



A STUDY ON CUSTOMER SATISFACTION TOWARDS HYPERMARKET WITH SPECIAL REFERENCE TO DMART

***Shobika. S**

Student, Department of Commerce, Dr. NGP College of Arts and Science, Coimbatore - 48

*** *Dr. R. Guna Sundari**

Professor, Department of Commerce, Dr. NGP College of Arts and Science, Coimbatore - 48

ABSTRACT

The customer satisfaction plays an important role for development of their business. Retailers have recognized this trend and are of the view that customer satisfaction plays a role in the success of business strategies. Therefore, it has become important for grocery retail stores to try and manage customer satisfaction.

The purpose of this study is to find out overall satisfaction towards Dmart. Some people are satisfied with price, some people about product variety etc... therefore, preference of the customer changes from one person to another. Research was done through questionnaire and also discuss with some customers in college campus who are customers of DMart This paper was thus developed to investigate the satisfaction levels of customers in dmart. Data was collected from dmart customers. The study examined the importance of overall dimensions and specific elements of customer satisfaction towards the measurement of satisfaction levels. This research is conducted on a sample size, so it might be possible that the information given by such respondents may not match with the replay of total customers available in the DMart that time. DMart should include more branded products. Therefore, it will attract the brand choosy people to come into DMart.

KEYWORDS: *Customer, satisfaction, price, quality*

INTRODUCTION

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company. Marketing is the process of getting potential clients or customers interested in your products and services. Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs and overall media exposure.

Customer Satisfaction

Customer satisfaction (often abbreviated as CSAT) is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation.

Customer satisfaction is defined as "the number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. "Customers play an important role and are essential in keeping a product or service relevant so it is in the best interest of the business to ensure customer satisfaction, and build customer loyalty. Customer satisfaction is affected by many factors which include:

- Price
- Billing system
- Location



- Parking system
- Service etc...

STATEMENT OF THE PROBLEM

Every organization is trying to be at top position through providing better services to the customers. The company must know the customers' needs and wants and adequate steps are to be taken.

Customer satisfaction is an important factor that helps the organization to be at the top position. Without satisfying consumers no firms can exist in the market for long term. The study is focused on customer satisfaction, through this study the company will be able to know whether their customers are satisfied or not.

Therefore, the problem of study is "Are the customers of D'mart hypermarket satisfied with their services provided."

Objective of study

- To study about preference of customer towards D'mart
- To study about availability of offers and services
- To know about customer satisfaction level

RESEARCH METHODOLOGY

Data Collection

Survey Method is employed to collect the data from the respondents through structured questionnaire designed on the basis of objectives of the study. Secondary Data have been collected through various Journals, books & internet which are restricted to the conceptual framework of the paper only.

Sampling Design

The population has comprised of Students and Youth at the collegiate level & Employment level. A convenient sampling size of 150 respondents has been randomly selected.

Data Analysis

The collected data is then edited, consolidated and subjected to suitable statistical test & the data is presented in form of tables.

Statistical Tool Used

The following statistical tools have been used in the study for the purpose of analysis:

- Simple Percentage Analysis
- Chi - Square test
- Ranking analysis

Limitation of the study

- This research is conducted on a sample size, so it might be possible that the information given by such respondents may not match with the replay of total customers available in the DMart that time.
- The study was restricted only to the customers of DMart.

REVIEW OF LITERATURE

AdirGrip (2019) - In his article the author provides a detailed study on the business model of DMart. He describes the various factors that DMart employs to ensure customer satisfaction which is the key to their success. It also explains the revenue model that DMart uses that has allowed them to surpass its competitors like Reliance, Spencers, Big Bazaar etc.

Kirill Tšernov (2019)- In this article the author states the importance of building good customer connections and making sure that their experience in the store is wholesome. The author in this article gives pointers as to how a retail store can ensure that their customers' experience is fruitful.

M. Guruprasad (2018) - The author has done a case study of a particular DMart in Karjat and Badlapur wherein he has conducted primary research and found out various factors that indicate the consumers' responses towards various aspects of the store. He concluded that customers usually came 2 times a weekend and bought household goods in bulk. He also concluded that DMart mostly faces competition only from small retail stores which lack the desire to expand their businesses.

According to **Amit & Kameshvri, (2012)**, the origin of word "retail" comes from the French "retailer", that means "it shows a first hand-transaction with the customer the retailer is a person or agent or organization who sends the products or services to the ultimate consumer Thus, the customer and the fulfilment of customer desires and needs which are the key points of retailing are the retailing focus.



SIMPLE PERCENTAGE ANALYSIS

Table - I Demographic Factors of the Respondents

<i>Factors</i>	<i>Particulars</i>	<i>Frequency</i>	<i>Percentage</i>
Gender	Male	39	30%
	Female	92	70%
Marital Status	Married	94	78%
	Unmarried	26	22 %
Monthly Income	less than Rs.20000	73	55.7%
	Rs.20000-30000	25	19.1%
	Rs.30000-40000	19	14.5%
	More than Rs.40000	14	10.7%
Type of Family	Nuclear family	104	79.4%
	Single-parent family	6	4.6%
	Extended family	17	13%
	Others	4	3.1%

Source: Primary Data

Chi - Square Analysis

Null Hypothesis (Ho)

There is no significant relationship between income of the respondents and type of the product through DMart.

Alternative Hypothesis (Ha)

There is significant relationship between income of the respondents and type of the product through DMart.

INCOME Skill Require	TYPE OF THE PRODUCT				Total
	Grocery	Clothes	House hold	Food items	
Less than Rs.20000	28	10	19	8	8
Rs. 20000-30000	10	3	8	2	2
Rs. 30000-40000	6	5	5	2	1
More than Rs. 40000	6	1	5	1	1
Total	50	19	37	13	12

Chi-square Tests

Factor	Calculation value	Df	Table value	Remarks
Income	4.324 ^a	12	21.03	Accepted

It is clear from the above table that the calculated value of chi-square is more than the table value. Hence the hypothesis is accepted stating that

there is no significant relationship between income and type of product of the respondents

**RANK ANALYSIS****RANKING FACTOR INFLUENCED ON DMART PURCHASING**

FEATURES	1(6)	2(5)	3(4)	4(3)	5(2)	6(1)	TOTAL	RANK
Fashion	21 (126)	46 (230)	33 (132)	15 (45)	11 (22)	5 (5)	131 (520)	V
Quality	16 (96)	24 (120)	51 (204)	22 (66)	8 (16)	10 (10)	131 (512)	VI
Price	62 (372)	24 (120)	34 (136)	7 (21)	3 (6)	1 (1)	131 (656)	I
Offers	43 (258)	19 (95)	21 (84)	34 (102)	5 (10)	9 (9)	131 (558)	IV
Quantity	51 (306)	32 (160)	17 (68)	5 (15)	12 (24)	14 (14)	131 (587)	III
Easy availability	37 (222)	41 (205)	22 (88)	19 (57)	6 (12)	7 (7)	131 (591)	II

INTERPRETATION

From this ranking analysis, it is found that Price (Rank 1), which comes next followed by Easy availability (Rank 2), Quantity (Rank 3), Offers (Rank 4), Fashion (Rank 5) and Quality (Rank 6).

INFERENCE

Majority of the respondent's behaviour towards Price as the major factor in DMart. Quality is last in ranking.

SUGGESTIONS

- DMart should include more branded products. Therefore, it will attract the brand choosy people to come into DMart.
- DMart should also concentrate on hoardings advertisements; they should also show promotional offers on a regular interval basis.

CONCLUSION

The project was done to know the "CUSTOMER SATISFACTION AT DMART HYPERMARKET". On the basis of 130 samples of respondents, detailed analysis was made. Based on the data collected, inferences are drawn and findings and suggestions were given.

The motto of the organization is to provide quality products at reasonable price and to satisfy their customers.

From the survey it was found the wide range of products are available under one roof and the materials, service and parking facility provided by DMart hypermarket are very good. Through the findings or survey have found that DMart has emerged as a hub of shopping specially for middle class people. Therefore, most of the customers are

satisfied with the services, there are certain areas which need special attention. Managers must see to it, so the problems faced by the customer are solved.

REFERENCE

1. Tiwari R.S., "Retail Management, Retail Concepts and Practices", Himalaya Publishing House, 1st Edition, 2009.
2. Kotler, P, Marketing Management 10 (ed), New Jersey: Prentice Hall, 2000.
3. Kotler P. and Armstrong G., "Principles of Marketing", Pearson Prentice Hall, 14th Edition, 2012.
4. Krishnaveni M., "Marketing Paradigms and the Indian Firm", Asia Pacific Journal of Marketing and Logistics, Vol. 18, No. 4, pp. 254-265, 2006.
5. Kuruvilla S.J. and Ganguli J, Mall development and operations: An Indian perspective, Journal of Retail and Leisure Property, 7 (3), 2008, pp. 204-215.
6. M.Guruprasad, Economics for Everyone: Going Global- FDI Fables-FDI in Multibrand Retail, www.indiainfo.com, 2012