

A STUDY ON IMPULSIVE BUYING BEHAVIOR OF CUSTOMERS IN D-MART

(A study with reference to D Mart shopping Mall at Vadodara, Gujarat, India)

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Abstract - Impulsive buying behaviour is a common phenomenon in the retail industry that can significantly impact a retailer's sales and revenue. D-Mart is a leading retail chain in India that caters to the needs of price-sensitive customers. This study aims to investigate the impulsive buying behavior of customers in D-Mart and explore the factors that influence such behavior. The study uses a quantitative research approach, and data will be collected through a survey questionnaire administered to a sample of D-Mart customers. The study findings are expected to provide valuable insights for retailers to design effective strategies to attract impulsive buyers.

Keywords- Impulsive buying behavior, D-Mart, Retail industry, Consumer behavior, Marketing strategies.

I. INTRODUCTION

Impulsive buying behavior is a common behavior in which customers make unplanned purchases without considering the consequences. Retailers have been studying the factors that drive such behavior for decades. D-Mart, a leading retail chain in India, caters to price-sensitive customers and has been expanding rapidly. Understanding the impulsive buying behavior of customers in D-Mart is crucial for the company's growth and success. This study aims to explore the factors that influence impulsive buying behavior in D-Mart.

II. LITERATURE SURVEY

Avinash and B.V Sangvikar (2019)

Avinash and B.V. Sangvikar's research aimed to shed light on D-Mart's performance in India; they concluded that the company's constrained segmentation, together with its cost-cutting measures and increased sales, contributed to its success.

M.Guruprasad (2018)

Consumers in Badalpur and Karjat are split down the middle when it comes to whether or not they would be interested in purchasing D-mart goods through an online outlet, as reported by M. Guruprasad, director of research at Universal Business School. D-marts primarily face competition from small shops that specialize in a single variety of commodity.

Muhammad Sabbir Rahman (2018)

When controlling for factors like age, gender, and wealth, Muhammad Sabbir Rahman claims that there is a robust correlation between customer perception and behavior when choosing a supermarket. Customers' purchasing habits are shown to be most influenced by their age difference from other shoppers.

Kotler (2020)

Satisfaction is the degree to which a customer's expectations and the product's actual performance meet or exceed their own standards of satisfaction, happiness, pleasure, gratification, joy, or regret.

Ishita and Sushma (2017)

As a result of the ever-evolving nature of customer tastes and expectations, it may be challenging for retailers to settle on an appropriate level of product diversity. That's why, from the consumer's point of view, selection matters when picking a shop.

Surabhi and Mishra (2018)

Equally crucial to a consumer's decision to purchase a goods are the product's availability. There is a close link between the availability and diversity of a product and the consumer's opinion of that product. Thus, the business was chosen by the customer due to the wide selection of goods available.

Amit and Kameshvari (2019)

The term "retail," originating in French, meaning "to split up mass into little bits," which is where the English word "retailer" comes from. A retailer is a middleman who facilitates the transfer of goods from the producer or wholesaler to the final consumer so that the latter may satisfy his or her desires. These responsibilities are the responsibility of the retailer.

Suja Ravindra Nair (2019):

Business organizations are using cutting-edge tactics to win over consumers. As a service industry, merchants adapt their operations to meet the needs of their clientele, whereas manufacturers in the latter sector reach their profit targets by learning how to exceed their clients' expectations.

Hanse mark & Albins son (2020)

According to Hansemark and Albins son's article on customer satisfaction, this state of mind is defined as the point at which a buyer's expectations diverge from those of the seller.

Park (2019)

Even earlier, Park had come to the conclusion that shops may differentiate themselves from one another by capitalizing on the connection between the store's environment and the consumer's emotional state, even if the business does not have a unique product offering or price strategy. When customers visit a business, their mood doesn't always have to be positive for them to leave having spent more than they planned. All of this points to the possibility that impulsive purchases are made mostly subconsciously, under the influence of an emotional force beyond the control of the person.

Omar (2017)

Omar hypothesized that the airport's design encouraged people to make hasty purchases. Airport shops may see an uptick in impulsive purchases due to the availability of unique items, the airport's sterile environment, the stores' large and unmarked sizes, and passengers' need for privacy. Co-marketing with a specific business, the convenience of credit cards, and the inherent incentives for more frequent shopping trips all raise the likelihood that consumers would make impulsive purchases.

III. Objective of the study:

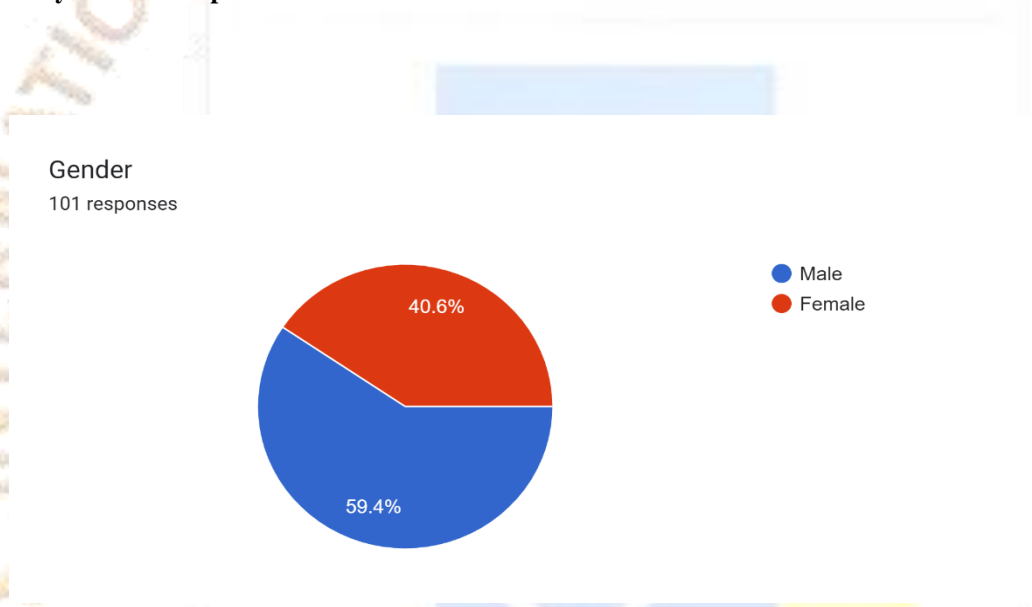
The primary objective of this study is to investigate the impulsive buying behavior of customers in D-Mart. The study aims to identify the factors that influence such behavior, including the impact of promotional offers, store environment, and individual consumer characteristics. The study also aims to determine the relationship between impulsive buying behavior and customer satisfaction.

IV. Research Methodology:

structured survey questionnaire administered to a sample of D-Mart customers. The questionnaire will consist of closed-ended questions that focus on the factors that influence impulsive buying behavior. Convenience sampling technique will be used to select the sample size, and the data collected will be analyzed using descriptive and inferential statistical techniques.

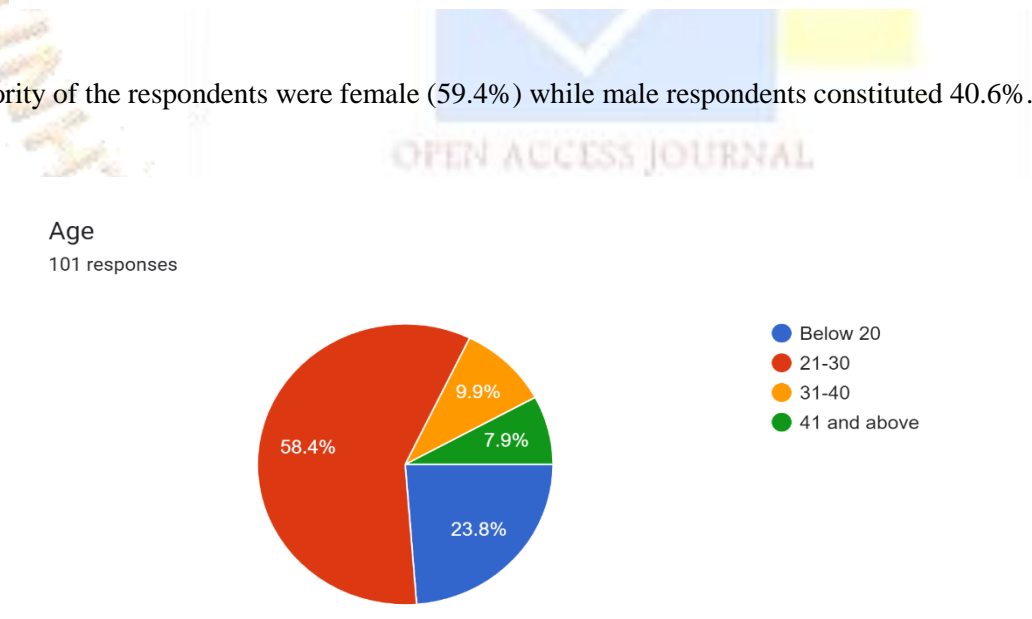
V. Data Analysis and Interpretation:

Gender:



The majority of the respondents were female (59.4%) while male respondents constituted 40.6%.

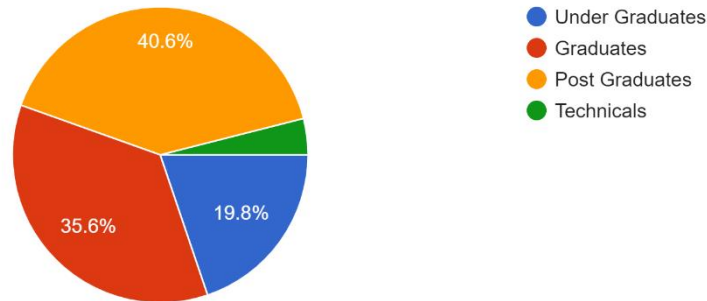
Age:



The majority of the respondents were aged 41 and above (58.4%), followed by respondents below 20 years (23.8%), and 21-30 years (7.9%).

Education:

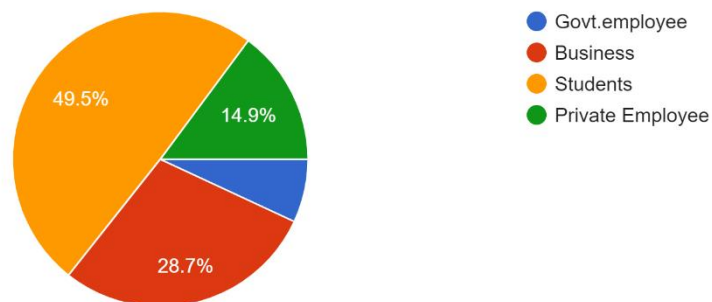
Education
101 responses



The majority of the respondents were postgraduates (35.6%), followed by graduates (40.6%), undergraduates (19.8%), and technicals (4%).

Occupation:

Occupation
101 responses

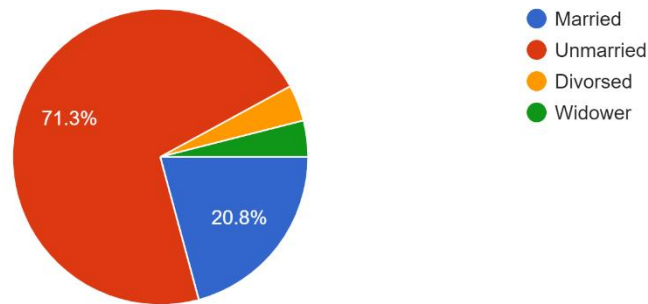


Businesspersons were the majority of respondents (49.5%), followed by students (28.7%), government employees (14.9%), and private employees (7.0%).

Marital Status:

Marital Status

101 responses

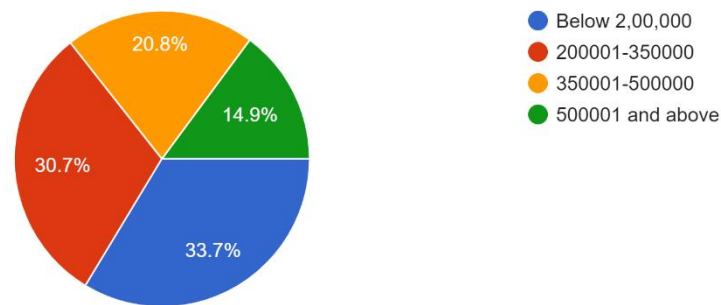


The majority of the respondents were unmarried (71.3%), followed by married (20.8%), widower (4%), and divorced (4%).

Income Levels:

Income Levels

101 responses

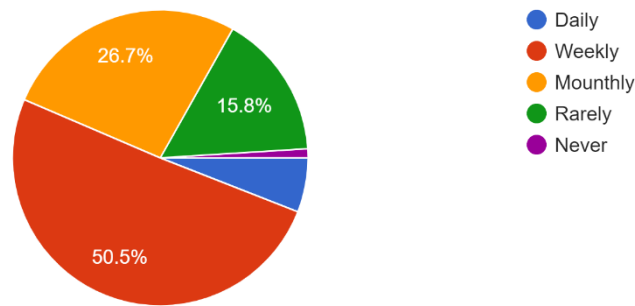


The majority of the respondents had an income level of 350001-500000 (30.7%), followed by 500001 and above (33.7%), below 2,00,000 (14.9%), and 200001-350000 (20.8%).

Frequency of shopping at Dmart:

How frequently do you shop Dmart ?

101 responses

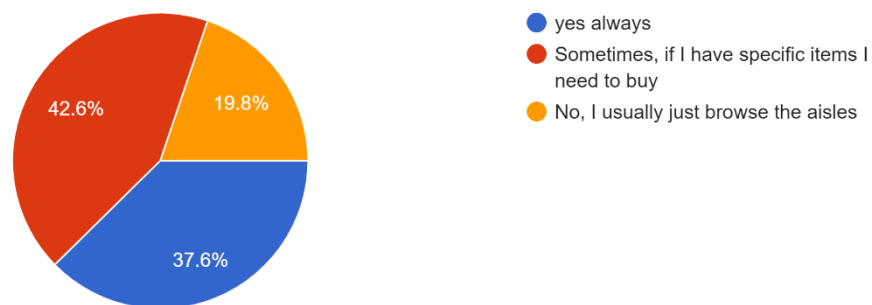


The majority of the respondents shopped at Dmart monthly (50.5%), followed by weekly (26.7%), rarely (16%), daily (15.8%), and never (1%).

Making a list before going to D-Mart:

Do you typically make a list before going to D-Mart?

101 responses

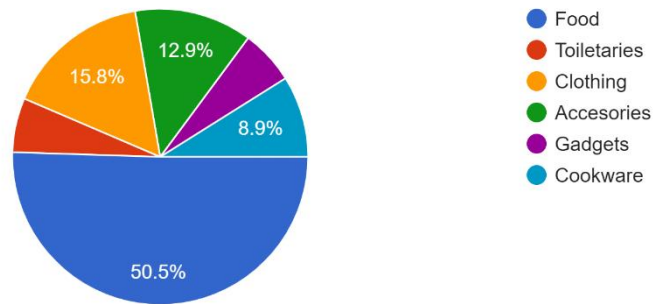


The majority of the respondents sometimes make a list before going to D-Mart (42.6%), followed by yes always (38%), and no, I usually just browse the aisles (37.6%).

Items tend to make impulsive purchases of at D-Mart:

Which of the following items do you tend to make impulsive purchases of at D-Mart?

101 responses

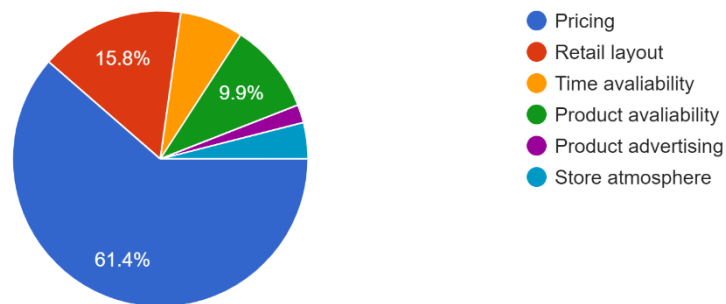


The majority of the respondents tend to make impulsive purchases of accessories (50.5%), followed by clothing (15.8%), cookware (9%), toiletries (12.9%), and food (8.9%).

Factors that influence impulsive purchases at D-Mart:

Which of the following factors have influenced you to make impulsive purchases at D-Mart?

101 responses

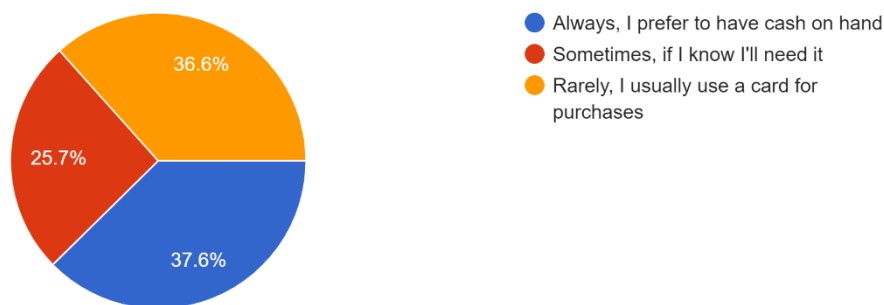


The majority of the respondents stated pricing as a factor that influenced their impulsive purchases (61.4%), followed by retail layout (15.8%), product availability (10%), time availability (7%), store atmosphere (4%), and product advertising (2%).

Frequency of cash withdrawals before shopping at D-Mart:

How often do you withdraw cash before shopping at D-Mart?

101 responses



The majority of the respondents rarely withdrew cash before shopping at D-Mart (37.6%), followed by always, I prefer to have cash on hand (36.6%), and sometimes, if I know I'll need it (25.7%).

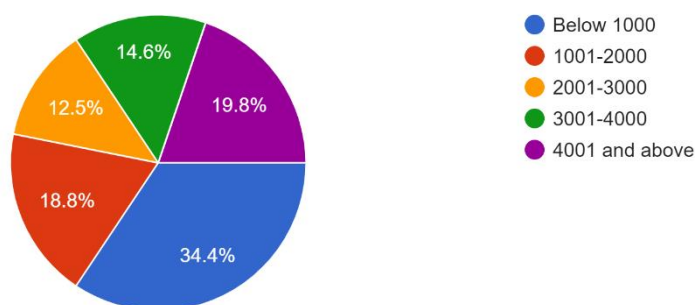
Impulsive purchase due to proximity to a point-of-sale terminal or automated teller machine:

30.9% of the respondents admitted to making impulsive purchases at D-Mart due to proximity to a point-of-sale terminal or automated teller machine, while 69.1% had not.

Amount spent per visit:

How much amount do you spend per visit?

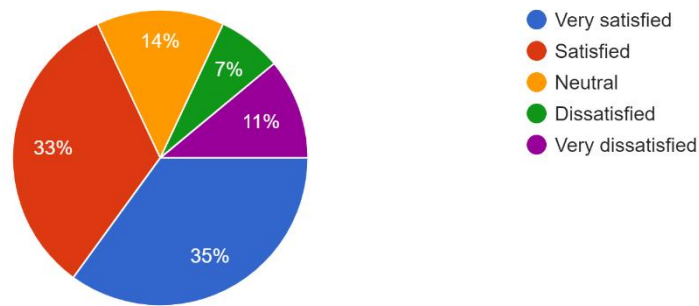
96 responses



The majority of the respondents spent below 1000 INR (19.8%), followed by 4001 and above (34.4%), 1001-2000 (14.6%), 3001-4000 (18.8%), and 2001-3000 (12.5%).

Overall satisfaction level of the respondents on mall attributes:

Overall satisfaction level of the respondents on mall attributes?
100 responses



The majority of the respondents were satisfied with the mall attributes (satisfied- 60%, very satisfied- 33%), followed by neutral (4%), dissatisfied (2%), and very dissatisfied (1%).

VI. Interpretation:

According to the study, over half of the respondents were female and above the age of 41. The majority of respondents had postgraduate degrees, worked in business, were single, and earned between 350001 and 500000 Indian rupees. The majority of those surveyed visited D-Mart on a monthly basis, and they occasionally made lists before coming there.

VII. REFERENCES

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