

A Study on Impact of D Mart's Everyday Low Pricing Strategy on Consumer Buying Behaviour

Dr Sheeba U¹, Ms Monikasree T²

¹Assistant Professor, Department of B Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

²III B Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

Abstract:

This study examines how D mart's Everyday Low Pricing strategy affects Indian retail consumers' purchasing decisions. Price-conscious customers are drawn to D mart because it consistently offers low prices rather than frequent promotional discounts. The study looks at how EDLP affects brand loyalty, customer satisfaction, shopping frequency, and purchase decisions. Results show that guaranteed low prices boost consumer confidence, lessen price comparison efforts, and promote planned and frequent purchases, especially of necessities. Additionally, the approach strengthens D mart's reputation for value for money and fosters long-term client relationships. All things considered, D mart's strategy is essential to influencing consumer preferences and bolstering its position as a leader in organized retail. list the changes you like to see. Next, select the button below for paraphrasing. It's that simple One of the biggest retail chains in India, D-Mart is well-known for its Everyday Low Pricing approach. Offering goods at continuously low costs is the main goal of this pricing strategy as opposed to mainly depending on sales or discounts. Due to its low prices, D-Mart has been able to draw in a lot of price-sensitive middle-class and lower-class customers.

Keywords: D mart, Everyday low pricing, Consumer buying behavior, Value for money, Purchase decision, Consumer satisfaction.

INTRODUCTION

D mart is one of India's most successful retail chains, known for its Everyday Low Pricing strategy. This pricing strategy focuses on offering products at consistently low prices instead of depending on frequent discounts or promotional offers. In a highly price-sensitive market like India, where consumers are strongly influenced by cost and value for money, D mart EDLP approach has a significant impact on consumer buying behavior.

The everyday low pricing strategy adopted by D mart influences how consumers make purchasing decisions, perceive product value, and develop loyalty toward the store. Consistent low prices reduce price uncertainty and encourage consumers to make repeat purchases without waiting for special sales. This strategy also promotes bulk buying, increases store visits, and strengthens customer trust. Therefore, analyzing the impact of D mart's everyday low pricing strategy helps to understand changes in consumer buying behaviour such as

purchase frequency, spending patterns, brand preference, and overall customer satisfaction.

STATEMENT OF THE PROBLEM

The Indian retail market is highly competitive, and pricing plays a major role in influencing consumer buying behavior. D Mart follows an Everyday Low Pricing strategy by offering products at consistently low prices. This strategy aims to attract customers, build trust, and encourage repeat purchases. However, the extent to which influences consumers' purchase decisions, shopping frequency, and brand preference is not clearly known. Understanding consumer perception of D Mart's pricing strategy is important for evaluating its effectiveness. Hence, this study focuses on analyzing the impact of D Mart's everyday low pricing strategy on consumer buying behavior.

OBJECTIVE

1. To study about demographic profile of customers using D mart

2. To study the concept of Everyday Low Pricing adopted by D mart.
3. To analyze the impact on consumer buying behavior.
4. The examination factors influence customer satisfaction and trust towards D Mart.

SCOPE OF THE STUDY

This study focuses on analyzing the impact of D-Mart's Everyday Low Pricing strategy on consumer buying behavior. The research is limited to understanding how low pricing influences customers' purchase decisions, shopping frequency, brand preference, and overall satisfaction with D-Mart. The study covers selected consumers who regularly shop at D-Mart stores and examines their perceptions regarding price affordability, value for money, and comparison with other retail stores. It also includes an analysis of how impulse buying and bulk purchasing behavior.

RESEARCH METHODOLOGY

1) Source Data

The study is based on both **primary and secondary data**.

2) Data collection Method

Primary Data:

Primary data is gathered from everyday D Mart shoppers through a well-organized questionnaire. It looks at how customers feel about the low prices, what they buy, and how happy they are with their shopping experience. Besides that, casual conversations with customers and watching what people buy in the store help understand their views and shopping habits.

Secondary Data

The secondary data for this study is collected from already existing sources to analyze the impact of D Mart's low pricing strategy on consumer buying behavior. This includes information gathered from research journals, published articles, case studies, textbooks on retail management, company reports, and official websites related to D Mart.

3) Area of the study

The area of the study is Coimbatore City in Tamil Nadu, D Mart stores and focuses on regular customers there to understand how who the

consumer prefer low pricing strategy amount perception of low pricing and its influence on purchase decisions, buying frequency, and satisfaction levels

4) Sample size

The respondents were selected through a convenient sampling method, focusing on individuals who frequently shop at D-Mart. A sample size of 100 ensures reliable results, helps in identifying shopping behavior and satisfaction levels, and supports meaningful conclusions about customers' overall perception of D-Mart.

5) Period of study:

November 2025 to January 2026

6) Statistical tools of the study

- Simple percentage Analysis
- Rank Analysis
- Average score Analysis

LIMITATIONS OF THE STUDY

- The study is conducted within a short period in Coimbatore, which may not capture changes in consumer buying behavior over time.
- The study is confined only to D Mart customers in Coimbatore city, so the findings may not be applicable to other cities or regions.

LITERATURE REVIEW

The study on "**A Study on Consumer Buying Behavior with Reference to D-Mart in Nagpur**" by **Avinash and B. V. Sangvikar (2019)**¹ looked closely at how D-Mart has done well in India. They were interested in the methods that helped the company grow and make money. Their study shows that D-Mart focuses on being cost-efficient by keeping operations well-organized and processes simple. They explain that the company targets specific groups of customers rather than trying to reach everyone. This focused approach helps D-Mart use its resources better, save money, and keep prices low. The research also highlights how combining cost control with smart customer targeting has greatly helped increase sales. In short, the researchers believe that D-Mart's success comes mostly from efficient management and targeted marketing strategies.

The study on "**Interrelation Between Service Quality attributes, Customer Satisfaction and**

customer loyalty in D- mart customer” by Avinash and B.V. Sangvikar (2019)² looked into why D-Mart has been successful in India. They studied how the company saves money and increases sales through efficient methods. The research shows that D-Mart uses a limited approach to market segmentation, focusing on certain groups of customers instead of trying to reach everyone. This strategy helps them run their business more efficiently and keep prices low. The study found that mixing cost control with targeted marketing helps D-Mart make more profit. The authors say these practices are important reasons for D-Mart's continued growth and success in the market.

The study in **“A Comparative Study of Consumer Buying Behavior: Price Perception of Grocery Products at D-Mart (Damani Mart) and Reliance Smart Bazar in Ahmedabad City”** by Avinash and B.V. Sangvikar (2019) looked into why D-Mart has been successful in India. They studied how the company saves money and increases sales through efficient methods. The research shows that D-Mart uses a limited approach to market segmentation, focusing on certain groups of customers instead of trying to reach everyone. This strategy helps them run their business more efficiently and keep prices low. The study found that mixing cost control with targeted marketing helps D-Mart make more profit. The authors say these practices are important reasons for D-Mart's continued growth and success in the market.

The study on **“Impact of D mart's everyday low pricing strategy on consumer buying behavior”** by Chauhan, Parmar, and Vidani (2024) looked at how customers shop at D-Mart and Reliance Smart Bazar in Ahmedabad. They studied factors like how much people think prices are, how the stores are arranged, the deals they offer, and how much people trust using digital payments. Their results showed that having good prices is the main reason people go to these stores. Customers also liked how the stores were organized because it made it easier to find things and shop quickly. Promotional deals were found to make people buy things on a whim, especially younger buyers. Also, people of all ages are

becoming more comfortable using digital and cashless payment methods. The study says that in organized stores, people's choices are influenced by fair prices, how well the store is set up, and easy payment options.

The study of **“Influence of supermarket features and demographic factors on consumer perception: A D-Mart supermarket study”** Influence of supermarket features and demographic factors on consumer perception: A D-Mart supermarket study by (Kranthi et al., 2023). Because looking at past research is important, many studies have looked into how customers think and act when they buy things. Kranthi et al. (2023) split this research into three main parts: how customers make buying decisions, how the retail environment affects their behavior, and how their experience in stores influences their choices. Studies on buying decisions look at what makes people choose one product over another and stay loyal to a brand. Research on the retail environment focuses on how things like the store's layout, design, and feeling make a difference in how people shop. Studies on customer experience look at how happy customers are, the quality of service they get, and how much they enjoy their shopping trips, all of which affect whether they come back again. Together, these studies give a full picture of what influences people's buying behavior in stores.

STATEMENT OF THE PROBLEM

The Indian retail market is highly competitive, and pricing plays a major role in influencing consumer buying behavior. D Mart follows an Everyday Low Pricing strategy by offering products at consistently low prices. This strategy aims to attract customers, build trust, and encourage repeat purchases. However, the extent to which EDLP influences consumers' purchase decisions, shopping frequency, and brand preference is not clearly known. Understanding consumer perception of D Mart's pricing strategy is important for evaluating its effectiveness. Hence, this study focuses on analyzing the impact of D Mart's everyday low pricing strategy on consumer buying behavior.

**DATA ANALYSIS AND INTERPRETATION
 SIMPLE PERCENTAGE ANALYSIS**

**TABLE 1.1
 DEMOGRAPHIC CATEGORY OF THE RESPONDENT**

DEMOGRAPHIC CATEGORY	SUB-CATEGORY	PERCENTAGE (%)
Gender	Male	48
	Female	52
	Others	0
Age Groups	Below 18 years	70
	20-24 years	30
	25-29 years	0
	Above 30 years	0
Qualification	Higher secondary School	13
	Undergraduate	44
	Postgraduate	32
	Diploma	10
	Other	0
Occupation	Student	15
	Working professional	25
	Self-employed	46
	Homemaker	11
	Unemployed	0
Area	Urban	21
	Semi-Urban	65
	Rural	13

Interpretation

The interpretation of the demographic data shows that the majority of respondents are female (52%), followed by males (48%). Most of the respondents belong to the below 18 years age group (70%), indicating a younger customer base. In terms of qualification, a large proportion are undergraduates (44%) and postgraduates (32%), showing a well-educated sample. The occupation data reveals that most respondents are self-employed (46%), followed by working professionals (25%). A significant majority of respondents are from semi-urban areas (65%) indicating stronger D Mart patronage in semi-urban regions. Overall, the data reflects a young, educated, and semi-urban majority of respondents are female (52%), Most of the (70%), respondents are below 18, majority of undergraduates (44%), majority of are (46%) self-employed.

**TABLE 1.2
 DMART'S PRICING STRATEGY PREFERRED BY CUSTOMER**

S.no	Feature of pricing strategy	No of Respondents	Percentage (%)
1	Everyday Low Pricing (EDLP)	60	60%
2	Frequent Discount & Offer	20	20%
3	Bulk Purchase Saving	15	15%
4	Premium Pricing	5	5%

INTERPRETATION

The data shows that most people (60%) like Everyday Low Pricing, meaning they really like having low prices all the time. About 20% of people prefer getting discounts and offers often, which shows they are somewhat interested in special deals. Around 15% of customers are influenced by saving money when

buying in bulk, but this isn't very common. Just 5% of people prefer higher prices, which means most D Mart customers care about saving money and want things to be affordable. **Majority of (60%) like everyday Low Pricing, Majority 20% of people prefer getting discounts and offers, most 5% of people prefer higher prices.**

CHART 1.1

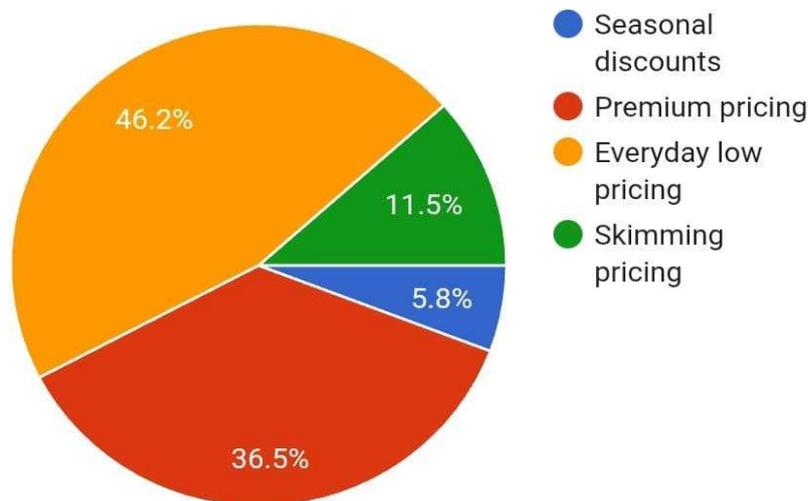


TABLE 1.3

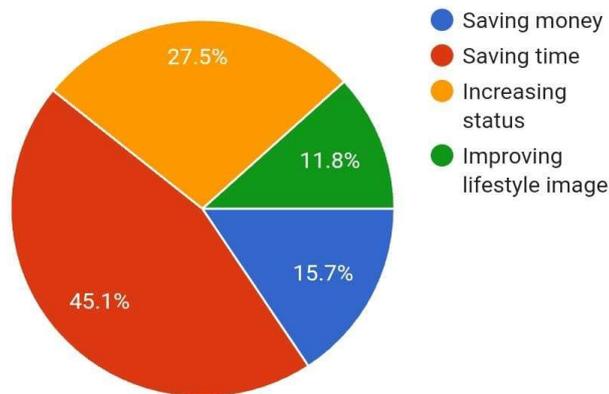
Factors Influencing of Consumer Perception on Benefits of D Mart Low Pricing Strategy

S.no	Benefits to Customer	No of Respondents	Percentage (%)
1	Saving money on regular purchase	55	55%
2	Buying more products within budget	25	25%
3	Reducing price comparison effort	12	12%
4	Better monthly household planning	8	8%
Total		100	100%

INTERPRETATION

The data indicates that the major benefit perceived by customers is saving money on regular purchases, as reported by 55% of respondents. About 25% feel that everyday low pricing helps them buy more products within their budget. A smaller portion of customers (12%) value the reduced effort in comparing prices, while 8% believe it supports better monthly household planning. Overall, the results show that cost savings are the primary advantage for customers.

CHART 1.2



RANKING ANALYSIS

TABLE 1.4

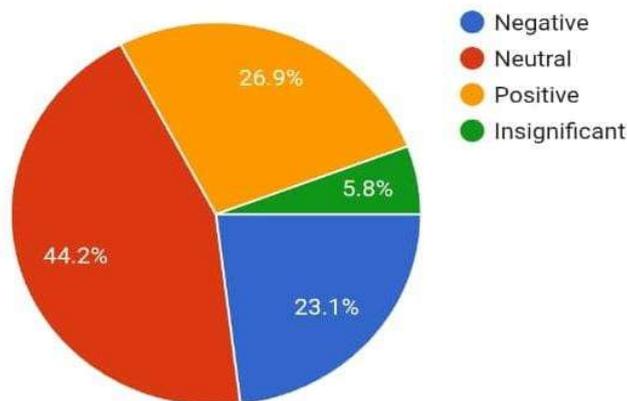
OVERALL IMPACT OF DMART’S STRATEGY ON CONSUMER BUYING BEHAVIOR

Nature of impact	No of respondents	Percentage %	Rank
Positive	50	50%	I
Neutral	25	25%	II
Negative	15	15%	III
Insignificant	10	10%	IV
Total	100	100%	V

INTERPRETATION

Data shows that half of the respondents (50%) have a positive perception, ranking first, indicating strong approval. About 25% are neutral, while 15% have a negative view, and 10% consider the impact insignificant. Overall, most customers respond positively, showing general satisfaction with D Mart’s pricing strategy.

CHART 1.3



FINDINGS

- Majority of respondents are female (52%) and below 18 years (70%), showing a young customer base.
- Most respondents are undergraduates (44%) and self-employed (46%), indicating an educated and active group.
- Everyday Low Pricing (EDLP) is preferred by 60% of customers, highlighting strong attraction to low prices.
- Saving money on regular purchases (55%) is the main benefit, followed by buying more within budget (25%).
- Overall perception is positive for 50% of respondents, showing general satisfaction with D Mart's pricing strategy.

SUGGESTIONS

- Since the majority of consumers clearly understand and appreciate D Mart's Everyday Low Pricing approach, it should continue to be strengthened. To further emphasise savings and foster greater price trust, the organisation can implement transparent in-store pricing information.
- To draw in more budget-conscious consumers, D Mart can concentrate on growing high-demand and necessary product categories at reduced costs.
- Customers can gain a better understanding of long-term savings through regular consumer awareness campaigns or signage outlining the advantages. The business should concentrate on keeping the prices of necessities and commonly bought goods low.
- Enhancing staff support, invoicing speed, and store layout can all improve the entire buying experience.
- D Mart should keep bolstering its Everyday Low Pricing approach because it has a significant impact on consumer purchasing decisions.

CONCLUSION

The study finds that by continuously providing reasonable prices, lowering price sensitivity, and fostering strong customer trust, D Mart's Everyday Low Pricing strategy significantly improves consumer purchasing behaviour. Particularly

among budget-conscious customers, the guarantee of affordable and clear pricing promotes regular store visits, large purchases, and enduring customer loyalty. Additionally, EDLP makes it easier for customers to make selections about what to buy because they don't have to wait for special offers or discounts. As a result, D Mart is able to keep a devoted client base, boost sales volume, and improve its competitive position, demonstrating that a persistent low-pricing approach is a useful instrument for influencing consumer behaviour in the retail industry.

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