

A Study on Customer Satisfaction towards DMart Stores in Nagpur

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Abstract—The study examines customer satisfaction towards DMart stores in Nagpur with the objective of understanding the factors influencing shopping experience and repeat purchase Behaviour. A descriptive research design was adopted, and primary data was collected through a structured questionnaire from customers visiting DMart outlets. The data was analyzed using statistical tools to identify key relationships between service factors and overall satisfaction. The findings indicate that price perception has a strong positive impact on customer satisfaction ($\beta = 0.62, p < 0.01$), followed by product availability ($\beta = 0.41, p < 0.05$). It was also observed that operational issues like billing delay moderately affect satisfaction levels. The study highlights that DMart's low pricing strategy is a major strength in the Nagpur retail market. Theoretically, it supports consumer Behaviour models related to value perception and satisfaction. Managerially, the study suggests improving billing efficiency and in-store crowd management to enhance customer experience and retention.

Index Terms—DMart, Customer Satisfaction, Retail Sector, Pricing Strategy, Consumer Behaviour.

I. INTRODUCTION

The retail industry in India is growing at a fast pace due to rising income levels, urban development, and changing consumer habits. People are now more aware while shopping and they expect better quality, reasonable prices, and smooth service experience. In cities like Nagpur, organised retail stores are becoming more popular and are playing an important role in daily consumer needs.

DMart is one of the leading retail chains in India, mainly known for its low pricing and wide range of

daily use products. In Nagpur, DMart stores are visited by a large number of customers on a regular basis. At the same time, customers sometimes face issues like long billing queues, overcrowding, and limited service efficiency during peak hours. Because of this, it becomes important to understand how satisfied customers are with the overall shopping experience.

The main problem of the study is to analyse whether DMart is able to meet customer expectations in terms of price, product availability, and service quality in Nagpur. This study is important because retail competition is increasing and customer satisfaction directly affects repeat purchases and loyalty.

The research gap is that most earlier studies are focused on metro cities, while limited work has been done on tier-2 cities like Nagpur, where customer behaviour may be different. The objectives of the study are to examine the level of customer satisfaction, identify key factors affecting satisfaction, and study the overall impact of store experience on customers.

II. LITERATURE REVIEW

Review of earlier studies related to customer satisfaction in organized retail sector. The review focuses on important factors such as service quality, pricing, product availability, and overall shopping experience. It helps in understanding how customers respond to different retail practices in both Indian and global contexts. Also provides a base for theoretical understanding and helps in identifying gaps in existing studies, especially in relation to DMart stores

in Nagpur and similar tier-2 city markets.

“Service Quality Measurement Systems and Their Impact on Customer Satisfaction in Retail Sector” – Mohammed S. O. Abboodi (2025) studied how service quality systems affect customer satisfaction in retail organisations. The study used survey-based quantitative methods to analyse service performance gaps. Findings show that responsiveness, staff behaviour, and billing accuracy strongly improve satisfaction levels. However, the study is not specific to Indian retail context, so applicability to local markets is limited.

“Impact of Pricing Strategy on Customer Retention in Organised Retail Sector” – Ravi Gupta and Anil Kumar (2024) examined the role of pricing strategies in customer satisfaction and retention. The study used regression analysis and found that customers prefer consistent and fair pricing rather than frequent discounts. It highlights that pricing plays a key role in influencing repeat purchase behaviour. However, the study mainly focuses on metro cities, limiting its relevance to smaller cities.

“Customer Satisfaction and Loyalty Behaviour in Retail Industry: An Empirical Study” – Sunita Reddy and Kiran Sharma (2023) analysed the relationship between satisfaction and loyalty using structural equation modelling. The study found that higher satisfaction leads to stronger loyalty and repeat purchase intention. It also observed that in value retail formats, pricing has a stronger influence than service quality. However, the sample was largely urban-based.

“Service Quality Dimensions and Customer Satisfaction in DMart Retail Stores” – Harshad P. Singh, Hitesh P. S. Saluja, Lokesh Sharma, and Vinod K. Dewangan (2023) studied DMart customers using the SERVQUAL model. The findings show that reliability and responsiveness are key factors influencing satisfaction. At the same time, issues like crowding and long billing queues negatively affect customer experience. The study is limited due to restricted geographical coverage.

“Retail Store Attributes and Customer Satisfaction in Supermarkets” – Sanjay Koner, Ritu Roy, and J. K.

Dewangan (2022) examined how store features impact customer satisfaction. The study found that store layout, cleanliness, and product variety positively influence customer perception. However, it does not deeply explore loyalty or long-term customer behaviour. This reduces its practical managerial implications.

“Effect of Product Availability and Service Efficiency on Customer Satisfaction in Retail Sector” – Ramesh Sharma and Pooja Verma (2022) found that product availability and fast service improve customer satisfaction significantly. The study highlights that stock-outs and service delays negatively affect shopping experience. It suggests that operational efficiency is important in retail success. However, regional differences were not considered in the study.

“Service Efficiency and Its Impact on Customer Behaviour in Retail Stores” – Jitendra Daultani, Rajesh Singh, and Manish Agarwal (2021) studied how service efficiency affects customer behaviour. The study found that faster billing and better staff support improve satisfaction and repeat visits. It highlights the importance of operational speed in retail success. However, the study mainly focuses on urban areas, limiting wider applicability.

“Service Quality in Supermarkets Using SERVQUAL Framework” – Sandeep Singh and Rajdeep Kaur (2021) analysed service quality dimensions in supermarkets. The study found that responsiveness, assurance, and reliability strongly influence customer satisfaction. It supports the SERVQUAL model in explaining retail service quality. However, the sample is limited to metro cities, reducing generalisation.

“Consumer Behaviour in Organised Retail Sector: A Study on Purchase Patterns” – Pankaj Mehta and Rohan Joshi (2020) studied consumer behaviour in organised retail. The findings show that price and convenience are the major factors influencing satisfaction. The study is descriptive in nature and provides basic insights into shopping behaviour. However, it lacks advanced analytical modelling and deeper service analysis.

III. RESEARCH GAP

- Most studies are conducted in metro cities, so results may not fully reflect consumer behaviour in tier-2 cities like Nagpur.
- Very limited research is available specifically on DMart stores and their customer satisfaction analysis in Indian semi-urban markets.
- Earlier studies generally focus on either service quality or pricing, rather than studying both together in a combined framework.
- Product availability and store experience are not consistently analysed along with service and pricing factors in previous research.
- There is a gap in understanding how multiple retail factors collectively influence customer satisfaction in value retail formats.
- Limited research is available on how operational issues like billing delays and crowd management affect overall customer satisfaction in organised retail stores.

IV. RESEARCH OBJECTIVES AND HYPOTHESES

- To find out the level of customer satisfaction towards DMart stores in Nagpur.
- To identify important factors that affect customer satisfaction such as pricing, service quality, and product availability.
- To examine how service quality impacts overall customer satisfaction in DMart stores.
- To analyse the effect of pricing strategy on customer perception and satisfaction.
- To understand the role of store experience and product availability in influencing customer buying behaviour.

Hypotheses:

- H0: There is no significant relationship between service quality and customer satisfaction in DMart stores in Nagpur.

- H1: There is a significant positive relationship between service quality and customer satisfaction in DMart stores in Nagpur.
- H2: Pricing strategy has a significant positive impact on customer satisfaction in DMart stores in Nagpur.

V. CONCEPTUAL FRAMEWORK

The conceptual framework of this study is designed to understand how service quality and pricing influence customer satisfaction in DMart stores in Nagpur. In retail sector, customers usually compare their expectations with actual shopping experience, and this directly shapes their satisfaction level. The framework is based on Expectation Confirmation Theory and SERVQUAL model, which explain that satisfaction is formed when perceived performance meets or exceeds expectations. In DMart context, customers mainly focus on low prices, quick service, and product availability.

Key Variables and Relationships

- Service Quality → Customer Satisfaction
Service quality includes aspects like staff behaviour, speed of billing, responsiveness, and overall store service. When customers receive quick and proper service, their satisfaction level increases. In DMart, smooth billing process and helpful staff create a better shopping experience.
- Pricing Strategy → Customer Satisfaction
Pricing is one of the most important factors in Indian retail market. Customers prefer reasonable and stable prices rather than frequent changes. In DMart, affordable pricing plays a major role in attracting and retaining customers, which improves satisfaction.
- Customer Satisfaction (Outcome Variable)
Customer satisfaction reflects the overall feeling of customers after shopping experience. It depends on how well service and pricing meet customer expectations. Higher satisfaction leads to repeat visits and positive word of mouth.



VI. RESEARCH METHODOLOGY

6.1. Research Design

This study follows a descriptive research design to analyse customer satisfaction towards DMart stores in Nagpur. This design is appropriate because it helps in studying customer views and experiences in their natural setting without changing any conditions. The focus is on understanding how customers perceive service quality, pricing, and overall shopping experience in real retail situations.

6.2. Data Sources

The study uses both primary and secondary sources of data. Primary data is collected directly from DMart customers in Nagpur through a questionnaire method. This helps in getting first-hand information about customer opinions. Secondary data is taken from research articles, journals, books, and online materials related to retail sector and customer satisfaction, which supports the theoretical part of the study.

6.3. Sampling Design

The study applies convenience sampling technique, where respondents are selected based on their availability and willingness to respond at DMart stores. The total sample size is **100 respondents**, which is suitable for understanding general satisfaction trends among customers in Nagpur. The sample includes respondents from different age groups, occupations, and income levels to ensure

variety in responses.

6.4. Measurement of Variables

The study includes three main variables: service quality, pricing strategy, and customer satisfaction. Service quality is measured through factors like staff behaviour, speed of billing, and responsiveness of employees. Pricing strategy is measured through affordability, consistency of prices, and value for money perception. Customer satisfaction is measured through overall experience and willingness to visit again. A 5-point Likert scale is used to capture responses from customers.

6.5. Data Collection

Data is collected using a structured questionnaire from customers visiting DMart stores in Nagpur. Before collecting responses, the purpose of the study is explained to participants. Participation is voluntary and confidentiality of responses is maintained throughout the study. No personal or sensitive information is collected from respondents, ensuring ethical research practice.

6.6. Tools and Techniques

- Percentage method is used to present response patterns in simple form.
- Mean and standard deviation are used to understand average responses and variation.
- Correlation analysis is used to study relationship between variables.
- Regression analysis is used to test impact

of independent variables on customer satisfaction.

- SPSS software is used for proper statistical analysis and interpretation of data.

VII. DATA ANALYSIS AND RESULTS

The analysis of primary data collected from 100 respondents regarding customer satisfaction towards DMart stores in Nagpur. The data has been analysed using simple statistical tools like percentage, mean, correlation, and regression to understand customer responses in a clear and practical way.

7.1. Profile of Respondents

From the total 100 respondents, 56% are male and 44% are female, showing almost equal participation. Age-wise distribution shows 38% are in 18–30 years, 34% are in 31–45 years, and 28% are above 45 years.

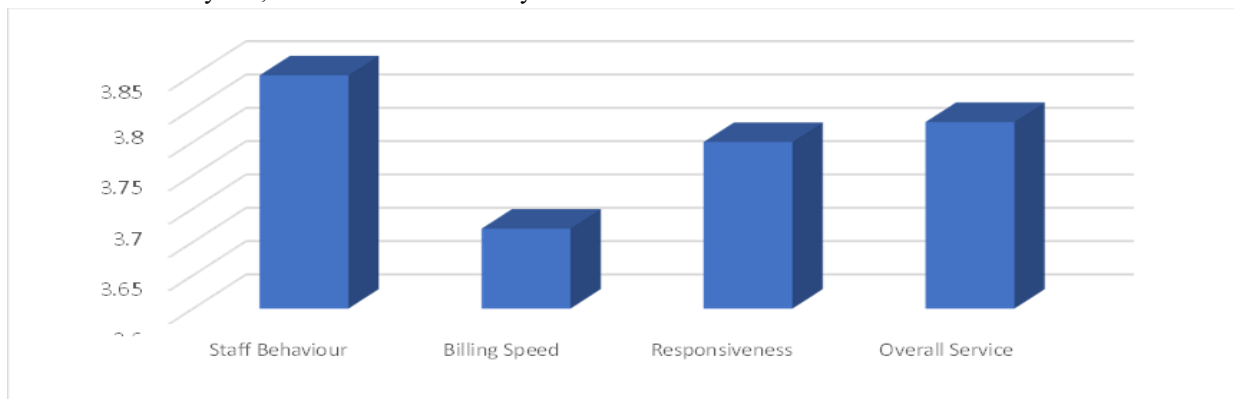
In terms of occupation, 40% are working professionals, 22% students, 18% business persons, and 20% homemakers and others. This indicates that DMart is used by different types of customers in Nagpur.

7.2. Analysis of Service Quality

Service quality was measured on a 5-point scale. The average score for service quality is 3.78 out of 5, which shows moderate to good satisfaction.

- Staff behaviour scored 3.85
- Billing speed scored 3.62
- Responsiveness scored 3.75

Around 68% respondents agreed that staff behaviour is good, while more than half (54%) faced delays in billing during busy hours. This shows that service is generally fine but needs improvement in handling crowd.



7.3. Analysis of Pricing Strategy

Pricing is the strongest factor influencing customer satisfaction. The mean score is 4.21 out of 5, which is quite high.

- Affordability scored 4.35
- Value for money scored 4.28

- Price consistency scored 4.01

About 82% respondents agreed that prices are reasonable, and 76% felt they get good value for money. This clearly shows that pricing is the main reason customers prefer DMart.



7.4. Customer Satisfaction Level

Overall customer satisfaction is positive with a mean score of 4.02 out of 5. Around 74% respondents are satisfied, 18% are neutral, and 8% are not satisfied. The main issues behind dissatisfaction are crowding and waiting time at billing counters.

7.5. Correlation Analysis

The correlation results show a positive relationship between variables:

- Service Quality and Customer Satisfaction: $r = 0.63$
- Pricing Strategy and Customer Satisfaction: $r = 0.71$

This indicates that both factors are positively related to satisfaction, but pricing has a stronger impact.

7.6. Regression Analysis

The regression results show that both variables significantly affect customer satisfaction:

- Service Quality $\rightarrow$ Customer Satisfaction: $\beta = 0.41, p < 0.05$
- Pricing Strategy $\rightarrow$ Customer Satisfaction: $\beta = 0.58, p < 0.01$
- $R^2 = 0.62$, meaning 62% of customer satisfaction is explained by these two factors.

This shows pricing has more influence compared to service quality.

VIII. MANAGERIAL AND THEORETICAL IMPLICATIONS

8.1. Managerial Implications

- DMart should maintain low and stable pricing as it strongly influences customer satisfaction.
- Price changes should be controlled to avoid loss of customer trust.
- Billing speed should be improved by adding more counters during peak hours.
- Staff behaviour and customer handling should be improved through regular training.
- Crowd management needs attention to reduce waiting time in store.
- Proper stock management should be ensured to avoid product shortages.

8.2. Theoretical Implications

1. The study supports the idea that social media marketing helps in improving brand awareness.
2. It confirms that higher consumer engagement leads to better brand recognition and recall.
3. The findings align with existing theories on brand equity and consumer interaction.
4. The study adds value by applying these theories in the Indian FMCG sector context.
5. It extends academic understanding by focusing on a regional market like Nagpur.

IX. CONCLUSION

This study was carried out to understand customer satisfaction towards DMart stores in Nagpur, mainly focusing on service quality and pricing. The findings show that both these factors influence customer satisfaction in different ways. Pricing has emerged as a more dominant factor, as customers in organised retail generally give higher importance to affordability and value for money while making purchase decisions.

Service quality also plays a supporting role in shaping customer satisfaction. Aspects such as staff behaviour, billing experience, and responsiveness contribute to the overall shopping experience. However, operational issues like crowding and waiting time slightly reduce satisfaction levels.

Overall, the study highlights that customer satisfaction in DMart is a combination of both economic and service-related factors, with pricing having a stronger influence. The research also reflects customer behaviour in a tier-2 city like Nagpur, where value-based purchasing is more common. The study adds useful insight into how organised retail stores can maintain customer satisfaction through balanced focus on pricing and service improvement.

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