

A STUDY ON CONSUMER PURCHASING BEHAVIOUR: WITH SPECIAL REFERENCE TO D-MART RETAIL STORE

Dr. Dharmender Singh

Assistant Professor (Department of Commerce)

Government N.C.J. College, Dallirajhara, District-Balod (C.G.)

Email: dsingh99999@gmail.com

Dr. Harjinder Pal Singh Saluja

Professor (Department of Commerce)

Government V.Y.T. Post Graduate Autonomous College, Durg (C.G.)

Vikas Kumar Dewangan

Research Scholar (Commerce)

Government Digvijay Autonomous Post Graduate College, Rajnandgaon (C.G.)

Email: vikasdewangan16@gmail.com

Abstract

Retail trade is a business that helps in providing goods and services to consumers as final products. Similarly, D-Mart store is also a retail market that provides goods and services to consumers as final products. In D-Mart store, consumers get all kinds of household products, reasonable prices and good quality goods under one roof. In this research paper, the consumer purchasing behavior of D-Mart retail store has been studied and reviewed. In this study, an attempt has been made to know the purchasing behavior of consumers towards D-Mart store in the context of Durg city. This research paper is based on primary and secondary data. In this, data has been collected through various publications and reports, Google form and Internet etc. In this research paper, sampling method and simple percentage analysis method have been used as per convenience. 300 respondents have been selected in this study. In this study, it has been concluded that the respondents are largely in agreement with the consumer purchasing behaviour of the retail store D-Mart, in which the consumers are largely influenced by the products available in the D-Mart store, reasonable prices of the goods and good quality of goods etc. Consumers are highly satisfied with the opening of D-Mart store in Durg city.

Keywords : Retail stores, D-Mart, Consumer buying behaviour, Price, Quality.

Introduction

Retail industry is a retail market, which is spread all over the world. This retail industry is operated in different states of the country. Retail industry like Big Bazaar, Vishal Mega Mart, V-Mart, D-Mart, Reliance Fresh, Super Bazaar etc. are retail markets where consumers get all types of household items, appliances, electronic goods, footwear, clothes etc. under one roof. Consumers get reasonable price and good quality goods and all types of household products at these stores. Due to which customers do not have to wander here and there. This saves the time of the consumer. In retail stores, consumers purchase goods by seeing them physically. In this way, the purchasing behavior of consumers towards D-Mart retail store is positive.

- **Introduction to Retail Business**

Retail business is an enterprise pillar, which is concerned with the sale of products to the final customer. It is the hyperlink between the wholesalers or producers and the customers of the product. Retail businesses are divided into two categories- large scale and small scale. The main difference is that small scale retail businesses are limited to a small variety of goods. In contrast, large scale retail businesses have a wide variety of products. Retail is the last stage of the distribution channel. Retail exchange can take many forms. It is not important whether the product is purchased from a store but retail exchange can also take place over the phone, through put-up or mail service, door-to-door promotion etc. For example a store, a supermarket, the customer's residence or perhaps a vending machine.

- **Introduction to D-Mart**

D-Mart is a supermarket chain where you get the products of daily use. This company was started by Radhakishan Damani in May 2002 from Mumbai. D-Mart company is promoted by Avenue Supermarts Limited. Avenue Supermarts Limited is an Indian retail corporation, which operates a chain of hypermarkets in India. D-Mart is a store, which is currently located in big cities but the business model of this company is excellent, due to which people get cheap goods and the company also earns a lot of profit. You must have heard the names of many supermarkets like Vishal Mega Mart , Reliance Fresh Mart, Big Bazaar etc. But at present, D-Mart provides very cheap and good household products compared to all these. As of 31 March 2019, a total of 7,713 permanent employees were working in D-Mart and 33,597 employees were hired on contract basis.

Review of Literature

Vineetha Gangal & A. Kumar (April 2013) In their research paper, they concluded that Big Bazaar is preferred for its pricing policies and its patronage strategies are diverse. The main reason for this is the high proportion of students and youth who are dependent on their parents for their income. **(Gangal & Kumar, 2013)**

Neeraj Dubey & Richa Sinha (2017) in his research paper has concluded that Big Bazaar has created a niche for itself in the retail industry as a retail store that caters to all classes of customers and their every need at a reasonable price. He has stated that only an Indian can understand the spirit of an Indian, so he has coined the term “Sabse Sasta Din”. Urban citizens from all classes of families visit Big Bazaar stores located in shopping malls to get the best in an atmosphere of joy. Due to which it has become Big Bazaar and has defeated its competitors. He has stated a strong relationship between visual merchandising and impulse buying of shoppers. **(Dubey & Sinha, 2017)**

Abdul Rahim Munshi (August 2018) In their research paper, they have highlighted the findings that atmospheric change has a significant impact on consumer purchasing behavior. Which has shown similar results in this study. They have highlighted the importance of product assortment and crowd density on product purchasing behavior with respect to D-Mart stores. Based on the recommendations on the study area of Vadodara region, these results should pay special attention to the product assortment of D-Mart stores. Special queue design should be implemented to avoid crowding so that crowd density can be maintained. **(Munshi, 2018)**

Neeraj Dubey & Richa Sinha (2018) In their research paper, Vishal Mega Mart has concluded that Vishal Mega Mart has created a niche for itself in the retail industry as a retail store that caters to every need of customers of all classes at a reasonable price. The study suggests that retailers should display things in the retail store in such a way that the customer gets more attention and gets excited. This can lead to unplanned purchases by customers, which will increase sales as well as the store's profits. Vishal Mega Mart should organize the store layout to provide items with utmost ease to the customers. This can have a positive and encouraging effect on the store's sales. The behavior of the store employee can influence the customer's purchasing decision. Vishal Mega Mart has to develop effective training and development programs for the employees so that they can continue to work on maintaining good customer relations. **(Dubey & Sinha , 2018)**

Harsha S.Parecha & Mahesh C. Dabre (June 2019) In his research paper, he has concluded that the positive attitude of the consumer towards D-Mart Shopping Center is visible due to the helpfulness of the officers and employees here. This mart has shown its stability as a huge chain. Consumers of Amravati city come to D-Mart once or twice a week to buy different types of goods and buy in large quantities. The consumers here have a positive perception towards the working style, product range and facilities provided by D-Mart. Thus, the consumers here are playing an important role in the success of D-Mart. **(Parecha & Dabre , 2019)**

Objectives

- To study on consumer buying behaviour of D-Mart retail store.
- To study the demographic analysis of D-Mart consumers.
- To study the availability of reasonable price, good quality goods and products to the consumers by D-Mart.

Hypothesis

1. Null Hypothesis (H_{01}) :- There is no significant difference in the satisfaction level of consumers on the basis of age, income, gender, education, occupation and marital status.

2. Null hypothesis (H_{12}) :- There is no significant difference in the choice of consumer goods (food items, daily essentials, household appliances, cosmetics items, footwear and sports goods, apparel) based on income.

Research Methodology

Primary and secondary data have been used in this study. Primary data have been collected through questionnaire, Google form, interview and observation. Secondary data have been collected through various sources such as company's website, published articles and research papers, internet etc. 300 respondents have been selected in this study. In this study, convenience sampling method has been used for data collection. Simple percentage analysis method has been used. Chi-square test and Kruskal Wallis test have been used for hypothesis testing. This study is limited to the consumers of D-Mart store of Durg city.

Data Analysis and Hypothesis Testing

Table No. 01 : Demographic analysis of respondents

No.	Description		No. of respondents	Percentage (%)	Mean	Standard deviation
1.	Age Group	Below 25 years	31	10.3	2.51	0.883
		25-35	132	44.0		
		35-45	89	29.7		
		45 years and above	48	16.0		
Total			300	100		
2.	Gender	Male	183	61.0	1.39	0.489
		Woman	117	39.0		
Total			300	100		
3.	Education	High School	9	3.0	3.23	0.840
		Higher Secondary School	52	17.3		
		Graduate	100	33.3		
		Postgraduate degree or above	139	46.3		
Total			300	100		
4.	Marital Status	Married	154	51.3	1.49	0.501
		Unmarried	146	48.7		
Total			300	100		
5.	Monthly Income	Less than Rs. 20,000	119	39.7	1.96	0.962
		Rs. 20,000-40,000	101	33.7		
		Rs. 40,000-60,000	54	18.0		
		Rs. 60,000 or More than	26	8.7		
Total			300	100		

Source:- Primary data**1. Age Group :**

It is clear from Table No. 01 that out of 300 respondents, the number of respondents in the age group below 25 years is 31 (10.3%), the number of respondents in the age group of 25-35 years is 132 (44.0%), the number of respondents in the age group of 35-45 years is 89 (29.7%), the number of respondents in the age group of 45 years and above is 48 (16.0%). It is clearly evident from this that maximum consumers in the age group of 25-35 years come to shop at D-Mart. Its mean value is 2.51 and the value of standard deviation is 0.883.

2. Gender :

It is clear from Table No. 01 that on the basis of gender, out of 300 respondents, the number of men is 183 (61.0%), while the number of women is 117 (39.0%). It is clearly evident from this that men shop at D-Mart store more than women. Its mean value is 1.39 and the value of standard deviation is 0.489.

3. Education :

It is clear from Table No. 01 that on the basis of education, out of 300 respondents, the number of respondents with high school education level is 9 (3.0%), the number of respondents with higher secondary school education level is 52 (17.3%), the number of respondents with graduate education level is 100 (33.3%), the number of respondents with post graduation or above is 139 (46.4%). It is clearly evident from this that most of the consumers with post graduation or above education shop at D-Mart. Its mean value is 3.23 and the value of standard deviation is 0.840.

4. Marital Status :

It is clear from Table No. 01 that out of 300 respondents, on the basis of marital status, the number of married respondents is 154 (51.3%), the number of unmarried respondents is 146 (48.7%). It is clear from this that more married consumers shop at D-Mart as compared to unmarried consumers. Its mean value is 1.49 and the value of standard deviation is 0.501.

5. Monthly Income :

It is clear from Table No. 01 that out of 300 respondents, on the basis of monthly income of consumers, the number of respondents with income less than Rs. 20000 is 119 (39.7%), the number of consumers with income of Rs. 20000-40000 is 101 (33.7%), the number of respondents with income of Rs. 40000-60000 is 54 (18.0%), the number of respondents with income of Rs. 60000 or more than is 26 (8.7%). It is clear from this that mostly consumers with income less than Rs. 20000 shop at D-Mart. Its mean value is 1.96 and the value of standard deviation is 0.962.

Hypothesis Testing :

1. **Null Hypothesis (H_{01}) :-** There is no significant difference in the satisfaction level of consumers on the basis of age, income, gender, education, occupation and marital status.

Table No. 02 : Significance test of satisfaction level of consumers based on age

Age	Below 25 years	25-35	35-45	45 years and above	Total
N	31	132	89	48	300
Mean Rank	132.47	147.29	149.23	173.32	

Source:- Calculated values of primary data from SPSS 26

Table No. 03 : Significance test of satisfaction level of consumers on the basis of gender

Gender	Male	Woman	Total
N	183	117	300
Mean Rank	153.40	145.49	

Source:- Calculated values of primary data from SPSS 26

Table No. 04 : Significance test of consumer satisfaction level based on education

Education	High School	Higher Secondary School	Graduate	Postgraduate degree or above	Total
N	9	52	100	156	300
Mean Rank	104.22	165.20	138.75	156.45	

Source:- Calculated values of primary data from SPSS 26

Table No. 05 : Significance test of satisfaction level of consumers based on marital status

Marital Status	Married	Unmarried	Total
N	154	146	300
Mean Rank	159.44	141.07	

Source:- Calculated values of primary data from SPSS 26

Table No. 06 : Significance test of satisfaction level of consumers based on income

Income	Less than Rs. 20,000	Rs. 20000-40000	Rs. 40000-60000	Rs. 60,000 or more than	Total
N	119	101	54	26	300
Mean Rank	153.98	151.11	154.18	126.58	

Source:- Calculated values of primary data from SPSS 26

Table No. 07 : Kruskal-Wallis Test (H-Test)

H ₀₁	Particular	P-Value	H-Value	degree of freedom	Results
H _{01a}	Age and Satisfaction level	0.119	5.853	3	Accept
H _{01b}	Gender and Satisfaction level	0.427	0.632	1	Accept
H _{01c}	Education and Satisfaction level	0.049	7.878	3	Rejected
H _{01d}	Marital and Satisfaction level	0.044	4.047	1	Rejected
H _{01e}	Income and Satisfaction level	0.369	3.148	3	Accept

Source:- Calculated values of primary data from SPSS 26

H_{01a} :- It is clear from Table No. 07 that the value of P is 0.119 which is more than the significance level of 0.05, $P \geq (0.05)$ Therefore the null hypothesis is accepted and the alternative hypothesis is rejected. The value of H for age and satisfaction is 5.853. This leads to the conclusion that there is no significant difference in the satisfaction level of consumers based on age.

H_{01b} :- It is clear from Table No. 07 that the value of P is 0.427 which is more than the significance level of 0.05, $P \geq (0.05)$ Hence the null hypothesis is accepted and the alternative hypothesis is rejected. The value of H for gender and satisfaction is 0.632. This leads to the conclusion that there is no significant difference in the satisfaction level of consumers on the basis of gender.

H_{01c} :- It is clear from Table No. 07 that the value of P is 0.049 which is less than the significance level of 0.05, $P \leq (0.05)$ so the null hypothesis has been rejected and the alternative hypothesis has been accepted. The value of H for education and satisfaction is 7.878. It is concluded from this that there is a significant difference in the satisfaction level of consumers on the basis of education.

H_{01d} :- It is clear from Table No. 07 that the value of P is 0.044 which is less than the significance level of 0.05, $P \leq (0.05)$ Hence the null hypothesis is rejected and the alternative hypothesis is accepted. The value of H for marital status and satisfaction is 4.047. This leads to the conclusion that there is a significant difference in the satisfaction level of consumers based on marital status.

H_{01e} :- It is clear from Table No. 07 that the value of P is 0.369 which is more than the significance level of 0.05, $P \geq (0.05)$ Therefore the null hypothesis is accepted and the alternative hypothesis is rejected. The value of H for income and satisfaction is 3.148. This leads to the conclusion that there is no significant difference in the satisfaction level of consumers based on income.

2. Null hypothesis (H₀₂) :- There is no significant difference in the choice of consumer goods (food items, daily essentials, household appliances, cosmetics items, footwear and sports goods, apparel) based on income.

Table No. 08 : Significance test in consumers' income and choice of consumption items (food items)

Rank	1	2	3	4	5	6	Total
Income							
Less than Rs 20,000	50	21	17	12	10	9	119
Rs. 20000-40000	46	18	12	13	7	5	101

Rs. 40000-60000	25	4	8	10	4	3	54
Rs. 60,000 or more than	7	2	6	11	0	0	26
Total	128	45	43	46	21	17	300

Source:- Primary data

Table No. 09 : Significance test in consumers' income and choice of consumption items (daily essential goods)

Rank Income	1	2	3	4	5	6	Total
Less than Rs 20,000	21	31	27	20	8	12	119
Rs. 20000-40000	17	33	25	16	1	9	101
Rs. 40000-60000	4	9	18	10	8	5	54
Rs. 60,000 or more than	4	5	16	0	1	0	26
Total	46	78	86	46	18	26	300

Source:- Primary data

Table No. 10 : Significance test in consumers' income and choice of consumer goods (household appliances)

Rank Income	1	2	3	4	5	6	Total
Less than Rs 20,000	17	35	32	20	7	8	119
Rs. 20000-40000	15	29	30	9	9	9	101
Rs. 40000-60000	8	17	10	10	4	5	54
Rs. 60,000 or more than	6	10	2	3	3	2	26
Total	46	91	74	42	23	24	300

Source:- Primary data

Table No. 11 : Significance test in consumers' income and choice of consumption items (cosmetics items)

Rank Income	1	2	3	4	5	6	Total
Less than Rs 20,000	10	15	21	30	26	17	119
Rs. 20000-40000	14	8	19	31	14	14	101
Rs. 40000-60000	3	11	13	9	9	9	54
Rs. 60,000 or more than	3	5	2	2	6	8	26
Total	30	39	55	72	55	48	300

Source:- Primary data

Table No. 12 : Significance testing of consumers' income and choice of consumer goods (footwear and sports goods)

Rank Income	1	2	3	4	5	6	Total
Less than Rs 20,000	9	14	11	21	41	23	119
Rs. 20000-40000	3	9	6	20	43	20	101
Rs. 40000-60000	8	6	4	11	14	11	54
Rs. 60,000 or more than	4	0	0	5	11	6	26
Total	24	29	21	57	109	60	300

Source:- Primary data

Table No. 13 : Significance test of consumers' income and choice of consumer goods (apparel)

Rank Income	1	2	3	4	5	6	Total
Less than Rs 20,000	11	3	12	16	27	50	119
Rs. 20000-40000	6	4	9	12	27	43	101
Rs. 40000-60000	6	7	2	4	14	21	54
Rs. 60,000 or more than	3	4	0	4	5	10	26
Total	26	18	23	36	73	124	300

Source:- Primary data

Table No. 14 : Chi-Square Tests (χ^2 - test)

H₀₂	Particular	P - Value	χ^2 - Value	degree of freedom	Results
H _{02a}	Income and food items	0.022	27.520	15	Rejected
H _{02b}	Income and Household Appliances	0.001	37.617	15	Rejected
H _{02c}	Income and Daily essentials	0.673	12.086	15	Accept
H _{02d}	Income and Cosmetics items	0.084	23.014	15	Accept
H _{02e}	Income and Footwear & Sports Goods	0.282	17.634	15	Accept
H _{02f}	Income and Apparel	0.200	19.315	15	Accept

Source:- Calculated values of primary data from SPSS 26

H_{02a} :- It is clear from Table No. 14 that the value of P is 0.022, which is less than the significance level of 0.05, **P ≤ (0.05)** Therefore the null hypothesis is rejected and the alternative hypothesis is accepted. For income and food items χ^2 The value of is 27.520. This indicates that there is a significant difference in the choice of consumer goods (food items) based on income.

H_{02b} :- It is clear from Table No. 14 that the value of P is 0.001, which is less than the significance level of 0.05, **$P \leq (0.05)$** Therefore the null hypothesis is rejected and the alternative hypothesis is accepted. The value of χ^2 for income and household appliances is 37.617. This leads to the conclusion that there is a significant difference in the choice of consumer goods (household appliances) based on income.

H_{02c} :- It is clear from Table No. 14 that the value of P is 0.673, which is more than the significance level of 0.05, **$P \geq (0.05)$** Therefore the null hypothesis is accepted and the alternative hypothesis is rejected. The value of χ^2 for income and daily essential goods is 12.086. This leads to the conclusion that there is no significant difference in the choice of consumer goods (daily essential goods) based on income.

H_{02d} :- It is clear from Table No. 14 that the value of P is 0.084, which is more than the significance level of 0.05, **$P \geq (0.05)$** Therefore the null hypothesis is accepted and the alternative hypothesis is rejected. The value of χ^2 for income and beauty products is 23.014. This indicates that there is no significant difference in the choice of Cosmetics items by consumers based on their income.

H_{02e} :- It is clear from Table No. 14 that the value of P is 0.282, which is more than the significance level of 0.05, **$P \geq (0.05)$** Therefore the null hypothesis is accepted and the alternative hypothesis is rejected. The value of χ^2 for income and footwear & sports goods is 17.634. This leads to the conclusion that there is no significant difference in the choice of consumer goods (footwear and sports goods) based on income.

H_{02f} :- It is clear from Table No. 14 that the value of P is 0.200, which is more than the significance level of 0.05, **$P \geq (0.05)$** Therefore the null hypothesis is accepted and the alternative hypothesis is rejected. The value of χ^2 for income and clothing is 19.315. This leads to the conclusion that there is no significant difference in the choice of consumer goods (Apparel) based on income.

Conclusion

This study concludes that different types of consumers come to D-Mart, an organized retail store in Durg city, to buy products. Most of the consumers in the age group of 25-35 years, male consumers on the basis of gender, postgraduate or higher educated consumers on the basis of education, married consumers on the basis of marital status and consumers in the income group of Rs. 20000-400000 come here to buy products. The hypothesis test shows that there is no significant difference in the satisfaction level of consumers in terms of age, gender and income of consumers, i.e. age, gender and income do not affect the satisfaction level of

consumers in any way, whereas there is a significant difference in the satisfaction level of consumers due to marriage and income of consumers. i.e. marriage and income affect the satisfaction level of consumers. This shows that educated and married consumers come to D-Mart the most to shop. Similarly, the income of consumers and the consumption material of consumers have been tested. This shows that there is a significant difference in the choice of consumer goods (food items, household appliances) based on the income of the consumers, i.e., the income of the consumers affects the choice of their consumption items (food items, household appliances), whereas there is no significant difference in the choice of consumer goods (daily essentials, cosmetics items, footwear and sports items, apparel) based on the income of the consumers, i.e., the income of the consumers does not affect the choice of their consumption items (daily essentials, cosmetics, footwear and sports items, apparel). Thus, the income of the consumers affects the choice of the product. The consumers here are very satisfied with the opening of D-Mart store in Durg city. Here consumers easily get all types of household items, reasonable price, good quality and availability of all products under one roof. Consumers do not have to wander here and there. Due to this, the purchasing behavior of consumers towards D-Mart is satisfactory.

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