



## ASSESSING PRODUCT QUALITY PERCEPTION: A COMPARATIVE STUDY OF D'MART AND COMPETING RETAIL OUTLETS IN ELURU, ANDHRA PRADESH

### Management

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### ABSTRACT

This study compares the product quality perception of customers at D'Mart with competing retail outlets in Eluru. A quantitative approach was used with 150 respondents selected through convenience sampling. Chi-square tests and an independent sample t-test were applied. Results showed that price and discounts strongly influence store choice. No significant difference was found in perceived quality between D'Mart and its competitors. Freshness and packaging significantly influence consumer trust.

### KEYWORDS

Product Quality, Retail Stores, Customer Perception, D'Mart, Consumer Trust

### 1. INTRODUCTION

Retail shopping behaviour in India is strongly influenced by perceptions of product quality, price, convenience, and reliability. D'Mart is known for value-based pricing, but little empirical evidence exists comparing its product quality to other outlets in Eluru. This study examines factors influencing consumer perception and compares D'Mart with competing retailers.

### 2. Research Methodology

A descriptive quantitative design was used. Data were collected from 150 customers of D'Mart and competitor outlets. A structured questionnaire measured store choice factors, quality perception, and trust. Statistical tools included Chi-square tests and an Independent Sample t-test.

### 3. RESULTS

#### 3.1 Factors Influencing Store Choice

Chi-square value = 26.733,  $df = 4$ ,  $p < 0.05$ . Store choice is significantly influenced by price, location, and product quality.

#### 3.2 Comparison of Product Quality

D'Mart Mean = 129.75; Competitor Mean = 134.75;  $t = -0.04$ ,  $p > 0.05$ . No significant difference in perceived quality.

#### 3.3 Attribute Ratings & Trust

Chi-square = 42.2485,  $df = 12$ ,  $p < 0.05$ . Freshness and packaging significantly influence trust.

### 4. DISCUSSION

Price sensitivity dominates consumer decision-making in Eluru. D'Mart's product quality is comparable to competitors. Trust depends heavily on freshness and clarity of expiry dates. Retailers should strengthen quality control and supply chain systems.

### 5. CONCLUSION

Store choice is driven by price and location. Product quality perception is similar across retailers. Trust is significantly influenced by freshness and packaging transparency. Improving quality checks and inventory rotation will enhance customer confidence.

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