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Influence of supermarket features and demographic factors on consumer perception: A D-Mart supermarket study

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ABSTRACT
D-Mart offers the household products for our daily use at the best affordable costs for each customer. D-Mart is a one-stop supermarket chain that intends to offer customers a wide range of essential home and personal items under one roof. Each D-Mart supermarket stocks home utility items - including food, toiletries, beauty products, clothing, kitchenware, bed and shower material, home appliances and more - are available at serious costs that their customers appreciate. Their center objective is to offer customers great products at extraordinary value. The objective of this study is to understand the factors influencing customer perception towards D-Mart. This paper analyzes the perception of the people towards retail outlet D-Mart in Bengaluru with a sample size of 150 respondents, coming from different ages, occupation, income and other related issues. Chi-square and Contingency Coefficient were the statistical measures used to analyze the data. The statistical analysis reveals that the customers/shoppers attach great significance to different factors, for example quality of products, offers and discounts, variety of products, billing system, parking facilities and customer service. However, not all factors are equally important while choosing D-Mart. Hence, we can say that good quality of the products, variety and discounts offered by D-Mart are the most important factors. According to most of the consumers, variety of products available at D-Mart is the most important factor for visiting D-Mart. Further, the perception of the consumers largely varies according to age, their occupation and income and the customers are satisfied with the services. Key Words: Customers Perception, D-Mart, Home utility items,

1. Introduction

The customer perception towards D-mart is to understand customer preference and perceptions on its products and services, when he/she has shopped in D-Mart and how to enhance customer experience. This store offers household products for our daily use at the best affordable costs for each customer and is a one-stop supermarket chain that intends to offer customers a wide range of essential home and personal items under one roof. Each of these stores' stocks home utility items - including food, toiletries, beauty products, clothing, kitchenware, bed and shower material, home appliances and more available at serious costs that their customers appreciate. Their primary objective is to offer customers great products of extraordinary value. D-Mart was begun by Mr. Radhakishan Damani and his family to address the emerging needs of the Indian family. From the launch of its first store in Powai in 2002. This store today has a well-grounded presence in 216 territories across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR(The National Capital Region), Tamil Nadu, Punjab and Rajasthan (Thoti & Vyshnavi, 2019). With their main goal to be the lowest priced retailer in the regions they operate, their business keeps on developing with new locations planned in more cities. The market chain of D-Mart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The association has its headquarters in Mumbai. Part of the one-stop supermarket chain, D-Mart in Whitefield, Bangalore is a place where we can shop for a wide range of products under one roof. We can easily locate this particular store on Siddapura Village, Varthur Main Road, Near Kundanahalli Gate, Bengaluru. This store was set up in 2013; this location of the store draws in a constant flow of customers and guests during all the days of the week.

2. About D-Mart

This is a one-stop store chain that expects to offer clients a wide scope of essential home and individual items under one rooftop. Their center target is to offer clients great items at extraordinary worth. From the dispatch of its first store in Powai in 2002, D-Mart today has a grounded presence in 216 areas across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With their mission to be the lowest priced retailer in the regions they operate, their business continues to grow with new locations planned in more cities. The supermarket chain of D-Mart stores is claimed and operated by Avenue Supermarts Ltd. (ASL). The association has its headquarters in Mumbai. D-Mart is claimed and operated by Avenue Supermarts Ltd. (ASL) – an organization established by Mr. Radhakishan Damani. Mr. Radhakishan Damani is regarded in the business world as a clever speculator in the Indian value market, he has assembled an organization that continually endeavors towards building up a profound comprehension of client needs and fulfilling them with the correct items. A firm devoted to center business essentials and solid moral qualities, Mr. Damani has incorporated D-Mart into a proficient, huge and productive corporate store that is exceptionally regarded by clients, accomplices and representatives the same.

3. Review of Literature

Considering the significance of the review of related research, an attempt has been made to analyze the related research on customer perception and customer buying behavior. These studies have been divided into three broad areas, such as Consumer buying behavior, Retail Atmosphere on consumer buying behavior and Customer experience towards retail stores (Kranthi et al., 2023).

3a. Consumer buying behavior

Baker *et al,* (2004) confirmed that service quality was a key determinant of store image. Given the commonness in the literature of merchandise and administration as two key assurances in the development of store pictures, these attributes were selected for present investigation to check buyer's view of retail stores. These attributes were joined in this examination by getting customer similarity decisions on retailers "service quality" and "product quality". Sangvikar and Katole (2012) states that customer purchase behaviour is a significant factor that influences the techniques embraced by the retailers. It was observed that the presentation of the sales representative was sufficient in correspondence and politeness while they need the exhibition to the extent item information, order and brief administration are concerned. Hence, retailers should provide training for product information, control and brief assistance that really increase consumer loyalty. Shinde (2015) studied elements of brand preference and found that factors, for example, age, gender, sale, purpose of use, product features, place of purchase play a significant role. Simultaneously it is important to focus on building brand loyalty among their existing customers; because of this, the customers may not switch their brands (Ritesh, 2016).

3b. Retail Atmosphere on consumer buying behavior

Ishita and Sushma (2015) reported that the examination illuminates the way that barometrical factors can significantly affect buyer purchasing. This finding is in a state of harmony with prior investigations that have indicated comparable outcomes. This study particularly highlights the importance of product assortment and crowd density on consumer purchase behavior with respect to D-Mart store in Vadodara.

3c. Customer experience regarding retail stores

Dignesh *et al,* (2016) reported that in this research study the satisfaction of customers has been identified with the organized retail outlets in Baroda, which shows that the consumers are satisfied; however, the retailers need to improve the administration quality. Muthuseshan's (2018) study reveals that the customers are happy and satisfied with the services offered at D-Mart. Large majority of customers are faithful to brand what add to the fame of the interest is the service quality of the service provided by D-mart coupled the attractive pricing technique followed by it. D-mart likewise has enormous variety of products all under one rooftop, which is one of its biggest capabilities.

4. Theoretical background / Body of Knowledge

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- Psychologist Abraham Maslow theorized that people must fulfill their basic needs—like the need for food, water, and sleep—before they can begin fulfilling higher-level needs. Perception is how you interpret the world around you and make sense of it in your brain. To be sure their advertising messages get through to you, companies often resort to repetition. Shocking advertising and product placement are two other methods (Campbell, 2004)
- Learning is the process by which consumers change their behavior after they gain information about or experience with a product. Consumers' attitudes are the "mental positions" people take based on their values and beliefs. Attitudes tend to be enduring and are often difficult for companies to change (Chartrand, 2009)
- Culture prescribes the way in which you should live and affects the things you purchase. A subculture is a group of people within a culture who are different from the dominant culture but have something in common with one another—common interests, vocations or jobs, religions, ethnic backgrounds, sexual orientations, and so forth. To some degree, consumers in the same social class exhibit similar purchasing behavior (Hill & Harmon, 2007).
- Most market researchers consider a person's family to be one of the biggest determinants of buying behavior. Reference groups are groups that a consumer identifies with and wants to join. Companies often hire celebrities to endorse their products to appeal to people's reference groups. Opinion leaders are people with expertise in certain areas. Consumers respect these people and often ask their opinions before they buy goods and services. (Hornik & Miniero, 2009).

5. Research Gap

From the above-mentioned Review of literature, it is shown that majority of the studies focus on the consumer buying behavior, understanding customer's buying preferences, and impact of demographic factors on consumer behavior (Rajeshwari, 2017). Not much of the studies have covered the customers' perspective in retail sector and the reason for consumer shift from D-Mart to other retail supermarkets (Singh & Devanani, 2020). Nonetheless, it appears to be that there is a scope of research in this area. In the study, an attempt is made to present customer perception with respect to the choice of retail outlet, the change in purchasing behavior while they shop in organized retail outlet like D-Mart and the elements that impact the purchasing conduct for example, demographic, store attributes, and purchasing behavior change due to increase in large retail outlet.

6. Statement of the Problem

This study helps to understand the perceptions and expectations of the customers. It helps to understand what makes a customer buy a product, what do customers buy, why do they buy, when do they buy, how often do customers buy, and the kind of products liked by customers so that they can release it in D-Mart stores. An attempt is made to present customer point of view with respect to the choice of retail outlet, the change in purchasing conduct while they shop in organized retail outlet like D-Mart and the elements that impact on the purchasing conduct such as, demographic, store attributes, and purchasing behavior change due to increase in large retail outlet.

7. Objectives of the study:

- To determine factors influencing the customers to choose D-Mart
- To analyze the perceptions and expectations of the customers.

8. Scope of the Study:

The study focuses on understanding the Consumer Perception towards D-Mart and throws light on the factors influencing the consumer perception towards D-Mart. Further, in this atypical situation of Covid-19 pandemic, the study has been conducted. Further, the scope of the study focuses on the period available for this research study, i.e., 2 months. The total number of samples needed for this study is a hundred and fifty, between an age group of 20 to 60 years and are Bengaluru based. Based on the topic, the study's objectives and hypothesis have been set; further, a questionnaire has been designed, which comprises of twenty-two questions / statements (along with their multiple responses). The data has been collected from the customers who are visiting a D-mart supermarket store.

9. Research questions

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The research questions are to understand as to what are the various factors influencing consumer perception towards D-Mart. Secondly, to analyze the frequency of the customers visiting D-Mart. Lastly, to ascertain the impact of customer buying behavior on sales / performance of D-Mart.

10. Hypothesis:

- There is no significant relationship between the age groups and the factors driving the customers to the store.
- There is no significant relationship between the occupation and the factors driving the customers to the store.
- There is no significant relationship between the size of the family and the factors driving the customers to the store.

Type of Research Design- The research design adopted here is Descriptive research.

11. Limitation:

- Customers who regularly visit D-Mart supermarket
- Customers must have completed at least two visits to the supermarket.
- Customers must be able to communicate in English, Kannada and Telugu.

Exclusion criteria

- Customers who are not regular to the supermarket
- Customers who have not completed two visits to the supermarket.
- Customers who are not able to communicate in English, Kannada and Telugu.

Sampling procedure- The universe in the study is the D-Mart store located in Kundanahalli, Bengaluru. The sampling methodology adopted to select samples for the study is convenient sampling. The total number of samples for the study is 150.

12. Sources of Data

Primary data- This comprises of the data that is collected by using a questionnaire to collect responses from respondents. So also, interviews held with the employees, managers and other stakeholders at D-Mart.

Questionnaire

The questionnaire consists of twenty-two questions / statements (along with their responses). The initial five questions pertain to the socio-demographic factors and the remaining questions focus on the attributes of the supermarket, including rating of product-based quality, variety, offers and discounts, affordable price and other related issues.

Administration of the tool

The researcher introduces himself to a group of customers (on any given hour / day at D-Mart supermarket). The researcher further informs us about self, the research work and purpose of visit. At the beginning of the second step, the informed consent. Further, respondents are handheld through all the questions / statements in the tool. Each discussion (i.e., with every group) lasts for about half an hour.

Psychometric properties of the Tool

An increase in the Cronbach's alpha is observed, as the inter-correlations among the test items increase. It is known and understood as an internal consistency estimate of reliability of test scores. As inter-correlations within the test items are maximized, and when all items measure the same issue, Cronbach's alpha indirectly indicates the degree, to which a set of items measure a single uni-dimensional latent construct. The Cronbach's alpha for this tool is 0.833.

Both the face validity and the content validity have been established during the development and testing of this tool. Face validity was established, by asking the participants whether they thought that a test was well constructed, useful and that required a personal judgment. The participants agreed that the tool appeared to measure the content of shopping at D-Mart with respect to themselves, i.e., a customer. The content validity was established first by asking the participants whether they thought that individual questions / statements of the sub areas of the tool were relevant to the main theme of the tool. Secondly, the participants were asked whether the questions measured for what they were designed to do , which thereby led to a state of neutrality, i,e. no bias was felt anywhere.

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Secondary data- The information that has been published in those articles and papers in such Journals; and in internet websites /blogs regarding the organization, has been referred.

Pilot and Main Study- A Pilot study was planned and conducted on ten samples. Certain changes were made to the statements of the questionnaire, after the pilot study. Further, the main study was conducted, and the data was collected from a hundred and seventy samples. The steps that were followed to complete the main study are as follows:

- The researchers personally visited D-Mart, from which prior permission was obtained, to collect data from the respondents/consumers.
- The respondents were met, appraised regarding the purpose and need of the research study.
- The tool was then distributed to the respondents and was collected upon the completion of answering all the questions / statements. Such sessions were held on regular basis.
- The main study took about two months to complete.

Analysis of data

The data collected was checked for its consistency. Those of the questionnaires, in which they were incomplete / wrongly filled with data, such questionnaires were discarded. Finally, the data collected from a hundred and fifty samples were finally set for further analysis and interpretation. Given below are the statistical tools used to analyze the data and interpret the results.

Chi-square- The Chi-Square test procedure helps in making predictions about the larger population from which the sample is drawn by tabulating variables into categories. Thus compares the observed and expected frequencies in each category to test whether all categories contain the same proportion of values or that each category contains a user-specified proportion of values. In the present study, chi-square test was applied to find out the significance of difference between various groups of frequencies of selected variables, amongst various types of stakeholders.

Contingency Co-efficient analysis- Contingency table analysis was applied to find out the association between two sets of variables employed in the present study amongst various stakeholders. A contingency table is a type of table in matrix format. The crosstab demonstrates the frequency distribution of variables thereby provides the picture of the interrelation between two variables and helps to find out the interactions between variables, amongst various types of stakeholders.

Using the above-mentioned statistical measures, the data was analyzed using IBM SPSS 25.0.1 version. The results obtained were tabulated and interpreted. The tables are given below.

12. Analysis of results

Table No. 1: Percent responses for "Size of the family as per the age groups” and results of test statistics

Percent responses		Size of Family (in terms of number of persons)				Total
		1-3	4-6	7-10	11+	
Age	20-30	10.7%	22.7%	8%	1.3%	42.7%
	31-40	4.7%	30.7%	4%	2%	41.3%
	41-50	2%	3.3%	4%	1.3%	10.7%
	51-60	---	0.7%	1.3%	0.7%	2.7%
	61 and above	0.7%	---	0.7%	1.3%	2.7%
Total		18%	57.3%	18%	6.7%	100%

Age group wise comparison amongst the customers with respect to the size of the family of the customers of D-Mart, has revealed that 42.7% and 41.3% of the respondents are amongst the age

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groups of 20-30 years and 31-40 years respectively, which visit the d-mart on a regular basis. As and when the age group increases with age, the numbers of customers also come down, as in 41-50 years at 10.7%, 51-60 years and 61+ years at 2.7% each. From the above table we can see that most of the respondents' size of the family is 4-6 at 57.3% followed by 1-3 at 185, 7-10 at 18% and 11 and above at 6.7% respectively. Therefore, we understand that most of the respondents are in the age group of 20-30 and the family size of 4-6 members.

Table No. 2: Percent responses for "Size of the family as per the income" and results of test statistics

Percent responses		Size of Family (in terms of number of persons)				Total
		1-3	4-6	7-10	11+	
Income of the respondent per month (in Rupees per month)	a	1.3%	8.7%	3.3%	0.7%	14%
	b	6.7%	18.7%	5.3%	2%	32.7%
	c	9.3%	23.3%	6%	2%	40.7%
	d	0.7%	6.7%	3.3%	2%	12.7%
Total		18%	57.3%	18%	6.7%	100%

a= Below 10,000; b= 10,001 - 30,000; c=30,001 - 50,000; and d=50,001 and above

Income wise comparison amongst the customers with respect to the size of the family of the customers of D-mart, has revealed that 40.7% and 32.7% of the respondents are amongst the income groups of Rs.30,001-50,000 and 10,001-30,000 respectively, which visit the d-mart on a regular basis. From the above table we can see that most of the respondents' size of the family is 4-6 at 57.3% followed by 1-3 at 185, 7-10 at 18% and 11 and above at 6.7% respectively. Therefore, we understand that most of the respondents are in the income group of 30,001-50,000 and the family size of 4-6 members.

Table No 3 : Frequency and percent responses for "Factors which have driven the customers to D-mart as per the age groups" and the results of test statistics-

a= Quality of products; b= Offer and discounts; c= Affordable price; d= Variety of products; e= Parking

Frequency and Percentage responses			Factors which have driven the customers to D-mart						Total	Test Statistics
			a	B	c	d	e	f		
Age groups	20 - 30	F	10	30	14	10	0	0	64	X^2 =58.145 p=.000 CC=.529 p=.000
		%	6.7%	20%	9.3%	6.7%	0%	0%	42.7%	
	31 - 40	F	9	15	18	19	0	1	62	
		%	6%	10%	12%	12.7%	0%	0.7%	41.3%	
	41 - 50	F	2	2	0	9	1	2	16	
		%	1.3%	1.3%	0%	6%	0.7%	1.3%	10.7%	
	51 - 60	F	1	0	2	1	0	0	4	
		%	0.7%	0%	1.3%	0.7%	0%	0%	2.7%	
	61 and above	F	1	2	0	0	1	0	4	
		%	0.7%	1.3%	0%	0%	0.7%	0%	2.7%	
Total		F	23	49	34	39	2	3	150	
		%	15.3%	32.7%	22.7%	26%	1.3%	2%	100%	

facilities; f= Billing systems

Age group wise comparison amongst the customers with respect to the aspect of factors which have driven the customers to D-mart, has revealed that 42.7% and 41.3% of the respondents are amongst the age groups of 20-30 years and 31-40 years respectively, which visit the d-mart on a regular basis. Chi-square revealed a significant difference between the frequencies (X^2 =58.145; p=.000), thus

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leading to an understanding that a significant majority of the customers (at 84%) are from 20-30- and 31-40-years age group. As and when the age group increases with age, the numbers of customers also come down, as in 41-50 years at 10.7%, 51-60 years and 61+ years at 2.7% each.

Contingency co-efficient revealed that a significant association exists amongst the sets of frequencies (CC=.529, P=.000) indicating that the biggest factor that has drawn the customers to D-mart is "Offer and discount" at 20% amongst 20-30 years age group, followed by 10% amongst 31-40 age group. The second biggest factor "variety of products" at 12.7% amongst 31-40 years age group, followed by 6.7% amongst 20-30 years age group. The third biggest factor "Affordable Price" at 12% amongst 31-40 years age group, followed by 9.3% amongst 20-30 years age group. However, the factor "Quality of Products" is the fourth biggest drive factor at 6.7% and 6% for 20-30- and 31-40-years age groups respectively. Thus, leading us to understand that precedence factors which drive customers to D-mart are "Offer and discount", Variety of Products, Affordable Price, and "Quality of Products". Further, the hypothesis "There is no significant relationship between the age groups and the factors driving the customers to the store", is rejected. As for that, a significant majority of the customers (at 84%) is from 20-30 and 31-40 years age groups respectively. As and when the age group increases with age, the numbers of customers also come down, as in 41-50 years at 10.7%, 51-60 years and 61+ years at 2.7% respectively.

Table No. 4: Frequency and percent responses for "Factors that have driven the customers to D-mart as per the Occupation groups" and results of test statistics

Frequency & Percent responses			Factors which have driven the customers to D-Mart						Total	Test statistics
			a	B	c	d	e	f		
Occu-pation	A	F	6	16	5	4	0	0	31	X^2 =62.952 p=0.000
		%	4.0%	10.7%	3.3%	2.7%	0%	0%	20.7%	
	B	F	5	6	2	14	0	1	28	
		%	3.3%	4%	1.3%	9.3%	0%	0.7%	18.7%	
	C	F	8	22	26	12	0	0	68	
		%	5.3%	14.7%	17.3%	8.0%	0%	0%	45.3%	
	D	F	1	3	1	5	2	1	13	CC=.544 p=.0.000
		%	0.7%	2%	0.7%	3.3%	1.3%	0.7%	8.7%	
	E	F	3	2	0	4	0	1	10	
		%	2%	1.3%	0%	2.7%	0%	0.7%	6.7%	
Total		F	23	49	34	39	2	3	150	
		%	15.3%	32.7%	22.7%	26%	1.3%	2.0%	100%	

a= Quality of products; b= Offer and discounts; c= Affordable price; d= Variety of products; e= Parking facilities. f= Billing systems / A=student; B=Govt sector job; C = Private sector job; D= Self Employed; E=Others

Occupation wise comparison amongst the customers with respect to the aspect of factors which have driven the customers to D-Mart, has revealed that 45.3% of the respondents are amongst the occupation groups of Privates sector job, which visit the d-mart on a regular basis. Chi-square revealed a significant difference between the frequencies (X^2 =62.952; p=.000), thus leading to an understanding that a significant majority of the customers are from Private sector job occupation group, followed by Students at 20.7%, Government-sector job at 18.7%, self-employed at 8.7% and others at 6.7% each. Contingency co-efficient revealed that a significant association exists amongst the sets of frequencies (CC=.544, P=.000) indicating that the biggest factor that has drawn the customers to D-mart is "Affordable price" at 17.3% amongst private sector job occupation group, followed by 3.3% amongst student occupation group. The second biggest factor "offers and discounts" at 14.7% amongst private sector job group, followed by 10.7% amongst student group. The third biggest factor "variety of products" at 9.3% amongst government sector job group, followed by 8% amongst private sector job group. However, the factor "Quality of Products" is the fourth biggest drive factor at 5.3% and 3.3% for private sector job and Government sector job groups

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respectively. Thus, leading us to understand that precedence factors that drive customers to D-mart are “Affordable Price”, “Offer and discount “Variety of Products” and “Quality of Products”. Further, the hypothesis “There is no significant relationship between the occupation and the factors driving the customers to the store” is rejected. As a significant majority of the customers are from Private / Corporate sector, followed by Students at 20.7%. The employees of Government-sector come at 18.7%, and these are followed by the Self-employed at 8.7% and others at 6.7% respectively.

Table No. 5: Frequency and percent responses for "Factors that have driven the customers to D-mart as per the Income groups” and results of test statistics

a= Quality of products; b= Offer and discounts; c= Affordable price; d= Variety of products; e= Parking facilities.

Frequency & Percent responses			Factors which have driven the customers to D-Mart						Total	Test statistics
			a	B	c	d	e	f		
Income levels	A	F	5	12	3	1	0	0	21	X^2 =27.019 p=0.029
		%	3.3%	8%	2%	0.7%	0%	0%	14%	
	B	F	6	16	13	13	0	1	49	
		%	4%	10.7%	8.7%	8.7%	0%	0.7%	32.7%	
	C	F	5	17	15	22	1	1	61	CC=0.391 p=0.029
		%	3.3%	11.3%	10%	14.7%	0.7%	0.7%	40.7%	
	D	F	7	4	3	3	1	1	19	
		%	4.7%	2.7%	2%	2%	0.7%	0.7%	12.7%	
Total		F	23	49	34	39	2	3	150	
		%	15.3%	32.7%	22.7%	26.0%	1.3%	2.0%	100%	

f= Billing systems / A=Below 10,000; B= Between 10,001 to 30000; C = 30001 to 50000; D= 50001+

Income wise comparison amongst the customers with respect to the aspect of factors which have driven the customers to D-mart, has revealed that 40.7% and 32.7% of the respondents are amongst the Income groups of 30,001 - 50,000 and 10,001 - 30,000 respectively, which visit the d-mart on a regular basis. Chi-square revealed a significant difference between the frequencies (X^2 =27.019; p=.029), thus leading to an understanding that a significant majority of the customers (at 73.4%) are from 30,001 - 50,000 and 10,001 - 30,000 income group, followed by below 10,000 income group at 14% and 50,001 and above income group at 12.7%.

Contingency co-efficient revealed that a significant association exists amongst the sets of frequencies (CC=.391, P=.029) indicating that the biggest factor that has drawn the customers to D-mart is “Offers and discounts” at 11.3% amongst 30,001 - 50,000 income group, followed by 10.7% amongst 10,001 - 30,000 income group. The second biggest factor “variety of products” at 14.7% amongst 30,001 - 50,000 income group, followed by 8.7% amongst 10,001 - 30,000 income group. The third biggest factor is the “Affordable Price” at 10% amongst 30,001 - 50,000 income group, followed by 8.7% amongst 10,001 - 30,000 income group. However, the factor “Quality of Products” is the fourth biggest drive factor at 4.7% and 4% for 50,000 and above and 10,001 - 30,000 income groups respectively. Thus, leading us to understand that precedence factors which drive customers to D-mart are “Offer and discount”, Variety of Products, Affordable Price, and “Quality of Products”.

Table No. 6: Frequency and percent responses for "Factors that have driven the customers to D-mart as per the size of family groups” and results of test statistics

Frequency & Percent responses			Factors which have driven the customers to D-Mart						Total	Test statistics
			a	B	c	d	e	f		
Size of the family	A	F	3	12	7	5	0	0	27	
		%	2%	8%	4.7%	3.3%	0%	0%	18%	
	B	F	14	29	23	18	0	2	86	X^2

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		%	9.3%	19.3%	15.3%	12%	0%	1.3%	57.3%	=24.774 p=0.053
	C	F	3	7	2	12	2	1	27	
		%	2%	4.7%	1.3%	8%	1.3%	0.7%	18%	
	D	F	3	1	2	4	0	0	10	
		%	2%	0.7%	1.3%	2.7%	0%	0%	6.7%	CC=0.376 p=0.053
Total		F	23	49	34	39	2	3	150	
		%	15.3%	32.7%	22.7%	26%	1.3%	2%	100%	

a= Quality of products; b= Offer and discounts; c= Affordable price; d= Variety of products; e= Parking facilities. f= Billing systems / A= 1 to 3; B= Between 4 to 6; C = 7 to 9; D= 10+

The size of family wise comparison amongst the customers with respect to the aspect of factors which have driven the customers to D-mart, has revealed that 57.3% of the respondents are amongst the size of family group of 4-6 members, which visit the d-mart on a regular basis. Chi-square revealed a significant difference between the frequencies (X^2 =24.774; p=.053), thus leading to an understanding that the a significant majority of the customers are from 4-6 size of family members group, followed by 1-3 group at 18%, 7-10 group at 18% and 11+ group at 6.7%. Contingency co-efficient revealed that a significant association exists amongst the sets of frequencies (CC=.376, P=.053) indicating that the biggest factor that has drawn the customers to D-mart is “Offer and discount” at 19.3% amongst 4-6 size of family group, followed by 8% amongst 1-3 size of family group. The second biggest factor “variety of products” at 12% amongst 4-6 group, followed by 8% amongst 7-10 group. The third biggest factor “Affordable Price” at 15.3% amongst 4-6 group, followed by 4.7% amongst 1-3 group. However, the factor “Quality of Products” is the fourth biggest drive factor at 9.3% for 4-6 group and 2% for 1-3, 7-10 and 11+ groups respectively. Thus, leading us to understand that precedence factors which drive customers to D-mart are “Offer and discount”, Variety of Products, Affordable Price, and “Quality of Products”. The hypothesis “There is no significant relationship between the size of the family and the factors driving the customers to the store” is rejected. A significant majority of the customers come from 4-6 size of family members group, followed by 1-3 group and 7-10 groups at 18%, respectively and 11+ group at 6.7%.

Table No. 7: Frequency and percent responses for "Factors that have driven the customers to D-mart and as per their preference of D-Mart or other stores” and results of test statistics

Frequency & Percent responses			Factors which have driven the customers to D-Mart						Total	Test statistics
			a	B	c	d	e	f		
Prefer D-Mart	A	F	16	42	22	21	0	1	102	X^2 =23.141 p=0.010
		%	10.7%	28%	14.7%	14%	0%	0.7%	68%	
	B	F	3	3	3	7	0	0	16	
		%	2%	2%	2%	4.7%	0%	0%	10.7%	
	C	F	4	4	9	11	2	2	32	
		%	2.7%	2.7%	6%	7.3%	1.3%	1.3%	21.3%	CC=0.366 p=0.010
Total		F	23	49	34	39	2	3	150	
		%	15.3%	32.7%	22.7%	26%	1.3%	2%	100%	

a= Quality of products; b= Offer and discounts; c= Affordable price; d= Variety of products; e= Parking facilities; f= Billing systems / A=Yes; B= No; C = Maybe

Preference (to shopping at D-Mart or elsewhere) wise comparison amongst the customers with respect to the aspect of factors which have driven the customers to D-mart, has revealed that 68% of the respondents have said “Yes” they prefer D-Mart, 21.3% of the respondents said “Maybe” which means that they may prefer D-Mart, and 10.7% of the respondents said “No” they do not prefer D-Mart. Chi-square revealed a significant difference between the frequencies (X^2 =23.141; p=.010),

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thus leading to an understanding that the a significant majority of the customers prefer D-Mart, 21.3% may prefer D-Mart and 10.7% do not prefer D-Mart. Contingency co-efficient revealed that a significant association exists amongst the sets of frequencies (CC=.366, P=.010) indicating that the biggest factor that has drawn the customers to D-mart is “Offer and discount” at 28% amongst Yes they prefer D-Mart group, followed by 2.7% amongst maybe group. The second biggest factor “variety of products” at 14% amongst yes preference group, followed by 7.3% amongst maybe group. The third biggest factor “Affordable Price” at 22.7% amongst yes group, followed by 6% amongst maybe group. However, the factor “Quality of Products” is the fourth biggest drive factor at 10% and 2.7% for yes and maybe preference groups respectively. Thus, leading us to understand that precedence factors that drive customers to D-mart are “Quality of Products”. “Offer and discount”, Variety of Products and Affordable Price.

Table No. 8: Frequency and percent responses for "Factors that have driven the customers to D-mart and the frequency of visits made to D-Mart” and results of test statistic

Frequency & Percent responses			Factors which have driven the customers to D-Mart						Total	Test statistics
			a	B	c	d	e	f		
Frequency of Visits made to the store	A	F	8	15	4	5	0	0	32	
		%	5.3%	10%	2.7%	3.3%	0%	0%	21.3%	X^2 =24.049 p=0.007
	B	F	11	28	25	23	0	1	88	
		%	7.3%	18.7%	16.7%	15.3%	0%	0.7%	58.7%	
	C	F	4	6	5	11	2	2	30	
		%	2.7%	4%	3.3%	7.3%	1.3%	1.3%	20%	CC=0.372 p=0.007
Total		F	23	49	34	39	2	3	150	
		%	15.3%	32.7%	22.7%	26%	1.3%	2%	100%	

a= Quality of products; b= Offer and discounts; c= Affordable price; d= Variety of products; e= Parking facilities. f= Billing systems / A= Once a week; B= Once in one month; C = Once in three months

The frequency of visit-based group wise comparison amongst the customers with respect to the aspect of factors which have driven the customers to D-mart, has revealed that 58% of the respondents are amongst the groups, which visit D-Mart once a month. Chi-square revealed a significant difference between the frequencies (X^2 =24.049; p=.007), thus leading to an understanding that a significant majority of the customers visit D-Mart once a month, followed by the customers who visit D-Mart once a week at 21% and customers who visit D-Mart once in three months at 20%.

Contingency co-efficient revealed that a significant association exists amongst the sets of frequencies (CC=.372, P=.007) indicating that the biggest factor that has drawn the customers to D-mart is “Offer and discount” at 18.7% amongst the customers who visit D-Mart once a month group, followed by 10% amongst once-a-week group. The second biggest factor “variety of products” at 15.3% amongst once-a-month group, followed by 7.3% amongst once in three-month group. The third biggest factor “Affordable Price” at 16.7% amongst once-a-month group, followed by 3.3% amongst once in three months group. However, the factor “Quality of Products” is the fourth biggest drive factor at 7.3% and 5.3% for once a month and once a week group respectively. Thus, leading us to understand that precedence factors which drive customers to D-mart are “Offer and discount”, “Quality of Products”. Affordable Price, and Variety of Products,

Table No. 9: Frequency and percent responses for "Factors that have driven the customers to D-mart as amount spent on shopping per visit” and results of test statistics

Frequency & Percent responses	Factors which have driven the customers to D-Mart						Total	Test statistics
	a	B	c	d	e	f		

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Amount spent on shopping per visit	A	F	4	2	1	1	0	0	8	X^2 =17.641 p=0.282
		%	2.7%	1.3%	0.7%	0.7%	0%	0%	5.3%	
	B	F	8	26	20	19	0	2	75	
		%	5.3%	17.3%	13.3%	12.7%	0%	1.3%	50%	
	C	F	8	16	7	11	2	1	45	
		%	5.3%	10.7%	4.7%	7.3%	1.3%	0.7%	30%	
	D	F	3	5	6	8	0	0	22	CC=0.324 p=0.282
		%	2%	3.3%	4%	5.3%	0%	0%	14.7%	
Total		F	23	49	34	39	2	3	150	
		%	15.3%	32.7%	22.7%	26%	1.3%	2%	100%	

a= Quality of products; b= Offer and discounts; c= Affordable price; d= Variety of products; e= Parking facilities; f= Billing systems / A= Below Rs 2000; B= Between Rs 2000 to 4000; C = Rs 4000 to 6000; D = 6000+

The amount of shopping wise per visit comparison amongst the respondents/customers with respect to the aspect of factors that have driven the customers to D-mart, has revealed that 50% and 30% of the respondents are amongst the groups whose shopping level is between Rs.2000 but less than Rs.4000 and between Rs.4000 and less than Rs.6000 which visit the d-mart on a regular basis. Chi-square revealed a non-significant difference between the frequencies (X^2=17.641; p=.282), thus leading to an understanding that the a significant majority of the customers (at 80%) are from between Rs.2000 but less than Rs.4000 and between Rs.4000 but less than Rs.6000 shopping level group, followed by more than Rs.6000 at 14.7% and below Rs.1000 at 5.3% each.

Contingency co-efficient revealed that a significant association exists amongst the sets of frequencies (CC=.324, P=.282) indicating that the biggest factor that has drawn the customers to D-mart is "Offer and discount" at 17.3% amongst the group who shop between Rs.2000 and less than Rs.4000, followed by 10.7% amongst the group who shop between Rs.4000 and less than Rs.6000. The second biggest factor "variety of products" at 12.7% amongst Rs.2000-4000 group, followed by 7.3% amongst Rs.4000-60000 group. The third biggest factor "Affordable Price" at 13.3% amongst Rs.2000-4000 group, followed by 4.7% amongst Rs.4000-6000 group. However, the factor "Quality of Products" is the fourth biggest drive factor at 5.3% for Rs.2000-4000 and Rs.4000-6000 groups and 2.7% for below Rs.1000 group respectively. Thus, leading us to understand that precedence factors which drive customers to D-mart are "Quality of Products", "Offer and discount", Affordable Price and Variety of Products.

Table No. 10: Frequency and percent responses for "Factors that have driven the customers to D-mart as per the mode of bill payment" and results of test statistics

Frequency & Percent responses			Factors which have driven the customers to D-Mart						Total	Test statistics
			a	B	c	d	e	f		
Mode of bill payment	A	F	8	22	9	11	0	3	53	X^2 =14.094 p=0.518
		%	5.3%	14.7%	6%	7.3%	0%	2%	35.3%	
	B	F	7	14	10	12	1	0	44	
		%	4.7%	9.3%	6.7%	8%	0.7%	0%	29.3%	
	C	F	8	12	15	16	1	0	52	
		%	5.3%	8%	10%	10.7%	0.7%	0%	34.7%	
	D	F	0	1	0	0	0	0	1	CC=0.293 p=0.518
		%	0%	0.7%	0%	0%	0%	0%	0.7%	
Total		F	23	49	34	39	2	3	150	
		%	15.3%	32.7%	22.7%	26%	1.3%	2%	100%	

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a= Quality of products; b= Offer and discounts; c= Affordable price; d= Variety of products; e= Parking facilities; f= Billing systems / A= Cash; B= Debit card; C = Credit card; D = E-wallet

The age group wise comparison amongst the customers with respect to the aspect of factors which have driven the customers to D-mart, has revealed that 35.3% and 34.7% of the respondents are amongst the age groups of customers who pay the bill with cash and credit cards respectively, which visit the d-mart on a regular basis. Chi-square revealed a significant difference between the frequencies (X^2=14.094; p=.518), thus leading to an understanding that the a significant majority of the customers (at 70%) pay bill with cash and credit cards followed by debit card at 29.3% and E-wallet at 0.7%.

Contingency co-efficient revealed that a significant association exists amongst the sets of frequencies (CC=.293, P=.518) indicating that the biggest factor that has drawn the customers to D-mart is "Offer and discount" at 14.7% amongst the customers who pay the bill by cash followed by 9.3% who pay by debit card. The second biggest factor "variety of products" at 10.7% amongst who pay bill by credit card and 8% amongst customers who pay bill by debit cards. The third biggest factor "Affordable Price" at 10% amongst who pay bill by credit card followed by 6.7% amongst who pay bill by debit card. However, the factor "Quality of Products" is the fourth biggest drive factor at 5.3% amongst who pay by cash and with credit card followed by 4.7% who pay by debit card respectively. Thus, leading us to understand that precedence factors which drive customers to D-mart are "Offer and discount", Variety of Products and Affordable Price,".

13. Conclusion

D-Mart as being one of the biggest supermarket chains across India provides its customers a wide range of basic home and personal products under one roof. This study finds that purchasers connect extraordinary significance to different factors, for example, quality of products, offers and discounts, variety of products, billing system, parking facilities and customer service. Nevertheless, not all factors are equally important when choosing D-Mart. Hence, we can say that good quality of the products, variety and discounts offered by D-Mart are the most important factors. According to most of the consumers, variety of products available at D-Mart is the most important factor for visiting D-Mart. Although most of the factors of consumers' perception are idiosyncratic, there are few factors where all the consumers formed a common opinion. Few of the common opinion observed from the respondents are, they like to visit D-Mart once a month, they are satisfied with the quality of products available at D-Mart and the return policy of D-Mart, majority of the respondents visit D-Mart to buy all their family needs, they are satisfied by the current customer service provided and maximum of the respondents visit other supermarkets except D-Mart such as Big Bazaar, Best Price, Food World, Reliance Fresh, Spencer, Star Bazaar, Reliance Mart. Customer service is rated good by the respondents. Yet there are certain improvements that are to be made as per the respondents in terms of providing better quality products, especially clothes and footwear. There is a strong positive correlation observed between the quality of products offered by D-Mart and the frequency of the visits to D-Mart. It means more the consumer is satisfied with the quality of products offered; more they visit the outlet.

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