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AN EMPIRICAL ANALYSIS OF CUSTOMER SATISFACTION TOWARDS D-MART WITH SPECIAL REFERENCE TO TIRUCHIRAPPALLI DISTRICT

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ABSTRACT

Customer satisfaction is a must in business. Satisfaction is a person's feelings of pleasure of disappointment resulting from comparing a product's perceived performance in relation to his or her expectations. This research identifies how well an organization is performing from the customer's viewpoint. It is a measure of how products and services supplied by a company meet customer expectation. The number of customers, or percentage of total customers, whose reported experience with a firm, its products, or its services (ratings) exceeds specified satisfaction goals. The effect of customer satisfaction goes beyond organization setting. "A study has been made on customer satisfaction towards D Mart in Trichy. In this study satisfaction concerning the various services of D Mart is taken into consideration.

KEYWORDS: Customer satisfaction, customer expectation, services

INTRODUCTION

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals. Customer satisfaction is a must in business. Satisfaction is a person's feelings of pleasure of disappointment resulting from comparing a product's perceived performance in relation to his or her expectations. This research identifies how well an organization is performing from the customer's viewpoint. It allows any organization to understand how their customers are with level of service they are providing at any point in time, and to track how satisfaction levels change over time.

With the changing scenario, continuously monitoring the market and studying the buying behavior plays a vital role. So, in current situation a comprehensive market survey for

finding out the trends of various brands will pay in the long run to adjust the demand and supply factors and curtail competition. In a survey of nearly 200 senior marketing managers, 71 percent responded that they found a customer satisfaction metric very useful in managing and monitoring their businesses. Whether the buyer is satisfied after purchase depend on the offer's performance in relation to the buyer expectation. In general satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a products perceived performance relation to his/her expectations. If the performance falls short of expectation, the customer is dissatisfied. If the performance matches the expectation customer is satisfied. If the performance exceeds the expectation the customer is highly satisfied. Customer satisfaction cannot be very difficult.

D Mart

DMart is a one-stop supermarket chain that aims to offer customers a wide range of basic home and personal products under one roof. Each DMart store stocks home utility products - including food, toiletries, beauty products, garments, kitchenware, bed and bath linen, home appliances and more - available at competitive prices that our customers appreciate. Our core objective is to offer customers good products at great value.

DMart was started by Mr. Radhakishan Damani and his family to address the growing needs of the Indian family. From the launch of its first store in Powai in 2002, DMart today has a well-established presence in 439 locations across Maharashtra, Gujarat, Andhra Pradesh, Madhya Pradesh, Karnataka, Telangana, Chhattisgarh, NCR, Tamil Nadu, Punjab and Rajasthan. With our mission to be the lowest priced retailer in the regions we operate, our business continues to grow with new locations planned in more cities.

The supermarket chain of DMart stores is owned and operated by Avenue Supermarts Ltd. (ASL). The company has its headquarters in Mumbai.

* The brands D Mart, D Mart Minimax, D Mart Premia, D Homes, Dutch Harbour, etc are brands owned by ASL.

DMart is owned and operated by Avenue Supermarts Ltd. (ASL) – a company founded by Mr. Radhakishan Damani. Mr. Radhakishan Damani is respected in the business world as an astute investor in the Indian equity market, he has built a company that constantly strives towards developing a deep understanding of customer needs and satisfying them with the right products. A firm believer in core business fundamentals and strong ethical values, Mr. Damani has built DMart into an efficient, large and profitable retail chain that is highly respected by customers, partners and employees alike.

SCOPE OF THE STUDY

The scope of this study is wide and valuable. Customer satisfaction plays a vital role in the retail business. It is concentrated with the overall performance of the retailer. Customers have the benefits to select variety of products, quality products, wider offers, etc. in this study helps to improve the retailer by the way of product availability, quality products, parking facilities. In this study helps to improve the overall profitability of the organization.

OBJECTIVES OF THE STUDY

1. To understand the buying behavior of the customers at D Mart products.
2. To study the services provided by the D Mart store.
3. To find the satisfaction level of customers of D Mart.

LIMITATIONS OF THE STUDY

- The area of the study is limited to Tiruchirappalli only. Hence the results may be true for this area only.

AREA OF THE STUDY

The research was undertaken in Tiruchirappalli city towards satisfaction level on D Mart.

REVIEW OF LITERATURE

Shainesh,G (MDI, Gurgaon), Mukul Mathur (Central Railway, Nagpur, 2000) identified the attributes which customers use to evaluate the quality of railway freight services and developed a comprehensive instrument, RAILQUAL, that can be used by the railways for collecting feedback from customers which would help them monitor, control and improve their services and competitiveness. It can also be used as an evaluation tool for comparing the performance of its zones and divisions.

Gabbott Mark (2000) quotes several psychological studies which show that non-verbal behaviour by the service provider affects service evaluation, because the quality of interaction between the customer and the service provider influences the customers' perception of service quality.

Martin A. O'Neill, Paul Williams, Martin MacCarthy, Ronald Groves (2000), seeks to investigate the conceptualization and measurement of service quality and its importance to the dive in tourism industry. It reports the findings from a recently conducted study on dive tourist perceptions of service quality by relating to a tour operator running tours on an artificial reef dive experience in Western Australia. The study also assesses the importance assigned to the consumers to the various service quality attributes relative to those perceptions.

Macro Antonio Robledo (2001) depicts that the pressures driving successful organizations toward top quality services make the measurement of service quality and its subsequent management of overall importance. The study compares four different methods for measuring service quality within an airline setting. Six instruments are used to measure the service of three international airline companies. The dimensionality of quality in airlines is explored and three factors appear as determinants: tangibility, reliability, and customer care.

Domingo Ribeiro Soriano (2001) has explained in his paper about the importance of the work of external consultants in firms. The study deals with the analysis of external advice within small to medium-sized enterprises. It tries to reflect the actual importance of external advice sought by firms in trying to reach the highest possible level of client satisfaction.

RESEARCH METHODOLOGY

The study on customer satisfaction towards D Mart is descriptive in nature. The study is undertaken with a sample of 100 respondents. Purposive sampling method is used to collect the data from the respondents. Data were collected through both primary and secondary sources. Primary data were collected through a structured questionnaire. The secondary data were collected from the text books, related journals and websites. The collected data are processed in the form of tables with the help of SPSS packages.

ANALYSIS

Table No. 1
Demographic Profile

	Particulars	Frequency	Percent
	18-25 years	33	33
	26-35 years	40	40
	36-50 years	19	19
	Above 50 years	8	8
Gender	Male	66	66
	Female	34	34
Income	Below Rs. 15000	8	8
	Rs. 15000- Rs. 30000	30	30
	Rs. 30001- Rs. 45000	30	30
	Above Rs. 45000	32	32
Education	Up to Schooling	28	28

Qualification	Under Graduate	30	30
	Post Graduate	17	17
	Professional	12	12
	Others	13	13
Family Type	Nuclear	55	55
	Joint	45	35
	Professional	10	10
	Self Employed	18	18
	House Wife	60	60
	Business	12	12

40 per cent of the respondents are 25-35 years of age, 33 per cent of them are 18-25 years, 19 per cent of the respondents are within the age group of 36-50 years, 8 per cent of the respondents are above 50 years. 34percent of the respondents are female and 66 percent of them are male. 30 per cent of the respondents are under graduates, 12 per cent of the respondents are Professionals, 28 per cent of the respondents have completed Schooling, 17 per cent of the respondents are postgraduate and 10 per cent of the respondents have completed diploma, polytechnic and B.ed.,55% of the respondents are in the nuclear family and 45% of the respondents are in the joint family, 60 percent are housewife 18 percent of the respondents are self-employed, 12 percent of the respondents are businessmen and another 10 percent are professionals.

Table No. 2
Frequency of Visit

S. No	Frequency visit	Frequency	Percentage
1	Daily	4	4
2	Weekly	32	32
3	Monthly	38	38
4	Occasionally	26	26
Total		100	100

Source: Primary data

From the above table reveals the frequency of visit to the shop. 38 per cent of the respondents are visit monthly once. 26 per cent of the respondents visit occasionally and 32 per cent visit weekly once. Only 4 per cent of the respondents visit daily.

Table No. 3
Display and Interior Design of the store

S. No	Opinion	Frequency	Percentage
1	Highly Satisfied	49	49
2	Satisfied	34	34
3	Neutral	16	16
4	Highly Dissatisfied	1	1
Total		100	100

Source: primary data

From the above table shows the opinion of the respondents with regard to display and interior design of the store. 49 per cent of the respondents are satisfied and 34 per cent are highly satisfied concerning design. Sixteen per cent of the respondents are neutrally satisfied. Only 1 per cent of the respondents are highly dissatisfied

Table No. 4
Variety of the Products

S. No	Opinion	Frequency	Percentage
1	Highly Satisfied	38	38
2	Satisfied	44	44
3	Neutral	20	20
4	Dissatisfied	5	5
5	Highly Dissatisfied	3	3
Total		100	100

Source: Primary data

From the above table shows the opinion of the respondents with regard to variety of the products. A maximum of 44per cent of the respondents are satisfied and 38 per cent are neutral concerning variety of products. 20per cent of the respondents are highly satisfied. Five per cent of the respondents are dissatisfied and 3 per cent of the respondents are highly dissatisfied with products.

Table No. 5
Product Quality of the shop

S. No	Opinion	Frequency	Percentage
1	Highly Satisfied	28	28
2	Satisfied	36	36
3	Neutral	34	34
Total		100	100

Source: Primary data

From the above table shows the opinion of the respondents with regard to product quality. 36 per cent of the respondents are satisfied and 28 per cent are highly satisfied concerning product quality. 34 per cent of the respondents are neutrally satisfied.

Table No. 6

Overall Satisfaction Level

S. No	Opinion	Frequency	Percentage
1	Highly Satisfied	18	18
2	Satisfied	42	42
3	Neutral	30	30
4	Dissatisfied	6	6
5	Highly Dissatisfied	4	4
Total		100	100

Source: Primary data

From the above table shows the satisfaction level of the respondents. 42 per cent of the respondents are satisfied and 30 per cent are neutrally satisfied with D Mart. 18 per cent of the respondents are highly satisfied. 6 per cent respondents are dissatisfied and 4 per cent respondents are highly dissatisfied with D Mart.

ONE WAY ANOVA

To find out the difference between the satisfaction of service of the store and age:

HYPOTHESIS: There is a significant difference between the **satisfaction of service of the store** and age.

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	.758	3	.281	.443	.562
Within Groups	54.603	112	.488		
Total	55.325	115			

Significance Level: 0.01

Inference

From the above table it is inferred that F value is significant at 0.01 significance level. Therefore, hypothesis is accepted. Hence there is a significant difference between the Age and the **satisfaction of service of the store**

CHI-SQUARE TEST

To find out the association between the satisfaction of service of the store and the Educational Qualification:

HYPOTHESIS: There is an association between the **satisfaction of service of the store** and the Educational Qualification

	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.917(a)	12	.416
Likelihood Ratio	10.069	12	.206
Linear-by-Linear Association	.177	1	.577
N of Valid Cases	120		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .13.

Significance Level: 0.01

Inference

Pearson's Chi-square value is significant at 0.01 significance level. Therefore, hypothesis is rejected.

FINDINGS

1. The majority of respondents are undergraduates
2. 40% of respondents are between the ages of 25 and 35
3. The majority of respondents are men
4. Nearly 38% of the participants visit once a month.
5. The majority of those surveyed belong to nuclear families.
6. Of those surveyed, 49% expressed satisfaction with the store's interior design and display.
7. Of those surveyed, 44% are happy with the range of products.
8. The majority of respondents have a neutral level of satisfaction with the quality of the products.
9. Nearly all respondents are satisfied with D Mart.

CONCLUSION

I draw the conclusion that the D Mart store has satisfied the respondents. However, when it comes to other aspects like cost and services, the degree of satisfaction is low. Another important conclusion is that customers enjoy shopping at D Mart due of the appealing interior design. It aids in drawing clients to the store on a frequent basis. D Mart employees are well-groomed and given extra consideration. The store's billing system has to be enhanced. It is a delight for customers to return to the store. Consumers are dissatisfied with the shop's parking

options. Consumers are dissatisfied with the shop's offers and price structure. Better parking facilities must be provided by the organization. The retailer should provide more promotional scheme to penetrate the market. I would like to request the company to improve their service for successful running of the company.

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