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A STUDY ON CUSTOMER SATISFACTION TOWARDS D-MART WITH SPECIAL REFERENCES IN COIMBATORE CITY

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ABSTRACT

Customer satisfaction plays a vital role in determining the success and sustainability of retail businesses, especially in a competitive environment like India's retail sector. This study aims to assess the level of customer satisfaction towards D-Mart, one of the leading retail chains in India, with special reference to Coimbatore City.

INTRODUCTION

OVERVIEW OF D-MART: D-Mart, a leading chain of hypermarkets in India, was founded in 2002 by Radhakrishna Damani. With its distinctive business model focused on offering quality products at competitive prices, D-Mart has grown to become one of the largest retail chains in the country. The brand operates over 200 stores across major cities in India, with a strong presence in both metro and semi-metro cities. D-Mart's primary product range includes groceries, home products, apparel, and general merchandise. The chain is known for its no-frills approach, with minimal store decoration, limited advertising, and efficient supply chain management, all of which contribute to keeping costs low and passing on the savings to customers.

D-Mart entered the Coimbatore market to cater to the growing retail demand in the city, which is considered an emerging retail hub in Tamil Nadu. Coimbatore, known for its textile industry, education institutions, and growing urbanization, is home to a diverse set of consumers with varying purchasing powers. The company's value-oriented approach and competitive pricing have made D-Mart a preferred shopping destination in the city.

In today's competitive retail landscape, customer satisfaction has emerged as a pivotal factor in determining the success and sustainability of businesses. The Indian retail industry, in particular, has witnessed significant growth and transformation, driven by changing consumer preferences, rising incomes, and increasing competition.

This study aims to investigate the factors influencing customer satisfaction among D-Mart customers in Coimbatore, exploring the retailer's strengths and weaknesses in meeting customer expectations. By examining the antecedents and consequences of customer satisfaction, this research seeks to provide actionable insights for D-Mart to enhance customer satisfaction, loyalty, and retention in the Coimbatore market.

STATEMENT OF THE PROBLEM

In today world, business problem is the most important factors to increase sales. The customer satisfaction is analysed by the seller to make more improvements in running the department store. The owner observes the body language of the consumer very keenly to understand the necessity to future developments. A successful business man respects the consumers and their satisfaction to improve his business. So, the study describes elaborately on the consumer satisfaction of the suggestion to improve the basic facilities to departmental stores.

OBJECTIVES OF THE STUDY

- To study the consumer's opinion and ideas about the price, quality and services rendered by the departmental stores.
- To identify the problem of consumer in departmental stores.

SCOPE OF THE STUDY

This study covers the extent of consumer satisfaction regarding various service dimensions rendered by the departmental stores. In the prevailing globalized economic scenario, the consumers have ample opportunities to select any shop for buying good quality product. In an actually competitive atmosphere, it is important and challenging for the retailers to attract the customers to sustain and to promote their business, service quality in much more important than the technical or product quality. Hence the present study aims at bringing out the various aspect concerns with consumer satisfaction which would surely serve a purpose for retailers to work out their service quality with regard to the various dimensions such as tangible, reliability. responsiveness, assurance and empathy.

RESEARCH METHODOLOGY

SOURCES OF DATA

This is based on a primary data and secondary data. The primary data has been collected using the questionnaire. The secondary data has been collected from other sources like journals. articles, and websites.

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SAMPLE SIZE
The study is based on primary data which has been collected from 120 respondents**.**

AREA OF STUDY
Coimbatore

TOOLS FOR ANALYZE

- Simple percentage
- Frequency

LIMITATIONS

- Due to time constraints an in-depth enquiry could not be conducted.
- The area of study is restricted to Coimbatore area only.
- Information given by the respondents may not be accurate due to the time factor
- The data is based on primary and secondary source it has own limitations.

LITRATURE REVIEW

1. **Christensen (2012),** "said that our shopping is inversely related to the size of the town of residence. The interaction between the physical infrastructure and consumer's choice of retail outlets.
2. **Manju Rani Malik (2011),** aimed to explore the components of retail customer satisfaction and also investigate the relationship between each of the retail customer satisfaction components and customers satisfaction level. Product characteristics, price factors, physical aspects.

SOURCE OF AWARNESS OF THE RESPONDENT
The following table highlights the source of awareness of the respondents.

TABLE SHOWING HOW DO YOU AWARE OF D-MART

S.NO	FACTOR	NO.OF. RESPONDENTS	PERCENTAGES
1	Advertisement	13	10.56
2	Personal interest and knowledge	47	38.21
3	Relatives	42	34.14
4	Friends	21	17.07
	TOTAL	**123**	**100**

Source: Primary data

INTERPRETATION
From the above table, 10.56% of the respondents are in the category of Advertisement, 38.21% of the respondents are in the category of Personal interest and knowledge, 34.14% of the respondents are in the category of Relatives, 17.07% of the respondents in the category of Friends.

INFERENCE
Hence, the most of (38.21%) respondents belong to the category of personal interest and knowledge.

CHART SHOWING HOW DO YOU AWARE OF D-MART

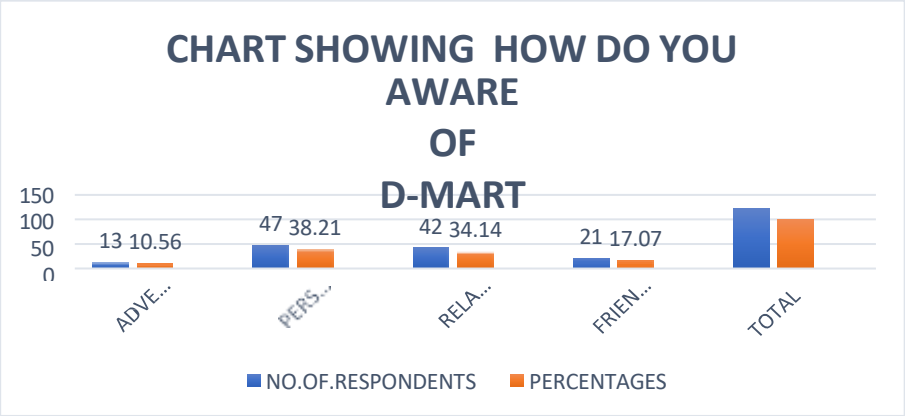

TABLE SHOWING FACTORS INFLUENCE YOUR DECISION TO SHOP AT D-MART

S.NO	FACTORS	NO.OF. RESPONDENTS	PERCENTAGES
1	Price	16	13
2	Quality of product	49	39.83
3	Variety of product	31	25.20
4	All the above	27	21.95
	TOTAL	**123**	**100**

Source: Primary data

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INTERPRETATION

From the above table, 13% of the respondents are in the category of price, 39.83% of the respondents are in the category of quality of product, 25.20% of the respondents are in the category of variety of product, 21.95% of the respondents in the category of all the above.

INFERENCE

Hence, the most of (39.83%) respondents belong to the category of quality of product.

CHART SHOWING FACTORS INFLUENCE YOUR DECISION TO SHOP AT D-MART

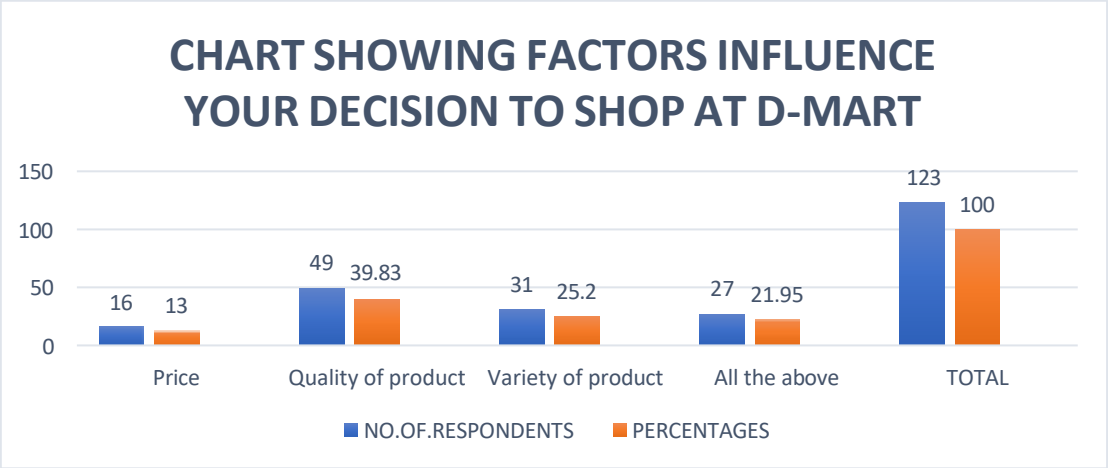

TABLE SHOWING STATE YOUR LEVEL OF SATISFACTION REGARDING THE D-MART

S.NO	LEVEL OF SATISFACTION	NO. OF. RESPONDENTS	PERCENTAGE
1	Highly satisfied	33	26.8
2	Satisfied	64	52
3	Neutral	12	9.7
4	Dissatisfied	14	11.3
	TOTAL	**123**	**100**

Source: Primary data

INTERPRETATION

From the above table, 26.8% of the respondents are in the category of highly satisfied, 52% of the respondents are in the category of quality of satisfied, 9.7% of the respondents are in the category of variety of neutral, 11.3% of the respondents in the category of dissatisfied.

INFERENCE

Hence, the majority of (52%) respondents belong to the category of satisfied.

CHART SHOWING STATE YOUR LEVEL OF SATISFACTION REGARDING THE D-MART

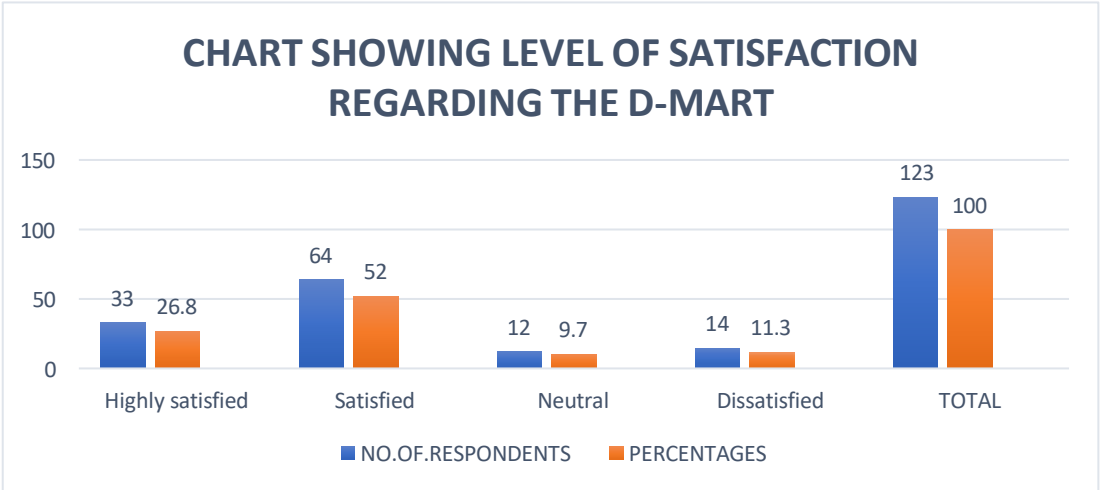

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TABLE SHOWING HOW SATISFIED ARE YOU WITH YOUR OVERALL SHOPPING EXPERIENCE AT D-MART COIMBATORE

RATING(X)	FREQUENCY(f)	X*f
1	0	0
2	3	6
3	28	84
4	77	308
5	15	75
TOTAL(N)	**123**	**473**

Source: Primary data

FORMULA

$\bar{x} = \sum (X \times f) / N$ **CALCULATION** $\bar{x} = 473/123 = 3.85$

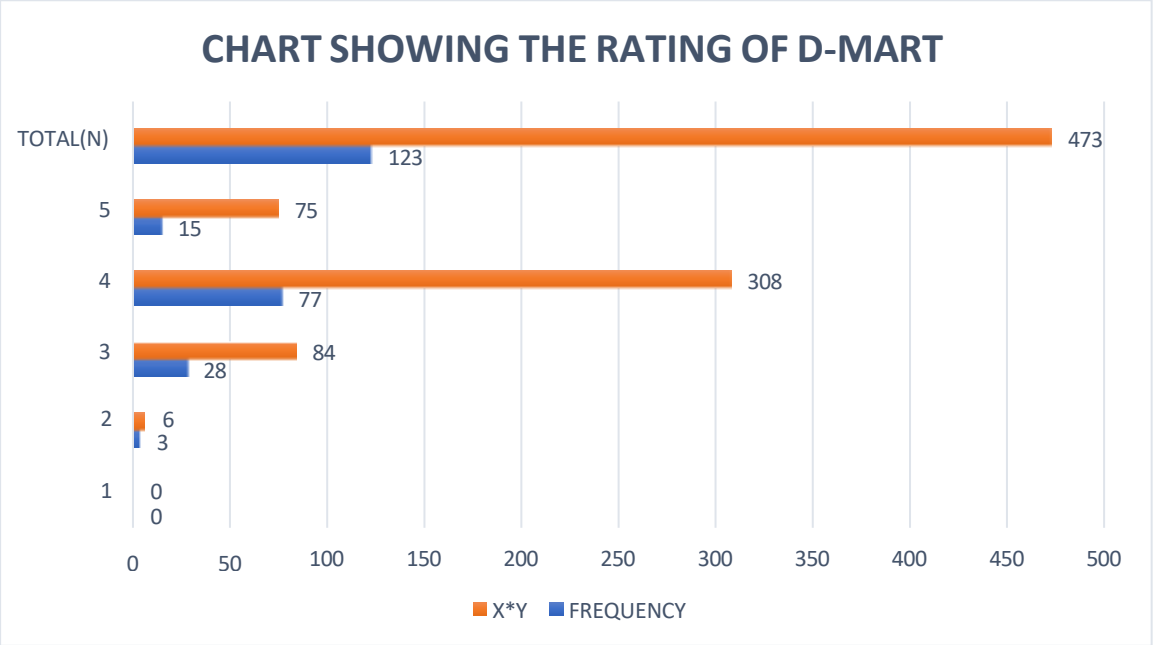
INTERPRETATION

From the above table, the rating distribution shows that 77 respondents (62.6%) gave a 4-star rating, making it the most common response, followed by 28 respondents (22.8%) who rated 3 stars, indicating a neutral experience. 15 respondents (12.2%) rated 5 stars, showing strong satisfaction, while only 3 respondents (2.4%) gave 2 stars, and no one rated 1 star, meaning there is minimal dissatisfaction. The overall pattern suggests that most customers had a positive experience, but a small portion found it average, indicating potential areas for improvement.

INFERENCE

Hence, the majority of (62.6%) respondents belong to the category of 4-star rating.

CHART SHOWING HOW SATISFIED ARE YOU WITH YOUR OVERALL SHOPPING EXPERIENCE AT D-MART COIMBATORE



FINDINGS

- Majority (52%) of the respondents are under the category of satisfied to purchase in D- mart.
- Most (38.21%) of the respondents are under the category of personal interest and knowledge.
- Most (39.83%) of the respondents are under the category of quality of product.
- Majority (62.6%) of the respondents are under the category of rating 4-star.

SUGGESTIONS

1. Improve Customer Service: D-Mart should ensure that staff members are well-trained to provide prompt and polite assistance to customers. A customer-friendly approach can enhance satisfaction levels.
2. Enhance Product Availability: Customers expect all essential products to be available at all times. Regular stock monitoring and supply chain improvements can help avoid stock shortages.
3. Parking Facility Improvement: If parking is an issue, D-Mart should explore ways to expand or manage parking efficiently to reduce congestion.
4. Competitive Pricing: While D-Mart is known for affordability, periodic discounts and promotional offers on essential goods can attract more customers.
5. Expansion of Payment Options: Enabling more digital payment methods, including UPI and mobile wallets, can provide greater convenience to customers.

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CONCLUSION

The study on customer satisfaction towards D-Mart in Coimbatore City reveals that customers prefer the store for its affordable pricing, product variety, and convenience. However, there are areas that require improvement, such as queue management, product availability, and customer service. By addressing these concerns, D-Mart can further enhance its reputation and customer loyalty. Continuous monitoring of customer feedback and adapting to changing consumer preferences will help D-Mart maintain its competitive edge in the retail sector.