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A Study on Customer Satisfaction towards D-Mart in Tiruchirappalli

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Abstract

In today's competitive world, satisfaction is a crucial aspect of personal and professional life. By understanding the importance of satisfaction and implementing strategies to achieve it, individuals and organizations can thrive in today's competitive world. The research focuses on various factors influencing customer satisfaction, including product quality, pricing, customer service, and store environment. Data was collected through surveys of D-Mart customers in the district to understand their preferences, expectations, and overall satisfaction levels. The findings highlights that customers are generally satisfied with D-Mart's value for money, quality of products, and the shopping experience. However, certain areas such as customer service and store accessibility were identified as areas for improvement.

This study provides useful insights for D-Mart to refine its operations and enhance customer satisfaction, which can contribute to increased customer loyalty and business growth.

Keywords: Customer satisfaction, D-Mart, customer service

I. INTRODUCTION

“Customer satisfaction is the key to success for a business. It can lead a company to success or complete failure” (Simon, 2006) Customer satisfaction is an essential factor for the growth and success of businesses, particularly in the retail sector. As consumer preferences continuously evolve, it becomes crucial for businesses to not only meet but exceed customer expectations. D-Mart, one of India's leading retail chains, has gained significant popularity across the country due to its competitive pricing and wide range of products. In recent years, D-Mart has expanded its presence in several cities, including Trichy, where it has attracted a growing number of customers.

This study aims to assess the level of customer satisfaction towards D-Mart in the Trichy district, examining factors that influence their shopping experience. These factors include product quality, pricing, Customer service, store ambiance, and overall shopping convenience. Understanding the satisfaction levels of D-Mart's customers in Trichy is critical for the company to enhance its offerings and retain customer loyalty in an increasingly competitive retail market.

By collecting feedback from customers and analyzing their responses, the research intends to identify both the strengths and areas for improvement for D-Mart in Trichy. The findings of this study will not only contribute to the existing body of knowledge on customer satisfaction but also provide practical recommendations for businesses looking to optimize their customer experience.

Literature Review

Manoj G N (2024) this aims to offer customers a wide range of household products at competitive prices. The report discusses D-Mart's introduction of a new store in University Quarters, Bangalore and assesses consumer satisfaction through a survey of customers. It finds that customers appreciate the product variety and pricing, and the store has clear signage parking.

Begam, Rizwana&varalakshmi.Acl....(2024) this article aims to uncover insights into D-Mart service strengths, areas for improvement, and its positioning within the competitive retail landscape. It seeks to evaluate the influence of various service elements on customer loyalty, such as the shopping experience, quality Assurance and pricing strategies. The findings are anticipated to provide actionable insights for D-mart management, aiding in the refinement of service strategies, customer engagement initiatives, and market positioning. The study contributes to the broader understanding of Consumers behaviour and service dynamics in the retail Industry, serving as a valuable reference for academics, practitioners, and industry analysts alike.

Renukadevi,Dr&Devarajanc... (2023)in their study about D-Mart is a one-stop supermarket procession that aims to suggest consumers a wide variety of basic home and individual harvest below one roof. Each D-Mart store stocks home convenience goods including food, toiletries, beauty products ,garments , kitchenware, bed and bath linen ,home appliances and more-accessible at aggressive prices that our consumers be grateful for. Our core purpose is to present client good harvest at immense worth. The findings to which will know that how D Mart has changes the observation of every customers purchasing behaviour using unusual strategies

Ghadge.A ,Dixit.A&Madhavi.N(2023)this study aims to understand the key factors influencing customer satisfaction, including product variety, pricing, store layout , staff behaviour, and overall shopping

experience. The findings contribute to a deeper understanding of Customers behaviour within the supermarket industry, ultimately guiding panvel D-Mart and similar retailers towards improved customer satisfaction and sustained growth.

Mr.Mohankumar, Ms.S.Kavitha(2023)This study explores consumer behaviour towards D-Mart, a prominent retail chain, with a focus on understanding key factor that influence consumer preferences and decision-making processes. By examining the shopping habits and motivations of consumers, the study aims to provide insights into the unique aspects of D Mart that attract and retain customers. Key variables investigated include product assortment, pricing strategies, store layout, and ambiance, customer service, and promotional activities.

AkshaykumarBhat and Rajendra Prasad (2020)Intheir study mainly focuses on the marketing activities and consumer response towards D-MART. 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 products lines. It has introduced its own brands of products to its customers.

FirdousQureshi(2019-2020)The findings of the article, that consumer's impulsive buying behaviour and customer satisfaction are linked with buying behaviour performance. According to our research we detected that the customer's purchase from D-Mart because of their offers and quality products. The survey report of the consumer's buying behaviour about the products quality& preference of D-Mart. It is the study of various parameters of behaviour of consumers toward D-mart and relates to the theoretical aspect. It gives a glance toward the psyche of buyers, their needs and expectations for purchasing the product of D-Mart.

Importance of the Study

Analyzing customer satisfaction data helps supermarkets identify areas for improvement, such as product availability, pricing, or customer service. Prioritizing customer satisfaction is essential for long-term success, as it helps supermarkets build a loyal customer base, drive growth, and stay competitive. By understanding customer satisfaction, supermarkets can optimize store operations, such as adjusting staffing levels, managing inventory, and streamlining checkout processes.

Statement of the Problem

This study aims to investigate the level of customer satisfaction towards D-Mart in Trichy district. It seeks to identify the factors that contribute to customer satisfaction and dissatisfaction, and to explore how D-Mart can improve its services to enhance customer experience.

Scope of the Study

The focuses specifically on customer satisfaction with D-Mart stores within the Trichy district. It aims to understand what factors influence customer happiness with D-Mart's services and offerings. The research will be limited to customers who have shopped at D-Mart in Trichy. The findings might offer some insights into general retail trends, the primary focus is on the specific context of D-Mart in Trichy. We'll be gathering data through surveys and potentially some observational studies within the stores themselves.

Objectives of the Study

- To identify the key factors that influence customer satisfaction and loyalty.
- To Study the Customer Preference of D-Mart Products.
- To analyze the customer satisfaction with regard to quality, quantity availability, price and offers.

Data Collection

Primary data is collected through well structured questionnaire which constrains 30 questions.

Sample Design

Random sampling method is used for data collection. 50 customers of D-Mart products users for have been taken from as sample size for this research study.

Tools of Analysis

Statistics and analysis of various figures relating to the customers satisfaction are given in different statements. The information collected through the questionnaire was coded SPSS 23 package has been used for analysing the data. Descriptive statistical tool such as frequency distribution have been used to describe the profiles of respondents.

Inferential analysis such as chi-square test were used for the analysis of data.

Limitations of the Study

- The research might have been conducted over a short period, limiting the ability to capture long-term customer satisfaction trends.
- The study has been conducted Trichy district only and Constrained only to the customers of D-Mart.
- Respondents may not always provide truthful or accurate responses in interviews which could affect the reliability of the findings.
- Factors such as seasonal sales, promotions, or economic conditions at the time of the study may have influenced customer satisfaction and may not be consistent over time.

Table No.1 Demographic Distribution of Respondents

S.No	Particulars	Frequency (50)	%
1	Age:		12%
	Below - 20years	6	44%
	21 – 30 years	22	26%
	31 -40 years	13	12%
	41-50 years	6	6%
	Above 50 years	3	
2	Gender:		
	Male	22	44%
	Female	28	56%
3	Marital status:		
	Married	30	60%
	Un married	20	40%
4	Educational qualification:		
	Up to HSC	8	16%
	UG Degree holder	15	30%
	PG Degree holder	17	34%
	Others	10	20%
5	Residential Area :		
	Rural	13	26%
	Semi- urban	21	42%
	Urban	16	32%

6	Designation:		
	Student	10	20%
	Professional	9	18%
	Self- Employed	20	40%
	Home maker	6	12%
	Others	5	10%
7	Monthly income:		
	Below Rs.10000	13	26%
	RS.10001 to Rs.30000	15	30%
	Rs.30001 to Rs.50000	11	22%
	Above Rs. 50000	11	22%

Source: Primary Data.

It is clear from the above table that Majority of the respondents (44%) are in the age group of 21-31 years. 56% of respondents are female and 60% are married. Majority of 34% respondents are P.G degree holders and 42% of respondents are Semi- urban areas. Majority of 40% respondents are self- employed. Maximum of 30% of Monthly income ranges from Rs. 10001 to Rs. 30000.

Table No: 2 Age of the Respondents:

		Frequency	Percent	Valid Percent
Valid	Below 20	6	12.0	12.0
	21-30	22	44.0	44.0
	31-40	13	26.0	26.0
	41-50	6	12.0	12.0
	Above 50	3	6.0	6.0
	Total	50	100.0	100.0

Overall Satisfaction of the Respondents

Table No: 3 Age and the Overall Satisfaction Level of the Respondents –Chi-Square Test

Particular		Frequency	Percent	Valid Percent
	Highly satisfied	11	22.0	22.0
	Satisfied	13	26.0	26.0
	Neutral	12	24.0	24.0
	Dissatisfied	8	16.0	16.0
	Highly dissatisfied	6	12.0	12.0
	Total	50	100.0	100.0

Null hypothesis:

There is no significant relationship between Age and Customer satisfaction of D-Mart in Tiruchirappalli.

Alternative hypothesis:

There is a significant relationship between Age and Customer satisfaction of D-Mart in Tiruchirappalli.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.851 ^a	20	.597

While applying chi-square test at 5% significance level, it is clear that there is no significant relationship between age and satisfaction with D-mart in Tiruchirappalli. Hence null hypothesis is accepted which revealed that different age group of respondents are very much satisfied with the D-mart in Tiruchirappalli.

II. CONCLUSION

D-Mart has established itself as a leading retail chain in India, known for its affordability, wide product range, and customer-centric approach. The findings of this study highlight that customer satisfaction at D-Mart is largely driven by factors such as product quality, competitive pricing, customer service, and store convenience. Customers appreciate the value for money and the overall shopping experience offered by D-Mart. There are areas that require attention, such as expanding the online shopping experience, improving store ambiance, and ensuring better stock availability, especially during peak periods. Addressing these challenges could further enhance customer satisfaction and solidify D-Mart's position in the competitive retail market by continually listening to customer feedback, improving its offerings, and adapting to changing market needs, D-Mart can continue to meet customer expectations and achieve long-term growth and success.

III. REFERENCES

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