

A STUDY ON CONSUMER SATISFACTION TOWARDS SERVICES OF D-MART RETAIL STORES

*** Mr. Manohar Vinod Pathre, **Ms. Subhaangi Koshlesh Bharti Singh
& *** Krushi Mavji Bera**

** Assistant Professor, Research Scholar, ** Assistant Professor, Research Scholar , N. G. Acharya & D. K. Marathe College of Arts, Science & Commerce, Mumbai*

** UG Student, Bhartiya Vidya Bhavan's M.M. College of Arts, N.M. Institute of Science , H.R.J. College of Commerce, Bhavan's College. (Autonomous), Andheri (West), Mumbai Maharashtra, India*

Abstract:

Customer satisfaction plays a crucial role in the success and growth of retail organizations. The present study focuses on analyzing the level of customer satisfaction towards the services provided by D-Mart retail stores. D-Mart has emerged as one of the leading retail chains in India, known for its wide product range, affordable pricing, and customer-oriented services. The purpose of this research is to evaluate customers' perceptions regarding various aspects of D-Mart's services such as product availability, pricing strategy, store layout, staff behaviour, billing process, and overall shopping experience.

The study is based on primary and secondary data. Primary data was collected through a structured questionnaire from customers who frequently shop at D-Mart stores. Secondary data was gathered from journals, articles, websites, and previous studies related to customer satisfaction in the retail sector. The collected data was analyzed to understand the factors influencing customer satisfaction and the effectiveness of the services provided by DMart.

The findings of the study indicate that competitive pricing, product variety, and efficient service significantly influence customer satisfaction. However, certain aspects such as crowd management and waiting time at billing counters can impact the overall shopping experience. The research highlights the importance of maintaining service quality and improving operational efficiency to enhance customer satisfaction.

This study will help in understanding customer expectations in the retail sector and provide useful insights for improving service quality at D-Mart stores.

Keywords: *Customer Satisfaction; Retail Services; DMart; Service Quality; Consumer Behaviour ; Organized Retail; Shopping Experience.*

Copyright © 2026 The Author(s): This is an open-access article distributed under the terms of the Creative Commons Attribution 4.0 International License (CC BY-NC 4.0) which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use provided the original author and source are credited.

Introduction:

The retail industry plays a significant role in the economic development of a country by providing goods and services to consumers while creating employment opportunities and contributing to economic growth. In recent years, the retail sector in India has experienced rapid expansion due to urbanization, rising disposable income, and changing consumer lifestyles. Modern retail formats such as supermarkets and hypermarkets have become

increasingly popular as they offer convenience, variety, and competitive pricing under one roof.

One of the prominent retail chains in India is D-Mart, operated by Avenue Super marts Limited. D-Mart has established a strong presence in the Indian retail market by focusing on affordability, efficient supply chain management, and customer-centric services. The store offers a wide range of products including groceries, household items, clothing, kitchenware, and personal care products, making it a preferred shopping destination for many consumers.

Customer satisfaction is considered one of the most important factors determining the success of any retail business. Satisfied customers are more likely to revisit the store, recommend it to others, and remain loyal to the brand. Therefore, understanding customer expectations and evaluating their satisfaction with store services is essential for retailers to remain competitive in the market.

The present study aims to analyze customer satisfaction towards the services provided by D-Mart retail stores. It examines various service aspects such as product availability, pricing, store environment, staff assistance, billing efficiency, and overall shopping experience. By analyzing these factors, the study seeks to understand how effectively D-Mart meets customer expectations and identifies areas where service improvements can enhance the overall customer experience.

Statement of the Problem:

In the highly competitive retail sector, customer satisfaction has become a crucial factor for the success and sustainability of retail businesses. Retail stores must continuously improve their services in order to meet the changing expectations and preferences of customers. Although D-Mart has gained significant popularity in India due to its affordable pricing and wide range of products, customers may still face certain challenges while shopping in the store.

Many customers visit D-Mart for its cost-effective products and variety; however, issues such as overcrowding, long waiting time at billing counters, limited staff assistance, and difficulties in product availability can sometimes affect the overall shopping experience. These factors may influence the level of satisfaction among customers and impact their future purchasing decisions.

Therefore, it becomes important to study and evaluate how customers perceive the services provided by D-Mart retail stores. Understanding customer opinions

and identifying the factors that influence their satisfaction can help retailers improve service quality and operational efficiency. The present study focuses on examining the level of customer satisfaction towards the services of D-Mart retail stores and identifying the key areas where improvements can enhance the overall customer shopping experience.

Review of Literature :

Customer satisfaction has been widely studied in the field of retail marketing because it directly influences customer loyalty, repeat purchases, and overall business performance. Previous studies in the retail sector highlight that service quality, product availability, store environment, and pricing strategies are major factors affecting customer satisfaction.

According to research on retail service quality, customers evaluate retail stores based on several service dimensions such as store appearance, staff behaviour, convenience, and problem-solving ability. Studies using the Retail Service Quality Scale (RSQS) indicate that the physical environment of the store, personal interaction with staff, and efficient service significantly influence customer satisfaction and behavioural intentions of shoppers.

Another study on organized retail outlets in India explains that the growth of modern retail stores has increased competition among retailers, making customer satisfaction a key strategic factor. The research highlights that consumers today are more brand conscious and expect better service quality, product variety, and convenience while shopping in retail stores.

Research conducted on organized retail marketing also indicates that changing consumer behaviour, technological advancements, and innovative retail strategies have transformed the retail industry. Retailers must continuously improve their services and adopt customer-centric strategies to meet the expectations of modern consumers.

Similarly, comparative studies of leading retailers show that factors such as product quality, pricing, store convenience, and overall shopping experience significantly influence customer satisfaction and customer loyalty. These studies suggest that retailers who focus on delivering better service quality and value for money are more likely to retain customers in the competitive retail market.

Objectives of the Study:

1. To study the level of customer satisfaction towards the services provided by D-Mart retail stores.
2. To analyze the factors that influence customer satisfaction such as pricing, product variety, store environment, and service quality at D-Mart.
3. To examine customers' perceptions regarding the availability and quality of products offered at D-Mart stores.
4. To evaluate the effectiveness of services such as staff assistance, billing process, and overall shopping experience at D-Mart.
5. To identify the problems or difficulties faced by customers while shopping at D-Mart retail stores.
6. To provide suggestions and recommendations for improving customer satisfaction and service quality at D-Mart stores.

Scope of the Research:

1. The study focuses on analyzing the level of customer satisfaction towards the services provided by D-Mart retail stores.
2. The research examines different service aspects such as product availability, pricing, store layout, staff behaviour, and billing process.
3. The study is limited to customers who shop at D-Mart stores and aims to understand their shopping experience and expectations.
4. The research helps in identifying the factors that influence customer satisfaction in the retail sector.

5. The findings of the study can help retailers improve service quality and enhance the overall shopping experience for customers.
6. The research also provides useful insights for understanding customer behaviour in the organized retail industry in India.

Limitations of the Study:

1. The study is limited to selected customers of D-Mart retail stores, and therefore the results may not represent the opinions of all customers.
2. The research is based on the responses provided by customers through questionnaires, which may sometimes be influenced by personal bias or individual perceptions.
3. The study is conducted within a limited time period, which may restrict the depth of analysis.
4. The research mainly focuses on customer satisfaction towards services and does not cover all aspects of the retail business operations.
5. The accuracy of the study depends on the honesty and understanding of the respondents while answering the survey questions.

Hypothesis :

H₀ (Null Hypothesis) : There is no significant relationship between the services provided by D-Mart retail stores and the level of customer satisfaction.

H₁ (Alternative Hypothesis) : There is a significant relationship between the services provided by D-Mart retail stores and the level of customer satisfaction.

Research Methodology:

Research methodology refers to the systematic process used to collect, analyze, and interpret data for the purpose of conducting the research study. In this research, different methods and techniques are used to understand customer satisfaction towards the services provided by D-Mart retail stores.

1. Universe of study

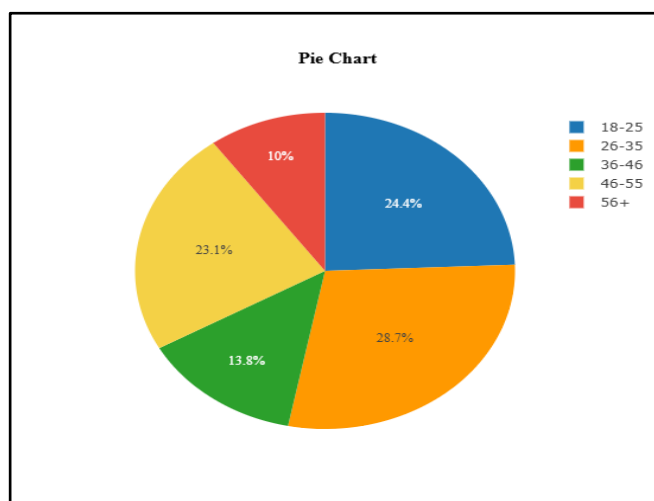
The universe of study shall be in Mumbai City only

2. The sample design

The sample frame for collecting primary data shall be as follows

Age Distribution :

S.N.	Selected Category	Percentage of response	No. of response
1.	18-25	24.4%	39
2.	26-35	28.7%	46
3.	36-45	13.8%	22
4.	46-55	23.1%	37
5.	56+	10%	16



Interpretation :

The pie chart illustrates the **age distribution of respondents** participating in the study titled “*A Study on Consumer Satisfaction Towards Services of D-Mart Retail Stores.*” The data shows that the **26–35 age group represents the largest share of respondents at 28.7%**, indicating that young working adults form a major portion of D-Mart’s customer base. This group is likely attracted by D-Mart’s affordable pricing, wide product range, and convenient shopping experience.

The **18–25 age group accounts for 24.4% of the respondents**, suggesting that younger consumers also frequently visit D-Mart for their daily household and grocery needs. Meanwhile, **23.1% of respondents belong to the 46–55 age group**, reflecting a significant presence of middle-aged consumers who rely on D-Mart for value-oriented retail shopping.

In contrast, the **36–46 age group represents 13.8% of respondents**, while the **56+ age group forms the smallest proportion at 10%**. This indicates comparatively lower participation from older customers in the survey.

Overall, the chart suggests that **D-Mart’s services are widely utilized by consumers across different age groups**, with a stronger concentration among **young and middle-aged adults**, highlighting the brand’s broad appeal and its ability to meet the shopping needs of a diverse customer base.

3. Data Collection

Data collection is an important step in the research process as it helps in gathering relevant information required for the study. In this research, both primary and secondary data are used to analyze customer satisfaction towards the services provided by D-Mart retail stores.

Primary data is collected directly from customers through a structured questionnaire prepared using Google Forms.

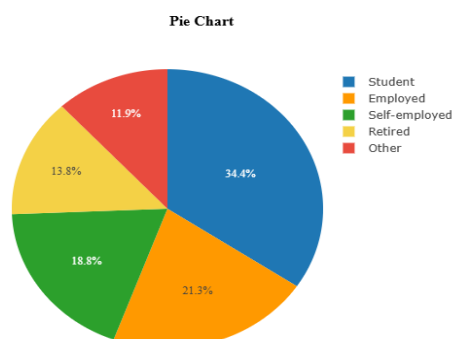
4. Data Processing

Data processing refers to the method of organizing and analyzing the collected data in a systematic manner. After collecting the responses from customers through the questionnaire, the data is carefully reviewed and arranged for analysis.

5. Data analysis

The collected data has been analyzed based on the objectives of the study and hypothesis using simple statistical tools such as percentages and graphical representation. The analysis helps in understanding the level of customer satisfaction towards the services provided by D-Mart retail stores.

Demographic factors	Selected Category	Percentage of response	No. of response
Age	18-25	24.4%	39
	26-35	28.7%	46
	36-45	13.8%	22
	46-55	23.1%	37
	56+	10%	16
	Total	100%	160
Occupation	Student	34.4%	55
	Employed	21.3%	34
	Self-employed	18.8%	30
	Retired	13.8%	22
	Other	11.9%	19
	Total	100%	160



Interpretation :

The pie chart presents the **occupational distribution of respondents** for the study titled “*A Study on Consumer Satisfaction Towards Services of D-Mart Retail Stores.*” The data shows that **students constitute the largest proportion of respondents at 34.4%**, indicating that a significant number of young consumers prefer shopping at

D-Mart. This may be due to the store's affordable pricing and availability of a variety of daily-use products that appeal to students.

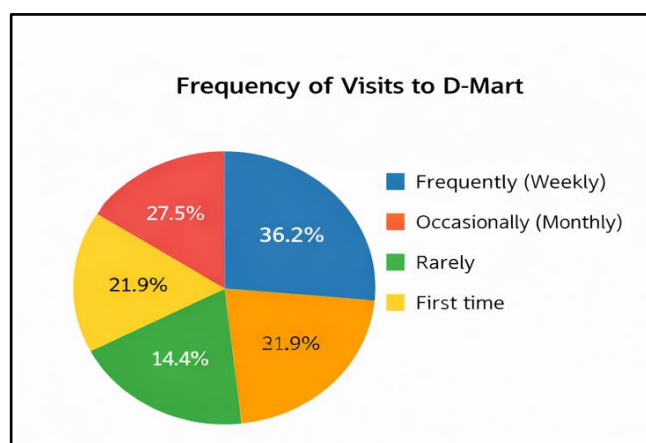
The **employed respondents account for 21.3%**, suggesting that working professionals also rely on D-Mart for convenient and cost-effective shopping. Similarly, **18.8% of respondents are self-employed**, highlighting that individuals engaged in business or independent professions frequently visit D-Mart retail stores.

In addition, **13.8% of respondents are retired**, indicating that older consumers also find D-Mart a convenient place for purchasing household essentials. The **remaining 11.9% fall under the "other" category**, which may include homemakers or individuals from different occupational backgrounds.

Overall, the findings indicate that **D-Mart attracts customers from diverse occupational groups**, with a particularly strong presence of students and working individuals, reflecting the store's wide accessibility and its ability to satisfy the needs of different segments of consumers.

Frequency Of Visits To D-Mart :

S.N.	Selected Category	Percentage of response
1.	Frequently (Weekly)	27.5%
2.	Occasionally (Monthly)	36.2%
3.	Rarely	14.4%
4.	First Time	21.9%
5.	Frequently (Weekly)	27.5%



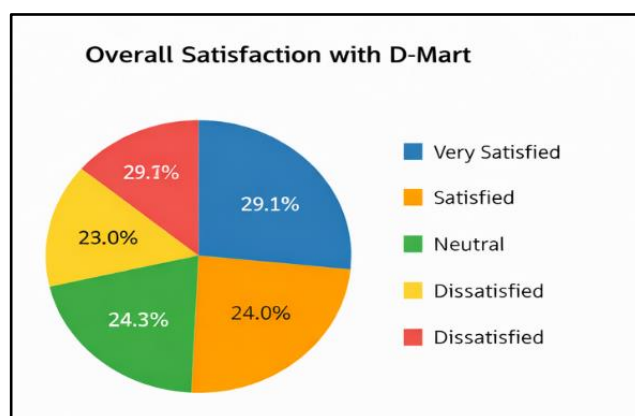
Interpretation :

The pie chart shows the frequency with which customers visit D-Mart retail stores. A majority of respondents (36.2%) visit D-Mart **occasionally**, indicating that most customers prefer shopping on a monthly or need-based basis. Meanwhile, 27.5% of respondents visit **frequently**, suggesting the presence of a loyal customer base that relies on D-Mart for regular purchases.

About 21.9% of respondents are **first-time visitors**, reflecting that the store continues to attract new customers. A smaller portion (14.4%) visits **rarely**, which may indicate occasional or situational shopping behavior. Overall, the results suggest that D-Mart maintains a strong mix of **regular and occasional customers**, contributing to consistent footfall.

Overall Satisfaction with D-Mart Services :

S.N.	Selected Category	Percentage of response
1.	Very Satisfied	29.1%
2.	Satisfied	37.6%
3.	Neutral	24.3%
4.	Dissatisfied	9.0%
5.	Very Satisfied	29.1%



Interpretation : The pie chart represents the overall satisfaction levels of customers towards D-Mart services. The findings show that a majority of respondents are satisfied, with 37.6% reporting being **satisfied** and 29.1% being **very satisfied**. This indicates that D-Mart is successful in meeting customer expectations in terms of service quality and shopping experience.

Around 24.3% of respondents expressed a **neutral opinion**, suggesting that while their experience was acceptable, there is still room for improvement. A small proportion (9.0%) reported being **dissatisfied**, highlighting areas where service enhancements may be required.

Overall, the results indicate that **D-Mart enjoys a high level of customer satisfaction**, which strengthens customer loyalty and encourages repeat visits.

Findings:

- Based on the data analysis and responses collected from customers regarding the services of D-Mart, the following findings have been identified
- The majority of respondents belong to the 18–35 age group, indicating that young adults and working individuals frequently shop at D-Mart stores.
- A large proportion of the respondents are employed individuals and students, showing that these groups form a significant portion of D-Mart's customer base.
- Most customers visit D-Mart weekly or monthly, which shows that the store is a regular shopping destination for purchasing groceries and household products.
- Customers are generally satisfied with the variety and availability of products offered at D-Mart stores.
- The study indicates that affordable pricing and discounts are among the main reasons customers prefer shopping at D-Mart.

7. A majority of customers are satisfied with the overall shopping experience, including store layout and product organization.
8. Some customers reported long waiting time at billing counters, especially during peak hours, which affects their shopping experience.
9. A few respondents mentioned that crowding inside the store can sometimes make shopping less convenient.

Suggestions and Recommendations:

1. Based on the findings of the study on customer satisfaction towards the services of D-Mart, the following suggestions and recommendations are proposed to improve customer experience and service quality.
2. D-Mart should increase the number of billing counters, especially during peak hours, to reduce waiting time and improve the billing process.
3. The store management should focus on better crowd management, particularly on weekends and during festive seasons, to provide a more comfortable shopping environment.
4. D-Mart can improve staff assistance and customer service by training employees to guide customers and respond quickly to their queries.
5. The store should ensure regular stock availability of popular products so that customers do not face inconvenience while shopping.
6. D-Mart can introduce more digital payment options and faster billing systems to make the checkout process more efficient.
7. The company may conduct regular customer feedback surveys to understand customer expectations and improve service quality accordingly.
8. Improving store layout and product display can help customers easily locate products and enhance the overall shopping experience.

9. D-Mart can also introduce loyalty programs or membership benefits to encourage repeat purchases and strengthen customer relationships.

Conclusion:

The present study was conducted to analyze the level of customer satisfaction towards the services provided by D-Mart retail stores. The research focused on understanding customers' perceptions regarding various factors such as product variety, pricing, store environment, staff behaviour, and the billing process.

Based on the data analysis, it can be concluded that the majority of customers are satisfied with the services offered by D-Mart. Affordable pricing, availability of a wide range of products, and convenient store locations are some of the key factors that attract customers to shop at D-Mart.

These aspects contribute significantly to building customer satisfaction and loyalty.

However, the study also identified certain areas where improvements can be made. Issues such as crowd management and waiting time at billing counters may sometimes affect the overall shopping experience of customers. Addressing these challenges can help in further enhancing service quality and customer satisfaction.

Overall, the research highlights that D-Mart has successfully established itself as a popular retail destination by focusing on value for money and customer needs. Continuous improvement in service quality and customer experience will help the company maintain its competitive position in the retail market of India.

References:

1. *Customer Satisfaction and Loyalty in Retail (SDMIMD, 2020)*
2. *JETIR - Customer Satisfaction Analysis (2023)*
3. *Consumer Behavior Study (Scribd/Dave)*
4. *Research Gate - Satisfaction in Panvel D-Mart (2024)*

5. Philip Kotler & Kevin Lane Keller. (2016). *Marketing Management*. Pearson Education.
6. Michael Levy & Barton A. Weitz. (2012). *Retailing Management*. McGraw-Hill Education.
7. P. A. Dabholkar, D. I. Thorpe, & J. O. Rentz. (1996). *A Measure of Service Quality for Retail Stores (RSQS)*.
8. Richard L. Oliver. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. McGraw-Hill.

Cite This Article:

Mr. Pathre M.V., Ms. Singh S.K.B. & Bera K.M. (2026). *A Study on Consumer Satisfaction towards Services of D-Mart Retail Stores.* In **Aarhat Multidisciplinary International Education Research Journal**: Vol. XV (Number II, pp. 73–81) Doi: <https://doi.org/10.5281/zenodo.20410877>