

A Study on the Consumer Buying Behaviour of D-Mart Shopping Center with Special Reference to Amravati City.

Ms. Harsha S.Parecha

*M.Com, M.Phil., M.A. (Eco), Ph.D. Scholar,
Smt. L. R. T. College of Commerce Akola,
Maharashtra, India.
harshaparecha@gmail.com
Akola,*

Dr. Mahesh C. Dabre

*M.Com, M.A. (Eco), M. Ed., MBA,
M.Phil., G.D.C. & A., SET, Ph.D.
Associate Professor
Smt. L. R. T. College of Commerce
Maharashtra, India.
maheshdabre@gmail.com*

ABSTRACT

D-Mart has become the center of attraction of Amravati city. This research study is carried out by keeping in mind D-Mart shopping center which was set up in the year 2006 in Amravati city. As D-Mart was gaining popularity as well as good business in the city another branch of the same shopping center was established in the year 2014. As it is gaining popularity, the things related to it got caught my attention. Basically D-Mart achieved a huge success all over India and so as in our city. Thus, the authorities decided to open another branch in the same city. Descriptive research method is used in the present study. The primary focus of the study was on the perception of people towards this mall. It is observed throughout the study, people have developed a trust over D-Mart. They have build trust with this supermarket rather than any other shopping place in Amravati. It seems where other marts are running their business with losses or even shutting down their mart. On the other hand, D-Mart is growing and flourishing in quantity as well as quality. Buyers have shown positive attitude towards D-Mart shopping center. That is why, they visit it number of times. It was also discovered during the study that people from various small areas around Amravati come to buy from D-Mart. The reason is very clear as they get all sorts of products under one roof. There are other numerous factors which attract the buyers like discounts, quality products, offers like buy one get one free, products of various brands, etc. D-Mart also provide various new products which no other retailer or mall provides to the customers. So, this research paper deals with the buying behaviour of consumers of D-Mart shopping center.

KEYWORDS- *perception, behaviour, attitude, discount, supermarket.*

1. INTRODUCTION

D-Mart is a chain of Hypermarket and Supermarket in India. It is owned and operated by Avenue Supermarkets Ltd. (ASL) and founded by Mr. Radhakishan Damani in the year 2002, 15th May.

D-Mart has become one of the major malls in Amravati city. The consumers hardly go on any other retail store to buy things rather than D-Mart at present. Malls and shopping center have become the places consumers frequently visit. According to Kavita Kanabar (2012) the mall culture has gained acceptance and consumers are repeating their visits for successive purchases marked by the increase of regular users at malls. Unlike the traditional retail store, D-Mart is a mall where almost sort of products are available. Consumers are free to view and examine all the products before buying which they don't get to do in any retail store. Thus, they have developed feeling of dissatisfaction against retailers. Anil Barbole and Varsha Borade (2012) mentioned in their study about customer's dissatisfaction towards the retailers. They also conducted that supermarkets are trying to know their customers and thus give a tough competition to the retailers.

The study deals with the buying behaviour of the local consumers from D-Mart. Consumers have a positive attitude towards D-Mart due to the numerous benefits it provides. It has almost all sorts of products under one roof. It not only provides variety of goods but also at the best affordable prices. Factors like offers, brands, quality, proper response, personalization adds to the positive behavioural outcome of the customers. Zanaul Bhutoo and Vikram Singh (2012) mentioned in their study that there are dimensional factors also which affects the behaviour like personalization, responsiveness, flexibility, parking space, privilege to regular customers. Payment mechanism is one of the factors which play a crucial in buying from the malls or supermarkets (Ashutosh Sandhe, 2012). Thus, the present study takes into consideration these factors to assess the behaviour of the consumers.

D-Mart is a three storey building apart from its godowns, which is systematically categorized in three sections foods items clothing, and plastic and stationary. There is a linkage between the store attributes and the preference of customers. (Sanjev Verma, 2007). As compared to the time of its opening in Amravati, D-Mart has increased the variety of products a lot. It now provides a wide range of products than any other mall in Amravati. The most important objective behind its establishment is to provide good quality products at best affordable value. And our study provides the feedback which shows they are successfully achieving their core objective.

Along with providing comfortable and convenient shopping experience to people D-Mart has a simple and easy policy for return and exchange. They prefer to deal with this manually in the particular branch. Thus, they don't entertain the queries asked via email or any other medium.

Apart from Maharashtra, D-Mart has its branches in Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan, Tamil Nadu, Karnataka, Uttar Pradesh and Punjab. Its headquarters is situated in Powai, Mumbai. D-Mart executives informed that the smooth functioning possible due to the chain's operating model. This operating chain pays its supplies within 48 hours of delivery.

It was found by keeping in mind the middle income group people, but today people belonging from all income groups prefer to buy from it. Our present study has shown people from high income group also shop from D-Mart in Amravati city. As of June 2019, it had 181 stores across the country. The company aims to establish more branches in the near future to address the growing needs of the Indian family.

2. OBJECTIVES OF THE RESEARCH

The objective of the present study is to assess the behaviour of the consumers' towards the well known shopping centre D-Mart in Amravati city. The behavioural outcomes can be assessed by the following objectives.

1. To study the buying behaviour of consumers of D-Mart Mall in Amravati city.
2. Consumers' reaction towards products, its quality and facilities provided by D-Mart.
3. To find out the availability of varieties of products.
4. To know the satisfaction level of consumers'.

3. HYPOTHESIS OF THE RESEARCH

Various factors like quality of product, affordability, offers, discounts, durability etc have a positive impact on consumers' vising D-Mart. Also it's being the only mall that is growing and

flourishing consumers' have developed trust over a period of time. Thus, the study hypothesizes the following:

H1: Consumers frequently buy goods from D-Mart due to its high quality, discount rates and easy return policy.

H2: Various different goods are available of different brands under one roof.

H3: Consumers are highly satisfied with D-Mart in Amravati city.

4. SCOPE AND LIMITATIONS OF THE RESEARCH

1. D-Mart can use this study and consumers feedback to increase their business in the emerging cities like Amravati, Akola, and Nagpur etc.
2. The study is limited to D-Mart consumers of Amravati city only.
3. Disturbance in the mall and consumers were quite busy buying goods also adds to the limitations of this study.

5. RESEARCH METHODOLOGY

As the study aims at the buying behaviour of consumers, the population for the proposed study is individuals from Amravati city who has visited D-Mart at least once. Descriptive Method is chosen for the present research study. Along with it, Simple Random sampling method is adopted. Randomly individuals were asked to fill in the questionnaire. Small interviews with customers as well as executives and employees of D-Mart have also been conducted. In such a way, primary data was collected from the D-Mart employees and customers from various different locations. The source for secondary data was journals, national and international publications, newspaper, internet etc. Hence, the present study consists of both primary and secondary data. 100 customers of D-Mart have taken as sample size for this study. Customers of D-Mart shopping center from different areas and location were selected randomly to provide their feedback through questionnaire and interview.

6. DATA ANALYSIS AND INTERPRETATION

Table No. 1: Demographic profile of respondents

Characteristics	No. of Respondents	Percentage (%)
Gender		
Male	48	48 %
Female	52	52 %
Age		
18-25	24	24 %
26-35	39	39 %
36-45	21	21 %
46 and above	16	16 %
Marital Status		
Single	33	33 %
Married	67	67 %
Education		
Graduate	34	34 %
Post Graduate	24	24 %
Professional	42	42 %

Table 1 analyzes the demographic profile of the respondents. The study has 48 Male respondents and 52 Female respondents. The age of respondents, 24 respondents were aged 18

to 25, 39 respondents were aged 26 to 35, 21 respondents were aged 36 to 45 while remaining 16 respondents were aged above 46. Out of all 100 respondents, 67 respondents were married while 33 respondents were single. The educational qualification of the respondents was 34 respondents were Graduate, 24 respondents were Post Graduate and 42 respondents were Professionals.

7. RESULTS AND FINDINGS

Table No. 2: Hypothesis (H1)

Why do you often buy goods from D-Mart shopping center?		
High Quality	Discount Rates	Easy Return Policy
34	47	19

According to the research conducted consumers often buy goods from D-Mart. 34% respondents buy due to the high quality it provides, 47% respondents buy because of the offers and discount while 19% respondents buy goods as the return policy of D-Mart is very easy and convenient.

Table No 3: Hypothesis (H2)

Do you agree various goods and of different brands are sold by D-Mart under one roof?	
Agree	Disagree
86	14

In the research conducted, 86% of respondents agreed and 14% of respondents did not agree that D-Mart sale various different types of good along with different brands under one roof.

Table No. 4: Hypothesis (H3)

Are you satisfied with D-Mart of Amravati?		
Highly satisfied	Less satisfied	Not satisfied
79	13	8

According to the study table 4 states that 79% of respondents are highly satisfied, 13% of respondents are less satisfied and 8% respondents are not satisfied with the D-Mart shopping center of Amravati city.

8. CONCLUSION

D-Mart executives and staff were very supportive throughout my research work. The consumers have shown positive attribute towards this shopping center. They have built a relation of trust over these years with this shopping center. The huge chain of this mart has shown stability and sustainability. Consumers' frequently visit D-Mart to buy various things. People visit once or twice a week and make bulky purchase. The factors which have developed positive attitude are mentioned in the prescribed study. D-Mart has also affected on the sales of retailers of the city. Retail stores did not reach the heights of consumer's satisfaction as D-Mart. Consumers show positive perceptions towards the working style, product range and the facilities provided by D-Mart mall. Overall to conclude it becomes mandatory to mention that consumers have played a crucial role in the success of D-Mart.

9. REFERENCE

- 1) Baker, J., Grewal, D., & Parasuraman, A. (1994). The Influence of Store Environment on Quality Inferences and Store Image. *Journal of the Academy of Marketing Science*, Vol 22 (4). ISSN 1552-7824, 328-339.
- 2) Barbole, A. N., & Borade, V. (2012). The Impact of a Customer Buying Attitude on Various Grocery Products in Supermarkets in the city of Sholapur. *International Conference on Management*, 1-4.

- 3) Bhardwarj, S., Sharma, R., & Agarwal, J. (2011). Perception of Consumers towards Shopping Mall: A Study with Reference to Aligarh and Mathura city. *VSRD International Journal of Business and Management Research*, Vol 1 (5), 321-334.
- 4) Bhutoo, Z. B., Yadav, R., & Singh, V. (2012). Consumer Perception of Retail Outlets: A Comparative Study of Big Bazaar and more Mega Stores. *International Journal of New Practices in Management and Engineering*. Issue 1.
- 5) Devi, N., Sankarranarayanan, S., & Kumar, D. A. (2013). Consumers' Shopping of Convince Goods in Organized Retail Store. *Asia Pacific Journal of Marketing Review*, Vol 2 (2). ISSN 2319-2836.
- 6) Kamboj, P. (2012). Retail Industry: Its Growth, Opportunities and Challenges. *International Journal of Research in Finance and Marketing*, Vol 2 (2).
- 7) Kanabar, K. (2012). Change in Consumer Behaviour in Surat with Introduction of Mall. Euro and Asia Research and Development Association. ISSN 2231-4334.
- 8) Mohanty, S. (2012). Drivers of Reatil Shopping: An Exploratory Study. *International Journal of Scientific and Research Publications*, Vol 2 (3). ISSN 2250-3153, 1-6.
- 9) Ratnam, V. (2007). Changing Consumer Behaviour and Emerging Challenges to the Retail Trade in India. *Indian Retail Review*, Vol 1 (2).
- 10) Sandhe, A., & Pandya, A. R. (2012). Measuring Consumer Involvement in Vadodara: Impact of Product Involvement on Purchasing Intention in Vadodara : An Empirical Study. *International Journal of Physical and Social Sciences*, Vol 2 (7). ISSN 2249-5894, 53-65.
- 11) Sinha, P., & Banerjee, A. (2004). Store Choice Behaviour in an Evolving Market. *International Journal of Marketing*, Vol 32. ISSN 0959-0552, 482-495.
- 12) Trivedi, M. K. (2008). From Traditional Markets to Shopping Malls. A Paradigm Shift.
- 13) Verma, S. (2007). An Exploratory Study of Consumer Perception for Retail Store Selection in Mumbai. *Indian Retail Review*, Vol 1 (2).

10. WEBSITES

www.dmartindia.com

<https://dmart.in>

<http://en.m.wikipedia.org/wiki/DMart>