



A STUDY ON CONSUMER BEHAVIOUR TOWARDS D-MART WITH REFERENCE TO COIMBATORE CITY

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INTRODUCTION:

Consumer behaviour plays a crucial role in the retail industry, influencing the strategies adopted by retailers to attract and retain customers. Discount stores, or D-marts, are increasingly becoming popular among Indian consumers, particularly in urban areas. These stores offer a wide range of products at discounted prices, which appeal to a large section of the population. The impact of D-marts on consumer behaviour is significant, as shoppers are often motivated by price sensitivity, product variety, convenience, and promotional offers.

D-marts provide a unique shopping experience where customers can shop for various products under one roof, with the added benefit of bulk purchases at discounted rates. This model has gained immense popularity among customers, especially in urban areas like Coimbatore, where time constraints and convenience are important considerations. The presence of D-marts in Coimbatore has transformed consumer expectations and reshaped the city's retail landscape.

The study seeks to analyse the purchasing habits of customers, preferences for specific product categories, and the overall shopping experience at D-marts. Understanding consumer behaviour towards D-marts is essential for retailers to adapt their strategies to the preferences of local shoppers. This research will shed light on how D-marts are perceived in comparison to other retail formats such as traditional Karana stores, malls, and online shopping platforms.

In addition to price and convenience, D-marts cater to a wide demographic, ranging from families and working professionals to students and elderly shoppers. As the city's population grows and becomes more diverse, understanding what drives their decision to shop at D-marts is crucial. The findings from this study will provide a comprehensive overview of the consumer's thought process, helping retailers refine their customer engagement and marketing strategies.

With the increasing competition in the retail sector, particularly in Coimbatore, it is crucial to understand how D-marts can position themselves to enhance customer satisfaction and loyalty. The research will help uncover the factors that drive customers to choose D-marts over other shopping. The findings will assist in improving customer experiences and shaping the retail strategies that will enable D-marts to strengthen their market position in Coimbatore.

STATEMENT OF THE PROBLEM:

The retail sector in Coimbatore has been undergoing a transformation, with the increasing presence of D-marts and similar discount stores. Despite the growth in their popularity, there is a lack of comprehensive research on the consumer behaviour towards these stores in the local context. This study aims to address this gap by analysing the factors influencing consumer preferences, purchase decisions, and attitudes towards D-marts in Coimbatore city.

OBJECTIVES OF THE STUDY:

- To examine the factors influencing consumer behaviour towards D-marts in Coimbatore.
- To analyse the impact of price sensitivity, product variety, and discounts on consumer shopping patterns.
- To understand the demographics of consumers visiting D-marts in Coimbatore.

SCOPE OF THE STUDY:

This study focuses on understanding consumer behaviour towards D-marts operating in Coimbatore city, specifically in the context of retail discount stores. It will explore various dimensions of consumer decision-making, such as price sensitivity, the influence of product variety, brand loyalty, and the impact of promotional offers on shopping habits. Additionally, the research will examine the role of store location, customer service, and the overall shopping experience in shaping consumer preferences. By analysing these factors, the study aims to provide actionable insights to D-mart retailers, helping them refine their marketing strategies, improve customer engagement, and enhance their competitive position in the local retail market. The

findings are expected to assist in understanding how consumers interact with discount retail formats and how D-marts can effectively address the evolving needs of their target audience in Coimbatore.

LITERATURE AND REVIEW:

Rao, M., & Menon, V. (2015) - The study discusses the rise of D-marts and similar discount retail chains in India, focusing on how they cater to middle-income groups by offering a wide range of affordable products. It also highlights the role of pricing strategies in attracting price-sensitive consumers.

Sharma, R., & Rath, A. (2016) - This paper investigates consumer preferences towards D-marts in urban areas, emphasizing the importance of product variety, in-store promotions, and price discounts in shaping consumer shopping behaviour.

Agrawal, N., & Prasad, V. (2017) - The authors analyse the impact of D-marts on consumer spending habits, noting that shoppers are more likely to make bulk purchases due to perceived savings and discounts. They suggest that D-marts are successfully attracting a loyal customer base through this pricing strategy.

Gupta, A., & Kapoor, P. (2018) - The study focuses on the perception of value among consumers shopping at D-marts, highlighting how price consciousness and the desire for variety influence decision-making, with a particular emphasis on affordability in the Indian context.

ANALYSIS AND INTERPRETATION OF DATA:

WEIGHTED AVERAGE SCORE METHOD:

Table showing the weighted average analysis of satisfaction level of quality of product by the respondents?

QUALITY OF PRODUCT	HIGHLY SATISFIED	SATISFIED	NEUTRAL	NOT SATISFIED	HIGHLY NOT SATISFIED	TOTAL	WEIGHTED AVERAGE	RANK
Groceries	42	31	14	11	54	452	2.97	1
Utensils	21	49	23	19	40	448	2.94	2
Clothing	25	23	48	12	44	429	2.82	4
Décor Items	19	37	24	27	45	414	2.72	5
Beauty Products	42	27	16	9	58	442	2.90	3

INTERPRETATION:

The above table consist of both weighted and rank analysis. The respondents Ranked and weighted “Groceries” as “Rank 1” and it’s “Weight 2.97” followed by “Utensils” as “Rank 2” and “Weight 2.94”, “Beauty Products” as “Rank 3” and its “Weight 2.90”, “Clothing” as “Rank 4” and its “Weight 2.82”, “Décor Items” as “Rank 5” and its “Weight 2.72”.

FINDINGS:

The study aimed to analyse consumer behaviour towards D-Mart in Coimbatore, focusing on key factors such as price sensitivity, product variety, discounts, store location, and customer service. The data was examined using percentage analysis, rank analysis, and weighted average score method. The major findings are summarized below.

SUGGESTIONS:

- Improve promotional strategies to attract more customers by offering better discounts and loyalty programs.
- Enhance product variety, particularly in non-grocery segments, to meet diverse consumer demands.
- Improve customer service, particularly in billing and checkout processes, to enhance the overall shopping experience.

CONCLUSION:

The study on consumer behaviour towards D-Mart in Coimbatore highlights key insights into shopping patterns, preferences, and challenges faced by consumers. Discounts and product affordability emerge as the primary drivers of consumer decisions, followed by product quality and store location.

Consumers are generally satisfied with the variety of brands and store cleanliness, but improvements are needed in customer service and promotional engagement.

By addressing these challenges through effective marketing strategies, competitive pricing, and better customer service, D-Mart can strengthen its position in Coimbatore's retail market. The findings emphasize the growing importance of discount retailing and how D-Mart can leverage its strengths to enhance customer satisfaction and brand loyalty.

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