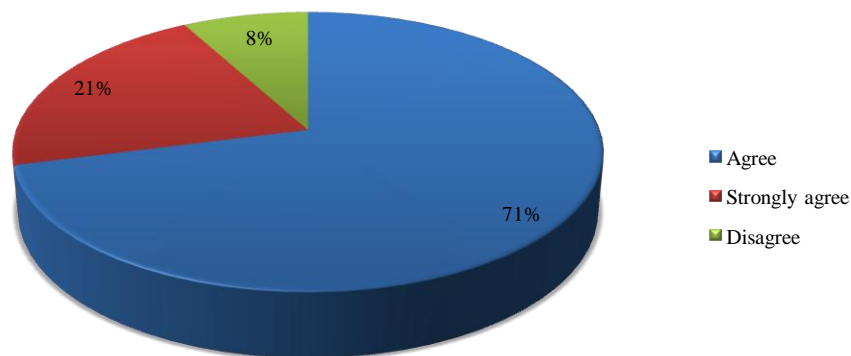
The choice and preference is different from person to person. The question covers the main reasons of coming to Dmart for shopping. 31% respondents comes Dmart for wide range of products, 40% respondents says they come because of varieties of different brands, 47% respondents says for saving time and money, 54% respondents says for discount and remaining 34% says for offer. So it is found that most of people visit Dmart for discount and for saving money and time.

6. Are you satisfied with the service provided by Dmart?



The above bar graph shows that how people are satisfied with the service provided by Dmart. The option given on scale is from not satisfied to very satisfied. 3% respondents were clearly not satisfied, on another hand 7% respondents, 19% respondents, 43% respondents were in between not satisfied and very satisfied in which 43% respondents were near to satisfied and 7% near to not satisfied, and remaining 28% respondents were very satisfied with the service provided by Dmart.

7. Did you like the ambience of Dmart?



Dmart is known for its ambience & speciousness. The question is based on did customer like the ambience of Dmart. Out of 100 respondent 71% respondent agrees with that they like the ambience of Dmart and 21% respondent strongly agree with it they just like it but 8% respondent are those they didn't like the ambience of Dmart, with the help of above pie chart it is found that most of the people like the ambience of Dmart.

CONCLUSION

The study shows Dmart is a major shopping complex for today's customers. When customers think of purchasing good products in affordable price the first store which comes in their mind is Dmart as compare to other supermarket. Dmart have built good costumer relation over the years as they know the psychology of customers. The huge chain of this mart has shown stability and sustainability.

Consumers frequently visit Dmart for buying various things of good quality in affordable price. The factors like price, quality and varieties of products mostly attracts consumers while buying any product. The main reason of costumer for coming to Dmart is the discount and offer they give to their consumers which saves their time and money.

Customers are satisfied with the facility, ambience and service provided by Dmart that's the main reason consumers show the positive perception towards the store. The entire research study concludes that Dmart is a one roof retail store with all the needed facilities for its consumers which change their buying behavior.

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