

An Analysis of Satisfaction Level of Customers Dealing with D-Mart

***Dr. Bharat Pareek**

****Anil Salecha**

Introduction to Retail

Any financial passion comes to a close with retail. Since this is the case, retail holds a significant place in the global economic system. For the purpose of direct intake by the customer, retail comprises the sale of goods or products from a specific location, such as a department store, boutique, or booth, as well as via mail or in small or manifold quantities. Subordinated products, such as delivery, may be included in retail.

It's possible that customers are both men and women, or corporations. It's common in business for a "retailer" to purchase large quantities of goods and items in bulk directly from manufacturers or importers, and then sell lesser quantities to the end-user. A retail business is often known as a store or a shop. Ultimately, retailers are the last link in the supply chain.

The retailing system is a critical component of manufacturing marketers' overall distribution strategy. Also, the term "retailer" may be used when a service provider business caters to the wants and needs of large numbers of people, such as an electric utility. One may find stores at a shopping centre or even on a residential street. Purchasing streets is the most straightforward option for those who walk everywhere.

Review of Literature

- **Maithili R.P. Singh and Anuradha Agarwal (January 2018) "The Relationship between Retail Experience, Customer Satisfaction and Behavioral Intention: Exploring the consumer shopping Behavior in Unorganized Retail Settings", Indian Journal of Marketing, Vol. 48, Issue-1** "This research explored of consumer satisfaction in unorganized retailing sector of Jaipur. The basic factors are motivating factors of shopping, marketing persons, ambience of retail store and products, which affected the satisfaction of customer."
- **SM Zulaikha Fatima ; Charu Bisaria ; Ajay Prakash (2017), "Retailing: An Emerging Trend In India - Literature Review" Revista ESPACIOS, Vol. 38, Page 26** " This research article emphasized on the burning issues of retail sector. According to this research, retail sector is being affected by innovations. Today, retailer wants to know more information about the

An Analysis of Satisfaction Level of Customers Dealing with D-Mart

Dr. Bharat Pareek & Anil Salecha

customer due to deeper involvement. Online and Offline both the stores are affected to the customer. Thus, it is needed to know the consumer behavior at the time of purchasing.”

- **Justin Paul, K.J. Sankaranarayana and Nand Kumar Mekoth (2016), “Consumer Satisfaction in Retail Store : Theory and Implications” International Journal of Consumer Studies** “It is topic of research that large stores are besieging of small stores after the permission of FDI in emerging markets of India and China. This research was done to know the consumer satisfaction in small and large retail stores in this emerging sector. For this purpose data was collected from consumers with a pre-determined questionnaire. The result of this study was coexistence of small and large retail stores in the modern market.”

Data Collection

(i) Primary Data

The main information was gathered from the respondents through a well-defined questionnaire that probed into their views of the two retail locations. This information was gathered via the use of a questionnaire and in-person interviews. Random sampling was used to get primary data on a sample size of about 300 people. Interviews, observation, and other techniques of data gathering will be used as well.

(ii) Secondary Data

Annual reports, consumer satisfaction and retail marketing books, the Internet, journals, magazines, company websites, company catalogues and brochures, various newspapers and theses, among other sources, have gathered secondary data.

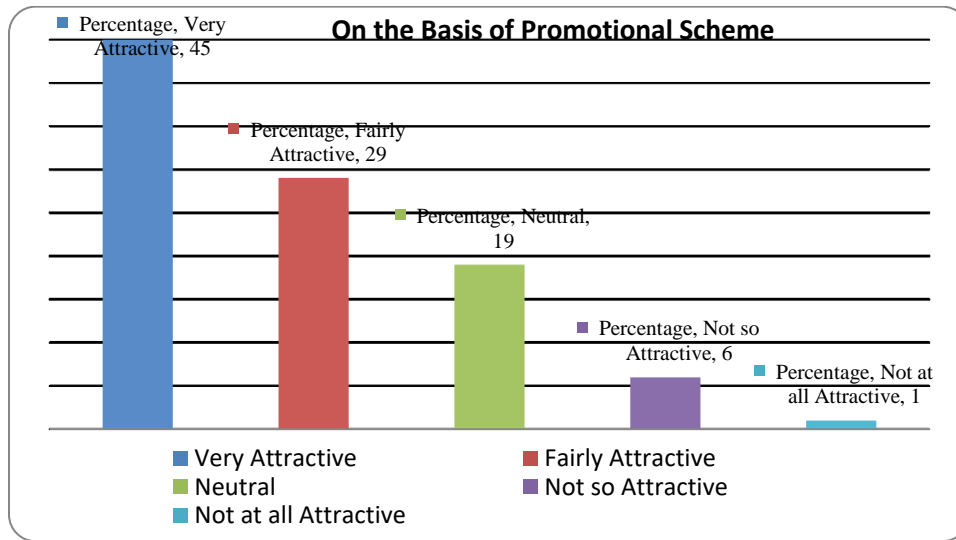
On the basis of Promotional Schemes

Promotional Schemes	Frequency	Percentage
Very Attractive	45	45
Fairly Attractive	29	29
Neutral	19	19
Not so Attractive	06	06
Not at all Attractive	01	01
Total	100	100

An Analysis of Satisfaction Level of Customers Dealing with D-Mart

Dr. Bharat Pareek & Anil Salecha

Approximately 45% of respondents said that their favourite retailer offers extremely appealing promotional schemes, as indicated in the above table, and they take advantage of these promotional schemes on a regular basis. Similarly, 29% of those polled said that their shops offer appealing promotions because their product pricing are correct. Only 19% of those polled thought these promotional programmes were beneficial, since they also bought the items in the unorganized market and could get a better deal there. While just 6% of consumers found these offers to be very enticing. Customers of this kind are more concerned with the quality of the product than with the price or the promotional scheme. Only 1% of respondents, on the other hand, claimed outright and openly that their shops did not have any enticing schemes. Satisfaction with the shop's atmosphere in general.



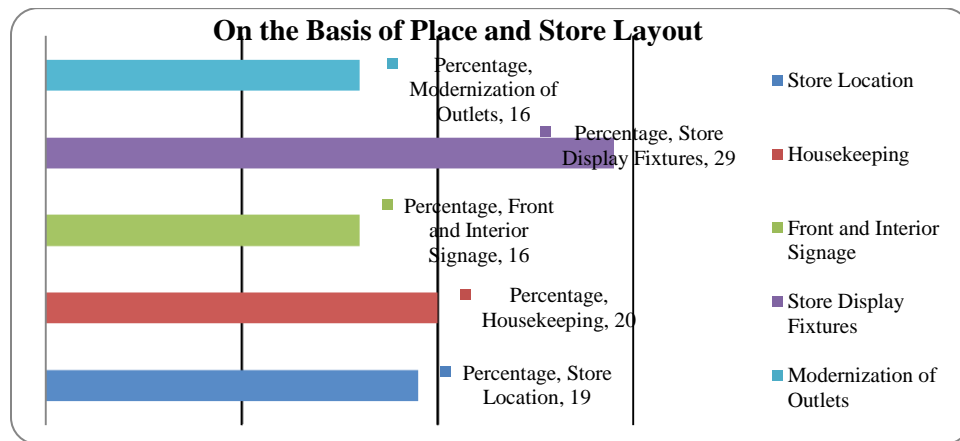
On the basis of Place and Store Layout

Place and Store Layout	Frequency	Percentage
Store Location	19	19
Housekeeping	20	20
Front and Interior Signage	16	16
Store Display Fixtures	29	29
Modernization of Outlets	16	16
Total	100	100

An Analysis of Satisfaction Level of Customers Dealing with D-Mart

Dr. Bharat Pareek & Anil Salecha

The table shows that 19% of respondents placed importance on the location of the business. Although the shops are situated in different parts of the city, these consumers have come to terms with the fact that their favourite ones are in the city's centre, where they can conveniently get their needs. 20% of people thought their store's cleanliness is extremely appealing. Everything in the shop has been well organized and is spotless. Additionally, dustbins may be found around the shop. However, 16% of consumers said they made a purchase because of modernization in their shop. These establishments made use of cutting-edge machinery and technology to improve their offerings to customers. Similarly, 29% of those surveyed made a purchase as a result of seeing something they liked in the store's window display. Because of these shop fixtures, they were able to sell more goods in their shops. In addition, these fixtures allowed them to quickly get familiar with a variety of advertising strategies. In the poll, just 16% of people said they were interested in the shops' Front and Interior Signage.



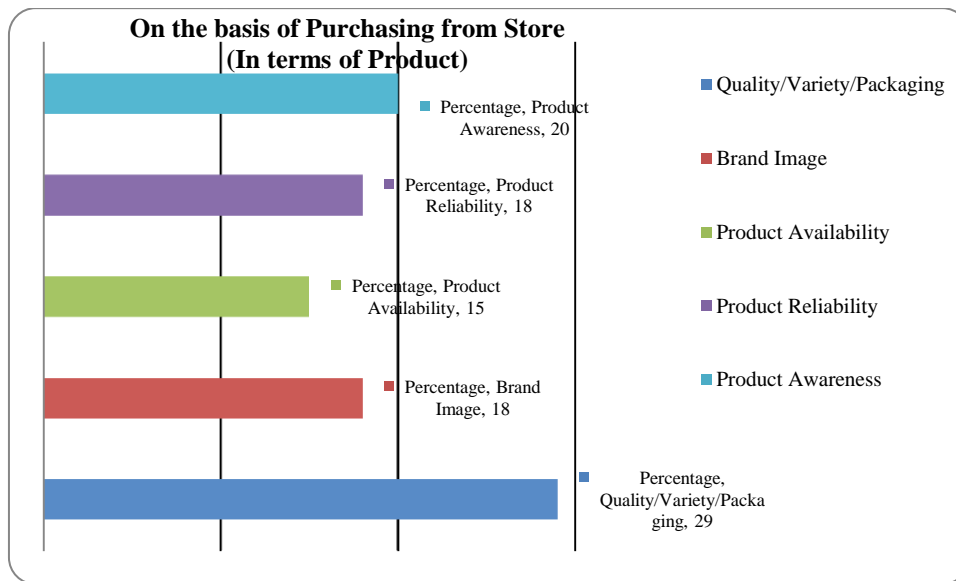
On the basis of Purchasing from Store (In terms of Product)

Purchasing from Store	Frequency	Percentage
Quality/Variety/Packaging	29	29
Brand Image	18	18
Product Availability	15	15
Product Reliability	18	18
Product Awareness	20	20
Total	100	100

An Analysis of Satisfaction Level of Customers Dealing with D-Mart

Dr. Bharat Pareek & Anil Salecha

Table 5.8 shows that 29% of respondents stated that they bought from their favourite shop because of the high quality, variety, and packaging of different goods available within. They also conceded that they didn't need to go anyplace else since their shop offered a broad variety of products. Brand Image and Product Reliability received 18% and 18% of the respondents' votes, respectively. When asked whether they sold branded goods, these customers answered yes. Despite the fact that these goods were expensive, they guaranteed the product's dependability. While 15% of those polled indicated they made a purchase from their shop because the items they wanted were there. They said that the shop had all the items a client could need, negating the need to visit another location or go into an unorganized market. When asked whether they bought anything from their shop because they were aware of other goods, just 20% answered yes. In addition, they acknowledge that when they visit these shops, the personnel will assist them and inform them of the different goods and promotional programmes available to them there.



***Assistant Professor
Department of Business Administration
S.S. Jain Subodh P.G. (Autonomous) College
**Research Scholar
Faculty of Business & Management
Himalayan University**

An Analysis of Satisfaction Level of Customers Dealing with D-Mart

Dr. Bharat Pareek & Anil Salecha

Bibliography

1. Agarwal, V.K (2004). *Consumer Protection in India*. New Delhi: Deep and Publication.
2. Bajaj, Chetan, Srivastava, V Nidhi, & Tuli, Rajnish (2005). *Retail Sector in India*. New Delhi: Oxford University Press.
3. Chhabra, T.N., and Grova, S.K. (2009). *Marketing Management*. New Delhi: Dhanpat Rai & Co. (Pvt) Ltd.
4. Cook, Sarah (2008). *Consumer Care Excellence: How to Create an Effective Consumer Focus*. New York: Kogan Page Ltd.
5. Doyle, P. (2007). *Marketing Management and Strategy*. New Delhi :Prentice Hall Publication.
6. Fatima, SM Zulaikha, Bisaria, Charu, and Prakash, Ajay (2017). Retailing: An Emerging Trend In India – Literature Review. *Revista ESPACIOS*, Vol. 38, Page 26.
7. Karmugil, S., Kannapa, Dr. R. (2015). A study on Customer Satisfaction towards Retail Stores in Triruchirapalli Town. *International Journal of Advance Research in Management and Social Science*, Vol. 4, No. 6, Page 69-81.

An Analysis of Satisfaction Level of Customers Dealing with D-Mart

Dr. Bharat Pareek & Anil Salecha