Indian Retail Chain Industry: Influencing factors of DMart Customers

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Abstract

In the present business situation, importance is being given to drive the functions of marketing functions with a sense of social responsibility. This has resulted   to pay great deal of attention towards the social responsibilities of customers by retail organizations. This will be helpful in meeting the demands and understanding the expectations of consumers.   The retail industry had to concentrate more on customer satisfaction to remain competitive in the market because of tough competition DMart is one of the most successful hypermarket in India. It offers a wide range of products to customers all over the country. The primary objective of the study is to analyze what makes customers to prefer DMart for purchasing purpose and their level of satisfaction. For the purpose of the study a questionnaire was constructed and survey was undertaken from 132 respondents considering   them as sample where the total population was infinite in nature. The data was analyzed and interpreted with the help of relevant statistical tools and found that eight factors were strongly influencing the shopping experience of customers.

Keywords: Customer satisfaction, Customer shopping experience, Departmental stores, Hypermarkets, Store Ambience

Introduction

I. Indian Retail Industry

The Indian retail industry, mainly hypermarkets, and grocery stores are undergoing high growth not only in India but worldwide. This industry is having significant contribution towards the Nation's GDP. Due to the introduction of various new companies, the Indian retail industry has become one of the greatest competitive and quick-paced segments.   The retail sector is contributing around ten percent to India's GDP and a share in the employment of around eight percent of high significance.   India's retail market has a huge scope for growth and is projected to grow around 10 percent every year over the next decade. The Indian retail industry will then be worth a massive US$2 trillion by the year 2032. For the financial year 2022, the Indian state of Maharashtra has the principal contribution of 134.3 billion U.S. dollars to the whole retail GDP. This was followed by Tamil Nadu with a contribution of 71 billion U.S. dollars to the retail GDP. The contribution of GDP from Andhra Pradesh sate was around 38.6 billion US dollars.

The Indian food and grocery retail market had several players. Some of the key players in this space included Aditya Birla Retail, DMart, Future Retail Limited, Reliance Retail, Star Bazaar, Hypercity, Shoppers Stop Limited etc.

II. DMart – Indian Retail Chain

DMart is often termed as the Walmart of India. Goldman Sachs noted that Avenue Supermarts Limited's low - price, low - cost commercial model, where it offers the lowest prices to consumers by charging lowest costs which is similar to Walmart.

Avenue Supermarts Ltd NSE 0.08 %, owns and functions the retail chain DMart, has stated a 35.75 percent rise in standalone revenue of Rs 10,384.66 crore from operations for the second quarter of the current fiscal. The company had revenue from operations of Rs 7,649.64 crore in the year-ago period, according to regulatory filing. It said in the regulatory filing recently that standalone revenue from operations for the quarter that ended September 30, 2022, stood at Rs.10,384.66 crore.   It had a total of 302 stores at the end of September 2022. In the July to September quarter of the financial year 2020 - 2021, Avenue Supermarts' standalone revenue was Rs 5,218.15 crore. It was at Rs 5,949 crore in the before pandemic July to September quarter of financial year 2019-20.

The revenue of DMart has estimated over 303 billion Indian rupees for the financial year 2022, which is high from the previous year. The revenue of the retail chain in that year was increased by ten times from the financial year 2012.

D-MART is a large retail giant that has a wide market with variety of product lines and aimed to offer customers a wide range of basic home and personal products under one place. Each DMart store stocks home utility products such as food, kitchenware, toiletries, beauty products, garments, bed and bath linen, home appliances etc., at low prices. The objective of DMart is to offer customers good products at great value.

Review of Literature

The researcher made an effort to collect information from prior research and relevant studies which was conducted in the fields of super markets, hypermarkets, customer behvaiour, shopping experience so that the important variables which can be used for the study could be identified and analyzed. The review of literature has been presented in a brief and detailed manner.

A study was conducted by Dignesh S. Panchasara and Umesh R, Dangarwala on customer satisfaction towards Corporate Retail Stores in Baroda City with the objective to find interrelationships between various Retail Service Qualities dimensions. This study was undertaken with a sample size of 120 and data was collected through structured questionnaire. It was found from the study that good quality products, discounts and offers attracts customers towards organized retail outlets. Researchers suggested that retail stores should adopt efficient inventory management system, training to employees to deal with customer complaints, knowledge about availability of the products and personal attention to customers.

An attempt was made to study the gap between expectation and perception of the consumers of big bazaar retail using DERVQUAL model by Bhawana Gupta and Amit Malik in a study on 'Customer expectation and perception about Bio Bazaar: An Empirical study in Ghaziabad' with a sample size of 75. It was observed from the study that customers have a very high level of expectations from Big Bazaar and the perception of respondents is below the perceived level.   It was also found that customers are quite satisfied with the service provided by employees in the store.

A study was conducted on 'Role of Customer Brand Loyalty with Reference to Big Bazaar – An Empirical Research' by R S Ch Murthy Chodisetty and Siddhani Reddy with the

objective to study the factors that influence customer store loyalty. The study was conducted with a sample size 81. Primary data was collected using a structured questionnaire and secondary data was collected from books and magazines. It was found from the study that with the offers, schemes, facilities and service providing at big bazaar strengthen customer loyalty.

To examine the relationship between fashion and consumer purchase behavior (their willingness to pay a premium for fashion), a study was conducted by Shen, Bin; Wang, Yulan; Lo, Chris K.Y.; Shum, Momoko. The purpose of this paper is with the focus on consumers concerns and beliefs about knowledge of ethical fashion with a sample of 109 respondents. To test hypothesis, factor analysis and other statistical techniques were applied. The findings suggest that consumer beliefs about ethical fashion, which are based on their perceptions on a company in terms of its name in the fashion industry, influence their support on socially responsible businesses.

To study customer preferences, Buying behaviour and factors that affect the choice of customers, a study was conducted by Uma Madeswari P and Shenaz Jabeen .N on 'Customer satisfaction buying goods in Big Bazaar with reference to Thanjavur District'. A Simple Random Sampling technique was used and data was collected from 100 resondents by using questionnaire as research instrument. This study was focused on type of products, purpose of visiting, reasons for buying in big bazaar. It was found that variety of products, offers, customer service, quality of products, brands, low price etc., are the factors that are influencing the customers to shop at Big bazaar.

A study on consumer purchasing behavior in organized retail outlets was conducted by Sangvikar, B. V.; Katole, Hemant J. this study focused on behavior of cconsumers mainly on patterns of their purchasing in various store formats and preference of store on the basis of availability of product, spending patterns, consumers preferred stores, sales personnel services, and store layout. It was found from the study that the customers prefer retail outlets because of discounts in prices, quantity, followed by variety of products in the store and convenience to the customer. Customers purchase behavior differs with price and availability of products and customers spending pattern reduces due to poor quality of products.

An attempt was made by Vineeta Gangal and A.Kumar to identify factors that influence their consumer behaviour towards shopping malls in a study on 'Big Bazaar - A study of Consumer behaviour towards organized retail outlets'. Data was collected by distributing questionnaire to 405 respondents. The study reveals the purchasing patterns of consumers and biggest client base is youngsters mainly to shop food items because of its low price pricing strategy.

Research Methodology

The main focus of this part is to explain the methodology of research followed by research design, sampling method, data collection tools and techniques, The target population for this study includes all customers of DMart of various places in Andhra Pradesh to get relevant information for the research purpose. For the present study, the sampling frame includes customers who visited and made purchases from DMart very frequently.After reviewing several researches, it was found that survey method through online, employing a structured questionnaire was appropriate for the current study.

Research question
In this study, an effort was made to identify the elements of consumer satisfaction regarding their shopping experiences at DMart. Problems in the form of research questions

observed for the study was 1.What is the profile of the consumers visiting DMart based on demographic profile 2. What factors impact the preference for shopping at DMart amongst its competitors?

Scope of the Study

The scope of this research is to analyse the shopping experience of customers at DMart. This research is based on primary and secondary data. The scope of research is limited to Rayalaseema region.

Need of the study

Now a day's retail industry is facing more problems, every single retail shop is looking to get a large market share of customers. Everyday market condition is changing because of offers, discounts and low prices. The present is very much needed to know customer preferences, expectations and problems.   After all, the success and failure of a company are purely based on customer satisfaction. The findings and suggestions provided in the research study will help DMART to make essential changes to increase customers vists and decent experience in the said outlet.

Objectives of the study

- To understand the Socio economic profile of DMart Customers
- To identify the factors that influence the customers to visit DMart stores

Sampling Technique and Size

The data was collected from both primary and secondary sources. For primary data, a google document was made and distributed through social media to the respondents who frequently visit and purchase at DMart.

Data sources

The survey was carried out in the Rayalaseema region. The methodology adopted in the study is in descriptive nature a and non probability convenience sampling technique was used. Data was collected from 132 respondents through an online structured questionnaire with Google forms. Data collected was analyzed and interpreted with the help of SPSS software.

For collecting conceptual information about DMart and store ambiance data was collected and reviewed various articles, and research papers published in Journals, Emerald Journal, books, brochures, periodicals, the official website of the company and also visited various libraries.

Research Instruments

A structured Questionnaire has been used in this study. According to Hair et. al (2003)21 if the population of the study is well-educated than it is good to use a Questionnaire to collect primary data as it is most effective and gives high response rate

A structured questionnaire was used to conduct an online study. Data was collected from respondents using Google Forms. The questionnaire consists of two sections, the first section consists of questions related to sociodemographic factors of the respondents. In the next section, five-point Likert-scale-based questions related to measure the variables, such as quality of service, product availability, pricing, facilities, staff response, after-sales service, etc., were used, which have values ranging from one to five for strongly disagree to strongly agree respectively.

Likert Scale

Highly dissatisfied	dissatisfied	Neutral	Satisfied	Highly Satisfied
1	2	3	4	5

In this study five point Likert scale was used. The measurement source used in this study has been adopted from the existing literature In the questionnaire many factors were considered and asked on five point Likert scale.

Sl.No.	Research topic	Factors undertaken for the study
1	customer satisfaction towards Corporate Retail Stores in Baroda City	Discounts and offers, quality products
2	Customer expectation and perception about Big Bazaar	Customer service
3	Role of Customer Brand Loyalty with Reference to Big Bazaar – An Empirical Research	Offers, Facilities, Services, Schemes
4	Customer satisfaction buying goods in Big Bazaar with reference to Thanjavur District	variety of products, offers, customer service, quality of products, brands, low price etc
5	Consumer purchase behavior in organized retail outlets	Availability of product, customer spending pattern, consumers preferred stores, sales personnel services, and layout
6	Consumer purchase behavior	Fashion, awareness, competition, customer beliefs
7	Consumer behaviour at Big Bazaar	Food items, low price, youngsters, brands

Statistical analysis

The methodology employed for hypothesis testing depends on the nature of the data used and the objectives of the analysis. The collected data was analysed by using SPSS software. To test the hypothesis following tests are used descriptive analysis (frequency, percentage, mean, standard deviation) reliability analysis, validity analysis, Factor Analysis and other tools used for data analysis

Limitations and Future Research Directions

The study has its own limitations that the sample size is limited to only customers who have made visits and purchases at DMart stores. The study is confined to Rayalaseema region DMart stores. Hence the interpretations cannot be considered for generalisations of entire retail industry. Biased answers may be given by the respondents for the required data.

Data Interpretation

The sample size of the present study was 131. The results are divided to subsections such as descriptive statistics, reliability analysis and factor analysis

Descriptive Statistics

To explain the profile of respondents,descriptive statistics was used in this study.

Table No. 1: *Demographic profiles of respondents.*

Demographic Profile	Frequency	Total	Demographic Profile	Frequency	Total
Age			**Income**		
Below 20	37		Below 50000	67	
20-40	58		50000 - 100000	44	
>40	36		Above 100000	20	
Total	**131**	**100**	**Total**	**131**	**100.0**
Education			**Gender**		
Below UG	57		Male	56	42.7
PG and Above	46		Female	75	57.3
Others	28		**Total**	**131**	**100.0**
Total	**131**	**100.0**	**Frequency of visit**		
Occupation			Once in a week	22	16.8
Employee	26	19.8	Twice in a week	13	9.9
Self Employed	21	16.0	Once in 15 days	70	53.4
Student	56	42.7	During offers	26	19.8
Others	28	21.4	**Total**	**131**	**100.0**
Total	**131**	**100.0**			
Category of Products					
Clothing and Fashion	49	37.4			
FMCGs and Groceries	65	49.6			
Electronics and Furniture	2	1.5			
Luggage and Stationery	6	4.6			
Total	**131**	**100**			

From the table No.1 the respondents were mostly in the age group of 20 to 40 years (==). It is also evident from the table that majority of the respondents are blow graduates (==). Most of the customers visiting DMart are Students (42.7%). It was also observed that the female (57.3%) customers are visiting DMart majorly. With respect to income status, below Rs.50,000 income group (==) is visiting very frequently and purchasing FMCGs and Groceries (==) by visitng once in 15 days (53.4%) to make purchasing at DMart store.

Results & Discussions

a. Reliability Analysis

In this study, the key focus is to identify the factors that influence customers visit and purchases at DMart stores. The Cronbach alpha was used to measure internal consistency by unit weighting items with loadings in a factor where Cronbach's alpha coefficient at 0.5 or higher was considered acceptable.

Table No.2: *Reliability Statistics*

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha based on Standardized Items	No. of Items
.931	.934	31

These factors produced Cronbach's Alpha coefficents of .931 indicating high internal reliabilities which shows all items of the constructs are reliable and good consistency exists among individual items of a scale.

b. KMO and Bartlett's test

The perfection of factor analysis is highly reliant on on the sample size. In this connection, KM O and Bartlett's Test was conducted to check whether the data collected is appropriate for factor analysis or not.

Table No.2: *KMO and Bartlett's Test*

KMO and Bartlett's Test		
Kaiser- Meyer- Olkin Measure of sampling adequacy.		**.860**
Bartlett's test of sphericity	Approx. Chi- square	1926.674
	df	465
	Sig .	. 000

It was found from the table No.2, the value of KMO for overall matrix is 0.860, and P-Value is .000. Based on the results, it is appropriate to proceed with factor analysis without any hesitation.

c. Factor Analysis

Factor Analysis was used to identify prominent factors influencing customer visits and purchases at DMart stores. The Communalities table provides values of communalities. The Initial communalities of 1.0 for respective variable suggests that all variables are 100 percent involved (100% or 1.0) in the factor analysis result. It can be seen from the below table that the entire selected variables are largely contributing to the factor analysis model

Table No. 3: *communalities – Initial Vs Extraction*

Variables	Initial	Extraction	Variables	Initial	Extraction
10. Quality of service	1.000	.814	26. Maintenance of store (Cleanliness)	1.000	.716
11. Availability of products	1.000	.679	27. Availability of EMI Facility	1.000	.663
12. Quality of products	1.000	.723	28.Promotion of products (advertisements)	1.000	.522
13. Discounts and offers on products	1.000	.625	29. Exchange facility	1.000	.698
14.Service from staff	1.000	.696	30. Availability of branded products	1.000	.616
15. Solving and responding to problems and complaints by staff	1.000	.556	31. Staff knowledge on offers and product availability	1.000	.566
16. Prices are affordoble	1.000	.712	32. Availability of the stocks all the time	1.000	.611
17. Wide range of choices in price	1.000	.671	33. Availability of wide range of products (Different quantity)	1.000	.735
18. After sales service	1.000	.575	34. Store is spacious	1.000	.601
19. Waiting time at the payment point	1.000	.780	35. Arrangement of products are in order	1.000	.568
20. Easiness in finding the products	1.000	.740	36. Usage of membership cards in store	1.000	.671
21. Location of store is convenient	1.000	.696	37. SMS alerts on offers	1.000	.717

22. Parking facilty at the store	1.000	.672	38. Nnumber of billing desks	1.000	.688
23. Variety of products	1.000	.507	39. Carry bags	1.000	.646
24. Purchasings from supermarkets are beneficial	1.000	.592	40. Staff are approachable towards customer requirements	1.000	.620
25. Availability of quality products	1.000	.583			

Extraction Method: Principal Component
Analysis.

The Total Variance explained in the   below table expalins the amount of variance explained by each factor after the initial and extraction part of analysis. Table 3 displays the overall variance explained at eight stages for the factors influencing customer visits and purchases. Finally, eight factors were extracted because of their eigenvalues which are greater than 1.0. When eight factors were extracted, 65.344 percent of the change would be described.

Table No. 4: *Total Variance Explained*

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.510	33.903	33.903	10.510	33.903	33.903	3.243	10.462	10.462
2	2.182	7.039	40.942	2.182	7.039	40.942	2.919	9.417	19.879
3	1.652	5.329	46.271	1.652	5.329	46.271	2.856	9.214	29.093
4	1.377	4.443	50.714	1.377	4.443	50.714	2.767	8.924	38.018
5	1.254	4.044	54.758	1.254	4.044	54.758	2.465	7.950	45.968
6	1.154	3.722	58.481	1.154	3.722	58.481	2.293	7.395	53.363
7	1.105	3.564	62.045	1.105	3.564	62.045	1.902	6.135	59.498
8	1.023	3.299	65.344	1.023	3.299	65.344	1.812	5.846	65.344
9	.927	2.989	68.333						
10	.878	2.832	71.165						
11	.776	2.505	73.670						
12	.749	2.417	76.087						
13	.723	2.334	78.420						
14	.690	2.225	80.646						
15	.638	2.059	82.705						
16	.531	1.713	84.418						
17	.514	1.659	86.077						
18	.486	1.568	87.645						

19	.466	1.504	89.150
20	.432	1.394	90.543
21	.388	1.251	91.794
22	.375	1.210	93.004
23	.341	1.101	94.105
24	.318	1.027	95.131
25	.294	.948	96.080
26	.274	.885	96.965
27	.248	.800	97.765
28	.220	.711	98.475
29	.182	.588	99.064
30	.161	.518	99.582
31	.130	.418	100.000

Extraction Method: Principal Component Analysis.

In this study, eight components have total initial Eigenvalues greater than 1. Those eight components explain 65.344% of the variance. Therefore, it can be concluded that there are eight factors. The above table No.4 shows the proportion of the total variation in the data which is described by eight factor result. The first factor account for 10.510/31 = 33.903%, and the second component accounts for 2.182/31 = 7.039%. The two component together account for 40.942%, and the total variation in the 31 variables. Hence about 65.344% of total variance in the 31 variables is accountable to the first 8 components. Scree plot diagram also shows the same.
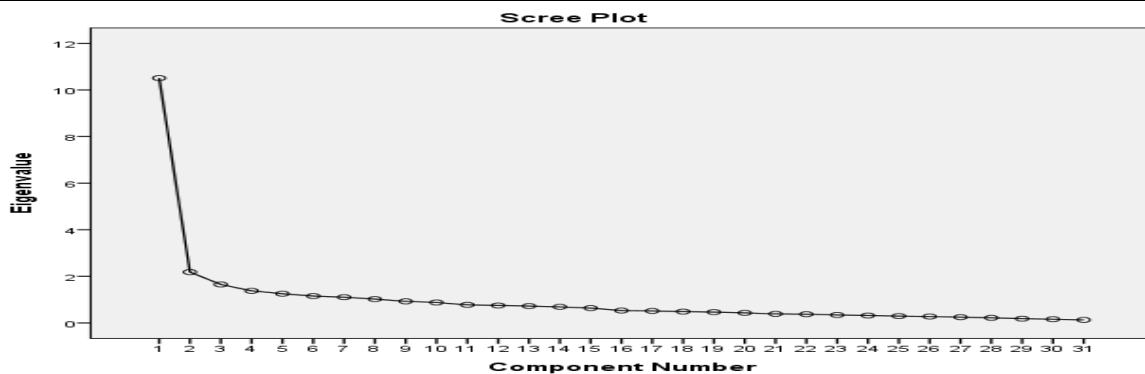
This scree plot reveals that, first eight factors account for maximum of the total variability in data as given by the eigenvalues. The eigenvalues for the first 8 factors are all greater than 1. The remaining factors interpret very small amount of the variability and are not important.

Table 5: *Rotated Component Matrixa*

	Component							
	1	2	3	4	5	6	7	8
16. Prices are affordable	**.691**	.173	.395	.135		.130		
13. Discounts and offers on products	**.671**		.101		.353	.120	.123	
17. Wide range of choices in price	**.596**		.340	.318		.197	.188	.117
31. Staff knowledge on offers and product availability	**.553**	.205			.365	.134	.212	.119

28. Promotion of products (Advetisements)	.469	.198				.364		.344
38. Satisfied with number of billing desks		**.781**		.132		.162	.143	
36. Usage of membership cards in store	.131	**.611**	.269		.266	.289		.209
40. Staff are approachable towards customer requirements	.354	**.608**	.126	.211	.133		.198	
39. Carry bags	.506	**.544**		.156			.259	
24. Purchasing from supermarkets are beneficial	.206	.436	.251	.319	.172		-.331	.230
10. Quality of service	.131		**.823**	.135	.104	.128	.270	
12. Quality of products	.153	.224	**.731**	.258			-.148	.154
11. Availability of products	.146	.142	**.688**		.185	.132	.200	.257
23. Variety of products	.167		.370	.314	.347	.210	.119	.251
26. Maintenance of store (Cleanliness)		.153	.287	**.701**	.264		.131	.178
33. Availability of wide range of products (Different quantity)	.453	.104	.320	**.632**				
32. Availability of the stocks all the time		.406	-.120	**.519**		.375		.122
30. Availability of branded products	.246	.236	.178	**.505**	.190	.328	-.232	.128
25. Availability of quality products	.344		.184	.495	.234	.120	.308	.118
22. Parking facilty at the store	.183	.145	.254		**.727**			.116
34. Store is spacious	.268	.132		.333	**.622**			.102
35. Arrangement of products are in order		.266	.119	.322	**.559**	.181		.183
27. Availability of EMI Facility		.110	.129	.239	.216	**.720**	.104	
29. Exchange facility	.414	.168	.119		-.108	**.673**	.123	
37. SMS alerts on offers		.508	.127		.241	**.522**	.309	
18. After sales service	.276	.136	.135	.405	.300	.409	.200	
14. Service from staff	.183	.141	.211		.133	.162	**.720**	.167

Item	1	2	3	4	5	6	7	8
15. Solving and responding to problems and complaints by staff	.264	.344	.153	.154	.178		**.527**	
20. Easiness in finding the products		.145	.246	.320	.183	-.112	.149	**.695**
21. Location of store is convenient	.173		.232	.110	.352			**.683**
19. Waiting time at the payment point	.109	.197			-.315	.337	.497	**.517**

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]
a. Rotation converged in 10 iterations.

Table No. 5 exhibits the rotated factor matrix for the constructed questionnaire. Variable with factor loadings of more than 0.45 were selected for the study. Varimax Rotation Method with Kaiser normalization, Factor 1 consists of four items with factor loadings ranges from .553 to .691. The items in Factor 1 are 16,13,17 and 31. Factor 2 comprised of four items with factor loadings ranging from .544 to.781. the items in Factor 2 are 36,38,40 and 39. Factor 3 comprises of three items with factor loading ranges from .688 to .823. The items in factor 3 are 16,12 and 11. Factor 4 comprises of four items with factor loadings ranging from .505 to.701. The items in Factor 4 are 26,33,32 and 30. Factor 5 comprises of three items with factor loadings ranging from .559 to.727. The items in factor 5 are 22, 34 and 35. Factor 6 comprises of three items with factor loadings ranging from The items in factor 6 are .522 to .720. the items in factor 6 are 27,29 and 37. Factor 7 comprises of three items with factor loadings ranging from .52 to.720. The items in factor 7 are 14 and 15. Factor 8 comprises of three items with factor loadings ranging from .517 to .695. The items in factor 8 are 20,21 and 19.

Table No.6: *Final Solution of Factors*

Name of the Factor	Items	Factor Load-ings	Eigen Values	Percentage of Variance	Cumula-tive %
Factor 1 - Perception on prices, discounts and offers	Prices are affordable	.691	10.510	33.903	33.903
	Discounts and offers on products	.671			
	Wide range of choices in price	.596			
	Staff knowledge on offers and product availability	.553			
Factor 2 : Satisfaction towards services	Number of billing desks	.781	2.182	7.039	40.942
	Usage of membership cards in store	.611			
	Staff are approachable towards customer requirements	.608			
	Carry bags	.544			
Factor 3 : Satisfaction towards products	Quality of service	.823	1.652	5.329	46.271
	Quality of products	.731			
	Availability of products	.688			
Factor 4 : Satisfaction with	Maintenance of store (cleanliness)	.701	1.377	4.443	50.714
	Availability of extensive range of products	.632			

regard to choice of products	Availability of the stocks all the time	.519			
	Availability of branded products	.505			
Factor 5 : Store ambiance	Parking facility at the store	.727.			
	Store is spacious	.622	1.254	4.044	54.758
	Arrangements of products are in order	.559			
Factor 6 : Value added facility	Availability of EMI facility	.720			
	Exchange facility	.673	1.154	3.722	58.481
	Satisfied with SMS alerts on offers	.522			
Factor 7 : Prompt response	Service from staff	.720			
	Solving and responding to problems and complaints by staff	.527	1.105	3.564	62.045
Factor 8 : Convenience	Waiting time at the payment point	.517			
	Location of store is convenient	.683	1.023	3.299	65.344
	Easiness in finding the products	.695			

Eight new factors were successfully constructed by using factor analysis and assigned as prominent factors affecting Customer visits and purchases. Table No. 6 presents the name of the new identified factors and percentage of variance explained for each factor.

The first factor 'Perception on prices, discounts and offers (F1)' comprises of four items which affecting the visiting and shopping at the DMart store. This factor is the most important factor that makes the customer purchase at DMart. This factor accounts for 33.903% of the changes. The second factor comprises of four components and 7.039% of variance was observed for the factor 'Satisfaction towards services (F2)'. The third factor 'Satisfaction towards products (F3)' accounts for 5.329% of variance with three components in influencing the purchasings at DMArt store. The fourth factor ultimately account for 4.443% of variance in influencing 'Satisfaction with regard to choice of products (F4)' with four components. The Fifth factor 'Store ambiance (F5)' comprises of three components and variance was explained by 4.044%. The Sixth factor called as 'Value added facility (F6)' consists of three items with 3.722% of variance. The 'Prompt response (F7)' is seventh factor consists of three items with a variance of 3.564%. The last factor 'Convenience (F8)' is the eighth factor comprises of three items with 3.299% of variance was explained as factor that influences the visits and purchasing at DMart store.

Results suggest that these eight factors identified in the present study could totally predict 65.344% of the change, and those eight factors are highly influencing the customers towards making frequent visits and purchasing at DMart store.

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