



Buyers Opinion on Promotional Strategies of D-Mart Hyper-Market with Reference to Coimbatore City

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ABSTRACT

Describing the D-Mart retail business and its achievements in India. Due to the size of the market and the country's economic might, the retail sector in India is quickly becoming one of the most vibrant and expanding. D-Mart is an expanding successful retail supermarket chain in India that seeks to provide clients with a wide selection of essential personal and home goods under one roof with the goal of providing top-notch goods at competitive costs. Consumers favor D-Mart above its rivals because they offer huge discounts and greater value for money. Families and groups with middle-class incomes that strive to meet the majority of basic consumer demands are their target market.

Keywords: Buyer opinion, promotional Strategies, Customer coverage.

INTRODUCTION OF THE STUDY:

D-Mart offers products to satisfy the entire family's needs. Merchandise offered at D- Mart is always at lower prices. Stores are designed with customer convenience in mind. D-Mart respects your intelligence by offering a wide choice of brand and pack sizes, coupled with easy-to-understand communications and information. Avenue SuperMart Ltd (ASL) owns and operates hypermarkets and supermarkets by the store name D-Mart. D-Mart seeks to provide a one-stop shopping experience for the entire family, meeting all their daily household needs. A wide selection of home utility products is offered, including foods, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and much more. Since D-Mart first opened its doors in the Mumbai region in 2000, it has grown into a trusted and well-established shopping destination in Maharashtra, Gujarat, Andhra Pradesh and Karnataka. D-Mart is now looking forward to growing its stores across India.

SCOPE OF THE STUDY:

Customer perception is a crucial component of marketing efforts. The fate of the product and the company is determined by this client perception. Customers' perceptions are influenced by a variety of things. These elements include customer feedback, reputation, product accessibility, branding, and convenience, among others. "D-Mart is the sole subject of the study."

STATEMENT OF THE PROBLEM:

Advertising is a part of the communication or promotion mix. Advertising is a temporary incentive to encourage the purchase of a commodity or service. Advertising refers to marketing strategies that, for a moment, raise the fundamental value of the good or service. Additionally, these activities support the sales force's efforts through the salesperson by encouraging distributors to carry and/or market the product. In addition to raising sales turnover, earnings, and market share, effective advertising also improves the company's reputation. The study's subject, "Promotional tactics of D-MART hyper-market with reference to Coimbatore city," encouraged the researcher to look into it.

OBJECTIVES OF THE STUDY:

1. To evaluate the preference of customers towards purchasing products based on promotional strategies from D-Mart.

2. To analyze the promotional factors influencing customers towards D-Mart.
3. To ascertain the level of satisfaction of customers towards various aspects of D-Mart.

RESEARCH METHODOLOGY

Area of the study:

The survey was conducted with selected D-Mart in Coimbatore and following are stores taken for study.

- D-mart Singanallur
- D-mart Avinashi road

Sample size:

The sample has been collected from two D-Mart stores and the respondents are divided with the two D-Mart stores taken for the study

Data Sources:

The study used both primary data and secondary data.

- **Primary data**

The primary data was collected through field survey with Questionnaire as survey method in the study area. First- hand information pertaining to the benefits derived and the various competencies encountered were collected from 55 customers to know about the customer perception towards D-Mart.

- **Secondary data**

The secondary data was collected from journals, websites and articles.

TOOLS USED:

- Descriptive statistics.
- ANOVA
- Chi square with Cross Tabulation

SAMPLING DESIGN:

As the respondents were randomly chosen, random sampling was used in the study to collect the data.

Departmental Store	No of Respondent
D-Mart Singanallur	86
D-Mart Avinashi Road	64
Total	150

LIMITATIONS OF THE STUDY:

1. The study has been restricted to D-mart, Avinashi road, Coimbatore.
2. The response of the migrant can be biased and subjective.
3. Many Respondents did not vocal their actual views.
4. Due to time constraints the sample size was kept small.

REVIEW OF LITERATURE:

Polonsky, M. J. and speed (2020) cause-related promotions and sponsorship are closely related since they provide the contributing firm with the right to promote an association with the recipient. They are saying that sponsorship can be used to counter adverse publicity, increase company, brand or product awareness; reinforce or alter brand perceptions to identify a brand. With a specific segment and through these actions indirectly increase sales. Case related promotions may also make the customer "more" prone to conduct business through the opportunity to contribute to the solution of a problem through doing business with the corporation with the specific good cause program.

Lal, Y (2020) the most commonly held belief about price promotion is that it has a positive effect in the short term and possibly in the long term as well. Continuously it is said that there is no evidence showing that price promotion has a Long term positive effect, the market share may remain the same since the increase in amount purchased is offset in the period followed by promotion.

Sales promotional activities where the product or service lacks the power to intrinsically motivate the extrinsic motivated can be used. The most common extrinsic motivator is price cutting. Price cuts or discounts are expensive and have hidden costs that make them unfavorable in situations.

DATA ANALYSIS AND INTERPRETATION:

DESCRIPTIVE STATISTICS:

Level of satisfaction of respondents towards D-Mart

Descriptive Statistics			
Particulars	No of respondent	Mean	SD
Satisfaction towards price	150	4.01	1.052
Satisfaction towards quality	150	4.19	1.054
Satisfaction towards advertisements & promotional activities	150	3.77	1.026
Satisfaction towards availability	150	1.80	1.331
Satisfaction towards high brand value	150	3.67	1.446
Satisfaction towards high market share	150	2.83	1.505
Satisfaction towards profit making capability of brand	150	3.59	1.847

INTERPRETATION:

Based on the provided descriptive statistics, we can infer the following information about the level of satisfaction of respondents towards D-Mart:

Satisfaction towards price: The mean satisfaction towards price is 4.01 with a standard deviation of 1.052. This suggests that, on average, respondents were satisfied with the pricing of products at D-Mart. The relatively low standard deviation indicates that there was not much variability in responses regarding this aspect.

Satisfaction towards quality: The mean satisfaction towards quality is 4.19 with a standard deviation of 1.054. This indicates that, on average, respondents were satisfied with the quality of products at D-Mart. Similar to the previous aspect, the standard deviation is relatively low, suggesting that there was not much variability in responses regarding this aspect.

Satisfaction towards advertisements & promotional activities: The mean satisfaction towards advertisements & promotional activities is 3.77 with a standard deviation of 1.026. This suggests that, on average, respondents were moderately satisfied with the advertisements & promotional activities of D-Mart. The standard deviation is relatively low, indicating that there was not much variability in responses regarding this aspect.

Satisfaction towards availability: The mean satisfaction towards availability is 1.80 with a high standard deviation of 1.331. This suggests that, on average, respondents were dissatisfied with the availability of products at D-Mart. The high standard deviation indicates that there was a wide range of responses, with some respondents being very dissatisfied while others being somewhat satisfied.

Satisfaction towards high brand value: The mean satisfaction towards high brand value is 3.67 with a high standard deviation of 1.446. This suggests that, on average, respondents were moderately satisfied with the high brand value of D-Mart. The high standard deviation indicates that there was a wide range of responses, with some respondents being very satisfied while others being very dissatisfied.

Satisfaction towards high market share: The mean satisfaction towards high market share is 2.83 with a high standard deviation of 1.505. This suggests that, on average, respondents were not very satisfied with the high market share of D-Mart. The high standard deviation indicates that there was a wide range of responses, some respondents being very dissatisfied while others being satisfied.

Satisfaction towards profit making capability of brand: The mean satisfaction towards profit making capability of brand is 3.59 with a high standard deviation of 1.847. This suggests that, on average, respondents were moderately satisfied with the profit making capability of D-Mart. The high standard deviation indicates that there was a wide range of responses, with some respondents being very satisfied while others being very dissatisfied.

1. Advertisement influencing customer to buy from D-Mart

Advertisement	Response	Percent
Strongly agree	59	39.3
Agree	48	32.0
Not able to tell	18	12.0
Disagree	18	12.0
Strongly disagree	7	4.7
Total	150	100.0

INTERPRETATION:

The data shows the response of customers regarding whether the advertisement influences them to buy from D-Mart or not. Out of the 150 customers surveyed, 59 customers strongly agree that advertisements influence them to buy from D-Mart, while 48 customers agree. 18 customers were not able to tell whether advertisements influence them or not. 18 customers disagreed that advertisements influence them to buy from D-Mart, while only 7 customers strongly disagree with the statement. Overall, a majority of customers (71.3%) either agree or strongly agree that advertisements influence them to buy from D-Mart.

2. Perception towards being in D-Mart

Perception	Frequency	Percent
Very good	58	38.7
Good	46	30.7
Average	13	8.7
Poor	16	10.7
Very poor	17	11.3
Total	150	100.0

The table represents the respondents' perception towards being in D-Mart. 38.7% of the respondents felt very good about being in D-Mart, while 30.7% felt good. 11.3% of the respondents felt very poor about being in D-Mart, while 10.7% felt poor. Only 8.7% of the respondents felt that their experience in D-Mart was average. Overall, the majority of the respondents had a positive perception towards being in D-Mart.

Comparison between Gender and Opinion regarding effective advertisements of D-Mart

Ho2: There is no relationship between Gender and Opinion regarding effective advertisements of D-Mart

Gender * Opinion regarding effective advertisements of D-Mart Crosstabulation						
Gender	Opinion regarding effective advertisements of D-Mart					Total
	TV	Online	Newspaper	Billboards	Others	
Male	26	48	10	4	10	98
Female	13	24	6	2	7	52
Total	39	72	16	6	17	150

The crosstabulation table shows the count of opinions of male and female respondents regarding the effectiveness of advertisements of D-Mart on different platforms like TV, Online, Newspaper, BillBoards, and Others. The total sample size is 150.

Out of 98 male respondents, 26 of them think that TV advertisements of D-Mart are effective, 48 of them think that online advertisements are effective, 10 of them think that newspaper advertisements are effective, 4 of them think that billboards are effective, and 10 of them think that advertisements on other platforms are effective.

Out of 52 female respondents, 13 of them think that TV advertisements of D-Mart are effective, 24 of them think that online advertisements are effective, 6 of them think that newspaper advertisements are effective, 2 of them think that billboards are effective, and 7 of them think that advertisements on other platforms are effective.

Overall, the most effective platform for D-Mart advertisements according to the respondents is online, followed by TV. Newspapers and billboards are considered the least effective platforms. However, it's worth noting that the sample size is relatively small, so the results may not be representative of the entire population.

FINDINGS FROM THE STUDY:

- The sample includes a broad range of age groups, with the highest percentage of individuals in the 16-25 age group.
- The sample includes individuals who have been purchasing from D-Mart for varying periods, with the highest percentage of individuals purchasing from D-Mart for 1-2 years.
- The sample includes individuals who like different sections of the D-Mart store, with the highest percentage of respondents liking the food mart section.
- The sample includes individuals with varying opinions on the parking facility provided by D-Mart, with 60% of respondents indicating that they are happy with it.
- The majority of the respondents had a positive perception towards being in D-Mart.

SUGGESTIONS

- Respondents indicated dissatisfaction with the clarity of service provided by D-mart. D-mart could improve the clarity of its service by providing clear and concise instructions to customers, especially for online orders.
- Promotion and distribution were not as well-known as price and innovative products among respondents. D-mart could consider increasing its promotion and distribution efforts to create more awareness and attract more customers.
- D-mart could improve its service delivery by providing faster and more efficient checkout services, especially during peak hours. This will help to reduce waiting times and improve customer satisfaction.

CONCLUSION:

In conclusion, the survey's results offer insightful information about the traits, tastes, and viewpoints of D-Mart's customers. According to the poll, the target market for D-mart is diverse in terms of age, occupation, income, and marital status. It also shows that customers are impacted by a number of different factors, including pricing, new products, and advertising.

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