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### **ABSTRACT**

*This comprehensive study conducts a thorough exploration of D-Mart's merchandising strategies, elucidating its position as one of India's foremost retail chains. It examines critical elements such as product assortment, pricing methodologies, promotional initiatives, and supply chain operations to unveil the foundational principles guiding D-Mart's merchandising decisions. Through a blend of primary research methods, including surveys and interviews with both store managers and customers, coupled with secondary data analysis, the study endeavors to uncover the underlying mechanisms fueling D-Mart's merchandising success.*

*By employing a mixed-methods approach that integrates qualitative interviews with D-Mart executives and quantitative scrutiny of sales data, this endeavor seeks to provide actionable insights into the pivotal factors contributing to D-Mart's merchandising prowess. Through the identification of exemplary practices and areas for improvement, the research offers valuable guidance for retailers aiming to refine their merchandising strategies and excel within the competitive retail landscape.*

**Keywords:** *Merchandising strategies, Retail chains, Product assortment, Pricing methodologies, Promotional initiatives.*

### **INTRODUCTION**

D-Mart is an Indian retail corporation that operates a chain of supermarkets in India. It was founded by Radhakishan Damani on 15 May 2002 D Mart's first store was opened in Powai, Mumbai. RK Damani started his career as a stock broker. However, he soon realized that he had to invest his own money if he wanted to make money in the stock market. In 1980, he started investing in stocks named Mr. White and White.

#### **1.1 NEED FOR THE STUDY**

Merchandising is pivotal for retail success, enhancing customer experience through organized layouts and strategic product placement. This fosters satisfaction and loyalty while driving spur-of-the-moment purchases and upselling opportunities, boosting revenue. Well-managed inventory ensures product availability and operational efficiency, while innovative approaches differentiate brands and attract foot traffic. Data-driven insights refine strategies,

adapting to consumer trends and maximizing impact. Optimized layouts showcase a wider product range, enriching the shopping journey. Overall, merchandising is fundamental for retail triumph, fueling customer engagement, sales growth, and brand reputation fortification.

### SCOPE OF THE STUDY

The study is basically conducted to know how merchandising perceive. The customer behaviour in D-Mart. From this study we can have a better understanding of the “Importance of Merchandising in a retail store”. We will know the impact of Merchandising on customer in D-Mart. Therefore, these finding may help the D-Mart to work upon the variables to fill up the gaps in the mindset of customers

### OBJECTIVES OF STUDY

- Merchandising of D-Mart correlation in customer purchasing behaviour
- Role of merchandising in money spend by customer in D-Mart
- To understand the impact of merchandising on customer satisfaction in D-Mart
- Impact of visual merchandising on customer time spend in D-Mart
- Impact of product merchandising on customer in D-Mart

### RESEARCH METHODOLOGY

The present study is based on a quantitative and sample survey approach. The respondent’s sample of 100 D-Mart customer will be collected through Google form questionnaire. Simple random sampling is used for analyzing the data.

### SOURCE OF THE DATA:

The study is based on primary data collected from questionnaire:

**Primary Data:** The primary data is collected with the help of questionnaire. The questionnaires are chosen because of its simplicity and liability. Researcher can expect straight answers to the questions. The respondents are informed about the significant of the Merchandising of D-Mart and requested to give their fair opinions.

### LIMITATIONS OF STUDY

The behavior of the customer is unpredictable which may result in the lacking of accuracy in the data.

- The sample was limited to 100 responses only.
- Based upon the respondent’s response
- Limited information about the companies

### REVIEW OF LITERATURE

**1. Berretto Antonin in the article “Tricks of the Trade”** points out about visual merchandising that When used effectively, the basic components to the concrete aspect of

store design colour, texture, light, music - can enhance store appeal, it also invites a person to touch and I what the body remembers.

**2. Gibson G. Vedamani.in his book on Retail management** states that, Visual merchandising is needed and its relevance is felt in today retail industry as the primary purpose of merchandising is presentation of products in a way that cause them to be sold quickly, and at the highest possible retail margin. Secondly the visual seduction that charms the customer results in add-on-sales. The third role of merchandising is the creation of the merchant's individual retail image which relates directly to the lifestyle of the community and the customer. The targeted result of the activity of visual merchandising is ongoing sales and customer loyalty. Gibson also states that, visual merchandisers face three challenges while designing the store. First challenge is to keep the store atmosphere consistent with the store image.

**3. Fornell (1992)** found in the study that customer satisfaction enhances the customer loyalty, reduce the customer churn, decrease the costs of failed marketing, signifies the price sensitivity of customers, create new customers, enhance the effect of advertising, lowers the cost of operations and finally improves the reputation

#### DATA ANALYSIS AND INTERPRETATION

##### 1Q. AGE OF RESPONDENTS

AGE	No. of respondent	% of respondent
Below -18	19	19%
18-25	61	61%
25-30	20	20%

##### Interpretation:

The table illustrates the age distribution of respondents in the survey. Nineteen individuals, or 19% of the total, are below 18 years old. The largest group, comprising 61 respondents, falls between the ages of 18 and 25, representing 61% of the total. Twenty respondents, or 20%, are aged between 25 and 30. This breakdown indicates many respondents are between 18 and 25 years old.

##### Do you satisfy with Merchandising of D-Mart

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Satisfaction level's	No. of respondent	%of respondent
Highly Satisfied	24	24%
Satisfied	54	54%
Neutral	20	20%
Unsatisfied	1	1%
Highly Unsatisfied	1	1%

**Interpretation:**

Customer satisfaction levels regarding D-Mart's merchandising. Twenty-four respondents (24%) reported being highly satisfied, while the majority, 54 respondents (54%), expressed satisfaction. Twenty respondents (20%) remained neutral, and only one respondent (1%) each indicated being unsatisfied or highly unsatisfied. This indicates a predominantly positive sentiment towards D-Mart's merchandising, with a small minority expressing dissatisfaction.

**Q 9. Impact of visual merchandising on customer**

Impulse purchase	No. of respondent	%of respondent
Regularly	47	47%
Rarely	44	44%
Never	9	9%

**Interpretation:**

The impact of visual merchandising on customer behavior, particularly impulse purchases. Forty-seven respondents (47%) reported making impulse purchases regularly, while forty-four respondents (44%) said they do so rarely. Nine respondents (9%) indicated never making impulse purchases influenced by visual merchandising. This breakdown suggests that a significant portion of customers engage in impulse buying due to visual merchandising, with a smaller proportion rarely succumbing to such influences, and a minority never doing so.

**Statistical Tool - Correlation**

**Null Hypothesis (H0)** – There is no relationship between D-Mart's customer satisfaction rate and its retail merchandising.

**Alternative Hypothesis (H1)** - There is a positive relationship between D-Mart's customer satisfaction rate and its retail merchandising.

Correlation is done for following data of the question:

### SOLUTION:

8Q	24	10Q	18	
	54		47	
	20		33	
	1		1	
	1		1	0.954793

### INTERPRETATION:

When correlation is done for the following units D-Mart & Customer satisfaction about D-Mart

Merchandising & Retail Merchandising of D-Mart, the solution is 0.954793. There exists a relation between the units.

### FINDINGS

1. Shopping Frequency: The majority of respondents shop at D-Mart on a monthly basis, with smaller proportions shopping weekly, every 15 days, or daily.
2. Expenditure: A significant portion of customers spend modest amounts, with the majority spending below 5000 units, followed by those spending below 2000 units, and a smaller proportion spending below 10,000 units at D-Mart.
3. Shopping Preferences: Groceries and staples are the most commonly bought categories, followed by daily essentials and home and personal care products. D-Mart branded items have a lower preference among customers.
4. Customer Satisfaction: Overall, there is a predominantly positive sentiment towards D-Mart's merchandising, retail, and customer service, with a small minority expressing dissatisfaction.
5. Impact of Visual Merchandising: A significant portion of customers engage in impulse buying due to visual merchandising, suggesting its effectiveness in influencing customer behavior.

### SUGGESTIONS

1. Enhanced Merchandising: Continue emphasizing popular categories like groceries and staples, but also explore ways to promote D-Mart branded items to increase their sales.
2. Customer Engagement: Encourage more exploration of the store by implementing engaging displays or promotional activities to increase customer interaction with various sections of the store.
3. Cleanliness Maintenance: Focus on areas highlighted by respondents where cleanliness

ratings were lower to improve overall store hygiene and ambiance.

4. Stock Management: Address the issue of stock-outs by optimizing inventory management to ensure consistent availability of products, especially popular items.
5. Checkout Counter Strategy: Leverage the impulse buying behaviour observed at the checkout counter by strategically placing more appealing products to drive additional sales.
6. Billing Counter Efficiency: Continuously monitor and improve the efficiency of billing procedures to reduce instances of customer-reported issues.

### CONCLUSION

The study reveals an overwhelmingly positive customer perception of D-Mart, emphasizing satisfaction across various fronts such as merchandise presentation, cleanliness, service quality, and likelihood of recommendation. However, there are identifiable areas for enhancement, including refining merchandising strategies, maintaining cleanliness standards consistently, and addressing sporadic issues at checkout counters. These insights offer valuable guidance for D-Mart to enrich the overall customer experience, potentially fostering increased loyalty and positive word-of-mouth promotion.

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