

## A STUDY OF THE CONSUMER BUYING BEHAVIOR OF D-MART SHOPPING MALL IN AMRAVATI CITY

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### Abstracts

*The objectives of this study lie in the understanding of consumer buying behavior within D-Mart, as well as examining and analyzing other factors on which customers decide to shop, problems faced in shopping, and overall satisfaction levels. Research work highlights concerns that include price sensitivity, brand loyalty, promotions, store layout, and service quality. It also reviews past literature on the consumer behavior regarding retailing in the case of D-Mart, like its competitive pricing, wide range of products, and customer-centric approach. Methodology includes a descriptive research design with survey targeting 100 respondents by simple random sampling. Competitive pricing in various products with respect to D-Mart, and an approach to customers being customer-centric, leads to a strong appeal towards consumers. And yet, the shopping experience does face some hurdles in the way, particularly with crowd management checkout delays. Survey findings put forth that overall satisfaction seems quite high in the case of clients and uphold the effectiveness of D-Mart in addressing consumer expectations.*

**Keywords:** Consumer Behavior, D-Mart, Pricing, Quality, Sampling, Satisfaction.

### 1) Introduction:

Today, the market is consumer-driven, and the core programs of any business are keeping customers. D-Mart has offered good quality products at a cost-effective price, founded by Radhakrishna Damani in 2002. It started its operations in Powai, and by the end of 2024, there will be 381 stores in 70 + cities in India. D-Mart is becoming popular for its product range and value for money.

#### Consumer buying behavior:

Consumer buying behavior is defined as the processes individuals or groups go through to select, use, and dispose of products and services to satisfy their needs and wants. This behavior is further influenced by several other factors, such as personal situations, social circumstances, culture, economic conditions, and psychological influences like motivation and perception. Generally speaking, all buying behavior begins with need or want recognition; then, information search and evaluation of alternatives take place toward the choice or the purchase, followed by post-purchase evaluation. The study of consumer behavior allows businesses to develop products and pricing and formulate marketing strategies that will satisfy customers and thus increase satisfaction, loyalty, and ultimately growth.

### 2) Review of Literature

**Mohankumar L. and Kavitha S. (2023)** note that product variety, pricing, and store ambiance affect consumer behavior at D-Mart, with competitively priced and customer-friendly services contributing

toward satisfaction and loyalty. Likewise, **Sharda Vijay Nikhare and Rutika Dilip Nipane (2022)** recognized D-Mart's cheap prices for good quality products and variety and said discounts and prompt services reward customer loyalty from all segments of the economy. **Harsha S. Parecha and Mahesh C. Dabre (2022)** revealed D-Mart was regarded positively in Amravati due to price, quality, variety, and other promotional activities, while discounts and return policies further enhance customer confidence and satisfaction. **Dr. A. Sandhya Rani (2022)** also notes the importance of price, quality, convenience, and store ambiance in shaping consumer behavior, adding that most customers demonstrated satisfaction, which underlines D-Mart's powerful position in the market.

### 3) Objectives Of The Study:

- 1) To study the factor that attract/influence customer to select D-Mart
- 2) To study the overall shopping experience of customer of D-Mart mall

### 4) Research Methodology

The study adopts a descriptive research design to analyze consumer behavior at D-Mart Shopping Center in Amravati, focusing on key factors influencing decision-making, such as price, product quality, promotional offers, and store layout. It utilizes both primary and secondary data sources, where primary data is collected through structured questionnaires designed to gather firsthand insights from D-Mart shoppers, while secondary data is sourced from existing literature and prior research

on retail consumer behavior. The research targets residents of Amravati city, who form the universe of the study, with a population comprising frequent shoppers at D-Mart. A total of 100 respondents will be selected using the Simple Random Sampling technique, ensuring unbiased selection and a diverse representation of consumer shopping experiences.

## 5) Data Interpretation and Analysis

### 1. Demographic profile of respondents

| Demographic variables (100) |              | Percentage |
|-----------------------------|--------------|------------|
| Gender                      | Male         | 52%        |
|                             | Female       | 48%        |
| Age                         | Below 18year | 7%         |
|                             | 18-30year    | 75%        |
|                             | 31-45year    | 15%        |
|                             | 46-60year    | 3%         |
|                             | 60year above | 0%         |

The study of 100 respondents was conducted to understand the demographic distributions of D-Mart customers in Amravati City. From the gender perspective, it can be seen that there were 52% male and 48% female respondents, indicating that both genders have approximately equal representation in the study. Considering the age distribution, the majority, that is, 75% of the respondents belonged to the 18-30 age group, suggesting that young adults form the major customer base. Respondents in the 31-45 age category constituted 15%, while 7% were below 18 years. A small number, 3%, belonged to the 46-60 age group, while none of the respondents was above 60 years of age. This demographic data provides insights regarding the consumer segments that are majorly engaging in shopping at D-Mart.

### 2. Factors Influencing Consumer Choice at D-Mart

Table:

| Factors influencing              | Respondent | Percentage % |
|----------------------------------|------------|--------------|
| Affordable price and discount    | 60         | 32           |
| Wide range of product            | 38         | 21           |
| Quality of product               | 51         | 27           |
| Convenience                      | 19         | 10           |
| Store location and accessibility | 19         | 10           |

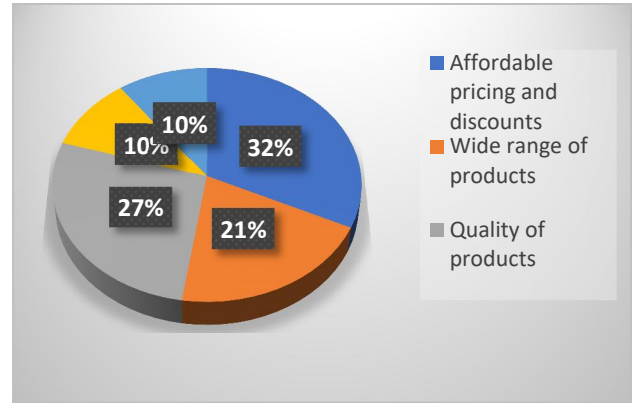


Chart:

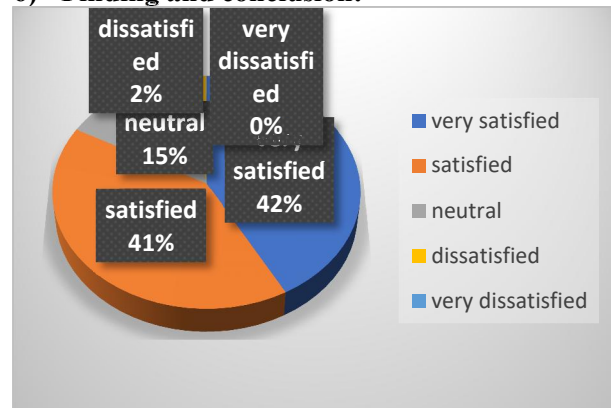
### 3. Overall shopping experience at D-Mart

Table:

| Overall shopping experience | Percentage % |
|-----------------------------|--------------|
| Very Satisfied              | 42%          |
| Satisfied                   | 41%          |
| Neutral                     | 15%          |
| Dissatisfied                | 2%           |
| Very Dissatisfied           | 0%           |

Chart:

## 6) Finding and conclusion:



The study of consumer buying behavior at D-Mart in Amravati City shows that most customers belonged to the 18-30 age group, and the male-female ratio was almost equal among shoppers. Major factors influencing consumer choice include low prices and discounts (35%), followed by product varieties (28%) and product quality (23%); while influencing factors such as convenience (9%) and store location (5%) were given minor significance. The overall shopping experience is good enough, with 35% of customers indicating extreme satisfaction and 43% satisfied; however, some areas for improvement are crowd management, long checkout queues, and limited staff availability. These issues, mainly during peak hours, tend to create inconvenience and impact

little dissatisfaction among a small percentage of shoppers; however, in the meantime, D-Mart still remains a very popular retail place thanks to its competitive pricing, product variety, and customer-centered initiatives. The store could increase customer satisfaction and loyalty through improved queue management, store layout, increased staff availability, and a faster checkout process with digital payments. These inefficiencies will only serve to further entrench D-Mart as a shopping destination of choice for bargain-hunting shoppers in Amravati City.

## References

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