

Paper 8**CUSTOMER PERCEPTION TOWARDS D-MART WITH REFERENCE TO MANGALORE STORES****Harinakshi¹ & Jayaprakasha.K²**¹Research Scholar, Institute of Management and Commerce, Srinivas University, Mangaluru, Orcid: 0000-0001-8341-3908; Email: harinakshisuvarna02@gmail.com²Assistant Professor, Institute of Aviation Studies, Srinivas University, Mangaluru, Karnataka, IndiaOrcid: [0000-0002-8706-9267](https://orcid.org/0000-0002-8706-9267); Email: jai4appu@gmail.com**ABSTRACT**

With more retail stores than any other country in the globe, India is one of the retail hotspots that is expanding quickly. Its retail expansion is occurring in local towns as well as major metropolis. India's urbanization and expanding population offer tremendous retail opportunity. Modern retail formats came into existence as a result of the country's improving retail environment and changing consumption patterns. For a variety of reasons, people are moving their shopping from small local retailers to supermarkets. Small communities have also noticed this trend alter, in addition to major metropolis. D-Mart is a one-stop shop that recently dominated the city's retail market by providing products at inexpensive prices. The present study is undertaken to understand the perception of customers towards D-Mart stores by understanding factor that influence them to buy products from D-Mart over other retail stores.

Keywords: D-Mart, Customer, Perception, Buying Behavior, and Shopping.

1. INTRODUCTION

One of the areas with the most rapid change and vibrancy is the retail industry, which has helped the economy of the nation. The Indian retail market has quickly overtaken the rest of the world as the most lucrative and expanding retail market. The organized retail market in India has experienced healthy economic growth, a changing demographic composition, increased disposable incomes, and changing customer tastes and preferences. In recent decades, there have been significant changes in the retail industry. As malls, super markets, and hypermarkets have entered the market, traditional kirana stores are disappearing. When big-bazar, easy day, reliance mart, and spar were at the height of their competitiveness, D-Mart's arrival into the Mangalore region caused fierce competition for all of these competitors by snatching up their market. D-Mart is a network of one-stop supermarkets that seeks to provide customers with a large selection of essential personal and home goods under one roof. Each D-Mart location carries a variety of affordable home utility products, including food, clothing, kitchenware, bed and bath linen, home appliances, toiletries, and more. D-Mart's main goal is to provide customers with superior goods at reasonable prices. Mr. Radhakrishnan Damani and his family founded D-Mart to meet the expanding demands of the Indian family. D-Mart has created a strong presence in 234 sites across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab, and Rajasthan since opening its first store in Powai in 2002. D-Mart's business is expanding, and they have plans to open new shops in more cities, all with the goal of being the least expensive retailer in the areas where they operate.

2. LITERATURE REVIEW

Dr. Girish K. Nair & Harish K. Nair (2013) explains that the quality of retail service as perceived by the customers is a crucial component for both new and established shops in the market. Even though the study shows that different customer types have an impact on how they perceive the quality of a service, some general factors, such as personal interaction and physical attributes, are the dimensions where customers' perceptions remain consistent and are shared by the majority of them. Therefore, the retail establishments must develop their own techniques to draw customers for a longer period of time. In their study, Sinha, Mathew, and Kansal (2005) noted that choosing a format involves a cognitive activity. They added that the choice of media is critical when making any kind of purchase. They noted that a store is selected based on the range of goods and services provided as well as prior experience. Their study examined the various elements impacting consumers' decision-making while selecting a retail type. The study also assisted in determining the crucial set of factors that influence customers' judgments regarding the format they will choose. Situational elements that affect customer behavior, according to Hoyer et al. (2012), may include location, surroundings, time, and even weather conditions. Major retailers make an effort to create environments and situations in their stores that encourage potential customers to make purchasing decisions in order to gain from situational considerations. To achieve this, a variety of tools are at hand, such as playing soothing music in stores, creating energizing odours in stores, and positioning bread and milk products in supermarkets toward the opposite end of stores to encourage customer movement throughout the store to make additional purchases, among other things. He also claims that interactions between potential customers and other people at various levels and under varied conditions lead to the emergence of social factors that influence consumer behavior. Because opinion leaders have the capacity to affect how other members of society behave as consumers, targeting people who are viewed as having strong opinions in society typically works well as a marketing approach. Batra and Kazmi (2008) explained that personal factors also influence buying behavior of customers. They defined personal factors are things like taste preferences, individual financial situations, and similar things. Businesses typically address the influence of personal factors on consumer decision-making during market segmentation, targeting, and positioning practices by classifying people according to their personal circumstances along with other criteria and developing products and services that best suit these circumstances. Muhammad Sabbir Rahman (2012) asserts that when age, gender, and wealth are taken into account as mediating factors, there is a significant correlation between consumer perception and behavior while choosing a super market. Additionally, it has been discovered that consumer age differences have the greatest impact on their purchasing decisions. According to Kekhrietshunuo Kire (2014), who studied market consumer purchasing behavior, this includes what people buy, why they buy it, when and where they buy it, how often they buy it, and their consumption and disposal behaviors. The purpose of this study is to understand consumer decision-making processes regarding one-stop shops, to ascertain changing consumer attitudes toward emerging shopping malls in this context, to quantify and compare shoppers' behaviors and perceptions in Indore.

3. OBJECTIVES OF THE STUDY

The study is carried out by considering following objectives.

- To understand perception of customer towards products offered by D-Mart

- To find out the preference of consumer towards D-Mart products
- To study the satisfaction level of customers of D- Mart
- To assess services provided by staffs of D- Mart

4. RESEARCH METHODOLOGY

The current study is descriptive and explanatory in nature. The study was undertaken by collecting primary data and secondary data. The primary data is collected by distributing questionnaire among D-mart customers. The secondary data is collected from the internet sources, newspaper, journal articles and company websites.

5. SCOPE OF THE STUDY

The data is collected from the respondents across all the income groups, occupation and gender. The total sample size for the study is considered only 100. The study involves ascertaining the customer perception towards various areas such as price, promotions offered, billing system and parking facility etc. The study also tries to know why the customers visit and shop at D-Mart, Mangalore.

6.LIMITATIONS OF THE STUDY

Every work has got its limitations. Following are the limitations of present study:

- ❖ The research is conducted in Mangalore city
- ❖ Only limited number of respondents is considered for the study.
- ❖ Based on limited response result of the study cannot be generalized.

7. DATA ANALYSIS AND INTERPRETATION

The analysis showed that demographic profile of respondents. Among the 100 respondents' majority fall under the age group of 20-40 years and 56% of the participants are female. 42% in majority are private employees. A large number of respondent group derive a monthly salary of Rs.10000 to 20000. 64% of respondents lives in joint family. The sources of awareness of D-mart of respondents. It displays that out of 100 respondents, 66 respondents come to know about D-Mart through News Paper, Peer group and by other ways. About the frequency of visit by respondents to D-Mart. It is evident from the above data that out of total samples identified for the study 80% of them visit D-Mart sometimes for shopping. About the nature of visit of D-mart by respondents. It displays that out of 100 respondents, 48 respondents visiting D-Mart by having proper shopping plan. About the greeting by staffs of D-mart on arrival of customers to their stores. It displays that out of 100 respondents, 73 opined that staffs at D-Mart greet them well when they visit D-Mart stores. About the collection of products at D-mart for selection. It evident that out of 100 respondents, 92 opined D-Mart has wide variety of collection of various products for their customers. About the motive to buy products from D-mart. It displays that out of 100 respondents, 62 respondents felt products are available at D-Mart for low-price. About the liking towards product offered by the D-mart to their customers. It displays that out of 100 respondents, majority in 42 numbers like kitchen apparel sold at D-Mart stores. About the satisfaction towards services provided by D-mart staffs. It displays that out of 100 respondents, 86 are satisfied by services offered at D-Mart. About the perception towards response of D-Mart staff on queries. It displays that out of 100 respondents, majority of them, accounting for 88%

are happy towards responses D-Mart staff on quarries. About the the problems faced by respondents of D-Mart. It displays that out of 100 respondents, 72 are not faced any issue while they shop from D-Mart. About waiting time at D-Mart at respondents. It displays that out of 100 respondents, 70 are felt that waiting time at D-Mart is reasonable, accounting for 70% and about the rating on overall performance of D-Mart. It displays that out of 100 respondents, 62 are rated D-Mart as good.

8. FINDINGS

Major findings of the study are as follows:

- ❖ Respondents visit D-Mart store with specific and planned buying intention.
- ❖ D-Mart staffs are friendly and help in all the ways to address customer's problem.
- ❖ Wide variety of products is offered by D-Mart at low cost make customers to attracted towards D-Mart for their regular shopping.
- ❖ Respondents felt after shifting their purchases from small retailers to D-Mart store they are able to save some part of their income on shopping as products available at very low cost at D-Mart stores.
- ❖ Overall performance of D-Mart store found satisfactory among the respondents' group and they have referred it to their peer groups.

9. SUGGESTIONS

Based on the findings of the study and inputs given by respondents following suggestions are given:

- ❖ D-Mart should include more branded products. Therefore, it will attract the brand choosy people to come into.
- ❖ D-Mart should also concentrate on hoardings advertisements; they should also show promotional offers on a regular interval basis.
- ❖ 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 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.

10. CONCLUSION

India is at turning point with respect to retail sector. Both the modern as well as traditional retailers are likely to co-exist in India in the later times as well, as both these sectors have their own competitive advantage. Traditional retail stores have convenience, brand availability, loyalty with the customers, fast services and much more. This study indicated that customers visit to D-Mart is usually planned and half of the audience purpose to visit D-Mart is to purchase groceries. The study also indicated that one stop shopping affects customers most while making a shopping decision and also most of the customers find D-Mart more appropriate than traditional retail stores. Additionally, the study also noticed that customers amount of purchase from Traditional retail stores have reduced after commencement of D-Mart in the city.

REFERENCES

- [1] Ahmed, Ajaz & Mayya, S. (2015), Buying Behaviour and Perceptions of the Customers of

Shopping Malls: A Case Study of Manglore Region. Research Inventy: International Journal of Engineering and Science,5(9), 11-15.

[2] Batra, S.K. & Kazmi, S. (2008). Consumer Behaviour. 2nd edition, EXCEL Books

Chandra, S., Keshamoni, S. & Hari, P. N. (2016). Consumer Buying Behaviour at Malls.

[3] International Journal of Science Technology and Management, 5(5).

[4] Hoyer, W.D., Macinnis, D.J. & Pieters, R. (2012). Consumer Behaviour. 6th edition

[5] Kire, K. (2014). Understanding Consumer Behaviour towards Shopping Malls in Chennai. International Journal of Interdisciplinary Research, 1(8). 1-4

[6] Madhavi, S. & Leelavati (2013). Impact of Visual Merchandising On Consumer Behaviour Towards Women Apparel. International Journal of Management Research and Business Strategy, 2(4).

[7] Muhammad Sabbir Rahman (2012). Business strategy series, Emerald Publishing

[8] Nair, G. K., & Nair, H. K. (2013). An Analysis on Customer Perception towards Service Quality Variables In Selected Organized Retail Outlets. International Journal of Management and Social Sciences Research (IJMSSR), 2(1), 56-61.

[9] Sadiq, S. M. (2015). Gender differences in mall shopping: a study of shopping behaviour of an emerging nation. Journal of Marketing and Consumer Behaviour in Emerging Markets, 1(1), 36-46.

[10] Shivakumar, S. R. (2012). Customer Attitude towards Shopping Malls in Mumbai. International Journal of Trade and Commerce, 1(2), 269-280.

[11] Simon, K., Reuben, N. & Bett, S. (2015). The Effect of Place on Performance of Shopping Malls in Nairobi County Kenya. Journal of Social Sciences and Humanities, 1(4), 381-390.