AN ANALYSIS OF CUSTOMER SATISFACTION AT D-MART STORE IN AMRAVATI CITY

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Abstract
A key element of retail store performance is customer satisfaction, which has an impact on brand loyalty and customer retention. This study looks at customer satisfaction at D-Mart in Amravati City, focusing on key factors such as product availability, pricing, store atmosphere, personnel behavior, and overall shopping experience. A survey was conducted with 100 respondents using the convenience sampling technique to gather the views and expectations of the customers. The findings indicate that customer satisfaction is significantly impacted by discounts, product variety, and affordability. Nonetheless, there is potential for improvement in areas such as billing efficiency and customer service. The study makes recommendations for enhancing the customer experience to ensure long-term loyalty and business growth.
Keywords: Customer satisfaction, shopping experience, loyalty, product variety, store atmosphere, customer service, quality of service.

I. Introduction

India's organised retail industry is expanding quickly, and as competition increases, merchants are being forced to use creative tactics. Store branding are now a crucial difference that gives merchants a competitive edge and improves consumer perception. Nowadays, a lot of stores handle their own brands with the same creativity and attention to detail as national brands, opening up new markets with successful branding and marketing techniques. Retailers may increase their market presence and boost consumer engagement by concentrating on store branding.

Client satisfaction is essential to retail business because it influences word-of-mouth recommendations, client loyalty, and overall profitability. This research examines customer satisfaction at D-Mart in Amravati City by assessing factors such product quality, pricing, store atmosphere, and customer service. D-Mart's value-driven approach and wide range of reasonably priced products make it popular with customers. However, understanding customer expectations and purchasing patterns may help enhance strategy and improve overall service quality.

The study aims to provide useful insights to enhance D-Mart's operations, maximise the customer experience, and boost customer loyalty. By identifying the key factors impacting satisfaction levels, the study can help D-Mart improve its goods and services and align them with customer preferences. In addition to benefiting D-Mart, the findings will serve as a guide for other stores wishing to make improvements that are centred on the needs of their customers, thereby enhancing the whole shopping experience.

II. Literature Review

Jaafri and Mansor (2024) examined a sample of 220 respondents to investigate consumer satisfaction in Malaysian convenience shops. The biggest characteristics, they discovered, were perceived value (0.806) and trust (0.829), which were followed by service and product quality. Most responders were female and young (18–29 years old). In order to foster customer loyalty and satisfy changing demands, the survey underlined that companies should prioritise trust and value through price, service standards, and transparency.

In their 2023 research, "The Study of Customer Satisfaction with Special Reference to Panvel D-Mart," **A.K. Ghadge, A.K. Dixit, and N.R. Madhavi** investigated Panvel D-Mart's customer happiness. Using information gathered from 100 respondents via questionnaires and interviews, they examined elements such as staff behaviour, store layout, price, and product diversity. Findings showed that customers valued durability (35%), pricing (30%), and uniqueness (19%) in products. Furthermore, 71% thought the store atmosphere was neutral, and 49% liked contemporary merchandise. Customers were pleased with the invoicing method and the availability of product alternatives, despite difficulties in preserving atmosphere and diversity. The study came to the conclusion that maintaining competitive pricing to increase loyalty, addressing consumer demands, and improving shop atmosphere are all necessary to increase customer happiness.

In her study "Consumer Preference and Satisfaction of Customers towards D-Mart," **Dr. A. Sandhya Rani (2022)** examined the ways in which age and

wealth affect D-Mart customer preferences. According to the research, which included data from 150 respondents, 53% of those making more than ₹10,000 said they favoured D-Mart. The majority of consumers (60%) expressed great satisfaction with D-Mart's offerings; nevertheless, elements such as product categories and shop atmosphere had less of an effect on their decisions. The study came to the conclusion that D-Mart can increase customer satisfaction by knowing what customers want, such as reasonable prices, convenient locations, and high-quality service.

Problem Definition

The retail sector in Amravati is growing, with businesses prioritizing customer satisfaction to stay competitive. D-Mart, a leading retail chain, attracts shoppers with diverse products and competitive pricing. However, key factors driving customer satisfaction, such as shopping behavior, in-store ambiance, product availability, and staff interaction, remain underexplored. Operational challenges like crowd management, billing efficiency, and parking also impact the shopping experience. This study analyzes customer satisfaction at D-Mart in Amravati, focusing on product quality, pricing, service, and overall experience. The findings aim to help D-Mart enhance store performance and customer loyalty in a competitive market.

Research Objective

• To examine the key factors influencing customer satisfaction at the D-Mart store in Amravati City, including product quality, pricing, and customer service.

• To assess the impact of operational aspects such as crowd management, billing efficiency, and store ambiance on the overall shopping experience.

• To provide actionable recommendations for enhancing customer satisfaction and fostering loyalty at the D-Mart store.

Research Methodology

A) **Research Design:** A descriptive research design was applied to examine and highlight the key factors influencing customer satisfaction, specifically focusing on the D-Mart store in Amravati City.

B) **Data Sources And Methods**

The data required for the study was collected from respondents who shop at the D-Mart store in Amravati City.

Primary Sources:-

The primary data means those data which will collected a fresh and for the first time, thus happen to be original in nature. As it will descriptive research of concern literature, so the researcher will be collecting it through structured questionnaire.

Secondary Data:-

The secondary data means a data that are already available i.e. they refer to the data which have already been collected and analyzed by someone else. Secondary data will be collected from newspapers, journals, magazines, text books, websites etc.

C. Data Analysis Techniques:

To analyze the data statistical tools like Mean, mode, median, etc., was used

D. Sampling Design

Universe: It includes all consumers who have shopped at the D-Mart store in Amravati City.

Population: Consumers in Amravati City who visit and purchase products from the D-Mart store.

Sample Unit: Individuals who have shopped at the D-Mart store in the past six months.

Sample Size: The study included a total sample of 40 respondents who have visited the D-Mart store in Amravati City..

E. Sampling Technique: To collect the data from the respondents the research will use simple random sampling technique.

Data Analysis and Interpretation

Table 1 Classification on basis of primary reason for shopping at D-Mart

Reason to visit D mart	No. of respondent	Percentage %
Affordability	27	27
Product variety	25	25
Convenience	33	33
Discounts & Offers	15	15
Total	100	100%

Graph 1 Classification on basis of primary reason for shopping at D-Mart
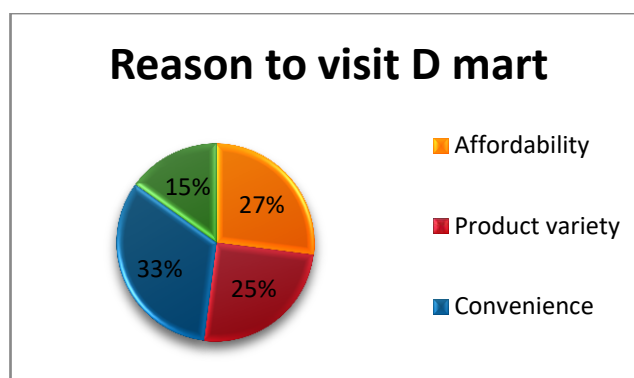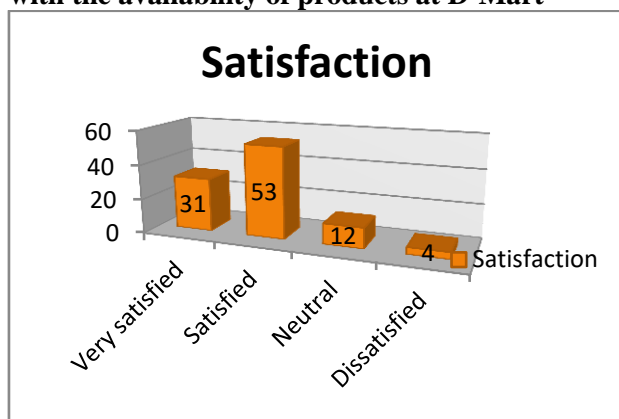

Interpretation :-

From the above graph it is interpreted that primary reason for shopping at D-Mart in which 27%

respondents said Affordability, 25% said Product variety, 33% said Convenience, 15% said Discounts & Offers.

Table 2 Classification on basis of satisfaction with the availability of products at D-Mart

Satisfaction	No. of respondent	Percentage %
Very satisfied	31	31
Satisfied	53	53
Neutral	12	12
Dissatisfied	4	4
Total	100	100%

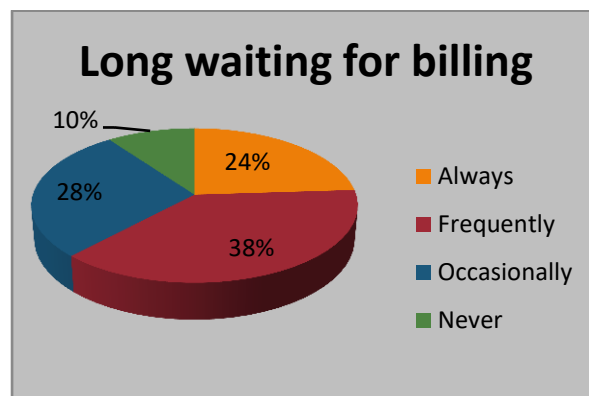**Graph 2 Classification on basis of satisfaction with the availability of products at D-Mart**

Interpretation :-
From the above graph it is interpreted that satisfaction of customers with the availability of products at D-Mart in which 31% respondents said Very satisfied, 53% said Satisfied, 12% said Neutral, 4% said Dissatisfied.

Table 3 Classification on basis of ever faced long waiting times at the billing counter

Long waiting for billing	No. of respondent	Percentage %
Always	24	24
Frequently	38	38
Occasionally	28	28
Never	10	10
Total	100	100%

**Graph 3 Classification on basis of ever faced long waiting times at the billing counter**

Interpretation :-
From the above graph it is interpreted that ever faced long waiting times at the billing counter in which 24% respondents said Always, 38% said Frequently, 28% said Occasionally, 10% said Never.

Table 4 Classification on basis of satisfaction with the cleanliness and hygiene of the store

Satisfaction with hygiene	No. of respondent	Percentage %
Very satisfied	33	33
Satisfied	54	54
Neutral	10	10
Dissatisfied	3	3
Total	100	100%

Graph 4 Classification on basis of satisfaction with the cleanliness and hygiene of the store
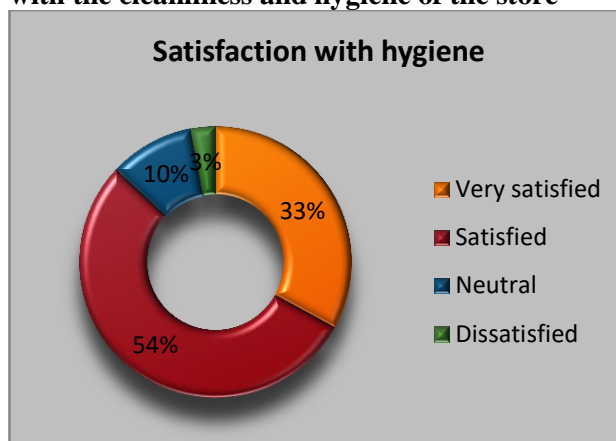
Interpretation :-
From the above graph it is interpreted that satisfaction with the cleanliness and hygiene of the store in which 33% respondents said tey are Very satisfied, 54% said Satisfied, 10% said Neutral and 3% said they are Dissatisfied.

Findings:-
The study reveals that convenience (33%) is the primary reason for shopping at D-Mart, followed by affordability (27%), product variety (25%), and discounts & offers (15%). Most customers are

satisfied with product availability, with 84% expressing satisfaction and only 4% dissatisfied. However, long waiting times at billing counters remain a concern, as 62% of respondents frequently or always experience delays. Cleanliness and hygiene at the store are well-received, with 87% of customers satisfied, while only 3% expressed dissatisfaction.

Conclusions:-

- Convenience is the primary reason customers prefer shopping at D-Mart, followed by affordability, product variety, and discounts.
- Most customers are satisfied with product availability, indicating that the store effectively meets consumer demand.
- Long waiting times at billing counters remain a concern, highlighting the need for improved checkout efficiency.
- Customers appreciate the cleanliness and hygiene of the store, contributing to a positive shopping experience.
- Enhancing billing efficiency and maintaining product availability can further improve customer satisfaction and loyalty.

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