The Study Of Customer Satisfaction With The Special Reference To Panvel D-Mart

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	Abstract
	D-Mart is a popular supermarket chain in India. This study aims to understand the key factors influencing customer satisfaction, including product variety, pricing, store layout, staff behaviour, and overall shopping experience. Through qualitative and quantitative methods, the study analyses customer perceptions, identifies areas of strength and weakness for Panvel D-Mart, and recommends strategies to enhance customer satisfaction and loyalty. By focusing on this specific D-Mart location, the research offers valuable insights applicable to the broader D-Mart chain and the Indian retail landscape. The findings contribute to a deeper understanding of customer behaviour within the supermarket industry, ultimately guiding Panvel D-Mart and similar retailers towards improved customer satisfaction and sustained growth.
CC License CC-BY-NC-SA 4.0	***Keywords: Customer Satisfaction, D-Mart, Retail, Preferences, Market, etc.***

Introduction: -

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services. Avenue supermarts Ltd. doing business as D-mart is an Indian chain of hypermarkets in India founded by Radha Kisan Damani in the year 2002, with its first branch in Powai's Hiranandani gardens. As of 31 December 2019, it had 196 stores in 72 cities across 11 states in India including Maharashtra, Andhra Pradesh, Telangana, Gujarat, Madhya Pradesh, Chhattisgarh, Rajasthan National capital region, Tamil Nadu, Karnataka, Uttar Pradesh, Daman and Punjab. D-mart is also listed on the BSE and NSE in India.

Rationale of the Study: -

The study of Customer Satisfaction with the Special Reference to Panvel D-Mart is important for several reasons. This study on customer satisfaction at Panvel D-Mart emerges from a critical need to comprehend consumer behavior and preferences within the retail landscape. With an evolving marketplace and heightened competition, understanding what drives customer satisfaction becomes pivotal for business success. Panvel,

being a distinct demographic area, presents a unique context for retail operations. Investigating factors influencing satisfaction ranging from service quality to pricing and product variety offers invaluable insights. This study aims to bridge the gap between theoretical models and real-world application, providing practical implications for D-Mart to refine their strategies, enhance customer experiences, and foster enduring loyalty. By exploring this specific location, the study seeks to contribute nuanced knowledge that can be adapted to broader retail contexts, serving as a foundation for optimizing customer satisfaction strategies in similar retail settings.

Objective of the study: -

1. To study the customer satisfaction towards the products sold by D-Mart.
2. To study the satisfaction level of customer experience while shopping at D-mart.

Research Methodology: -

Review of existing Literature: -
Rohan Gupta and Neha Desai, (2019). "Impact of Pricing Strategies on Customer Satisfaction: A Study of D-Mart in Panvel, Maharashtra." This research assesses the influence of pricing policies on customer satisfaction and loyalty at D-Mart outlets in the Panvel area. Priya Sharma and Vivek Patel, (2017). "Service Quality and Customer Satisfaction in Indian Retail: Case Study of Panvel's D-Mart." This study investigates the correlation between service quality dimensions and the satisfaction levels of D-Mart customers in Panvel. Aditi Singh and Rajesh Kumar, (2020). "Consumer Behavior in Indian Retail: A Study of D-Mart Customers in Panvel, Maharashtra." This research explores the shopping patterns, preferences, and satisfaction levels of customers at D-Mart in the Panvel region.

Data Collection and Sampling: -

The study is based on primary as well as secondary information. For collection of primary data, we are using a schedule and interview method. We will prepare a schedule of selected questions and these questions will be asked to respondents at the time of interview and data will be filled in these schedules. For secondary information we can get the research papers, thesis related to our study area from the internet. Published reports of government of India, Maharashtra and Raigad district will be used. Books related to Socio-economic study of tribals in India are used as a secondary source.
We have used random sampling for collection of information. From Panvel D-Mart we have interviewed 100 customers randomly.

Analysis of Data: -

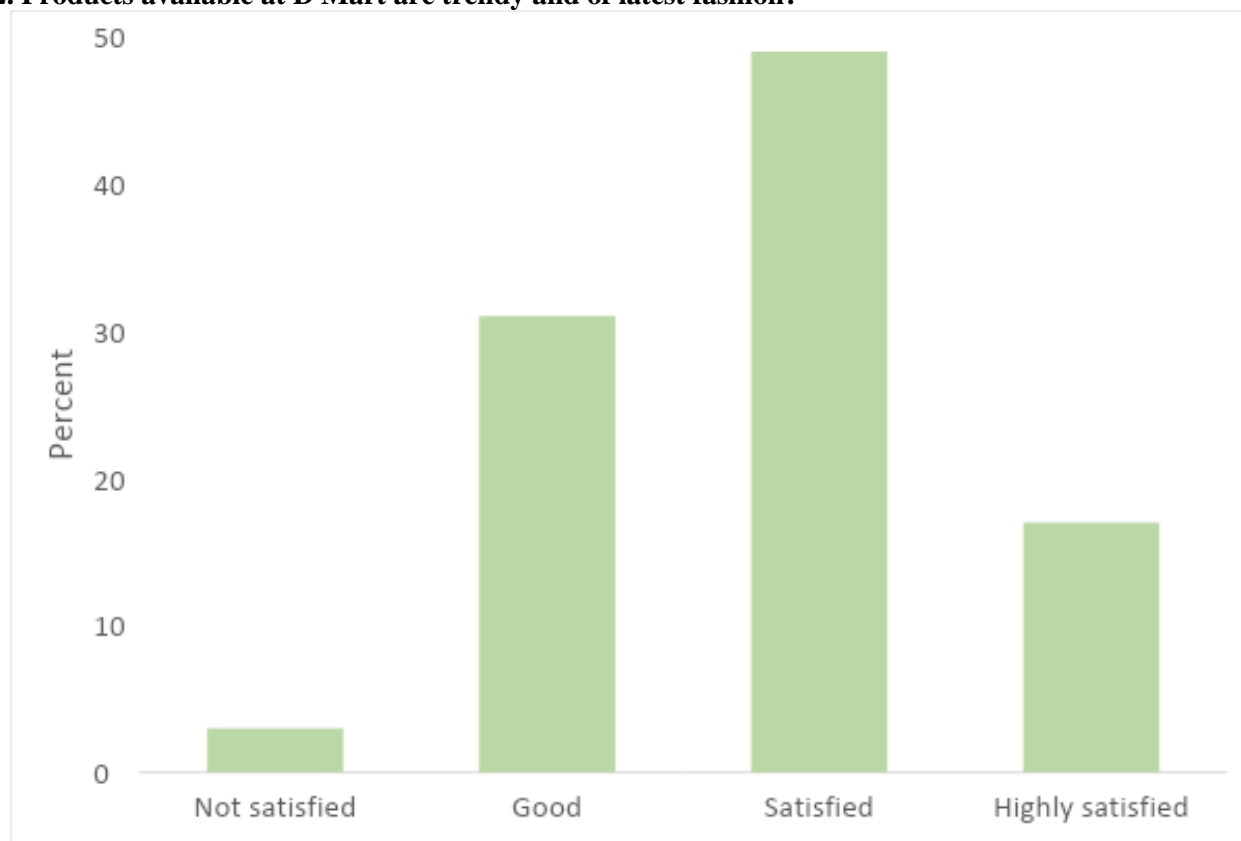**1. What Literature do you normally see in a product?**
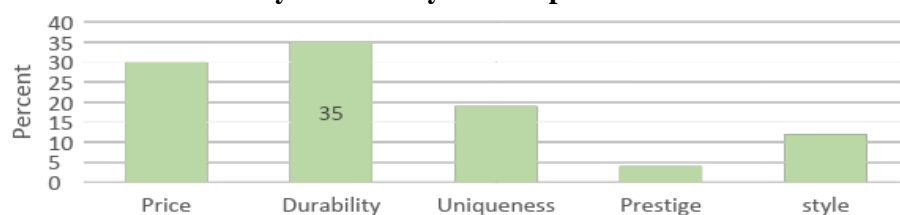
Source-Computed by authors on the basis of collection of primary data

	Frequency	*Percent*	*Valid Percent*	*Cumulative Percent*
Valid Price	30	30.0	30.0	30.0
Durability	35	35.0	35.0	65.0
Uniqueness	19	19.0	19.0	84.0
Prestige	4	4.0	4.0	88.0
Style	12	12.0	12.0	100.0
Total	100	100.0	100.0	

Source-Computed by authors on the basis of collection of primary data

Analysis and Interpretation: The above graph shows that the majority of the respondents see for 'Durability' in a product. 35% see durability of product. 30% respondents are looking for a price of a product whether the price is low or high for a particular product. 19% see the uniqueness of a product. Only 4% see the prestige of the product because most of the people living in India are middle class people.12% respondents see the style of a product whether the style is new or trendy.

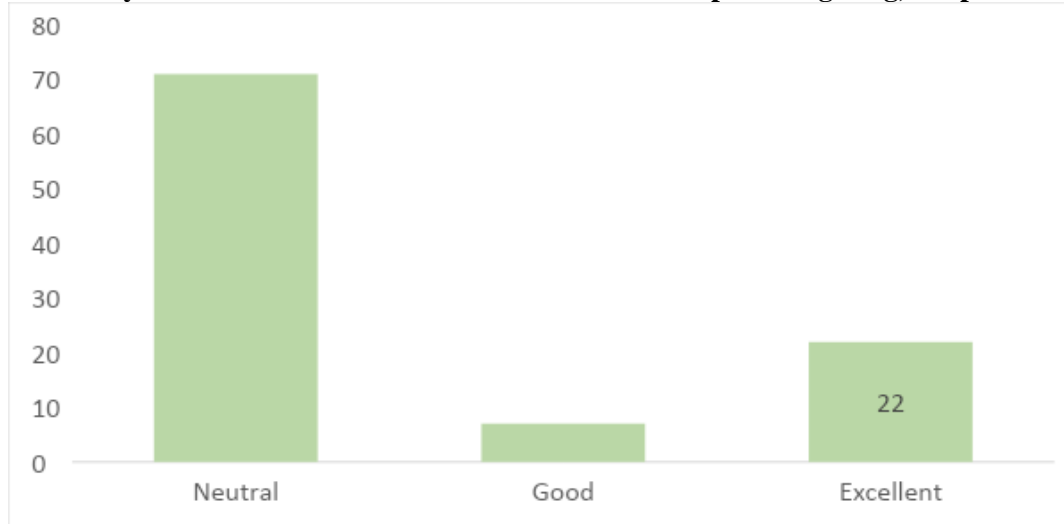**2. Products available at D Mart are trendy and of latest fashion?**

Source-Computed by authors on the basis of collection of primary data

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not satisfied	3	3.0	3.0	3.0
Good	31	31.0	31.0	34.0
Satisfied	49	49.0	49.0	83.0
Highly satisfied	17	17.0	17.0	100.0
total	100	100.0	100.0	

Source-Computed by authors on the basis of collection of primary data

The above analysis states that among 100 respondents, 3% respondents selected the option 'not satisfied' because not latest product are also available which leads to negative image in the customers mind about the latest products 31% respondents selected the option 'good' and 49% respondents selected the option 'satisfied' means the customer are more convinced about the products and also latest products will generate positive word mouth of the store and which leads to more customers are purchasing the products 17% % respondents selected the option 'highly satisfied' and hence Majority of the respondents are satisfied with product available at D-Mart are trendy and of latest fashion.

**4. How do you find the ambiance at D Mart store with respect to lighting, temperature and cleanliness?**

Source-Computed by authors on the basis of collection of primary data

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	**71**	**71.0**	**71.0**	**71.0**
Good	**7**	**7.0**	**7.0**	**78.0**
Excellent	**22**	**22.0**	**22.0**	**100.0**
Total	**100**	**100.0**	**100.0**	

Source-Computed by authors on the basis of collection of primary data

The above analysis shows that among 100 respondents, 71% respondents selected the option 'Disagree" because the not proper lighting arrangement , And leads to negative images in the customer mind and also the temperature will not properly maintained in the store which leads to the customer feel unpleasant about the products 33% respondents selected the option 'Neutral', and 41% respondents selected the option 'Agree', means ambiance which influences the customer more delightful about the store also increases perception behavior 16% respondents selected the option 'Highly agree'. As per the above graph the majority of respondents have found 'Neutral' ambiance at D-mart store with respect to lighting, temperature & cleanliness.

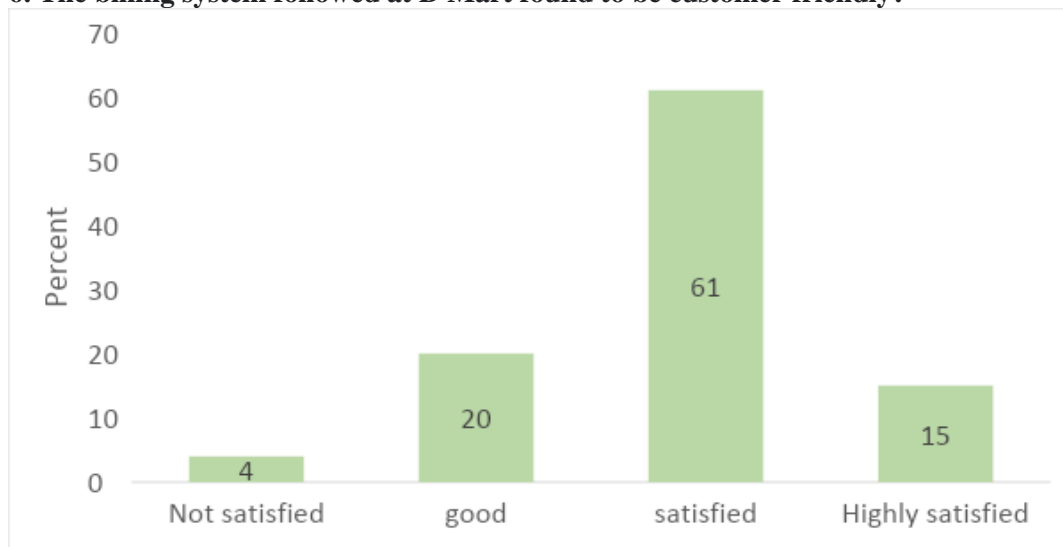**5. Variety of substitutes is available; in case a needed product is not available?**
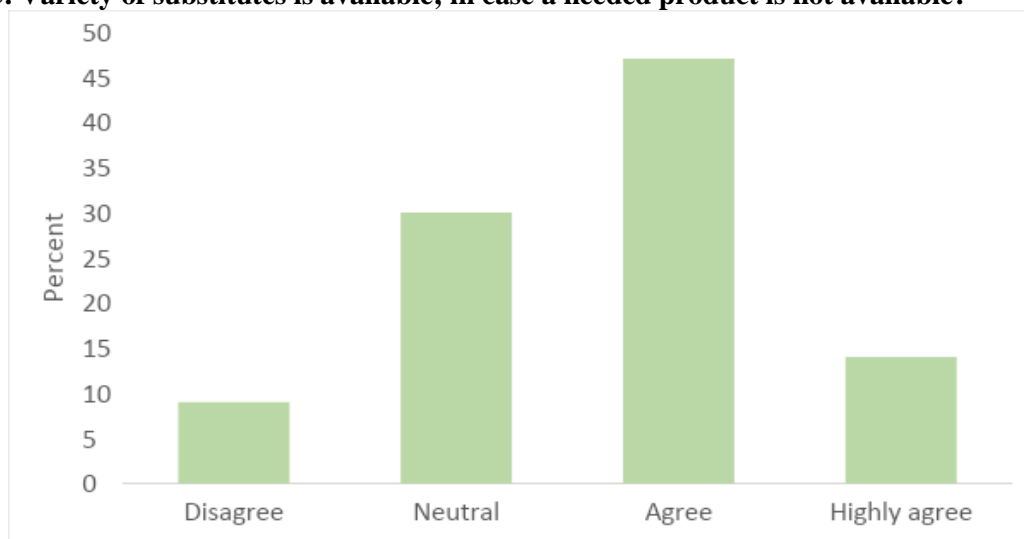
Source-Computed by authors on the basis of collection of primary data

	Frequency		Valid Percent	Cumulative Percent
Valid Disagree	9	9.0	9.0	9.0
Neutral	30	30.0	30.0	39.0
Agree	47	47.0	47.0	86.0
Highly agree	14	14.0	14.0	100.0
total	100	100.0	100.0	

Source-Computed by authors on the basis of collection of primary data

The above analysis states that among 100 respondents, 9% respondents selected the option 'Disagree', because the not variety of the products are not available. 30% respondents selected the option 'Neutral' and 47% respondents selected the option 'Agree', which means the variety of the products increases the purchase behaviors. And more the variety of the products which influences the customer is more loyal to the variety of brands which increases the strong conviction about the products. 14% respondents selected the option 'Highly Agree' and hence the above graph shows that the majority of the respondents 'Agree' that the varieties of substitutes are available in case the needed products are not available.

6. The billing system followed at D Mart found to be customer friendly?
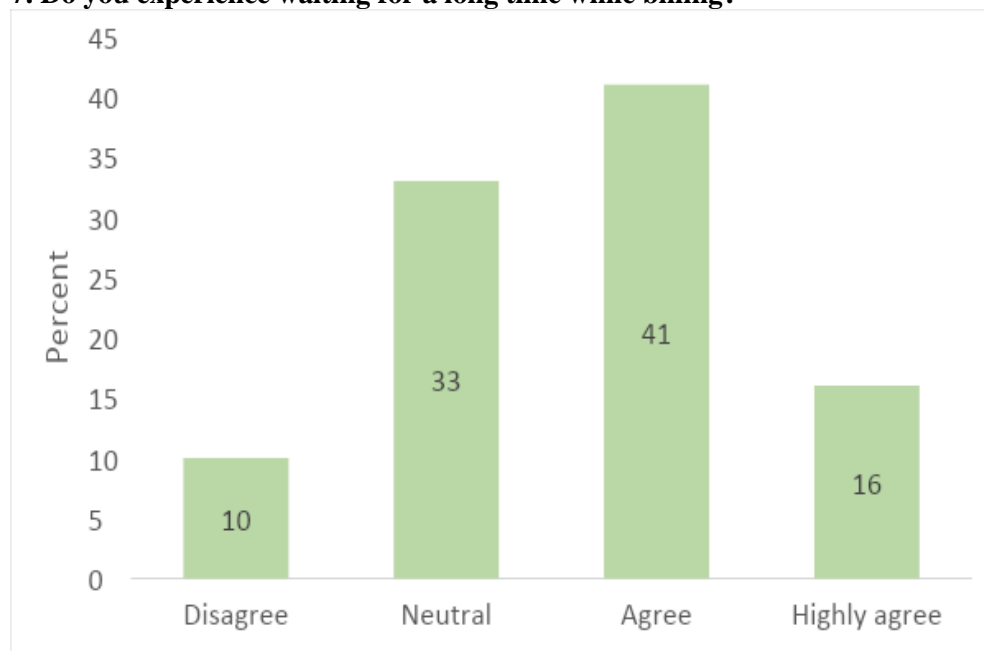

Source-Computed by authors on the basis of collection of primary data

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Not satisfied	4	4.0	4.0	4.0
Good	20	20.0	20.0	24.0
Satisfied	61	61.0	61.0	85.0
Highly satisfied	15	15.0	15.0	100.0
total	100	100.0	100.0	

Source-Computed by authors on the basis of collection of primary data

As per the above analysis, out of 100 respondents, 4% respondents selected the option 'Not satisfied', because the customers felt the billing system was not proper in the D-mart. 20% respondents selected the option 'Good', 61% respondents selected the option 'Satisfied', because the billing technology will influence the customers are it can easily accessible to the customer and also the staff worker which leads to customer will not wait in the billing counter which enhance the customer are more delightful about the store.15% respondents selected the option 'Highly satisfied'. Hence as per the above graph, the majority of respondents are found to be satisfied with the customer friendly billing system followed at D-mart.

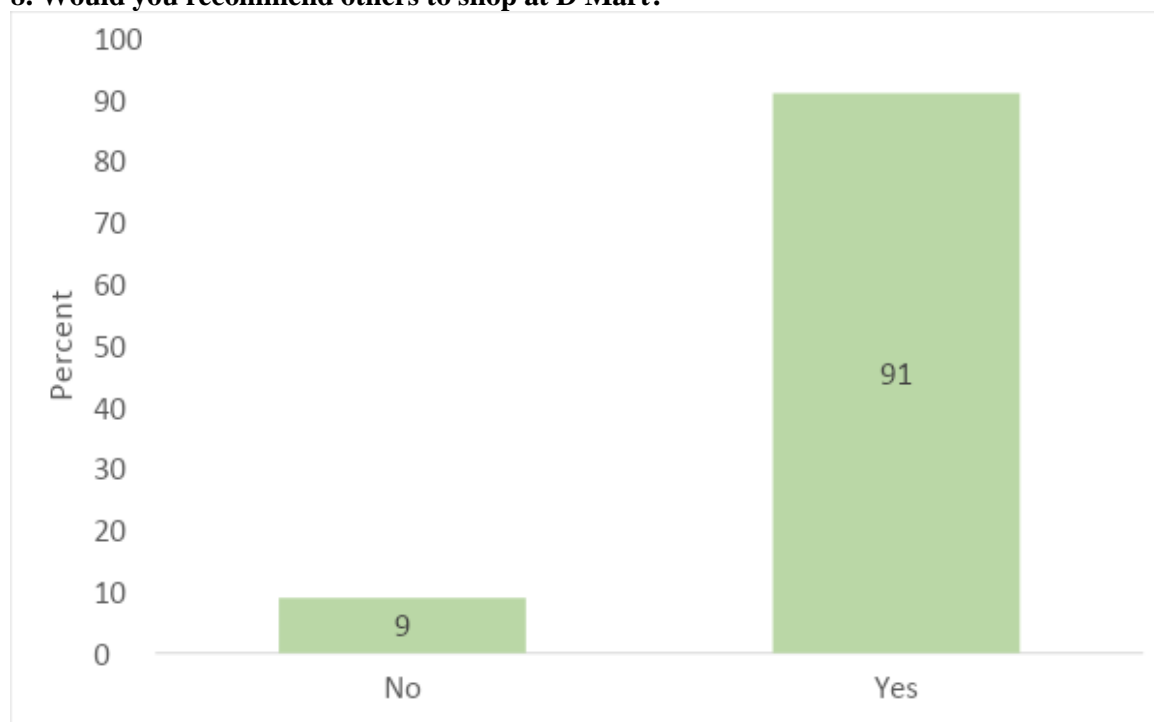**7. Do you experience waiting for a long time while billing?**

Source-Computed by authors on the basis of collection of primary data

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	10	10.0	10.0	10.0
Neutral	33	33.0	33.0	43.0
Agree	41	41.0	41.0	84.0
Highly agree	16	16.0	16.0	100.0
total	100	100.0	100.0	

Source-Computed by authors on the basis of collection of primary data

Analysis and Interpretation: As per the above analysis out of 100 respondents, 10% respondents selected the option 'Disagree', because the customer are not experienced the long billing time 33% respondents selected the option 'Neutral', 41% respondents selected the option 'Agree', because the more number of customer are visiting to the store and the and also not used proper billing technology so which leads to customer are wait in the billing counter 16% respondents selected the option 'Highly agree'. As per the above graph, the majority of respondents 'Agree' with the experience of waiting for a long time while billing.

8. Would you recommend others to shop at D Mart?

Source-Computed by authors on the basis of collection of primary data

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	9	9.0	9.0	9.0
Yes	91	91.0	91.0	100.0
Total	100	100.0	100.0	

Source-Computed by authors on the basis of collection of primary data

The above analysis shows that among 100 respondents, 9% of them have not recommended others to shop at D-mart and 91% of them have recommended others to shop at DMART. The above graph shows that the majority of respondents have recommended others to shop at D-mart.

Findings: -

1. 17% respondents have the shopping experience will influence to visit D-Mart. 30% respondents will see the price in a product.
2. The display in a D-Mart influenced the purchase decision is neutral.
3. 68% are agreeing that selection of products is available at D-Mart.
4. The respondents are agreeing that products sold at D-Mart are good value for money.
5. The availability of trendy and latest fashion products is satisfied by respondents.
6. Satisfaction of respondents is 47% out of 100 respondents for managing the crowd.
7. 71% is neutral with the ambiance at D-Mart.
8. Billing system is friendly and the customer is satisfied.
9. 58% are satisfied with staff helpfulness.
10. 92% are saying the parking system is good.
11. 91% are satisfied with the overall service provided by the store.
12. 91% will recommend the D-Mart shopping for others.

Conclusion: -

D mart is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewelry, crockery, decorative items, chocolates and many more. It completes all social stores of different products which provide goods at a discounted rate all throughout the year. It holds a large customer base and it seemed from the study that the customer is quite satisfied with D-mart. The customers are also satisfied with some services like complaints & return handling, packaging / gift wrapping, information from the store, safety of personal things, alteration, refreshment facilities, shopping carts as well as the pricing of these services. However, many services fall short of the expectations of the customers, e.g. parking, baby strollers, fitting / trial room, personal assistance in selecting merchandise, washrooms and drinking water, billing facilities, store environment, warranties. It can be concluded that customer satisfaction is very important. Thus, though customer satisfaction does not guarantee repurchase on the part of the customers but still it plays a very important part in ensuring customer loyalty and retention. Therefore, organizations should always strive to ensure that their customers are very satisfied.

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