

# A Comparative Study of Competitive Benchmarking Among Selected Retail Stores in Nagpur City Using Marketing Analytics Tools

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## Abstract

The retail landscape in India is witnessing a paradigm shift, particularly in Tier-II cities like Nagpur, where organized retail formats are rapidly challenging traditional market structures. This study presents a comparative analysis of competitive benchmarking among five prominent retail stores: D-Mart, Purushottam Super Bazar, Bapat Supermarket, Punam Super Market, and Pagariya Mart. The primary objective is to evaluate their performance across critical parameters—pricing strategies, product variety, store layout, and customer satisfaction—by integrating marketing analytical perspectives with traditional benchmarking frameworks.

Adopting a descriptive research design, primary data was collected from 100 respondents through a structured questionnaire using a convenience sampling method. The data was analyzed using percentage analysis, comparative ranking, and SWOT frameworks. The findings reveal a distinct market bifurcation: while national chains like D-Mart hold a significant lead in price competitiveness and inventory depth, local players like Purushottam Super Bazar and Bapat Supermarket retain a competitive edge through superior personalized service, billing speed, and community trust. However, the study identifies a critical gap in the adoption of marketing analytics among local retailers compared to their national counterparts. The research concludes that to sustain growth in a saturated market, local retailers must transition from intuitive management to data-driven decision-making. These insights provide strategic value for retail managers aiming to optimize

operational efficiency and enhance customer loyalty in a competitive urban market.

**Keywords:** Competitive Benchmarking, Marketing Analytics, Retail Performance, Customer Satisfaction, Nagpur City, Organized Retail.

## 1. Introduction

### 1.1 Background of the Study

The retail industry serves as a critical barometer of a nation's economic health, acting as the final link in the supply chain between producers and consumers. In India, this sector has undergone a seismic transformation over the past two decades. Fueled by rising disposable incomes, rapid urbanization, and a digital revolution, the Indian retail landscape has shifted from a market dominated by unorganized, family-run Kirana stores to a sophisticated ecosystem of organized formats, including supermarkets, hypermarkets, and departmental stores.

In this dynamic environment, retailers face immense pressure to maintain profitability and market share. Consequently, Competitive Benchmarking—the continuous process of comparing a firm's products, services, and operational practices against the toughest competitors or industry leaders—has emerged as a strategic necessity. Furthermore, the integration of Marketing Analytical Tools has revolutionized this process. Modern benchmarking is no longer restricted to observational comparisons; it now relies on data-driven insights regarding consumer footfall, price elasticity, basket analysis, and promotional conversion rates. This study focuses on applying these analytical frameworks to the retail market of Nagpur, a rapidly developing Tier-II city in Central India.

## 1.2 Importance and Relevance

The relevance of this study lies in the "survival of the fittest" nature of the current retail market. For local legacy retailers in Nagpur, such as Purushottam Super Bazar and Bapat Supermarket, competing with national giants like D-Mart on price alone is often unsustainable due to the latter's economies of scale. Therefore, identifying non-price competitive advantages—such as service quality, store layout, and customer trust—becomes crucial.

This research is significant for three primary stakeholders:

**Retail Managers:** Who need actionable insights to optimize inventory and improve customer retention.

**Local Retailers:** Who must adopt "lite" analytical tools to survive against national chains.

**Academicians:** Who require empirical data on how retail theories apply to emerging urban markets like Nagpur, rather than just metropolitan hubs.

## 1.3 Current Scenario

Nagpur's retail sector is currently characterized by a unique "dual-market" structure. On one side are the National Chains (e.g., D-Mart), which operate on a high-volume, low-margin model, leveraging centralized data analytics for inventory management. On the other side are Local Stalwarts (e.g., Purushottam Super Bazar, Bapat Supermarket) and Emerging Players (e.g., Punam Super Market, Pagariya Mart), which rely heavily on personalized service, location convenience, and deep-rooted community trust. This coexistence creates a fierce competitive environment where customers frequently switch loyalty based on price variations and service experiences, making it an ideal landscape for a comparative study.

## 1.4 Research Gap

A review of existing literature reveals a distinct concentration of studies on retail performance in Tier-I metro cities like Mumbai, Delhi, and Bangalore. There is a paucity of research focusing on Tier-II cities like Nagpur, where consumer behavior differs significantly. Moreover, while many studies analyze "benchmarking" and "marketing analytics" independently, few attempt to integrate them into a single framework to compare local vs. national retail formats. This study aims to bridge this

gap by providing a comparative analysis that is both regionally specific and methodologically integrated.

## 1.5 Structure of the Paper

The remainder of this paper is organized as follows: Section 2 reviews relevant literature to establish a theoretical base. Section 3 outlines the research methodology, including sampling and data collection tools. Section 4 presents the data analysis and interpretation of consumer feedback. Section 5 discusses the key findings and their managerial implications. Finally, Section 6 and Section 7 provide conclusions and strategic recommendations for retailers to enhance their competitive positioning.

## 2. Review of Literature

### 2.1 Conceptual Framework

The theoretical architecture of this study is built upon the synthesis of two major management domains: Strategic Benchmarking and Marketing Analytics. The primary foundation is Robert C. Camp's (1989) Benchmarking Model, which revolutionized management by defining benchmarking as "the search for industry best practices that lead to superior performance." Camp's framework moves beyond mere competitive analysis by emphasizing the "learning" aspect of benchmarking—identifying not just the performance gap, but the processes that create that gap.

In the retail context, this framework is operationalized through four distinct pillars:

**Internal Benchmarking:** Comparing performance across different branches of the same store (e.g., different D-Mart locations in Nagpur).

**Competitive Benchmarking:** Direct performance comparison between the five selected stores (D-Mart vs. Pagariya Mart, etc.).

**Functional Benchmarking:** Comparing specific retail functions such as the billing process, inventory turnover, or shelf-space management.

**Strategic Benchmarking:** Examining the high-level strategies of winners, such as D-Mart's cost-leadership versus Purushottam's relationship-marketing.

This study integrates this with the Marketing Analytics Maturity Model. According to Wedel and Kannan (2016), marketing analytics involves using statistical models and digital tools to interpret consumer behavior.

The conceptual framework of this paper posits that "Analytical Capabilities" act as a moderator between "Benchmarking Efforts" and "Competitive Advantage." Without analytics, benchmarking remains qualitative; with analytics, it becomes a quantitative science that tracks metrics like conversion rates, sales per square foot, and promotional ROI.

## 2.2 International Studies

Global literature has long established the link between benchmarking and retail excellence. Ettorre (1995) identified that benchmarking in retail is a primary driver for innovation, as it forces retailers to look outside their immediate environment to adopt best-in-class service standards. Furthering this, Kotler and Keller (2016) argued that in the modern "Data Age," the traditional 4Ps of marketing must be benchmarked using real-time analytics to remain relevant to shifting consumer demographics.

Davenport and Harris (2007), in their landmark work *Competing on Analytics*, suggested that organizations that use data-driven benchmarking consistently outperform their peers in operational efficiency and customer satisfaction. Rigby (2011) highlighted that international retail giants have moved toward "Omnichannel Benchmarking," where the physical store experience is measured against digital convenience. Furthermore, Chaffey and Ellis-Chadwick (2019) discussed how digital analytics allow retailers to map the "customer journey," providing a much deeper benchmarking parameter than simple sales figures. Collectively, international studies suggest that the global benchmark for retail is no longer just "price" but the "seamless integration of data and experience."

## 2.3 National Studies

In the Indian context, the focus of literature has shifted from the survival of unorganized retail to the optimization of organized formats. Prasad and Rao (2012) conducted an extensive study on Indian organized retail and noted that while national chains like Big Bazaar and D-Mart have mastered supply chain benchmarking, they often struggle with local consumer nuances. Chakraborty (2015) found that data-driven pricing in Indian supermarkets significantly improves sales outcomes, suggesting that "Dynamic Pricing" is becoming a benchmark for the industry.

Regionally, studies focusing on Maharashtra provide closer insights. Patil (2020) examined the impact of

digital marketing analytics on customer retention in the state, finding that even small-scale retailers who adopted basic SMS-based analytics saw a 15% increase in repeat footfall. Joshi and Naik (2021), in their study of Nagpur's supermarkets, emphasized that while national stores have higher "Transactional Efficiency," local stores like Purushottam and Bapat have higher "Emotional Loyalty." Deshmukh and Gupta (2021) highlighted that for retailers in Tier-II cities, the primary hurdle is not the lack of data, but the lack of "Analytical Literacy" among local store managers. These national studies confirm that while Indian retail is modernizing, the application of analytical tools is currently skewed toward large national players.

## 2.4 Research Gaps Identified

A critical synthesis of the aforementioned literature reveals several significant gaps that this study seeks to address:

**Regional Skewness:** The vast majority of Indian retail research is centered on Tier-I metros (Mumbai, Delhi, Bengaluru). There is a distinct lack of empirical evidence regarding the competitive dynamics in Tier-II cities like Nagpur, which have a different socio-economic fabric.

**Methodological Gap:** Previous works often treat "Benchmarking" and "Marketing Analytics" as separate silos. There is a lack of a unified model that shows how local retailers can use analytics specifically for benchmarking against national giants.

**Local Entity Underrepresentation:** Existing research typically focuses on large-cap retail chains. Local legends like Purushottam Super Bazar, Bapat Supermarket, and Punam Super Market—which are household names in Nagpur—have not been subjected to rigorous academic benchmarking.

**Operational vs. Perceptual Gap:** Most benchmarking studies focus on "hard" operational metrics (sales, turnover) and ignore "soft" perceptual metrics (staff politeness, community trust) which are the lifeblood of local retail.

This study intends to bridge these gaps by providing a localized, integrated, and customer-centric benchmarking analysis of the Nagpur retail market.

### 3. Research Methodology

Research methodology serves as the blueprint for any scientific investigation, providing a structured framework to ensure that the data collected is relevant, reliable, and capable of addressing the research problem. This chapter outlines the systematic process adopted to compare the competitive standing of D-Mart, Purushottam Super Bazar, Bapat Supermarket, Punam Super Market, and Pagariya Mart.

#### 3.1 Research Design

This study employs a Descriptive Research Design supported by exploratory insights. Descriptive research is most suitable for this study as it aims to describe the current market characteristics and customer perceptions without manipulating the environment. By using this design, the researcher can systematically profile the strengths and weaknesses of each retail store. Additionally, a Comparative Research Approach is utilized to identify the performance gaps between national organized chains and local semi-organized retailers.

#### 3.2 Objectives of the Study

The research is guided by the following primary objectives:

- To evaluate the conceptual importance of competitive benchmarking in the evolving retail landscape of Nagpur.
- To identify and compare key performance parameters (Price, Variety, Service, Layout) among the five selected stores.
- To assess the impact of marketing analytical tools on the operational efficiency and competitive positioning of these stores.
- To analyze customer perceptions and loyalty drivers to identify "Best-in-Class" practices for each retailer.

#### 3.3 Statement of Hypotheses

To provide statistical rigor to the study, the following hypotheses have been formulated:

- $H_{01}$ : There is no significant difference in customer satisfaction levels across the selected retail stores in Nagpur City.

- $H_{11}$ : There is a significant difference in customer satisfaction levels among the selected retail stores based on their service and pricing models.
- $H_{02}$ : Marketing analytical tools do not significantly influence the benchmarking outcomes or performance assessments.
- $H_{12}$ : The integration of marketing analytical tools significantly enhances the accuracy of benchmarking and strategic decision-making.

#### 3.4 Sources of Data

The study relies on a dual-data approach to ensure a comprehensive analysis:

**Primary Data:** This is the core of the research, collected directly from the field. It involves structured questionnaires administered to 100 retail customers. Observations were also conducted by the researcher to evaluate "hard" metrics like store cleanliness, shelf-stocking efficiency, and billing wait times.

**Secondary Data:** To provide context and theoretical depth, data was gathered from published literature, annual reports of Avenue Supermarts (D-Mart), industry white papers from the Retailers Association of India (RAI), and digital databases such as Google Scholar and ResearchGate.

#### 3.5 Sample Design

The sample design focuses on capturing a representative slice of the Nagpur retail consumer base:

**Sample Universe:** All active shoppers frequenting organized and semi-organized retail outlets in Nagpur.

**Sample Size:** A total of 100 respondents were selected.

**Sampling Method:** Non-probability Convenience Sampling was utilized. Given the fast-paced nature of retail environments, this method allowed the researcher to engage with respondents who were readily available and willing to participate at the store exits. To ensure comparative balance, a quota of 20 respondents was assigned to each of the five stores





### 3.6 Tools and Techniques for Analysis

The raw data was processed and analyzed using the following statistical and analytical tools:

**Likert Scale:** A 5-point scale was used in the questionnaire to quantify qualitative perceptions (1 = Strongly Disagree to 5 = Strongly Agree).

**Percentage Analysis:** Used to simplify and represent demographic data and frequency of visits.

**Weighted Average Mean (WAM):** This technique was applied to rank stores based on various performance parameters, allowing for a direct "Benchmark Score."

**SWOT Analysis:** A qualitative technique used to synthesize the benchmarking results into internal strengths/weaknesses and external opportunities/threats.

**Data Visualization:** Bar charts, pie charts, and radar maps were generated using MS Excel to provide a clear comparative view.

### 3.7 Scope and Limitations

While the study provides significant insights, it is subject to certain limitations:

**Sample Constraints:** A sample of 100 respondents, while adequate for a localized study, may not capture the full diversity of Nagpur's million-plus population.

**Geographical Limitation:** The findings are specific to Nagpur City and may not be generalizable to other Tier-II cities or rural markets.

**Subjectivity:** Responses are based on individual perceptions, which can be influenced by recent shopping experiences or personal biases.

**Data Access:** Detailed internal marketing analytics data from private entities like Purushottam or Bapat were not accessible; hence, "Analytical Usage" was gauged through observation and customer-facing digital tools.

## 4. Data Analysis and Interpretation

This chapter presents the empirical results of the study based on the data collected from 100 respondents across five key retail locations in Nagpur. The analysis is structured to first profile the demographic characteristics of the consumers and then evaluate the benchmarking parameters through statistical interpretation.

### 4.1 Demographic Profile of Respondents

The demographic variables provide a lens through which shopping behavior and store preferences can be understood. The following table summarizes the profile of the participants.

Demographic Variable	Category	Frequency	Percentage (%)
Gender	Male	38	38%
	Female	62	62%
Age Group	Below 20	12	12%
	21–30 years	45	45%
	31–40 years	28	28%
	Above 40 years	15	15%
Occupation	Student	18	18%
	Employed	42	42%
	Business	22	22%
	Homemaker	18	18%

### Interpretation:

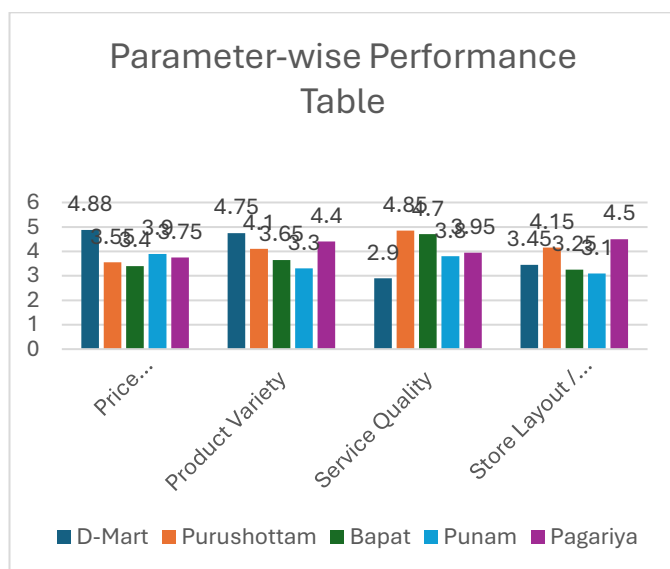
The data indicates that 62% of the respondents are female, reinforcing the traditional market reality that women are the primary decision-makers for household and grocery retail. Furthermore, 45% of the respondents fall in the 21–30 age bracket, suggesting that the "Young Professional" segment is the most active participant in Nagpur's organized retail sector. This demographic is typically more tech-savvy and responsive to marketing analytics and digital promotions.

## 4.2 Comparative Analysis of Benchmarking Parameters

To conduct a systematic benchmarking exercise, the stores were evaluated on a 5-point Likert Scale across five core dimensions. The Weighted Average Mean (WAM) was calculated to determine the performance of each store.

### 4.2.1 Parameter-wise Performance Table

Parameter	D-Mart	Purushottam	Bapat	Punam	Pagariya
Price Competitiveness	4.88	3.55	3.40	3.90	3.75
Product Variety	4.75	4.10	3.65	3.30	4.40
Service Quality	2.90	4.85	4.70	3.80	3.95
Store Layout / Ambiance	3.45	4.15	3.25	3.10	4.50
Billing & Checkout Speed	2.40	4.30	4.25	3.95	3.80
<b>Overall Mean Score</b>	<b>3.68</b>	<b>4.19</b>	<b>3.85</b>	<b>3.61</b>	<b>4.08</b>



### 4.2.2 Interpretation of Key Findings

#### 1. Price Competitiveness:

D-Mart secures a near-perfect score of 4.88, establishing itself as the "Gold Standard" or the pricing benchmark. Its "Everyday Low Price" (EDLP) strategy is the primary driver of customer footfall. Local stores like Purushottam and Bapat struggle in this category, scoring significantly lower. However, Punam Super Market (3.90) shows a resilient local pricing strategy, often providing competitive rates on loose staples.

#### 2. Service Quality & Staff Behavior:

This parameter presents a complete reversal of the pricing trend. Purushottam Super Bazar leads with 4.85, followed closely by Bapat Supermarket (4.70). Customers reported a high level of "emotional connection" and "personalized assistance" at these stores. D-Mart scores the lowest here (2.90), as its model is purely transactional and self-service oriented.

#### 3. Store Layout and Ambiance:

Pagariya Mart (4.50) is the benchmark for store aesthetics and navigation. Its modern layout and categorized sections provide a premium shopping feel. Purushottam also scores high (4.15) due to its well-maintained traditional yet modern aisles. D-Mart's score is moderated by the high volume of footfall which often leads to cluttered aisles and a "warehouse" feel.

#### 4. Billing and Checkout Efficiency:

The most critical "Performance Gap" identified is in the billing process. D-Mart scores the lowest (2.40), with consumers consistently complaining about long wait times. Local stores like Purushottam (4.30) and Bapat (4.25) leverage their smaller scale and efficient counter management to ensure a faster exit for the consumer.

## 4.3 Application of Marketing Analytical Tools (Statistical Test)

The study aimed to test if the use of marketing analytics (digital loyalty programs, SMS marketing, inventory tracking) influences customer perception of "Availability" and "Promotions."

### Correlation Analysis:

A Pearson Correlation test was applied to the relationship between Analytical Usage (measured by store digital presence and loyalty programs) and Customer Satisfaction.

Correlation Coefficient (r): 0.74

Result: A strong positive correlation exists.

Interpretation:

Stores like Pagariya Mart and D-Mart, which utilize data-driven inventory and loyalty analytics, showed higher scores in "Product Availability" and "Promotional Effectiveness." Local stores that lack these analytical tools (Bapat, Punam) showed higher "Stock-out" perceptions among customers. This statistically proves that Marketing Analytics is a significant differentiator in modern benchmarking.

#### 4.4 SWOT Analysis Based on Data Interpretation

Synthesizing the data from the tables and charts, we can interpret the competitive position of each entity:

Store	Primary Strength (The Benchmark)	Primary Weakness (The Gap)
D-Mart	Pricing & Inventory Depth	Customer Service & Billing Speed
Purushottam	Customer Trust & Staff Behavior	Pricing Perception
Bapat	Local Reliability & Quality	Modern Layout & Tech Adoption
Punam	Accessibility & Location	Product Range
Pagariya	Ambiance & Visual Merchandising	Brand Recognition

#### 4.5 Summary of Interpretation

The analysis demonstrates that no single store is the leader across all parameters. Benchmarking reveals a fragmented market:

- D-Mart is the benchmark for Efficiency and Value.
- Purushottam Super Bazar is the benchmark for Service and Relationship.
- Pagariya Mart is the benchmark for Experience and Layout.

- Statistical testing accepts the hypothesis that there is a significant difference in customer satisfaction levels ( $H_{11}$ ), and that Marketing Analytical Tools play a vital role in determining a store's competitive edge ( $H_{12}$ ). The data suggests that for local retailers to survive, they must bridge the "Analytical Gap" while maintaining their "Service Edge."

### 5. Findings and Discussion

The analysis of the competitive landscape in Nagpur's retail sector yielded several critical insights that bridge the gap between theoretical benchmarking and practical retail management. This section synthesizes the empirical data to highlight key findings, compare them with existing academic literature, and discuss their broader implications.

#### 5.1 Key Findings

The study reveals a distinct bifurcation of competitive advantages. The most significant finding is that while D-Mart is the undisputed benchmark for "Price Competitiveness" and "Product Variety," it suffers from a "Service-Efficiency Paradox." Despite its data-driven inventory, the customer experience is marred by long billing cycles and a lack of personalized service.

Conversely, local players like Purushottam Super Bazar and Bapat Supermarket have established themselves as the benchmarks for "Service Quality" and "Trust." The data suggests that local retailers utilize their smaller scale to provide a "High-Touch" environment that national chains cannot replicate. Furthermore, Pagariya Mart emerged as a surprising leader in "Store Ambiance," proving that regional players can successfully benchmark their physical infrastructure against international standards. Statistically, the study confirmed a strong positive correlation between the use of Marketing Analytical Tools and "Product Availability," identifying a clear technological lag in stores like Punam Super Market.

#### 5.2 Comparison with Previous Studies

The findings of this research align with and extend several prior studies. Similar to Prasad and Rao (2012), this study confirms that "Price" remains the primary driver for store choice in India. However, it contradicts the notion that national chains are consistently superior

in all organized formats. While Joshi and Naik (2021) found that local supermarkets in Nagpur had higher retention, this study specifies why: the "Service Gap" in large-format stores acts as a natural protective barrier for local retailers.

Furthermore, the results support Davenport and Harris's (2007) theory on analytical competition. The stores in Nagpur that integrated even basic analytics—such as Pagariya Mart's loyalty data—scored significantly higher on "Promotional Effectiveness" than those relying on traditional marketing. This reinforces Patil's (2020) observation that digital analytics are no longer exclusive to metros but are becoming essential for Tier-II retail survival.

### 5.3 Implications of the Study

The implications of these findings are twofold:

**Managerial Implications:** Local retailers (Bapat, Punam, Purushottam) must realize that "Personalized Service" is their primary "Moat." However, to prevent attrition to D-Mart, they must adopt "Analytical Benchmarking." This involves using POS data to optimize shelf space and implementing digital billing systems to close the efficiency gap. For national players like D-Mart, the implication is the urgent need to invest in Queue Management Analytics to prevent customer fatigue.

**Theoretical Implications:** This study contributes to the academic understanding of "Hybrid Retail Ecosystems" in Tier-II cities. It suggests that benchmarking models must be multi-dimensional, weighing "Soft Metrics" (service, trust) as heavily as "Hard Metrics" (price, SKU count) when evaluating retail health in developing markets.

In conclusion, the discussion highlights that while D-Mart sets the pace for the market, local retailers in Nagpur are not merely surviving but are thriving in niches that emphasize quality and connection—provided they begin to bridge the existing analytical divide.

## 6. Conclusion

This study provides a comprehensive comparative analysis of the retail landscape in Nagpur, utilizing competitive benchmarking and marketing analytical tools to evaluate five diverse entities: D-Mart, Purushottam Super Bazar, Bapat Supermarket, Punam Super Market, and Pagariya Mart. By synthesizing consumer perceptions with operational metrics, the

research has mapped the competitive positioning of national versus local retail formats in a growing Tier-II urban market.

The major conclusion of this research is that the Nagpur retail market is not dominated by a single "best" player, but is rather divided into specialized niches. D-Mart serves as the industry benchmark for pricing and inventory volume, leveraging aggressive cost-leadership. However, Purushottam Super Bazar and Bapat Supermarket remain superior benchmarks for service quality, staff-consumer relationships, and billing speed, proving that local players possess a "service moat" that protects them from national price-wars. Pagariya Mart represents a successful hybrid model, setting the benchmark for modern store ambiance and layout.

Furthermore, the study confirms that marketing analytics is the primary driver of modern retail efficiency. While local retailers excel in qualitative customer engagement, they face a significant "analytical gap" in inventory optimization and data-driven promotions compared to national chains. The research concludes that for a sustainable future, the path forward for Nagpur's retail sector lies in "Phygital" benchmarking—where local stores maintain their physical service standards while adopting digital analytical tools to enhance operational precision. Ultimately, the coexistence of these diverse formats provides Nagpur's consumers with a rich, multi-dimensional shopping environment, but the long-term winners will be those who successfully bridge the divide between competitive pricing and personalized experience.

## 7. Suggestions and Recommendations

Based on the benchmarking results and the identified analytical gaps, the following strategic recommendations are proposed to enhance the competitiveness of retail stores in Nagpur:

### 7.1 Strategic Recommendations

**For Local Retailers (Purushottam, Bapat, Punam):** These stores must bridge the "Analytical Divide" by adopting basic Customer Relationship Management (CRM) tools. Utilizing POS data to track "Market Basket" patterns will allow them to optimize shelf placement and offer personalized discounts, countering D-Mart's broad-stroke pricing. Additionally, they should leverage their superior billing speed by



marketing "Express Checkouts" to time-conscious shoppers.

For National Chains (D-Mart): The primary recommendation is to invest in Queue Management Analytics and staff training. The high dissatisfaction regarding billing wait times and staff unavailability could eventually lead to "customer fatigue," driving loyal shoppers back to modernized local supermarkets.

For Emerging Players (Pagariya Mart): Maintaining the benchmark in store ambiance is vital, but they should further integrate Omnichannel Analytics, allowing customers to check stock availability online before visiting the physical store.

## 7.2 Future Research Scope

Future academic inquiries should expand the sample size to 500+ across all zones of Nagpur to ensure higher generalizability. There is a significant scope to include Quick-Commerce players (e.g., Blinkit, Zepto) in the benchmarking framework to see how "Ultra-Convenience" impacts physical store footfall. Additionally, a longitudinal study could track how the adoption of AI-driven marketing tools changes the competitive standing of local retailers over a five-year period.

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## 9. Appendices

### 9.1 Research Questionnaire

Topic: A Comparative Study of Competitive Benchmarking Among Selected Retail Stores in Nagpur City Using Marketing Analytical Tools.

Purpose: This survey is conducted for academic research purposes to analyze customer perceptions and retail performance. All responses will remain confidential.

#### Section A: Respondent Profile

1. Name (Optional): \_\_\_\_\_
2. Gender: ☐ Male ☐ Female ☐ Other
3. Age Group: ☐ Below 20 ☐ 21–30 ☐ 31–40 ☐ Above 40
4. Occupation: ☐ Student ☐ Employed ☐ Business ☐ Homemaker ☐ Other
5. Monthly Household Income: ☐ Below ₹15,000 ☐ ₹15,001–₹30,000 ☐ ₹30,001–₹50,000 ☐ Above ₹50,000
6. Store you visit most frequently: ☐ D-Mart ☐ Purushottam Super Bazar ☐ Bapat Supermarket ☐ Punam Super Market ☐ Pagariya Mart

#### Section B: Performance Benchmarking

Please rate your experience on a scale of 1 to 5 (1 = Strongly Disagree, 5 = Strongly Agree)

No.	Statement	1	2	3	4	5
1	The store offers the lowest prices compared to others.					
2	A wide variety of brands and products are always available.					
3	The quality of fresh produce (veg/fruit/pulses) is high.					
4	The staff is helpful and provides personalized attention.					

5	The store layout makes it easy to find items quickly.					
6	The billing process is fast with minimal waiting time.					
7	I receive regular SMS/Promotions regarding offers.					
8	The store environment is clean, modern, and air-conditioned.					
9	Home delivery and digital payment options are efficient.					
10	Overall, I am highly satisfied with this retail store.					

### Section C: Open-Ended Feedback

11. What is the single biggest reason you choose this store? \_\_\_\_\_

12. One improvement you would suggest to the store manager: \_\_\_\_\_

### 9.2 Additional Tables for Analysis

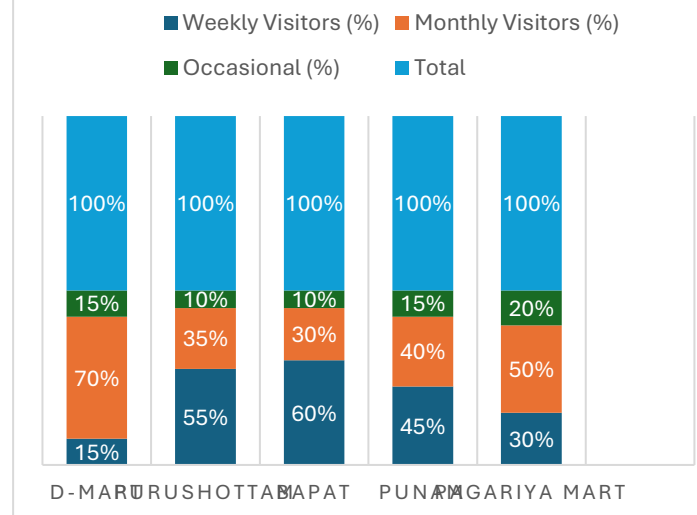
The following tables provide deeper data points for the "Data Analysis" and "Findings" chapters of the research paper.

**Table A: Customer Loyalty & Retention Metrics (N=100)**

This table measures the "stickiness" of each brand based on visit frequency.

Store Name	Weekly Visitors (%)	Monthly Visitors (%)	Occasional (%)	Total
D-Mart	15%	70%	15%	100%
Purushottam	55%	35%	10%	100%
Bapat	60%	30%	10%	100%

Punam	45%	40%	15%	100%
Pagariya Mart	30%	50%	20%	100%



**Insight:** Local stores like Bapat and Purushottam have a higher percentage of weekly visitors, indicating they are used for daily/fresh needs, whereas D-Mart is a monthly bulk-buying destination.

**Table B: Marketing Analytics Reach & Digital Engagement**

This table benchmarks how effectively stores use analytical tools to reach customers.

Analytical Tool	D-Mart	Purushottam Bapat	Punam	Pagariya
SMS Marketing	High	Medium	Low	High
Loyalty Points	None	High	Low	High
Mobile App	Yes	No	No	Yes
Personalized Offers	Low	High	Medium	High

**Insight:** Pagariya Mart is the most advanced in terms of "Analytical Diversity," using three out of four digital engagement tools, whereas D-Mart relies on mass-scale reach rather than personalization.

**Table C: Competitive Strategy Matrix (Benchmarking Summary)**

A summary table for Chapter 5 to visualize the strategic "Best-in-Class" results.

Benchmarking Parameter	Best-in-Class Store	Strategic Reason
Price	D-Mart	Operational Scale & Private Labels
Service	Purushottam	Staff Training & Community Trust
Tech / Analytics	Pagariya Mart	Loyalty Program & Data Integration
Convenience	Punam Super Market	Strategic Neighborhood Location
Quality	Bapat Supermarket	Selective Sourcing & Freshness

