

CUSTOMER SATISFACTION TOWARDS D-MART: A STUDY OF SANKESHWAR CITY

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Abstract—*The study focuses on analyzing customer satisfaction towards D-Mart in Sankeshwar city. The main objective of the research is to understand customer perceptions, preferences and factors influencing their satisfaction level. The study is based on primary data collected from 56 respondents through a structured online questionnaire. The study found that the majority of customers are satisfied with D-Mart due to its affordable pricing, wide product range and convenient shopping experience. The analysis of demographic factors shows that most respondents are well educated and belongs to low to middle income groups. D-Mart has successfully created a positive image among customers in Sankeshwar city, but continuous improvement in service quality and customer engagement can further enhance satisfaction levels.*

Keywords: *D-Mart, Customer Satisfaction, Perceived Value, Grocery, Staples, Daily Essentials, Dairy, Fruits and Sankeshwar.*

1. Introduction:

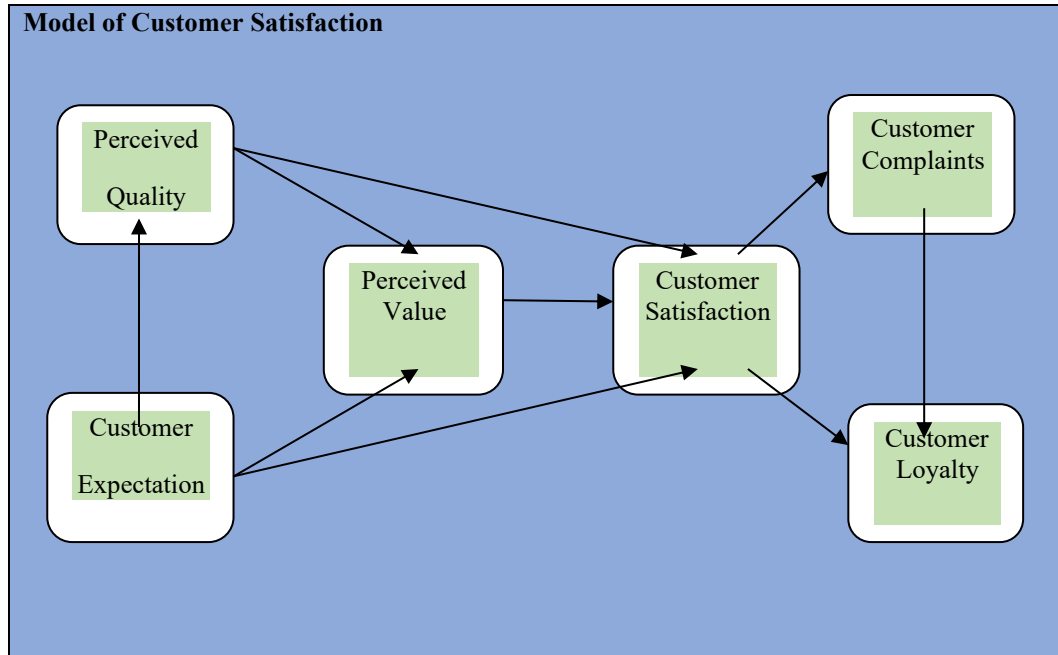
Over the past two decades, the retail landscape in India has witnessed a remarkable transformation evolving from traditional kirana stores to modern, organized retail formats. Among these, D-Mart has emerged as a leading name, celebrated for delivering quality products at highly competitive prices. With its expansion into North Karnataka, D-Mart has not only reshaped the region's retail environment but has also significantly influenced consumer shopping behavior and expectations.

In the dynamic world of retail, consumer satisfaction serves as the cornerstone of success and long-term sustainability. It represents how effectively a retailer fulfils and surpasses customer expectations through its products, services, and shopping experiences. Exploring consumer satisfaction with D-Mart in North Karnataka offers valuable insights into its strengths, improvement areas, and strategic growth opportunities within this emerging market.

As a one-stop supermarket destination, D-Mart strives to provide a comprehensive range of everyday essentials and personal care products under one roof. Each outlet offers an extensive assortment from groceries, toiletries, and beauty products to garments, kitchenware, home linen, and appliances all at prices that ensure exceptional value. Guided by its core philosophy of delivering “good products at great value,” D-Mart continues to redefine the modern retail experience for consumers across North Karnataka.

2. Customer Satisfaction and D-Mart in Sankeshwar City

Customer satisfaction is a psychological concept that indicates how content customers are with a company's offerings. It depends on multiple factors such as price, product quality, store environment, staff behavior, promotional offers, and overall shopping experience. D-Mart, established by Avenue Supermarkets Ltd., follows an “Everyday Low Price” strategy. Its success in urban centers has encouraged its expansion into semi-urban and rural markets. However, consumer expectations and purchasing patterns in these areas differ from metropolitan regions. Hence, assessing how D-Mart satisfies customers in Sankeshwar city is vital for understanding regional consumer dynamics and for improving service delivery.



a. Perceived Quality:

Perceived quality refers to the customer's judgement about the overall excellence or superiority of products and services offered by D-Mart. It is based on actual shopping experience, including product quality, store cleanliness, billing process and staff behaviour. Higher perceived quality leads to higher customer satisfaction.

b. Customer Expectation: Customer expectation means what customer thinks or expect before visiting D-Mart. These expectations are formed through past experiences, advertisements and word-of-mouth. If the actual experience meets or exceeds expectations, customers feel satisfied.

c. Perceived value:

Perceived Value is the Customer's evaluation of what they receive (quality, benefits) compared to what they give (price, time, effort). In D-Mart, customers usually expect good quality products at lower prices. Higher perceived value increases satisfaction.

d. Customer Expectations:

Customer is the overall feeling of happiness or disappointment after shopping. It is influenced by perceived quality, expectations and value. If customers feel their expectations are met, they become satisfied.

e. Customer Complaints:

Customer complaints arise when customers are dissatisfied with any aspect of the service, such as product issues, billing errors or poor service. A higher level of satisfaction usually leads to fewer complaints.

f. Customer Loyalty:

Customer loyalty refers to the likelihood that customers will continue shopping at D-Mart and recommend it to others. Satisfied customers are more likely to become loyal customers, increasing repeat purchases and positive word-of-mouth.

The model shows that perceived quality, customer expectations and perceived value influence customer satisfaction, which in turn affects customer complaints and customer loyalty.

2.1 Overview of D-Mart: Evolution and Growth Journey

Avenue Supermarkets Limited (D-Mart) is one of India's leading retail corporations, operating a wide chain of supermarkets and hypermarkets across the country. The company was founded in 2002 by the renowned investor and

entrepreneur Mr. Radhakishan Damani, with the opening of its first store in Powai, Mumbai. The foundation of D-Mart was laid with a vision to provide customers with high-quality products at affordable prices under a single roof.

D-Mart's phenomenal success rests on its unique and sustainable business strategy of "Everyday Low Pricing (EDLP)"—a model that ensures consistent value for customers throughout the year. Unlike many competitors, D-Mart follows a distinctive operational approach by owning most of its retail properties rather than renting them. This ownership model significantly reduces overhead costs, enabling the company to pass on the benefits of lower prices to its consumers.

The name "D-Mart" carries a personal touch, with the letter "D" representing the founder's name - Damani. The company is owned and managed by Avenue Supermarkets Ltd., headquartered in Mumbai, Maharashtra. Over the years, D-Mart has built a strong reputation for efficiency, trust, and affordability, catering to the needs of the growing Indian middle class. By 2010, the company had grown to 29 stores primarily in Maharashtra and Gujarat. In 2013, D-Mart expanded beyond its home markets by entering Hyderabad and Bangalore, becoming the third-largest retail company in India by revenue. The company diversified its retail presence further in 2016 by launching its e-commerce platform, "D-Mart Ready," while extending its footprint into states such as Telangana, Andhra Pradesh, Karnataka, Madhya Pradesh, and Chhattisgarh. A landmark moment came in March 2017 when Avenue Super marts Limited went public, with D-Mart's shares being listed on both the NSE and BSE, and the company emerging as the 65th most valuable firm in India on its listing day. The expansion continued in 2018 with the brand establishing stores in Tamil Nadu, Rajasthan, Punjab, Delhi NCR, and Daman. As of March 2025, D-Mart operates a robust network of 415 stores across 12 states and union territories, employing around 13,971 permanent and 59,961 contractual employees, highlighting its scale, sustained growth, and significant contribution to employment generation in the Indian retail sector.

D-Mart opened its 399th store in Sankeshwar, Kanrnataka, in 21st March, 2025. Located near P.B. Road NH-4 highway, Devaraj Uras Colony (Sholapur cross opposite Hotel Nilkamal), this new branch brings discounted groceries, clothing and household essentials etc.,

3. Review of Literature:

Rohan Gupta and Neha Desai, (2019) examined that, "Impact of Pricing Strategies on Customer Satisfaction: A Study of D-Mart in Panvel, Maharashtra." This research assesses the influence of pricing policies on customer satisfaction and loyalty at D-Mart outlets in the Panvel area. **Priya Sharma and Vivek Patel, (2017)** analyzed "Service Quality and Customer Satisfaction in Indian Retail: Case Study of Panvel's D-Mart." This study investigates the correlation between service quality dimensions and the satisfaction levels of D-Mart customers in Panvel. **Aditi Singh and Rajesh Kumar, (2020)** studied "Consumer Behavior in Indian Retail: A Study of D-Mart Customers in Panvel, Maharashtra." This research explores the shopping patterns, preferences, and satisfaction levels of customers. **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. **Dr. Girish K. Nair & Harish K. Nair (2013)** conclude that "the customer perception of retail service quality is an important segment to the emerging and the existing retailers in the market. As the study reveals that perception of service quality is influenced by the various natures among various customers, even some of the general factors like Personal interaction, physical aspects are the dimensions on which customer perception remains constant and common to the entire customer on a majority basis. So the retail outlets have to frame their own strategies in order to attract the customers on a longer basis.

4. Need of the Study:

The Organized retail sector in Sankeshwar city is still evolving with consumer expectations and preferences differing significantly across various segments. There is a notable gap in academic research focusing on customer satisfaction with D-Mart in this particular region. Assessing Customer Satisfaction levels enables D-Mart adapt its strategies according to local tastes, shopping habits, and price sensitivities. The study aims to enrich retail management literature by the key factors influencing customer satisfaction in semi-urban retail environments. The insights and Findings from this research can guide retail managers in enhancing service quality, fostering customer loyalty and ensuring sustained profitability.

5. Objectives of the Study:

- i. To assess the level of customer satisfaction towards various attributes of D-Mart.
- ii. To identify the key factors influencing customer satisfaction such as price, product quality and services provided by D-Mart.
- iii. To examine customer preferences and expectations while shopping at D-mart in Sankeshwar city.

6. Limitations of the Study

- i. The study is geographically limited to Sankeshwar city including Nipani, Chikodi and Hukkeri talukas.
- ii. The study focuses only on D-Mart and not on other retail competitors for comparison.
- iii. The study is limited to customers of D-Mart only; therefore, the opinions of non-customers are not included. Hence, the findings may not represent the views of the entire population.

7. Research Design and Methodology:

The study adopts a Descriptive and Analytical Research design. Descriptive Research is to describe and analyse the existing level of customer satisfaction towards D-Mart. Analytical Research is to examine how different factors such as product quality, pricing, store environment and staff behaviour influence overall satisfaction and customer loyalty.

a. Area of the Study:

The study is conducted in D-Mart Sankeshwar city including customers of Nipani, Chikkodi and Hukkeri talukas.

b. Data Collection:

The primary data is collected through survey using structured questionnaire distributed through online to D-Mart customers in selected areas (e.g., Sankeshwar, Nipani, Chikkodi & Hukkeri). The secondary data is collected from journals, websites, magazines news clippings and various research studies.

c. Sampling Method: The study adopts Simple Random Sampling technique to select respondents. The sample size for this study is planned to include respondents between 50-60. Statistical tool percentage analysis is used to identify relationships and satisfaction determinants.

8. Data analysis and Interpretation:

Table No. 1 Number of Respondents

Gender	Respondents	Percentage (%)
Male	22	39.28
Female	34	60.72
Total	56	100.00

The above table presents the gender-wise distribution of respondents included in the study. A total of 56 responses were collected from various areas like Sankeshwar, Nipani, Chikodi and nearby regions. Out of the total respondents, 22 (39.28%) are male, while 34 (60.72%) are female. The analysis indicates that female respondents constitute a larger proportion of the sample compared to male respondents. This higher proportion of female respondents adds diversity and depth to the study outcomes.

Table No. 2 Age Group

Age	Respondents	Percentage (%)
Below 20	01	01.80
21 to 30	39	69.60
31 to 40	11	19.60
41 to 50	05	08.90
Above 50	00	00.00
Total	56	100.00

The table shows that the majority of the respondents belongs to the age group of 21 to 30(69.60%), highlighting that the significant proportion of respondents are young adults. Followed by 19.60% respondents belong to the age group of 31

to 40. A smaller segment of respondents is observed in the 41 to 50 years category accounting for 8.90%, while only 1.80% is below the age of 20. Notably, no respondents were recorded in the above 50 years age group.

Table No.3 Educational Qualification

Qualification	Respondents	Percentage (%)
SSLC	3	05.40
PUC	2	03.60
Graduate	16	28.60
Post Graduate	33	58.90
Others	00	00.00
Total	56	100.00

The table indicates that a majority of respondents are post graduates constituting 58.90% of the total sample which is the highest proportion. This is followed by graduates, with 16 respondents (28.60%) indicating a significant portion of the sample has completed undergraduate education. Individuals with PUC qualification account for 3.60%, while those with SSLC education form the smallest group at 5.40%. A substantial proportion of respondents possess graduate and postgraduate degrees, indicating a strong academic background among participants.

Table No.4 Monthly Income

Income	Respondents	Percentage (%)
Below Rs. 10,000	20	35.70
Rs. 10,001 to 20,000	16	28.60
Rs. 20,001 to 40,000	10	17.90
Above Rs. 40,000	10	17.90
Total	56	100.00

The above table clearly illustrates the monthly income distribution of the respondents. It is observed that a majority of respondents (35.70%) are having monthly income below Rs. 10,000, indicating that a considerable segment of the respondents belongs to the lower income group. Further, 28.60% respondents are having income between Rs.10,001 to 20,000. While an equal proportion of respondents (17.90%) fall within the income bracket of Rs.20,001 to Rs.40,000 and above Rs.40,000 respectively.

Table No.5 Source of Awareness about D-Mart

Sources	Respondents	Percentage (%)
Friends/ Family	34	60.70
Social Media	13	23.20
Advertisement	08	14.30
Others	01	01.80
Total	56	100.00

The table represents the various sources through which respondents became aware of D-Mart.

The findings indicates that friends and family were the primary source of awareness about D-Mart, accounting for 60.70% of respondents. Social media emerges as the second most significant source, with 23.20% of respondents learned about

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D-Mart through digital platforms. 14.30% and 1.80% of respondents heard about D-Mart through advertisement and other sources. The findings indicate that personal references play a major role in creating awareness, followed by social media and advertisement.

Table No.6 Frequency of visit to D-Mart

Frequency	Respondents	Percentage (%)
Weekly	10	17.90
Monthly	18	32.10
Occasionally	18	32.10
Rarely	10	17.90
Total	56	100.00

The above table indicates the frequency with which respondents visits D-Mart among 56 respondents. It is observed that an equal proportion of respondents, 18 each (32.10%) visits D-Mart monthly and occasionally, indicating moderate shopping frequency among large segment of customers. Further, a smaller proportion of respondents (17.90%) visit D-Mart weekly. Few of the respondents visits D-Mart rarely indicating less frequent shopping behavior among this group.

Table No.7 Average Spending per visit in D-Mart

Amount	Respondents	Percentage (%)
Below Rs. 500	05	08.90
Rs.501 to 1,000	18	32.10
Rs.1,001 to 2,000	16	28.60
Above Rs. 2,000	17	30.40
Total	56	100.00

The table shows the distribution of respondents based on different amount categories. Out of total 56 respondents, the majority fall within the middle and higher amount ranges. The highest proportion of respondents (32.10%) belongs to Rs. 501 to 1,000 categories, followed closely by 30.40% in the above Rs. 2,000 group and 28.60% in the 1,001 to 2,000 range. In contrast, only 8.90% of respondents fall below Rs.500, making it the least represented category. This indicates that more than 90% of respondents spend above Rs. 500, reflecting a relatively strong spending capacity and preference for moderate to higher expenditure levels. Overall, the distribution is fairly balanced among the three higher categories, suggesting that respondents are not concentrated in a single range but are spread across different levels of spending above Rs.500

Table No.8 Purpose of visit to D-Mart

Purpose	Respondents n=56	Percentage (%)
Grocery and Staples	44	78.60
Daily Essentials	30	53.60
Dairy, Fruits & Vegetables	21	37.50
D-Mart Brands	11	19.60
Home & Personal Care	32	57.10
Home Appliances & Crockery	15	26.80

Foot Wear	15	26.80
Plastic Containers	13	23.20
Clothing	23	41.10
Others	10	17.90

**Multiple Answers are permitted*

The table highlights that a significant majority of respondents (78.60%) visits D-Mart to purchase Grocery and Staples. 57.10% of respondents prefer to buy home & personal care products, while 53.60% respondents also purchases daily essentials. Additionally, 41.10% of respondents visits to purchase cloths and 37.50% respondents purpose to visit D-Mart to buy dairy, fruits and vegetables. 26.80% & 23.20% of respondents visits D-Mart to purchase home appliances, foot wear and plastic containers respectively. Only few will prefer D-Mart brand.

Table No.9 Product Variety and quality in D-Mart

Product Quality	Respondents	Percentage (%)
Excellent	19	33.90
Good	34	60.70
Average	03	05.40
Poor	00	00.00
Total	56	100.00

The above table reveals respondent’s opinion regarding the variety and quality of products available at D-Mart. It is observed that majority of respondents (60.70%) perceive the variety and quality of products at D-Mart as Good, 33.90% of respondents stated that the variety & quality of products as excellent, reflecting a strong positive perception. Only a small proportion of respondents (5.40%) stated as average. D-Mart maintains consistent standards in terms of product assortment and quality.

Table No.10 Comparison of Product Prices with other Stores

Price Comparison	Respondents	Percentage (%)
Very Low	05	08.90
Reasonable	48	85.70
High	02	03.60
Very High	01	01.80
Total	56	100.00

The researcher finds that, 85.70% of respondents revealed as product prices are reasonable when compared with other stores. Additionally, 8.90% of respondents stated that product prices are very low and very few of them have indicated that product prices are high (3.60%). D-Mart is widely offering competitive and affordable pricing, making it a preferred choice among consumers.

Table No.11 Maintenance of Cleanliness and Hygiene of the Stores

Level of Cleanliness and Hygiene Maintained	Respondents	Percentage (%)
Excellent	30	53.60
Good	23	41.10
Average	03	05.40
Poor	00	00.00
Total	56	100.00

The above table gives clear picture regarding maintenance of cleanliness and hygiene at the D-Mart store. 53.60% of respondents stated that cleanliness & hygiene is maintained at an excellent level, reflecting high level of satisfaction. Further, 41.10% respondents reported as good. Few of them have reported cleanliness is maintained at average level (5.40%). D-Mart maintains strong cleanliness and hygiene practices, which contribute positively to the overall shopping experience.

Table No.12 Store layout and ease of navigation

Ease of navigation in Store	Respondents	Percentage (%)
Very Easy	21	37.50
Easy	34	60.70
Difficult	01	01.80
Very Difficult	00	00.00
Total	56	100.00

The above table reveals that 60.70% of respondents perceive the store layout and ease of navigation is easy. Some of the respondents (37.50%) stated as store layout and ease of navigation is very easy. Only few of the respondents (1.80%) said that ease of navigation is difficult at the store. Overall the store layout is easy to navigate.

Table No.13 Behavior of Staff with Customer

Staff Behavior	Respondents	Percentage (%)
Very Polite	14	25.00
Polite	29	51.80
Neutral	13	23.20
Rude	00	00.00
Total	56	100.00

The above table highlights that, 51.80% of respondents stated the staff at D-Mart store behave politely with customers, some of the respondents (25.00%) reported that the D-Mart staff is very polite and some have neutral behavior. The findings indicated that the staff behavior is largely satisfactory and none of the respondents reported rude behavior.

Table No.14 Billing speed at D-Mart in Sankeshwar

Billing Speed	Respondents	Percentage (%)
Very Fast	16	28.60
Fast	36	64.30
Slow	01	01.80
Very Slow	03	05.40
Total	56	100.00

The table indicates that, the billing speed at D-Mart is perceived as efficient by most respondents. 64.30% of respondents revealed billing process at D-Mart is fast, while 28.60% of respondents stated billing process is very fast. Only small proportion of respondents (5.40%) reported the billing process is very slow at D-Mart store.

Table No.15 Parking Facility at D-Mart store

Customer Rating on Parking Facility	Respondents	Percentage (%)
Very Convenient	27	48.20
Convenient	28	50.00
Inconvenient	01	01.80
Very Inconvenient	00	00.00
Total	56	100.00

The above table highlights that 50% of respondents experienced the availability of convenient parking facilities enhances the overall shopping experience at D-Mart store. 48.20% respondents perceived parking facility at D-Mart was very convenient and efficiently managed. Only 1.80% respondents experienced inconvenient parking facility at store. The D-Mart provides adequate and efficient parking facility which contributes positive customer satisfaction.

Table No.16 Level of satisfaction with discounts & offers provided by D-Mart

Level of Satisfaction	Respondents	Percentage (%)
Very Satisfied	12	21.40
Satisfied	34	60.70
Neutral	10	17.90
Dissatisfied	00	00.00
Total	56	100.00

The table shows that the large portions of respondents (60.70%) are satisfied with discounts and offers provided by D-Mart. Meanwhile, 21.40% respondents are very satisfied with various offerings given by D-Mart. A small group of respondents stay at neutral regarding discounts offered by D-Mart. Overall, the results reflect a positive customer perception of D-Mart's discount policies, highlighting their effectiveness in enhancing customer value.

Table No.17 Overall shopping experience at D-Mart in Sankeshwar

Shopping Experience	Respondents	Percentage (%)
Excellent	23	41.10
Good	28	50.00
Average	05	08.90
Poor	00	00.00
Total	56	100.00

The table indicates that, out of 56 respondents, the majority respondents (50%) perceived as pleasant and good shopping experience at D-Mart in Sankeshwar. While, 41.10% of respondents expressed high level of satisfaction with their overall shopping experience at D-Mart. A small percentage (8.90%) reported their overall shopping experience as average.

9. Findings:

- i. The findings reveals a clear dominance of respondents form the younger age groups, particularly those aged 21-30 years and the educational profile of respondents reflects highly educated sample with more than postgraduate qualification.
- ii. The income wise classification reflects the economic diversity of the respondents. Word of mouth remains the dominant source in influencing the consumer awareness about D-Mart. Digital platforms became the second most sources to influence consumers.
- iii. The frequency of visit to D-Mart is primarily on monthly basis and occasionally. Further, the spending pattern reflects value based and budget conscious shopping this results in moderate & higher spending levels among customers.
- iv. The study revealed that D-Mart's effectiveness in delivering quality products at affordable prices and the absence of negative rating indicates trust in D-Mart's brand.
- v. The researcher finds that, most of the respondents visit D-Mart to purchase groceries, staples, home appliances, personal care, daily essentials, fruits, vegetables and dairy products. Smaller proportion of respondents prefer D-Mart brand.
- vi. Store layout and ease of navigation at D-Mart store is easy. Half portion of sample indicates the staff of D-Mart behaves politely with customers. More than 50% of respondents stated that billing speed is fast at D-Mart, only few of them reported billing speed is very slow.
- vii. It is noticed that majority of the customers are satisfied with convenient parking facility at store. A large portion of respondents are satisfied with discounts and offers provided by D-Mart. A smaller portion of respondents are very satisfied with the store offerings. Further, overall shopping experience of respondents is good.

10. Suggestions:

- i. Based on consumer's feedback D-Mart is highly successful, but it is suggested that billing speed should be improved. Because customers often encounter long queues at check-out, which can negatively impact the shopping experience.
- ii. It is suggested to ensure proper arrangement of items and avoid placing of products in random section.
- iii. It is noticed that some grocery rates are high in D-Mart compared to outside stores. So it is suggested to lower the prices of some staples that customers compare daily. If these are costly, customers assume everything is costly.
- iv. Researcher finds that cloth section needs to be improved. Based on the study I would like to suggest expanding the apparel section to include a wider variety of modern styles and daily wear. Adding more option to the current collection would make D-Mart a complete One-Stop Shop for families.

- v. It is suggested that D-Mart has to introduce a home delivery facility in the local region. Which could greatly benefit the customers by providing convenience, saving time and improving overall customer satisfaction.

11. Conclusion:

This study aims to provide valuable insights into the level of consumer satisfaction towards D-Mart in Sankeshwar city. It will help D-Mart management, policymakers, and academicians understand the emerging dynamics of organized retailing in semi-urban regions and aid in formulating strategies to enhance customer experiences. Customer satisfaction with D-Mart is generally due to its competitive pricing and wide product range. D-Mart's entry has significantly influenced local consumer behavior by introducing modern retail practices, standardized pricing, and efficient customer service. The brand's consistent pricing, product variety, and focus on value-for-money have earned it a strong foothold among price-sensitive consumers in Sankeshwar city. Given the socio-economic diversity and evolving consumption patterns of this region, assessing customer satisfaction towards D-Mart in Sankeshwar city becomes essential. Such a study offers valuable insights into consumer preferences, satisfaction determinants, and the challenges faced by organized retail formats in semi-urban markets.

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