STUDY ON CUSTOMER BUYING BEHAVIOUR TOWARDS D-MART

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CHAPTER-1

INTRODUCTION

1.1 INTRODUCTION OF PROJECT

As a part of our study of Business communication Program, we are given capstone project work to develop our analytical faculties as professional students. In relation to the aforementioned objective the project undertaken by us covers marketing analysis of national. The study converges on major giants in global market: D-Mart.

1.2 INTRODUCTION OF D-MART STORE:

D-Mart offers products to satisfy the entire family's needs. Merchandise offered at D-Mart is always at lower prices. Stores are designed with customer convenience in mind. D-Mart respects your intelligence by offering a wide choice of brand and pack sizes, coupled with easy-to understand communications and information.

Avenue Super-Marts Ltd.

Avenue Super-Marts Ltd (ASL) owns and operates hypermarkets and supermarkets by the store name **D-Mart**.

D-Mart seeks to provide a one-stop shopping experience for the entire family, meeting all their daily household needs. A wide selection of home utility products is offered, including foods, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and much more.

Since **D-Mart** first opened its doors in the Mumbai region in 2000, it has grown into a trusted and well-established shopping destination in Maharashtra, Gujarat, Andhra Pradesh and Karnataka. **D Mart** is now looking forward to growing its stores across India.

Culture

At **ASL**, we're strong believers in deriving excellence in customer service through systemic training and rigor at work. We value simplicity and humility in our people and strongly believe that integrity and Merit is the only route to growth at **ASPL**. We hire professionals who share our values and unabashedly lead by example.

Vision

It is our continuous endeavor to investigate, identify and make available new products/categories for the customer's everyday use and at the 'best' value than anybody else.

CHAPTER 2 Research Methodology

2.1 Research Methodology:

Since the study is on the retail sector first the detailed study of the store has been conducted about its Management team and its structure the number of departments which all brands does the store has, who are its suppliers about its warehouses.

Based on the topic objectives were set and to arrive at the opinion on objectives a set of 120 questionnaires were designed of 26 questions and response is collected from the customers who are visiting the store. For data collection Random Convenient sampling method was adopted.

2.2 RESEARCH OBJECTIVE

· To scan customer buying behavior.

· To know the promotional strategy of D-Mart.

· To know the relation between promotional strategy and buying decision.

· To comprehend the determinants of customer satisfaction.

· To know about the growth prospective with respect to demand analysis. · To analyse product mix.

· How D mart Establish and maintain the in retailing through promotion

2.3 Data Collections Methods:

Market research requires two types of data i.e. secondary data and primary data. Primary data has been used abundantly for the study. Well-structured questionnaires were prepared & the survey was undertaken. Feedback for the display has been taken by asking questions & observation has also been done to gather primary information.

There is also a use of secondary data, collected from the various journals, books, and websites & from Store managers.

Primary data - Field survey , online survey

Secondary data - D-Mart records, Book, Company Websites.

Area of research: - **Hyderabad**

Research approach: - **Survey method**

2.4 Sampling Method

Since the study is restricted to the Retail sector, all the functional Departments of D-Mart and the respondents are found at the store only so according to the convenience randomly they are being picked so sampling method is used in this study is Random Convenience Sampling.

Sampling

Sample size : 120 respondents
Sampling Method : Random Convenience sampling
Sample Unit : Customer of Big bazaar,Ratnadeep,vijetha & D-Mart
Measuring Tools : Questionnaire

2.5 INDUSTRY ANALYSIS:
D MART

D' mart Exclusive, Dolphin Mart's home decor and gifting solutions brand, plans to open around 35 stores and is targeting a turnover of Rs 80 crore this fiscal. In the current financial year, the company plans to invest a total sum of Rs 20-25 crore for expansion D 'mart Exclusive plans to open 3 stand-alone showrooms, 15-16 boutiques at airports/ malls, and 14- 16 franchise stores this fiscal. It also plans to open a kiosk at T3 Terminal in Delhi and stores in tier 2 and 3 cities as well. The company will also venture into e-commerce by the end of this year. Dolphin Mart is the importer and distributor of premium signature art and decor pieces

including silverware, crystal ware, limited edition collectibles, objects d'art, figurines, furniture accessories and gifts items, selected and sourced from international brands in Italy, Spain, Germany, France, UK, and China. The company claims that D' mart Exclusive is the sole product distributor for such premium brands in India as per an agreement.

Speaking about the location preferences for its new stores, Praveen Rao , Vice President, and Dolphin Mart, said: "The ideal location to open a new store depends on a number of factors. Our first preference is stand-alone showrooms on high streets, followed by reputed mall/shopping complexes."

Highlighting the key requirements of a franchisee, he said that an exclusive franchise would be required to invest a sum of Rs1 crore and must have an area of 1,200 sq.ft. while a non exclusive franchise would have to invest Rs 30 lakh and have an area between 800 and 1,000 sq.ft. For the shop-in-shop format, the franchisee will have to invest up to Rs 20 lakh and must have an area of 500-600 sq.ft.."

He confirmed that d'mart Exclusive spends 10 percent of its total sales on advertising and marketing including more than 15 exhibitions annually. Kiosks are an important lead creation point for the retailer. Stores contribute 35 percent towards total sales of d'mart Exclusive. To Rao, among all the products sold at Denmark Exclusive, the price band between Rest 25,000 and Rs 35,000 is the most popular among Indian customers. Worldwide limited editions sell the most in India, contributing almost 60 percent towards the total sales of the company.

There is a huge untapped market for the Rs 140 billion home improvement vertical in India. Indian consumers have disposable incomes and are looking for more upgraded lifestyles, which d'mart Exclusive caters to. The market has also extended from metro to tier 2 cities as well, which shows exponential growth in the sector.

CHAPTER-3 Data analysis

3.1 Definition of Marketing mix

Marketing mix is the combinations of elements that you will use to market your product. There are four elements: Product, Place, Price and Promotion. They are called the four Ps of the marketing mix. Some people think that the four Ps are old fashioned and propose a new paradigm: The four Cs!* Product becomes customer needs; Place becomes convenience, price is replaced by cost to the user, promotion becomes communication. It looks like a joke but the Cs is more customer-oriented.

3.2 4p's of D-Mart

Product:

➤ **Purchasing a product in Store**

Store	NO.	%
D-mart	52	43.33
Big- Bazaar	38	31.67
Both	30	25.5
None	0	0.0
Total	120	100

ANALYSIS:

From the survey, from 120 respondents, the response D-mart is 43.33 & Big-Bazaar is 31.67% & both is 17.5% and none 7.5%.

INTERPRETATION:

Majority of the customers are given a response to D-mart, We can also interpret from this that D-mart has located itself in a good place from where it is able to attract customers. As a hypermarket which is to be located far off the city, big bazaar has located itself in a good place from where it is convenient for people to visit D-mart.

and let us choose a variety of three.

➢ **Choose the product from the store.**

	D-Mart					
	1	**2**	**3**	**4**	**5**	**6**
	%	**%**	**%**	**%**	**%**	**%**
Advertisement	16.13	22.58	20.16	13.71	12.1	15.32
Reference	14.51	19.35	15.32	18.55	20.16	12.1
Experience	25	17.74	22.58	8.06	11.29	15.32
Quality	23.39	12.1	7.26	17.74	16.13	23.39
Quantity	10.48	13.71	20.97	21.77	17.74	15.32
Service	10.48	14.52	13.71	20.16	22.58	18.55

ANALYSIS:

Give response for choose product from the store to First rank D-Mart is 16.12%, & Second rank is 22.58%, & Third rank is 20.16%, & Fourth rank is 13.70%, & Fifth rank is 12.09%, & Sixth rank is 15.32% of them Advertisement. First rank is 14.51%, & Second rank is 19.35%, & Third rank is 15.32%, & Fourth rank is 18.54%, & Fifth rank is 20.16%, & Sixth rank is 12.09%, of them Reference. First rank is 25%, & Second rank is 17.74%, & Third rank is 22.58%, & Fourth rank is 8.06%, & Fifth rank is 11.29%, & Sixth rank is 15.32%, of them Experience. Give First rank is 23.38%, & Second rank is 12.09%, & Third rank is 7.25%, & Fourth rank is 17.74%, & Fifth rank is 16.12%, & Sixth rank is 23.38%, of them Quality. First rank is 10.48%, & Second rank is 13.70%, & Third rank is 20.96%, & Fourth rank is 21.77%, & Fifth rank is17.74%, & Sixth rank is 15.32% of them Quantity. First rank is 10.48%, & Second rank is 14.51%, & Third rank is 13.70%, & Fourth rank is 20.16%, & Fifth rank is 22.58%, & Sixth rank is 18.54% of them Service.

INTERPRETATION:

Majority of the customers are given a response for quality and choose the product from the store. We can also interpret that D-mart is provided to customers with a good quality of products. And many people are satisfied with service & quality.

Pricing:

➢ **Unexpected offers**

	No.	%
Yes	71	59.17
No	49	40.83
Total	120	100

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ANALYSIS:

From the survey, from 120 respondents, the response to make your purchase under unexpected offers to Yes is 59.17%, & No is 40.83%.

INTERPRETATION:

Majority of the customers are given responses for interested to buy under unexpected offers only.

D-Mart

The prices offered are economical over here. D-Mart offers a minimum 5% discount on MRP on all items except medicines, grocery and vegetables and fruit items. The product mix was fairly good. Lot of variety was available for all types of products. The assortments done for apparels was as per the price in descending order and as per the size i.e. extra large, large, medium and small. Also, in nearby racks the assortment was as per size nos. i.e. 28, 30, 32, etc for trousers and 38, 39, 40, 42, 44, etc. for shirts. D-Mart gift coupons give us

an ideal way for organizations to reward or give their employees. D-Mart offers gift coupons in denominations of 250 (worth Rs 250) and 500 (worth Rs 500). Individuals may also receive gift coupons if they off-take us Rs 10,000 or more.

Place:

Distance of store

	No.	%
00-05	39	32.5
05-10	50	41.68
10-15	17	14.16
More than 15	14	11.66
Total	120	100

ANALYSIS:

The survey, from 120 respondents, gave responses for How much distance to the store to 32.5% of them 0-5 km, & 41.68% of them 5-10 km, & 14.16% of them 10-15 km, & 11.66% of them More than 15 km.

INTERPRETATION:

Majority of the customers give responses for 0-5 km distance to the store.

4.4 CUSTOMER BUYING DETERMINANTS:

Customer's satisfaction with a product depends upon how well the product performance lives up to customer expectation. It is a key influence on future buying behavior.

Consumers make many buying decisions every day. Most large companies research Consumers buying decisions in great details to consumer questions about what customer buy, where customer buy, how and how much they buy, why they buy.

It is very easy to get the answer to first three questions. but finding way they buy is very difficult because it

require studying deep the Consumer behaviour. The model of the customer buying behavior answer the question affecting buying behavior of the customers. Consumers make many buying decisions every day. Most large companies research consumer buying decisions in great detail to answer questions about what consumers buy, where they buy, how and what they buy.

They are everywhere on the T.V. hoarding, posters and print media. Brands while proclaiming their positive qualities pull down those of their rivals. Intangible assets such as brands, patents and now have increasingly dominated elements of company value. Brands are widely recognized as corporate assets but have been historically evaluated on non financial attributes like awareness, recognition.

➢ **Demographic Analysis- Age**

Age	Male		Female	
	No.	%	No.	%
18-20	24	35.82	21	39.62
21-26	17	25.37	13	24.53
26-30	15	22.39	9	16.98
Above 30	11	16.42	10	18.86
Total	67	100	53	100

ANALYSIS:

From the survey, from 120 respondents, gave response Male is 35.82% & Female is 39.62% of them 18-20 year., and gave preference Male is 25.37% & Female is 24.53% of them 21-26 year., and gave preference Male is 22.39% & Female is 16.98% of them 26-30 year., and gave preference Male is 16.42% & Female is 18.86% of them Above 30 year.

INTERPRETATION:

Majority of the Male and Female customers are gave response for 18-20 year, means his prefer to store and

➢ **OCCUPATION:**

Occupation	Male		Female	
	No.	%	No.	%
Student	27	40.29	18	33.96
Employed	18	26.86	23	43.39
Self Employee	22	32.84	12	22.64
Total	67	100	53	100

ANALYSIS:

From the survey, from 120 respondents, gave response Male is 43.71% & Female is 39.85% of them Student., and gave preference Male is 40.72% & Female is 44.36% of them Employed., and gave preference Male is 15.57% & Female is 15.79% of them Self employee.

INTERPRETATION:

Majority of the male customers are given response to Student & Female customers are given response to employed. We can also interpret that some boys like to visit stores. Because some boys purchase sports equipment (ball, bats, helmets, hoops, goals, etc.), & jeans-T-shirt. Majority females purchase a household items, fashion wear,jewel mart.

➢ **Family Member**

Member	Male		Female	
	No.	%	No.	%
0-2	9	13.43	6	11.32
2-4	33	49.25	19	35.85
4-6	10	14.92	18	33.96

More thane 6	15	22.39	10	18.87
Total	67	100	53	100

ANALYSIS:

From the survey, from 120 respondents, gave response Male is 13.43% & Female is 11.32% of them 0-2 member, and gave preference Male is 49.25% & Female is 35.85% of them 2-4 member, and gave preference Male is 14.92% & Female is 33.96% of them 4-6 member, and gave preference Male 22.39% & Female 18.87% of them More than 6 member.

INTERPRETATION:

Majority of the male & female customers are given responses for 2-4 family members. We can also interpret that mostly customer are not visited a store in more than 6 family member.

➢ **Visit a store.**

Time	No.	%
Daily	16	13.33
Weekly	48	40.00
Monthly	53	44.17
Yearly	3	2.5
Total	120	100

ANALYSIS:

From the survey, from 120 respondents, the response Daily is 13.33% & Weekly is 40.00 & Monthly is 44.17% and Yearly 2.5%.

INTERPRETATION:

Majority of the customers give preference to store visits monthly. We can also interpret that some of the

customers visited weekly and monthly basis to purchase their requirements.

Expense shopping.

Amount	No.	%
Below 1000	22	18.33
1000-2000	27	22.5
2000-5000	46	38.33
More thane 5000	25	20.83
Total	120	100

ANALYSIS:

The survey, from 120 respondents, gave responses for monthly expenses while shopping to Below Rs.1000 is 18.33% & Rs.1000-2000 is 22.5% & Rs.2000-5000 is 38.33% and more than Rs.5000 is 20.83%.

INTERPRETATION:

We interpret that most of the customers purchase goods in bulk which leads them to spend a lot. Volume sales are high in store. Customers tend to purchase more goods from stores as it provides goods at a discounted rate. Probably those persons who spend more in a visit to the store are purchasing on a monthly basis. Those customers who are spending very less money that is below Rs 1000 are mostly coming in just to move around the store and spend time. In the process they used to spend money on food items and also purchase some products while roaming in it. Impulse buying behavior of customers comes in to play to a large extent. More discounts shall be provided to people who do bulk purchase. This will encourage people to purchase more products.

Section of the store like the most

ANALYSIS:

The survey, from 120 respondents, gave responses for which section like of the store to 34.17% of them Food, & 24.16% of them HouseHold, & 27.5% of them kids, & 14.17% of them Jewel mart.

	No.	%
Food	41	34.17
House hold	29	24.16
Kids	33	27.5
Jewel mart	17	14.17
Total	120	100

INTERPRETATION:

Majority of the customers give responses for the food items section of the store like the most. We also interpret that some of the products are pre decided in advance and for some of the products customers don't at all pre decide any brand. As per food items are concerned customers pre decide the brand as many branded products are available in the store. And some people don't like to purchase jewel mart from the store.

➢ **Gender**

Gender	No.	%
MALE	66	55
FEMALE	54	45

FINDINGS

➢ Most of the customers buy their requirement in d-mart on the basis of Weekly and monthly basis. Customers realized that d- mart stores provide qualitative products/service with reasonable price.

➢ At present time d-mart provide different types of product assortments to the customers.

➢ D-mart is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, sport items, chocolates and many more. It competes with all the specialty stores of different products which provide goods at a discounted rate all through the year.

➢ d-mart mainly deal with middle income group people who want qualitative product with reasonable cost.

➢ There are more than 50 D-mart in different cities of India, it seems that there is a vast growth of d-mart lying as customers demand is increasing for big bazaars. ➢ the customers are give response for most powerful advertisement is d-mart. We can also interpret that the d-mart comparison is more powerful people attract with advertisements like T.V., Hoarding, news paper, is most of the part of purchasing by advertisement.

SUGGESTIONS

➢ D-mart should provide large parking space for its customers so that they can easily park their vehicles.

➢ The infrastructure is needed to be changed a bit during weekends as heavy crowd comes in to d-mart during those days.

➢ D-mart should include more of branded products its product category so as to attract the brand choosy people to come in to big bazaar.

➢ D-mart should keep offers in regular intervals so that there should not be a long term gap, because offer is the most influencing factor which is responsible for customer purchase decision

➢ They also concentrate on TV advertisement they should show ads and promotional offers in a regular interval in languages like Hindi, English.

➢ Hoarding should be placed uncovered area.

LIMITATIONS:

➢ This research is conducted on a sample size, so it might be possible that the information given by such respondents may not match with the replay of total customer available in the store that time.

➢ The study was restricted to only the customers of D-Mart.

➢ The time constraint was a limiting factor, as more time was required to carry out study on other aspects of the topic.

➢ The result and analysis based on the customer survey method and small sample size has taken only 120.

➢ Findings are related to particular areas

CONCLUSION

D-Mart is a major shopping complex for today's customers. It is a place where customers find a variety of products at a reasonable price. D-Mart has a good reputation for itself in the market. It has positioned itself in the market as a discounted store. It holds a huge customer base. The majority of customers belong to middle class families. The youth generation also likes shopping and moving around D-Mart. Volume sales always take place in D-Mart. Impulse buying behavior of customers comes into play most of the time in D Mart.

D-Mart is a hypermarket as it provides various kinds of goods like apparels, grocery, stationary, food items, electronic items, leather items, watches, jewellery, crockery, decorative items, sport items, chocolates and many more. It competes with all the specialty 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 customers are quite satisfied with D-Mart. As of now there are so many D-Marts in different cities of India, it seems that there is a vast growth of D-Mart lying as customers demand; increasing for D-Marts. It has emerged as a hub of shopping specially for middle class people.

Different types of products starting from baby food to pizzas wide range are available under one roof. In Delhi it is the middle class people who mostly do marketing from D-Mart.
Even most of the people do their monthly shopping from D-Mart. People not only visit D-Mart to do shopping but also visit for outing purposes as it provides a very nice ambience to its customers. As people go to malls they just tend to move around D-Mart whether it is for shopping purposes or for outing purposes. Grocery, apparels and food items are the products which are demanded most by the customers of Ahmedabad in D-Mart. The major drawback of D-Mart is that it lacks in providing enough parking space for their customers. This may discourage the customers to come to D-Mart and shop as they face difficulty in parking their vehicles. Even though some customers say that they don't feel a problem in parking their vehicle, it is because of the parking space available to them by the mall. As it is surveyed it seems that the biggest

competitors of D-Mart are the kirana stores, discounted specialty stores like Vishal mega mart, The Tata Groups (Croma), Reliance Retail, & Apna Bazaar etc.

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websites	http://en.wikipedia.org/wiki/Marketing_management http://dmartindia.com/home.html

ANNEXURES

TOPIC – "A Study on the effective promotional strategy influencing customer for   the products of D-Mart"

(This Questionnaire is for the academic research purpose only, the data collected will be kept confidential)

PERSONAL DETAILS

1) NAME: _____

2) GENDER:

Male Female

3) Age.

a) 18-20 b) 21-26

c) 26-30 d) 30 and above

4) OCCUPATION:

a) Student

b) Employed

c) Self employed

d) Others_____

5) How many members are in your family?

a) 0-2 b) 2-4

c) 4-6 d) More than 6

QUESTIONS

*Kindly tick out/rank both columns from question 5 to 9.

1) Which store first comes to your mind when you think of purchasing a product? a) Big Bazaar b) D-mart

c) Both* d) None

2) How frequently do you visit a store?

a) Daily b) Weekly

c) Monthly d d) Yearly

3) Which store's advertisement is more powerful?

a) Big Bazaar b) D-mart

4) How much do you spend as monthly expense while shopping?

a) Below 1000 b) 1000-2000

c) 2000-5000 d) More than 5000

5) Which offer do you like the most? **{Please give rank}**

Big Bazaar	D-Mart
a) Buy-1 get-1 free [ ]	a) Buy-1 get-1 free [ ]
b) Gift voucher [ ]	b) Gift voucher [ ]
c) Future card(5% Discount) [ ]	c) Future card(5% Discount) [ ]
d) Other_____	d) Other_____

6) To purchase, what kind of services you go to the store? **{Please give rank}**

Big Bazaar	D-Mart
a) Food [ ]	a) Food [ ]
b) Clothe [ ]	b) Clothe [ ]
c) Accessories [ ]	c) Accessories [ ]
d) Stationary [ ]	d) Stationary [ ]
e) Other_____	e) Other_____

7) Rank the factor that attracted Please choose from below the factor which attracted you most while purchasing. **{give rank}**

Big Bazaar	D-Mart
a) Offer [ ]	a) Offer [ ]
b) Service [ ]	b) Service [ ]
c) Quality [ ]	c) Quality [ ]
d) Availability of products [ ]	d) Availability of products [ ]
e) Other_____	e) Other_____

8) From which source did you come to know about outlet? **{Please tick out}**

Big Bazaar	D-Mart
a) T. V. [ ]	a) T. V. [ ]
b) Hoardings [ ]	b) Hoardings [ ]
c) Bus paintings [ ]	c) Bus paintings [ ]
d) News paper [ ]	d) News paper [ ]
e) Other_____	e) Other_____

9) How would you choose the product from the store? **{Please give rank}**

Big Bazaar	D-Mart
a) Advertisement [ ]	a) Advertisement [ ]
b) Reference [ ]	b) Reference [ ]
c) Experience [ ]	c) Experience [ ]
d) Quality [ ]	d) Quality [ ]
e) Quantity [ ]	e) Quantity [ ]
f) Service [ ]	f) Service [ ]

10) Main reason for coming to the store? {Give only first 5 rank} a) Value for money

b) Discount

c) Saving of time

d) Wide product range available

e) Brand consciousness

f) Other_____

11) The advertisement effect your shopping behaviour?

a) Yes b) No

12) Are you agree with the tagline of big bazaar **'Isse Sasta Aur Acha Kahin Nahin'**? a) Yes b) No

13) Are you agree with the tagline of D-Mart **'Daily Discounts, Daily Savings…!'?** a) Yes b) No

14) Why big bazaar called big bazaar?

a) Widest range of products

b) Varieties of different brand

c) Other_____

15) Which section of the D-Mart store do you like the most? a) Food Mart b) b)Household

c) Kids d) Jewel mart

16) How much distance do you have the store?

a) 0-5 km b) 5-10 km

c) 10-15 km d) More than 15 km 17) Are you aware of promotional activities conducted by store? a) Yes b) b) No

18) Are you happy with the location of store?

a) Yes b) No

19) Do your purchase pattern changes, looking at the promotions? a) Yes if yes, _____
b) No

20) Would you like to make your purchase under unexpected offers? a) Yes b) No

21) Are you satisfied with service provided by store? a) Yes b) No

22) Are you happy with the parking facility provided? a) Yes b) No

23) Any valuable suggestion?