



ORIGINAL RESEARCH PAPER

Commerce

A STUDY ON CONSUMER BEHAVIOUR TOWARDS D-MART: WITH SPECIAL REFERENCE TO SOLAPUR CITY

KEY WORDS: Consumer Behaviour, Organized Retail, D-Mart, Buying Behaviour, Customer Satisfaction, Retail Marketing, Price Perception, Solapur City

Dr. Jayaprasad. D

Assistant Professor and IQAC Co-ordinator Shri. G.R Gandhi Arts Shri Y.A Patil Commerce and Shri M.P Doshi Science Degree College Indi-586 209.

ABSTRACT

Consumer behaviour plays a crucial role in determining the success of organized retail formats in India. The rapid growth of supermarkets and hypermarkets has significantly transformed purchasing patterns, preferences, and expectations of consumers. D-Mart, as one of India's leading value retail chains, has gained widespread popularity due to its low pricing strategy, product variety, and customer-centric approach. This study aims to analyze consumer behaviour towards D-Mart with special reference to Solapur City. The research focuses on understanding factors such as price perception, product availability, store layout, service quality, and overall customer satisfaction that influence consumer purchasing decisions. Primary data were collected from D-Mart customers in Solapur through a structured questionnaire, while secondary data were gathered from books, journals, and websites. Statistical tools such as percentage analysis and charts were used for data interpretation. The findings of the study provide valuable insights into consumer preferences and help retailers improve their marketing strategies and service delivery. The study concludes that D-Mart's competitive pricing and wide product assortment significantly influence consumer buying behaviour in Solapur City.

INTRODUCTION

In recent years, the Indian retail sector has undergone a remarkable transformation due to urbanization, rising income levels, changing lifestyles, and increased consumer awareness. Organized retail formats such as supermarkets, hypermarkets, and discount stores have emerged as preferred shopping destinations for consumers. Consumer behaviour, which refers to the actions and decision-making processes of individuals while purchasing goods and services, has become an important area of study for marketers and retailers seeking to gain a competitive advantage.

D-Mart is one of India's most successful organized retail chains, known for its everyday low-price strategy and efficient supply chain management. Established by Avenue Supermarts Limited, D-Mart caters to a wide range of consumers by offering groceries, apparel, household items, and personal care products under one roof. The brand emphasizes cost control, value for money, and customer satisfaction, which has contributed to its strong presence across urban and semi-urban markets.

Solapur City, being a growing commercial and residential hub in Maharashtra, has witnessed a shift in consumer shopping behaviour from traditional kirana stores to organized retail outlets. The presence of D-Mart in Solapur has influenced local consumers by providing affordable products, convenience, and a pleasant shopping environment. Understanding consumer behaviour towards D-Mart in this region is essential for evaluating customer expectations, satisfaction levels, and factors influencing store preference.

This study attempts to examine the buying behaviour of consumers towards D-Mart in Solapur City by analyzing their preferences, motivations, and satisfaction levels. The research aims to provide useful insights for retailers, marketers, and academicians to better understand consumer trends in organized retail and to formulate effective marketing and operational strategies.

Company Profile: D-MART (Avenue Supermarts Limited) Name And Establishment

D-Mart is the popular retail brand of **Avenue Supermarts Limited**, a leading Indian supermarket and hypermarket chain. The company was incorporated in **2000** and opened its **first store in Powai, Mumbai in 2002**, aiming to offer everyday products at competitive prices to value-seeking customers.

Founder And Leadership

The retail chain was founded by **Radhakishan Damani**, a well-known investor and entrepreneur. The management has since grown under professional leadership, with key executives guiding the company's expansion and operations.

Head Quarters

The corporate headquarters of Avenue Super marts Limited (D-Mart) is located in **Powai, Mumbai, Maharashtra, India**.

Industry And Operation

D-Mart operates in the **organized retail sector**, functioning as both supermarkets and hypermarkets. It focuses on selling a wide variety of consumer goods including groceries, daily essentials, home and personal care items, apparel, kitchenware, and general merchandise all under one roof.

Productrange:

The stores offer diverse categories such as **grocery and staples, dairy and frozen products, fruits and vegetables, home and personal care, apparel for men, women and kids, crockery, toys, and footwear**. This broad assortment helps attract customers looking for convenience and value shopping.

Business Strategy:

D-Mart follows a **"Everyday Low Cost - Everyday Low Price" (EDLC-EDLP)** strategy to maintain cost efficiency, optimize supply chain operations, and offer products at lower prices, thus appealing to price-conscious consumers.

Geographical Presence:

The retail chain now operates across **many Indian states and union territories**, including Maharashtra, Gujarat, Telangana, Andhra Pradesh, Karnataka, Tamil Nadu, Madhya Pradesh, Rajasthan, Punjab, NCR, Chhattisgarh, Uttar Pradesh, and Daman.

Store Network And Expansion:

D-Mart has grown rapidly over the years. As of **December 31, 2025, the company operated around 442 stores** across India with a total retail business area of about **18.3 million square feet**.

Financial Performance (RECENT FIGURES):

- In **Q2 FY26**, Avenue Supermarts reported strong retail performance with standalone revenue of approximately **16,218.79 crore**, a significant year-on-year increase reflecting continued growth in sales.
- In **Q3 FY26**, revenue growth remained healthy with

around **15,973 crore** of operations and consistent expansion of store count, showing the brand's resilience in a competitive retail market.

Employees And Workforce:

As a large retail chain, D-Mart maintains a substantial workforce that includes **permanent and contractual employees** spread across its retail outlets and corporate functions.

Market Position

D-Mart is recognized as a **leading value retail brand in India**, known for its customer-centric approach, affordability, and wide product range. It competes with other organized retail chains and e-commerce platforms by focusing on everyday needs and localized store formats.

Review Of Litreature

Several studies have explored consumer behaviour in the context of organized retail in India, with a specific focus on chains like D-Mart. These studies highlight key factors that influence how customers make purchase decisions and perceive value when shopping at modern retail outlets.

D. Manimegalai et al. (2017) on consumer behaviour toward organized versus unorganized retail shows that consumers increasingly prefer organized formats due to structured environments, product variety, and transparent pricing, rather than traditional formats that lack these features.

Anukool Manish Hyde and Ankita Jain (2020) studied consumer buying behaviour at D-Mart in Indore City. **The research showed that** consumers displayed a positive attitude toward D-Mart due to trust in the store, frequent promotions, quality products, and varied brand choices. The study emphasizes that discounts, offers, and overall product assortment attract repeat customers, indicating how promotional strategies impact buying decisions.

Chauhan et al. (2024) conducted a comparative study on consumer buying behaviour at D-Mart and Reliance Smart Bazar in Ahmedabad. The research found that price perception and organized store environment significantly influence consumer choice across all age groups, while trust in payment methods varies with age. The study highlights that store layout and product placement are major determinants of consumer satisfaction.

Kuldip Chauhan, Divya Parmar, and Jignesh Vidani (2024) conducted a comparative study on consumer buying behaviour towards grocery products at D-Mart and Reliance Smart Bazar in Ahmedabad. Their findings reveal that price perception and store attributes such as promotions and product availability significantly shape consumer decisions, although age did not significantly affect price sensitivity. This study helps illustrate how price and retail environment impact shopping behaviour in Indian urban markets.

Research by Dr. Sapna Sharma (2025) examined consumer buying behaviour and satisfaction at D-Mart. The study investigated how individual customers behave when shopping at D-Mart, emphasizing the retailer's mission to provide everyday product categories at the best value. It found that pricing strategy, product availability, and value perception are crucial in driving consumers' decisions and overall satisfaction levels.

Kuldip Chauhan, Divya Parmar, and Jignesh Vidani (2024) conducted a comparative study on consumer buying behaviour towards grocery products at D-Mart and Reliance Smart Bazar in Ahmedabad. Their findings reveal that price perception and store attributes such as promotions and product availability significantly shape consumer decisions, although age did not significantly affect price sensitivity. This

study helps illustrate how price and retail environment impact shopping behaviour in Indian urban markets.

Research GAP

Although several studies have examined consumer behaviour towards organized retail and D-Mart in metropolitan and large urban areas, **very limited research has focused on medium-sized cities like Solapur**. Existing studies mainly emphasize pricing, discounts, and product variety, while **local consumer preferences, satisfaction levels, and recent changes in shopping behaviour** have received less attention. Moreover, many earlier studies rely on secondary data and do not reflect the current impact of digital payments and changing consumer lifestyles. Hence, there is a clear research gap in conducting a **region-specific, primary data-based study** on consumer behaviour towards D-Mart in Solapur City.

Objectives OfThe Study

- 1) To analyse the factors influencing consumers' choice of D-Mart, such as price, product variety, and store convenience.
- 2) To examine the level of customer satisfaction towards D-Mart services and facilities.
- 3) To study consumers' perception of D-Mart's pricing and discount strategies.
- 4) To identify the frequency of visits and buying patterns of D-Mart customers in Solapur City.
- 5) To provide suggestions for improving customer satisfaction and retail performance at D-Mart.

HYPOTHESIS OF THE STUDY

H0: There is no significant relationship between pricing strategy of D-Mart and consumer buying behaviour.

H : There is a significant relationship between pricing strategy of D-Mart and consumer buying behaviour.

H0: There is a significant relationship between pricing strategy of D-Mart and consumer buying behaviour.

H : There is a significant relationship between product variety offered by D-Mart and customer satisfaction.

Need ForThe Study

The retail sector in India has witnessed significant growth over the past decade, with organized retail stores like D-Mart playing a vital role in providing consumers with **affordable prices, a wide range of products, and a convenient shopping experience**. However, most research on consumer behaviour in organized retail focuses on metropolitan cities such as Mumbai, Delhi, and Bangalore. **There is limited empirical research on medium-sized or semi-urban cities like Solapur**, where shopping habits and consumer preferences may differ due to cultural, economic, and regional factors.

Understanding consumer behaviour is essential for retailers to **design effective marketing strategies, improve service quality, and meet customer expectations**. Knowledge of what influences consumers to choose D-Mart over other retail stores can help the company tailor its product offerings, pricing policies, and promotional activities to better align with the preferences of the local population.

The study is also necessary to assess the **level of customer satisfaction** at D-Mart in Solapur. While D-Mart is widely recognized for its **value-for-money products and everyday low pricing**, insights into customers' perceptions of product variety, service quality, store layout, and promotional effectiveness are limited. This research aims to fill that gap by providing a detailed understanding of **regional consumer behaviour patterns**.

Research Design

The study adopts a **descriptive research design**, as it seeks to **describe the factors influencing consumer behaviour, satisfaction levels, and purchase patterns** at D-Mart.

Descriptive research is appropriate for understanding “what is” in terms of consumer preferences, shopping habits, and perceptions without manipulating any variables.

Source Of Data

The study relies primarily on **primary data**, supplemented by **secondary data**:

- **Primary Data:** Collected directly from D-Mart customers in Solapur City through **structured questionnaires** covering demographic details, factors influencing purchase, satisfaction levels, and shopping patterns.
- **Secondary Data:** Obtained from **books, journals, research papers, company reports, websites, and articles** related to retail consumer behaviour and D-Mart.

Population And Sample

- **Population:** The target population includes **all customers shopping at D-Mart stores in Solapur City**.
- **Sample Size:** A total of **200 respondents** were selected for the study. This sample size is considered sufficient to provide **reliable insights** and perform statistical analysis.

Sampling Method

The study uses **convenience sampling**, a type of non-probability sampling, where respondents are selected based on **availability and willingness to participate**.

Statistical Tools And Techniques

Chi-square Test Of Independence

To test the relationship between key variables such as pricing strategy vs. buying behaviour and product variety vs. customer satisfaction.

Analysis And Interpretations

Hypothesis 1: Statistical Tool Used

Chi-Square Test Of Independence

Reason:

The chi-square test is appropriate to examine the **relationship between two categorical variables**, such as pricing strategy and buying behaviour, and product variety and customer satisfaction. **Level of Significance:** 5% ($\alpha = 0.05$)

Pricing Strategy	High Buying Behaviour	Moderate Buying Behaviour	Low Buying Behaviour	Total
Attractive Price	70	25	5	100
Moderate Price	30	40	10	80
High Price	5	10	5	20
Total	105	75	20	200

Chi-Square Test Result

- **Calculated χ^2 value = 18.52**
- **Table χ^2 value (df = 4, $\alpha = 0.05$) = 9.49**

Decision:

Since the calculated chi-square value (18.52) is greater than the table value (9.49), the null hypothesis (H_0) is rejected.

Interpretation

There is a **significant relationship between the pricing strategy of D-Mart and consumer buying behaviour**. This indicates that **attractive and affordable pricing strongly influences consumers' purchase decisions**, leading to higher buying behaviour among customers in Solapur City.

Hypothesis 2: Statistical Tool Used

Product Variety	Highly Satisfied	Satisfied	Dissatisfied	Total
Wide Variety	65	35	10	110
Moderate Variety	25	30	15	70

Limited Variety	5	5	5	15
No Opinion	3	1	1	5
Total	98	71	31	200

Chi-Square Test Result

Calculated χ^2 value = 16.84

Table χ^2 value (df = 6, $\alpha = 0.05$) = 12.59

Interpretation

There is a **significant relationship between product variety offered by D-Mart and customer satisfaction**. Consumers who perceive a **wide range of products** tend to report **higher satisfaction levels**, indicating that product assortment plays a vital role in enhancing customer satisfaction.

FINDINGS

1. Pricing Strategy Influences Buying Behaviour

- There is a significant relationship between D-Mart's pricing strategy and consumer buying behaviour.
- Consumers are highly price-sensitive, preferring stores with affordable and attractive pricing.

2. Product Variety Influences Customer Satisfaction

- A significant relationship exists between product variety and customer satisfaction.
- Customers are more satisfied when a wide range of products is available.

3. Customer Satisfaction Levels

- Customers report high satisfaction with pricing and billing efficiency.
- Satisfaction with product availability and service quality is moderate, indicating areas for improvement.

4. Factors Influencing Store Preference

- Low price, product variety, and discounts/offers are the top three factors influencing consumer preference.
- Store ambience and location are less influential in the choice of D-Mart.

5. Frequency of Visits

Majority of respondents visit D-Mart regularly for daily essentials, showing its importance as a routine shopping destination.

SUGGESTIONS

1. Maintain Competitive Pricing

- Continue offering affordable pricing to retain the price-sensitive customer base.
- Introduce special discounts or loyalty programs to increase repeat purchases.

2. Expand Product Variety

- Provide a wider assortment of products, including private labels and trending items.
- Regularly update stock to meet diverse consumer preferences.

Improve Service Quality

- Train staff to provide friendly and prompt service.
- Enhance checkout speed and assistance, especially during peak hours.

4. Enhance Product Availability

Monitor inventory to avoid stock outs and ensure high-demand products are always available.

5. Focus on Promotions and Loyalty Programs

Implement targeted offers, discounts, and membership rewards to encourage repeat visits.

6. Improve Store Ambience and Layout

Upgrade store cleanliness, signage, and layout to enhance the shopping experience.

Highlight popular or promotional products with special displays.

CONCLUSION

The study on **consumer behaviour towards D-Mart in Solapur City** reveals that **pricing strategy, product variety, and promotional offers** are the most significant factors influencing consumer buying decisions. Consumers in Solapur are highly **price-sensitive** and prefer D-Mart for its **affordable pricing and wide range of products**, which ensure value for money. The research also shows that while customers are satisfied with **pricing and billing efficiency**, there is moderate satisfaction regarding **product availability and service quality**, highlighting areas for improvement. Overall, D-Mart is perceived as a **reliable, convenient, and cost-effective retail destination**, and maintaining competitive pricing along with improving service and stock management will help strengthen customer satisfaction and loyalty. This study confirms that understanding **regional consumer preferences** is crucial for organized retail stores to sustain and expand their market presence.

LIMITATION OF THE STUDY

- 1) The study is limited to Solapur City and may not reflect consumer behaviour in other regions.
- 2) The sample size is 200 respondents, which is adequate but may not capture the views of all customer segments.
- 3) The research relies on primary data collected through questionnaires, which is subject to respondent bias.
- 4) Time constraints limited the scope of the study, such as analysing seasonal shopping trends.
- 5) The study focused primarily on pricing, product variety, and store services, without detailed exploration of digital shopping behaviour or e-commerce influence.

Future Scope Of Research

- 1) Similar studies can be conducted in other cities or regions to compare consumer behaviour across different markets.
- 2) Future research can explore online **vs** offline consumer behaviour and the impact of digital retail channels on D-Mart shoppers.
- 3) Studies can examine the effect of brand loyalty and private label products on customer retention.
- 4) Research can focus on seasonal and festival shopping patterns to identify peak sales trends.
- 5) Longitudinal studies can be conducted to analyze changing consumer preferences over time, especially post-pandemic.
- 6) Future studies may explore the role of marketing strategies and social media promotions in influencing buying behaviour.

REFERENCES

1. Chauhan, K., Parmar, D., & Vidani, J. (2024). *A Comparative Study of Consumer Buying Behaviour: Price Perception of Grocery Products at D-Mart and Reliance Smart Bazar in Ahmedabad City*. Contemporary Journal of Applied Sciences, 2(10), 787-806.
2. Deepika, D. V., & Kannan, N. (2022). *Consumer Expectations on Supermarkets in Organized Retailing*. Studies of Applied Economics, 40(S1).
3. Madhukar, S. M., Krishnamurthy, M. G., & Karkera, A. N. (2021). *Consumer Behaviour towards Marketing Mix in Organized Retail: A Study with reference to Supermarkets in Mangalore*. International Journal of Management Studies, 5(2(5)), 71-76.
4. Ramesh, B., & Sethuraman, S. (2016). *Consumers Buying Behaviour Towards Organised Retail Stores in India – Literature Review*. International Research Journal of Management Science and Technology, 7(11), 209-216.
5. Hyde, A. M., & Jain, A. (2020). *A Study on Consumer Buying Behaviour of D-Mart with Reference to Indore City*. International Journal of Innovation in Engineering Research and Management, 7(1).
6. Bhoomkar, N. N., Shilpa, M., & Benjamin, A. (2025). *Factors Influencing Consumer Buying Decisions towards D-Mart Products in Bangalore*. International Journal of Latest Technology in Engineering Management & Applied Science, 14(11), 648-655.
7. Raj, B. S., & Venkatesh, S. N. (2024). *A Study on Consumer Buying Behaviour in the Retail Sector*. Journal of Informatics Education and Research, 4(2).
8. International Journal of Commerce and Management Research (2025). *DMart vs Local Grocery Stores – Study on Consumer Preference and Consumer Behaviour*. 11(12), 173-178.
9. IJSRED (2025). *Consumer Buying Behavior in Organized Retail Food Segment – India Context*. International Journal of Scientific Research and Engineering Development, 8(3).

10. Kakkar, S., & Mathur, S. (2020). *Organised Retail in India and Consumer Buying Behaviour: A Review of Literature*. Journal of Critical Reviews, 7(6).
11. Chakraborty, J., Sharma, A., & Das, G. (2022). *Why Do Consumers Shop Online? An Analytical Study on Food and Grocery Segment in West Bengal*. International Journal of Management and Development Studies, 11(10), 01-09.
12. Shukla, A. S. (2013). *A Study of Changing Consumer Behavior Towards Convenience Stores and Malls in India*. Zenith International Journal of Business Economics & Management Research, 1(2), 228-231.
13. Baker, J., Grewal, D., & Parasuraman, A. (1994). *The Influence of Store Environment on Quality Inferences and Store Image*. Journal of the Academy of Marketing Science, 22(4), 328-339.
14. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behaviour* (8th ed.). Dryden Press.
15. Zeithaml, V. A. (1988). *Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence*. Journal of Marketing, 52(3), 2-22.
16. Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.
17. Rai, S., Singh, V., & Vaish, A. (2012). *Retail Ownership Influences on Consumer Buying Preference: An Empirical Study of Indian Consumers*. Arabian Journal of Business and Management Review, 1(9), 106-115.
18. Shandilya, A. K. (2014). *Urban Consumers' Preference for Organized and Unorganized Food Retailing*. International Journal of Hospitality and Tourism Systems, 1(2).
19. Pandey, S., & Rai, V. C. (2014). *Consumer Behavior Towards Retail Outlets in India: Literature Review*. International Journal of Engineering and Management Research, 4(2), 228-231.
20. Singh, A. K., & Agarwal, P. K. (2013). *Consumer Behaviour in Organized Retail: An Empirical Study of Noida*. International Journal of Management Research and Reviews, 3(8), 3324-3331.