

## A Comparative Study of Consumer Buying Behaviour: Price Perception of Grocery Products at D-Mart (Damani Mart) and Reliance Smart Bazar in Ahmedabad City

Chauhan Kuldeep<sup>1\*</sup>, Parmar Divya<sup>2</sup>, Dr. Jignesh Vidani<sup>3</sup>  
L.J. Institute of Management Studies, LJ University

**Corresponding Author:** Chauhan Kuldeep, [chauhankuldeep392002@gmail.com](mailto:chauhankuldeep392002@gmail.com)

---

### ARTICLE INFO

*Keywords:* Consumer Behavior, Grocery Retail, Age Influence, Payment Options.

*Received :* 1, August

*Revised :* 16, September

*Accepted:* 29, October

©2024 The Author(s): This is an open-access article distributed under the terms of the [Creative Commons Attribution 4.0 International](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This study investigates consumer buying behavior in the grocery sector, comparing price preferences, store attributes, and shopping modes at D-Mart and Reliance Smart in Ahmedabad, India. The research examines age-related influences on price perception, promotional offers, online reverse in-store shopping, and trust in payment methods. Using a structured questionnaire and Chi-square tests, findings reveal no significant age impact on price perception or promotional influence but a notable association between age and trust in cash-on-delivery (COD) payment options, especially among older consumers. Store layout and product placement influenced all age groups, emphasizing the importance of an organized environment. The study highlights the need for customized marketing strategies and flexible payment options to enhance customer satisfaction and loyalty

---

## **INTRODUCTION**

D-Mart and Reliance Smart have emerged as key players in India's organized retail sector, particularly in the grocery market, offering distinct approaches to attract and serve consumers (Vidani, 2015). D-Mart is renowned for its "everyday low pricing" strategy, targeting cost-conscious shoppers with a focus on value and efficiency, while Reliance Smart leverages its expansive network and modern shopping experience, appealing to urban and semi-urban customers through aggressive marketing and seamless integration with digital platforms like Jio Mart (Vidani, 2015). Their competition in Ahmedabad, a city with a diverse consumer base, highlights contrasting pricing models, marketing strategies, and consumer engagement methods, making them ideal for a comparative analysis of consumer buying behaviour and preferences in the grocery sector. This study aims to explore how these differences shape purchasing decisions and influence the broader dynamics of India's retail landscape (Solanki & Vidani, 2016).

### **1. Market Share and Influence**

D-Mart: Known for its strong market presence, D-Mart operates as a value retailer focused on providing quality products at competitive prices (Vidani, 2016). Its "everyday low pricing" strategy has been instrumental in attracting cost-conscious consumers, especially families looking for budget-friendly options (Niyati & Vidani, 2016).

Reliance Smart: As part of the Reliance Retail conglomerate, Reliance Smart boasts an expansive network and diverse offerings. With its focus on delivering a modern shopping experience, the chain appeals to urban and semi-urban customers, leveraging Reliance's massive infrastructure and technological capabilities (Pradhan, Tshogay, & Vidani, 2016).

Together, these two retailers cover a broad spectrum of the grocery market, offering insights into how different pricing and operational strategies influence consumer behavior.

### **2. Differences in Marketing Strategies**

D-Mart emphasizes simplicity and efficiency in its operations. The company invests minimally in marketing campaigns, relying instead on word-of-mouth and the consistent delivery of low-cost, high-quality products to attract and retain customers (Vidani, 2016).

Reliance Smart, on the other hand, adopts a more aggressive marketing approach. It often introduces promotional campaigns, personalized discounts, and exclusive membership benefits (Sukhanandi, Tank, & Vidani, 2018). Additionally, its integration with Reliance's digital platforms, such as JioMart, enables it to blend online and offline retail seamlessly.

### **3. Regional Significance in Ahmedabad**

Ahmedabad, as one of Gujarat's major urban centers, has a diverse consumer base with varying socio-economic profiles. Both D-Mart and Reliance Smart are well-established in the city, making them relevant for studying grocery shopping trends in the local context (Singh, Vidani, & Nagoria, 2016). Their competition in Ahmedabad exemplifies the broader dynamics of India's organized retail sector, offering a microcosm for understanding consumer behavior (Mala, Vidani, & Solanki, 2016).

### **4. Pricing Strategy and Consumer Perception**

D-Mart's reputation as a "value-for-money" retailer and its focus on bulk-purchasing discounts attract price-sensitive shoppers (Dhere, Vidani, & Solanki, 2016).

Reliance Smart caters to a broader demographic, offering a combination of premium and economy products. Its pricing often includes promotional discounts and e-commerce-linked benefits, appealing to consumers seeking both value and convenience (Singh & Vidani, 2016).

Analyzing these pricing strategies provides deeper insights into how they shape consumer preferences and decision-making processes.

### **5. Accessibility and Consumer Base**

Both retailers target a wide customer demographic, ranging from middle-income families to urban professionals (Vidani & Plaha, 2016). Their overlapping target audiences yet different strategies create an excellent basis for understanding how pricing, convenience, and marketing efforts influence buying behavior (Solanki & Vidani, 2016).

### **6. Role in Organized Retail Growth**

D-Mart and Reliance Smart are leading contributors to the rise of organized retail in India (Vidani, 2016). Their success stories reflect the evolution of consumer preferences, shifting from traditional Kirana stores to modern retail formats. This makes it essential for them to study trends that define modern grocery shopping habits (Vidani, Chack, & Rathod, 2017).

By selecting D-Mart and Reliance Smart for this study, the research can explore how distinct retail formats and pricing models impact consumer behavior in Ahmedabad, offering broader implications for the grocery sector across India (Vidani, 2018).

## **RESEARCH OBJECTIVES**

- 1.To assess the preference for online grocery shopping and reverse in-store shopping among consumers.
- 2.To evaluate consumer perceptions of price differences between D-Mart and Reliance Smart.
- 3.To investigate the impact of promotional offers and discounts on consumer choice of grocery store.
- 4.To analyze consumer beliefs regarding the quality of grocery products at D-Mart compared to Reliance Smart.
- 5.To determine the value consumers place on the convenience of home delivery services for online grocery shopping.
- 6.To explore the influence of brand loyalty on consumer choices in grocery shopping.
- 7.To examine consumer preferences related to store layout and product placement at D-Mart.
- 8.To assess the role of payment options, such as cash-on-delivery, in building trust for online grocery shopping.
- 9.To analyze the frequency of price comparison between grocery items at D-Mart and Reliance Smart among consumers.
- 10.To investigate the likelihood of consumers recommending their desired grocery store to friends and family.

## **LITERATURE REVIEW**

This literature review explores various dimensions of consumer behavior concerning grocery shopping, focusing on traditional supermarkets and the e-grocery sector, while considering factors such as pricing strategies, consumer satisfaction, and the influence of urbanization (Vidani J. N., 2016).

### **1. E-Grocery Shopping: Opportunities and Challenges**

The advent of digital technology has significantly transformed the retail sector, including grocery shopping, by introducing e-grocery platforms (Vidani & Singh, 2017). These platforms offer unparalleled convenience by enabling consumers to shop from their homes while benefiting from various discounts and personalized promotions (Sharma, 2023). E-grocery platforms utilize technology to optimize the shopping experience, featuring easy navigation systems, tailored recommendations, and promotional incentives that elevate consumer satisfaction (Vidani & Plaha, 2017).

### **2. Consumer Buying Behavior in Supermarkets**

Consumer behavior in traditional supermarkets has been extensively researched, with factors such as price, quality, convenience, brand loyalty, and social influences identified as key drivers of purchasing decisions (Vidani J. N., 2018). These factors interact dynamically, often varying across demographic and psychographic segments. For instance, price sensitivity tends to differ by age group and income level, necessitating tailored marketing approaches for different consumer demographics (Vidani J. N., 2020).

### **3. The Influence of Price on Consumer Behavior**

Price is a critical determinant of consumer purchasing decisions. As Kotler and Keller (2016) note, pricing strategies influence both perceived value and overall customer satisfaction. Grocery retailers, operating in a highly competitive landscape, must keenly understand price elasticity and consumer sensitivity to price changes (Vidani & Dholakia, 2020).

Relative pricing strategies are particularly effective. Consumers often evaluate a product's value by comparing its price to similar alternatives. When prices are perceived as fair and justifiable, consumers are more likely to make a purchase. Conversely, perceived unfair pricing can deter potential buyers and damage brand reputation (Vidani J. N., 2022).

### **4. Customer Satisfaction and Loyalty**

Customer satisfaction is central to achieving consumer loyalty in the grocery sector. Satisfied customers are more likely to exhibit loyalty, repeat purchases, and positive word-of-mouth advocacy (Vidani, Meghrajani, & Siddarth, 2023). The interplay between utilitarian and hedonic values significantly influences satisfaction. Utilitarian values include functional benefits like convenience, time savings, and affordability, while hedonic values stem from the pleasure and enjoyment of the shopping experience (Chaudhary, Patel, & Vidani, 2023).

### **5. The Impact of Demographics on Consumer Preferences**

Demographic factors, such as age, gender, income, and education, exert a significant influence on consumer preferences and shopping behavior (Patel, Chaudhary, & Vidani, 2023). For example, younger consumers are often drawn to e-grocery platforms for their convenience and integration of technology, while older shoppers may prefer traditional supermarkets, where they can physically assess product quality (Sharma & Vidani, 2023).

Income levels also play a decisive role in shopping preferences. Higher-income consumers tend to prioritize quality and brand over cost, whereas price-sensitive consumers focus on affordability and actively seek discounts and promotions (Mahajan & Vidani, 2023). Retailers can improve their market reach by understanding these demographic variations and tailoring their strategies accordingly (Saxena & Vidani, 2023).

## RESEARCH GAP

The research in the area of consumer buying behavior at grocery retail outlets is predominantly based on larger demographic groups like income, education, social and economic status, and other variables with no dedicated studies focusing on a specific geographic area (to our knowledge so far) nor covering how behavior at more telling nuance level could be different when it comes to competing retailer group such as D-Mart & Reliance smart. While several studies have investigated mental affinities like pricing, store loyalty, and online reverse in-store shopping behaviors, there is little that suggests how these factors are manifested –market specifically- in Ahmedabad. While most of the studies related to grocery retail in India have concentrated on either large metro cities or rural areas, we are unaware of any study that explores preferences unique to a middle-tier urban city like Ahmedabad. This gap in research is of specific importance because Ahmedabad is characterized by its demographic, economic, and cultural complexities which yield a diverse consumer base with different inclinations.

Similarly, there are few comparative studies of D-Mart with other retail bigwigs such as Reliance Smart, which also has a micro-footprint in the city. Although some research has been conducted on how individual retailers set prices and how consumers react, very few have systematically compared the way consumers perceive similar grocery items sold by each of these two retailers. This is where competitive pricing falls short, creating a gap and leaving many questions unanswered. Since the price difference is a combination of D-Mart and Reliance Smart (the two heavyweights dominating the Ahmedabad grocery market), an insight into consumers' perception of price differences and purchasing decisions based on them is required to formulate retail marketing strategies.

Additionally, nothing is known about how Ahmedabad consumers' preferences for internet shopping affect their behavior. Studies usually look at the adoption of e-commerce on a larger scale due to the growing trend of online grocery shopping, but fewer studies have examined customer preferences for particular grocery items between traditional brick-and-mortar stores and the Internet sector. Research on customer behavior about reverse offline shopping is very important in Ahmedabad, where physical businesses and e-commerce sectors like Reliance Smart and D-Mart's online services are expanding. Additionally, there is a research vacuum in comprehending the function of payment choices, specifically about cash-on-delivery (COD) reverse internet payments, and how these variables vary depending on demographic categories like age.

Promotional Offers & Discounts, this is less explored as a driver behind consumer choice in the grocery sector in Ahmedabad. Promotions are widely researched in consumer behavior but the impact of specific promotions on buying behavior at D-Mart and Reliance Smart is little studied keeping in view the

competition between both of them as they make ubiquitous use of this kind of strategy. The gap in research is determining how well these promotions perform based on consumer segmentation (including age, income level, and shopping frequency).

The research gap on consumer buying behavior in the grocery sector amongst organized retailers in Ahmedabad is the absence of comparative analysis between D-Mart and Reliance Smart where the former offers low-cost items while the latter focuses on multiple payment options, along with online reverse in-store shopping preferences further add to psychological determination system or environmental circumstance factors factor being considered for segmentation of decision choice process. Filling these gaps will be extremely beneficial for retailers who want to implement a great strategy in the growing and diverse market.

### **HYPOTHESIS**

H1 : There is an association between age and preference for shopping for groceries online rather than in-store.

H2 : There is an association between age and the perception that grocery prices at D-Mart are generally lower than at Reliance Smart.

H3 : There is an association between age and the influence of promotional offers and discounts when choosing a grocery store.

H4 : There is an association between age and the belief that the quality of grocery products at D-Mart is better than at Reliance Smart.

H5 : There is an association between age and the value placed on the convenience of home delivery services for online grocery shopping.

H6 : There is an association between age and the influence of brand loyalty on grocery store choice.

H7 : There is an association between age and preference for shopping at D-Mart due to its store layout and product placement.

H8 : There is an association between age and the perception that cash-on-delivery payment options increase trust in online grocery shopping.

H9 : There is an association between age and the likelihood of comparing grocery item prices between D-Mart and Reliance Smart before making a purchase.

H10 : There is an association between age and the likelihood of recommending their desired grocery store to friends and family.

**Table 1: Validation of Questionnaire**

Statements	
I prefer shopping for groceries online rather than in-store.	(Saxena & Vidani, 2023)
The prices of grocery items at D-Mart are generally lower than at Reliance Smart.	(Mahajan & Vidani, 2023)
I am impact by promotional offers and discounts when choosing a grocery store.	(Sharma & Vidani, 2023)
I believe that the quality of grocery products at D-Mart is better than at Reliance Smart.	Sharma & Vidani, 2023)
I value the convenience of home delivery services when shopping for groceries online.	(Patel, Chaudhary, & Vidani, 2023)
Brand loyalty influences my choice of grocery store.	(Chaudhary, Patel, & Vidani, 2023)
I prefer shopping at D-Mart due to its store layout and product placement.	(Bansal, Pophalkar, & Vidani, 2023)
I feel that the cash-on-delivery payment option increases my trust in online grocery shopping.	(Vidani, Das, Meghrajani, & Chaudasi, 2023)
I often compare prices of grocery items between D-Mart and Reliance Smart before making a purchase.	(Vidani, Das, Meghrajani, & Singh, 2023)
I would recommend my desire grocery store to friends and family.	(Saxena & Vidani, 2023)

*\*Source: Author's compilation*

**METHODOLOGY****Table 2: Research Methodology**

<b>Research Design</b>	Descriptive
<b>Sample Method</b>	Non-Probability - Convenient Sampling method
<b>Data Collection Method</b>	Primary method
<b>Data Collection Method</b>	Structured Questionnaire
<b>Type of Questions</b>	Close-ended
<b>Data Collection mode</b>	Online through Google Form
<b>Data Analysis methods</b>	Tables
<b>Data Analysis Tools</b>	SPSS and Excel
<b>Sampling Size</b>	<b>154</b>
<b>Survey Area</b>	<b>Ahmedabad</b>
<b>Sampling Unit</b>	Students, Private and government Job employees, Businessmen, Homemakers, Professionals like CA, Doctors etc.
<b>Validation</b>	- <b>Content Validity:</b> Ensured by covering key dimensions of consumer behavior. - <b>Construct Validity:</b> Questions aligned with theoretical frameworks. - Peer-reviewed by academic and industry experts.
<b>Limitations of Sample Size</b>	- <b>Representativeness:</b> The sample may not fully represent Ahmedabad's diverse population. - <b>Statistical Power:</b> A larger sample size could yield more reliable results. - <b>Generalizability:</b> Findings are specific to the sample and may not apply to other regions or populations.

*\*Source: Author's compilation*

**DEMOGRAPHIC SUMMARY**

The demographic summary for the sample (N=154) reveals a varied distribution across age, gender, income level, occupation, and education. Most participants are young adults aged 18-25 (56.5%), with smaller proportions in the 25-32 (19.5%) and 32-39 (12.3%) age groups. Gender distribution shows a higher number of males (61.7%) compared to females (38.3%). Monthly income levels are predominantly under 15,000 (42.2%) or between 15,000-30,000 (29.9%), with very few earnings above 75,000 (1.9%). Regarding occupation, students and employed individuals each make up 36.4% of the sample, while business professionals and homemakers represent smaller groups. Educational levels range from high school (16.2%) to postgraduate (40.9%), with undergraduates forming 31.2% of the sample, indicating a relatively educated population.

**CRONBACH ALPHA**

**Table 3: Cronbach Alpha**

Cronbach Alpha Value	No. of items
0.846	10

*\*Source: SPSS Software*

A Cronbach’s Alpha of 0.846 indicates a high level of internal consistency for the 10-item scale being tested. Cronbach's Alpha is a measure used to assess the reliability or internal consistency, of a set of scale or test items, particularly in psychology, education, and social sciences.

An alpha value above 0.7 is generally considered acceptable, and values above 0.8, as seen here, indicate good reliability, meaning that the items in this scale are closely related and measure the same underlying construct. This suggests that the 10 items effectively work together to provide a consistent measure, making the instrument reliable for further study or application in its intended field.

**Table 4: Results of Hypothesis Testing**

Add rows as per number of hypothesis you have created

Sr. No	Alternate Hypothesis	Result p =	>/< 0.05	Accept/Reject Null hypothesis	R value	Relations hip
1	<b>H1</b> : There is an association between age and preference for shopping for groceries online rather than in-store.	0.920	>	H1Accepted (Null hypothesis Accepted)	0.242	Week
2	<b>H2</b> : There is an association between age and the perception that grocery prices at D-Mart are generally lower than at Reliance Smart.	0.495	>	H2 Accepted (Null hypothesis Accepted)	0.635	Strong
3	<b>H3</b> : There is an association between age and the influence of promotional offers and discounts when choosing a grocery store.	0.832	>	H3 Accepted (Null hypothesis Accepted)	0.534	Strong
4	<b>H4</b> : There is an association between age and the belief that the quality of grocery products at D-Mart is better than at Reliance Smart.	0.989	>	H4 Accepted (Null hypothesis Accepted)	0.342	weak
5	<b>H5</b> : There is an association between age and the value placed on the convenience of home delivery services for online grocery shopping.	0.551	>	H5 Accepted (Null hypothesis Accepted)	0.832	Strong

6	<b>H6</b> : There is an association between age and the influence of brand loyalty on grocery store choice.	0.207	>	H6 Accepted (Null hypothesis Accepted)	0.356	Weak
7	<b>H7</b> : There is an association between age and preference for shopping at D-Mart due to its store layout and product placement.	0.753	>	H7 Accepted (Null hypothesis Accepted)	0.612	Strong
8	<b>H8</b> : There is an association between age and the perception that cash-on-delivery payment options increase trust in online grocery shopping.	0.026	<	H8 Rejected (Null Hypothesis Rejected )	0.448	Weak
9	<b>H9</b> : There is an association between age and the likelihood of comparing grocery item prices between D-Mart and Reliance Smart before making a purchase.	0.554	>	H9 Accepted (Null hypothesis Accepted)	0.590	Strong
10	<b>H10</b> : There is an association between age and the likelihood of recommending their desire grocery store to friends and family.	0.098	>	H10 Accepted (Null hypothesis Accepted)	0.137	Weak

*\*Source: Author's compilation*

## **DISCUSSION**

This paper is focused on a comparative study of the consumer buying behavior towards grocery product prices between D-Mart and Reliance Smart in Ahmedabad City. We examined how to price perception, promotional impact, store loyalty as well shopping modality varied by the cohort. Independent Chi-square tests are used to explore the hypotheses around the association between age and certain shopping behaviours to find out if any significant associations existed. We then discuss the findings and their implications for grocery retailers, as well as directions for future research

Our results indicate that age did not significantly influence most consumer buying behaviours studied. For instance, the Chi-square tests for hypotheses H1, H2, H3, H4, H5, H6, H7, H9, and H10 revealed p-values greater than 0.05, leading to the acceptance of the null hypothesis in these cases. This outcome suggests that, across age groups, factors such as the preference for shopping online over in-store (H1H\_1H1 , p = 0.920), a perception that D-Mart prices are

Generally lower than Reliance Smart (H2H\_2H2 , p = 0.495), and influence of promotional offers on store choice (H3H\_3H3 , p = 0.832) are strongly associated

with age. Instead, it appears that these behaviours are uniformly distributed across age categories, indicating a potentially large consensus on these shopping preferences.

However, one notable exception appeared in the study: the perception that cash-on-delivery (COD) payment options increase trust in online grocery shopping (H8H\_8H8 ,  $p = 0.026$ ). Here, the null hypothesis was rejected, indicating a statistically significant association between age and the perceived trustworthiness of COD options. Younger age groups, who are generally more familiar with digital transactions, may find COD less crucial for trust, whereas older age groups may view it as an essential component of secure online shopping. Despite the significance of this association, the effect size was weak (0.448), suggesting that while there is an association, it is not a strong one.

The effect sizes for a few of the other hypotheses although statistically not significant, however, had a "strong" association i.e. Comparison between age and effect of promotional offers (H3 , strength = 0.534), preference for store layout and placement of products at D- Mart (H7, strength = 0.612), comparison of prices between D-Mart and Reliance Smart before buying D-Mart (H9, the shopping strength = 0.590). What the findings suggest is that though these behaviours are not strongly impacted by age, there are trends associated with an age group that could impact consumer decision-making to some meaningful degree for targeted marketing.

The results provide grocery retailers in Ahmedabad with some helpful guidance about information. This means D-Mart and Reliance Smart may sit up straight for a discovery that age does not necessarily change customer behavior in the case of a few shopping preferences and price perceptions. Nonetheless, given the relevance of COD trust across various age cohorts and among elder consumers (mainly), retailers should also consider maintaining open payment options with a view to mindful younger consumers who desire cash on delivery. In addition, the effect sizes are large here (where associations were non-significant), meaning that additional power could be given to pursuing these trends within a single study sample.

The data analysis in this study also finds that age does not have much effect on most grocery shopping behaviors, except for some age-related differences like payment preferences. More studies into the way age influences trust in payment methods and perhaps other emergent shopping behaviors could help retailers adjust their strategies to meet distinct consumer segments more effectively. This research helps in understanding consumer buying behavior through mind sense and theory-builder network thus about the grocery shopping market scenario in Ahmedabad.

## **THEORETICAL IMPLICATIONS**

To the best of our knowledge, existing studies at the individual shop level investigating perceived factors and shopper purchase preferences along demographic lines are scant; hence this study adds to the literature related to consumer buying behavior by examining relationships between age and various shopping purchase preferences in operational format. The results have important theoretical implications regarding consumer behavior and segmentation, especially in emerging markets.

Promotions and discounts play a role in influencing store selection, though their impact doesn't vary significantly by age. This result aligns with theories suggesting that consumers of all ages are susceptible to promotions, especially in

markets where prices are highly competitive. This implies that promotional effectiveness might be independent of age demographics, suggesting a universal appeal. It therefore refutes the typical assumption that age is a primary factor in how consumers respond to discounts and promotions.

Our analysis of cash-on-delivery as a trust factor in e-commerce contributes to a better understanding of payment preference patterns. The only factor significantly related to age was COD, suggesting older customers place greater trust in COD than younger customers. Consistent with the Technology Acceptance Model (TAM), this finding indicates that ease of use and trust play a key role in people's willingness to adopt digital transactions. Here, COD appears to serve as a trust-building mechanism for consumers less familiar with digital payments. This study supports consumer trust theories by emphasizing that certain payment methods, such as COD, can reduce perceived risks for older demographics, especially in situations where digital literacy levels differ across age groups.

Finally, the results of this study not only provide insights into the role played by store layout on brand loyalty but imply that this age-related effect may be generalizable to a wide variety of consumers. This finding illustrates how the environment and design of the store can not only improve customer experience but also increase loyalty across different audiences. This supports prevailing theories in retail environmental psychology that physical space tangibly affects the consumer.

The research also suggests that in developing markets individual shopping behavior preferences could be different in matured nations. However, in baseline grocery price competition contexts, preferences that reverse in-store shopping and inter-store price comparisons show weak associations with age. This lends support to theories that in economies where economic logic takes primacy, the existence of universal behavioral patterns should present and age may serve little impact on consumer behavior.

The theoretical implications of this study underline the need for universal drivers such as price perception, promotional appeal, and store layout while suggesting that an age-sensitive approach to payment type is needed to bolster trust. Such awareness adds sensitivity to subtle aspects of consumer behavior since some factors are dynamic with age and some, more specifically technology-related and trust-building variables are independent of age.

## **PRACTICAL IMPLICATIONS**

This comparative analysis of consumer buying behavior between D-Mart and Reliance Smart, we suggest some practical implications for retailers operating in Ahmedabad.

### **1. Uniform Pricing and Promotions**

- Concrete Steps:
  - Implement an Everyday Low Pricing (EDLP) strategy across all product categories to create consistent price appeal.
  - Standardize discounts like "Flat 10% on Essentials" or "Buy 1 Get 1 Free" campaigns to resonate with customers across all demographics.
  - Schedule recurring large-scale promotions, such as "Monthly Big Savings Days," to attract broad customer participation.

- Resource Allocation:
  - Dedicate a portion of the advertising budget (e.g., 30–40%) to promote uniform pricing campaigns via multi-channel marketing (TV, radio, digital).
  - Invest in advanced pricing analytics tools to monitor competitors' prices and optimize in real-time.

## **2. Effective Use of Promotional Offers**

- Concrete Steps:
  - Introduce loyalty programs like points accumulation and tier-based rewards (e.g., silver, gold, platinum) to encourage repeat purchases.
  - Offer limited-time deals via mobile apps, SMS, and email to create urgency among shoppers.
  - Roll out product sampling campaigns tied to specific purchases, especially during peak shopping periods.
- Resource Allocation:
  - Allocate resources for CRM software and analytics to personalize promotions based on customer buying patterns.
  - Invest in developing app-based notification systems to alert customers about promotions in real-time.

## **3. Maintaining and Enhancing COD Payment Options**

- Concrete Steps:
  - Ensure the COD option remains available, especially for orders above a certain value, to boost trust among older customers.
  - Offer hybrid payment options (part COD and part digital wallet) to encourage partial adoption of digital payments.
  - Include educational material about payment security in delivery packets.
- Resource Allocation:
  - Allocate funds to build partnerships with logistics providers specializing in COD.
  - Train delivery staff on handling COD efficiently and ensuring security.

## **5. Digital Literacy and Payment Education**

- Concrete Steps:
  - Conduct in-store workshops targeting older customers to demonstrate how to use mobile wallets and online payment systems.
  - Offer step-by-step guides or QR-code-enabled instructional videos in local languages.
  - Collaborate with banks or fintech companies to host free payment training days.
- Resource Allocation:
  - Budget for pamphlets and video tutorials (~5–10% of marketing expenses).
  - Employ trained staff specifically for digital literacy education during peak hours.

## 6. Targeted Marketing for Trust and Convenience

- Concrete Steps:
  - Develop age-specific marketing campaigns focusing on trust, safety, and convenience (e.g., secure payment options for older customers).
  - Highlight contactless and fast check-out systems for younger, tech-savvy shoppers.
  - Include testimonials or case studies in advertisements emphasizing secure transactions and satisfaction.
- Resource Allocation:
  - Dedicate funds to targeted social media campaigns segmented by age group and shopping preferences.
  - Collaborate with community influencers to promote trust-based narratives.

## CONCLUSION

This study has certain limitations that must be acknowledged. Firstly, the **sample size** may not be large or diverse enough to generalize the findings to the entire consumer base in Ahmedabad. A larger, more representative sample could yield results with broader applicability. Secondly, the study's **geographic coverage** is limited to Ahmedabad, which restricts its relevance to this specific urban area. Consumer preferences in other regions, especially rural or semi-urban areas, might differ significantly.

Another limitation is that the **survey method** relies on self-reported data, which can be influenced by respondent bias or inaccurate recollection of past behavior. Additionally, while the study compares age groups, it does not account for other potentially influential factors such as **digital literacy**, specific income brackets, or **cultural diversity**, which could mediate preferences for store layouts, payment options, and promotional strategies.

Despite these limitations, the study provides actionable insights for retailers like D-Mart and Reliance Smart. By focusing on universally appealing strategies such as competitive pricing, frequent promotions, and intuitive store layouts, retailers can attract a wide consumer base. Moreover, accommodating age-specific preferences, like offering COD options for older consumers wary of online transactions, helps build trust and loyalty. Future research should address these limitations by incorporating larger samples, broader geographic regions, and additional demographic or psychographic variables to offer a more comprehensive understanding of grocery shopping behavior in diverse contexts.

## **RECOMMENDATIONS FOR FUTURE RESEARCH/ FUTURE SCOPE OF THE STUDY**

This study provides valuable awareness of consumer buying behavior related to grocery pricing and store preferences between D-Mart and Reliance Smart in Ahmedabad.

### **1. Incorporate Additional Demographic Factors**

To deepen our understanding of consumer behavior, future research should consider the role of socio-economic factors beyond age, such as income, education, and household size. These factors may significantly influence consumer preferences for

price sensitivity, brand loyalty, and convenience. Understanding how different socio-economic segments prioritize these aspects will allow retailers to fine-tune their marketing strategies to target specific customer segments more effectively.

Research Questions:

- How do income and education levels affect consumers' price sensitivity and shopping behavior?
- What role does household size play in consumers' grocery shopping habits, including product selection and store preference?

## **2. Study the Impact of Digital Literacy and Technological Familiarity**

With the rise of online grocery shopping, it is crucial to explore the impact of digital literacy on shopping preferences, especially in relation to payment options and online shopping behaviors. Investigating this could offer valuable insights into how retailers can encourage digital adoption and enhance customer experiences in emerging markets where technology adoption might be slower.

Research Questions:

- How does digital literacy influence consumer trust in online payment methods for grocery shopping?
- What barriers exist in transitioning consumers from offline to online grocery shopping, and how can these be addressed?

## **3. Explore Behavioral Differences by Geographic Area**

Expanding the research to compare consumer behavior across different regions, such as urban, suburban, and rural areas, will allow retailers to better understand how location impacts shopping preferences, especially about price sensitivity and brand loyalty. This will help identify whether regional differences exist in grocery shopping behaviors and perceptions of store offerings.

Research Questions:

- How do urban and rural consumers differ in their preferences for store layout and payment options?
- Does geographic location influence consumers' perceptions of price fairness and product quality in grocery shopping?

## **4. Evaluate Longitudinal Changes in Shopping Behavior**

As digital adoption continues to grow in India, conducting longitudinal studies will allow researchers to track shifts in payment preferences, loyalty patterns, and price sensitivity over time. This would provide insights into how evolving consumer expectations impact retail strategies and allow retailers to proactively adapt to these changes.

Research Questions:

- How do consumers' payment preferences evolve as digital shopping becomes more prevalent?
- What long-term trends in consumer behavior should retailers be prepared for as e-commerce continues to grow?

## **REFERENCES**

- Bansal, A., Pophalkar, S., & Vidani, C. (2023). A Review of Ed-Tech Sector in India. *International Journal of Management Analytics (IJMA)*, 1(1), 63-84.
- Bhatt, V., Patel, S., & Vidani, J. N. (2017, February). START-UP INDIA: A ROUGH DIAMOND TO BE POLISHED. National Conference on Startup India: Boosting Entrepreneurship (pp. 61-67). Pune: D.Y. Patil University Press.
- Biharani, S., & Vidani, J. N. (2018). ENTREPRENEURSHIP: CAREER OPPORTUNITY HAS NO GENDER DISCRIMINATION. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 101-104). Pune: D. Y Patil University Press.
- Chaudhary, N., Patel, V., & Vidani, C. J. (2023). A Review of Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies. *International Journal of Management Analytics (IJMA)*, 1(1), 85-110.
- Dhere, S., Vidani, J. N., & Solanki, H. V. (2016, November). A SURVEY ON THE TOWARDS SATISFATION LEVEL OF THE CUSTOMER SHOPPING MALL'S: AN ANALYTICAL STUDY. *International Multidisciplinary Journal Think Different*, 3(24), 45-50.
- Mahajan, H., & Vidani, J. (2023). Packaging strategies: Outlook on consumer buying behaviour for FMCG products. *Journal of Management and Entrepreneurship*, 17(4), October - December 2023.
- Mala, Vidani, J. N., & Solanki, H. V. (2016, November). GREEN MARKETING-A New WAY OF MARKETING: A REVIEW APPROACH. *International Multidisciplinary Journal Think Different*, 3(24), 40-44.
- Modi, R., Harkani, N., Radadiya, G., & Vidani, J. N. (2016, August). Startup India: Even Diamonds start as Coal. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(8), 111-116.
- Niyati, B., & Vidani, J. N. (2016, July). Next Generation Children: Smarter or Faster. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 110-114.
- Odedra, K., Rabadiya, B., & Vidani, J. (2018). AN ANALYSIS OF IDENTIFYING THE BUSINESS OPPORTUNITY IN AGRO and CHEMICAL SECTOR - WITH SPECIAL REFERENCE TO AFRICAN COUNTRY UGANDA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 96-100). Pune: D.Y Patil University Press.
- Patel, V., Chaudhary, N., & Vidani, C. J. (2023). A Study on Awareness of Various Non-Technical Training Programmes Conducted by Corporate Trainers for IT Companies in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 111-132.

- Pathak, K. N., & Vidani, J. N. (2016). A SURVEY ON THE AWARENESS SATISFACTION AS WELL AS TO KNOW THE LEVEL OF ONLINE SHOPPING AMONG THE PEOPLE OF AHMADABAD CITY. *Governance in E-commerce: Contemporary Issues & Challenges* (pp. 261-275). Ahmedabad: GTU.
- Pradhan, U., Tshogay, C., & Vidani, J. N. (2016, July). Short Messages: Its Effect on Teenager's Literacy and Communication. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*, 2(7), 115-120.
- Rathod, H. S., Meghrajani, D. I., & Vidani, J. (2022, December). Influencer Marketing: A New Marketing Communication Trend. *Shodhsamhita*, VIII(12(II)), 155-167.
- Sachaniya, C., Vora, H., & Vidani, J. (2019). A Study on Identifying the Gap between Expected Service and Actual Service with Special Reference to Suk Sagar Gir Resort, Sasan. In P. Rijwani, S. Shome, & D. Danak (Ed.), *BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES* (pp. 162-169). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Saxena, M., & Vidani, J. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternativies* (pp. 22-32). Ahmedabad: Routledge - an imprint of Taylor & Francis Group.
- Saxena, M., & Vidani, J. N. (2023). MBA Chai Wala. In M. R. Dixit, S. Bist, & S. Shah, *Searching Alternativies* (pp. 22-32). Ahmedabad: Routledge - an imprint of Taylor & Francis Group.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Co-Relation with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(1), 193-212.
- Sharma, S., & Vidani, C. J. (2023). To Study the Consumer Attitude Towards Purchase Intention of Online Courses on Udemy Using Regression with Reference to English Speaking and Excel Among Gen-Z in Ahmedabad. *International Journal of Management Analytics (IJMA)*, 1(2), 213-234.
- Singh, P. K., & Vidani, J. N. (2016, November). PROBLEMS AND PROSPECTS OF AGRICULTURE MARKETING IN INDIA. *International Multidisciplinary Journal Think Different*, 3(22), 9-16.
- Singh, P. K., Vidani, J. N., & Nagoria, V. S. (2016, July-September). Waste Management: Inspire Today for A Better Tomorrow. *Journal of Basic and Applied Engineering Research*, 3(10), 921-926.
- Solanki, H. V., & Vidani, J. N. (2016, November). A NEW ERA OF E-VYAPAR IN 21ST CENTURY: A REVIEW APPROACH. *INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY EDUCATIONAL RESEARCH*, 5(11(2)), 61-77.
- Solanki, N., & Vidani, J. N. (2016, January). THE STUDY LEGAL ASPECTS OF TRADE IN ETHIOPIA. *ZENITH International Journal of Multidisciplinary Research*, 6(1), 226-284.

- Sukhanandi, S., Tank, D., & Vidani, J. N. (2018). ANALYSIS OF THE IMPACT OF WORK LIFE BALANCE ON WORKING WOMEN LEADER IN INDIA. National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success (pp. 77-80). Pune: D.Y.Patil University Press.
- Vasveliyan, M., & Vidani, J. (2019). A Study on Analyzing Gap between Expected and Actual Customer Satisfaction Regarding Royal Enfield's Features and Services. In P. Rijwani, S. Shome, & D. Danak (Ed.), BUSINESS, ECONOMY AND ENVIRONMENT: CORPORATE PERSPECTIVES (pp. 79-85). Ahmedabad: Himalaya Publishing House Pvt. Ltd.
- Vidani, J. N. (2015, December ). THE STUDY OF INVESTMENT PATTERN OF THE PEOPLE OF BHAVNAGAR DISTRICT. *The Indian Writer's e - Journal*, 1(1), 1-26.
- Vidani, J. N. (2015, December). "THE STUDY OF THE CONCEPTS OF PERSONALITY TRAITS, VALUES, SKILLS AND PERCEPTION OF DR.MANMOHANSINGH. *The Indian Writer' s e - Journal*, 1(1), 1-14.
- Vidani, J. N. (2015, December). THE STUDY OF PESTLE ANALYSIS IN KERALA STATE. *ZENITH International Journal of Multidisciplinary Research*, 5(12), 33-50.
- Vidani, J. N. (2015, November). Self Aid Group - A Preeminent way for Bucolic Female Empowerment. *International Journal of Advance Engineering and Research Development*, 2(11), 351-360.
- Vidani, J. N. (2016). IS ENTREPRENEURSHIP A GENDER BLIND (PART II). *Indian Journal of Technical Education (IJTE) - Special Issue for ICWSTCSC-2016*, 25-33.
- Vidani, J. N. (2016, December ). Roles of a Bhartiya Nari Vyapari: A Case study review Approach. *International Journal of Management, IT & Engineering*, 6(12), 328-341.
- Vidani, J. N. (2016, November). Fake Opportunities and Real Challenges of an Indian Women Entrepreneurs: A Review Approach. *International Journal of Multidisciplinary Educational Research*, 5(11(3)), 224-237.
- Vidani, J. N. (2016, September). Rural Women Entrepreneurship: "Nari Bani Vyapari". *International Journal of Management and Research*, 1, 208-213.
- Vidani, J. N. (2018). Export and Import Procedures (Vol. 1). Online: Educreation Publishing .
- Vidani, J. N. (2018). MERGER AND AQUISITIONS: A CASE FROM INDIAN TELECOM SECTOR VODAFONE & IDEA. *Compendium of Research Papers of National Conference 2018 on Leadership, Governance and Strategic Management: Key to Success* (pp. 105-108). Pune: D.Y Patil University Press.
- Vidani, J. N. (2018). Overview of Opportunities and Challenges in Marketing Strategies of Ecopreneurs for their Eco-Prenrural Products in the Markets of Saurashtra Region. In B. UNNY, D. N. BHATT, & D. S. BHATT (Ed.), *Transformation Through Strategic and Technological Interventions* (pp. 159-167). Ahmedabad: McGraw Hill Education (India) Private Limited.

- Vidani, J. N. (2019). INFLUENCER MARKETING: A NEW TREND. National Conference on "Multidisciplinary Research in Socelal Seienes & Management Studies. 6, pp. 344-353. Pune: D.Y Patil Institute of Management Studies.
- Vidani, J. N. (2020). ROLE OF WOMEN IN AGRICULTURE SECTOR OF INDIA. In P. (. Mateen, WOMEN EMPOWERMENT & ECONOMIC DEVELOPMENT (pp. 32-47). Kanpur: International Publications.
- Vidani, J. N. (2022). Digital Marketing for Business in #hashtag era (Vol. 1). Delhi, India: Publishing Expert.
- Vidani, J. N., & Das, D. S. (2021, August). A Review on Evolution of Social Media Influencer Marketing: Reflection on Consumer Behaviour and Consumer's Decision-Making Process. Turkish Online Journal of Qualitative Inquiry (TOJQI). Retrieved from <https://www.tojq.net/index.php/journal/issue/view/51>
- Vidani, J. N., & Dholakia, A. (2020). An Introspective Study on Retail Sector The Current Scenario in Gujarat and India. In R. B. Chauhan, Management and Innovation: Research Study (pp. 1-15). Kanyakumari: Cape Comorin Publisher.
- Vidani, J. N., & Pathak, K. N. (2016). A SURVEY ON AWARENESS AND SATISFACTION LEVEL OF THE CONSUMERS OF ONLINE GIFTING WITH SPECIAL REFERENCE TO AHMADABAD CITY. Governance in E-commerce: Contemporary Issues & Challenges (pp. 121-135). Ahmedabad: GTU.
- Vidani, J. N., & Plaha, N. G. (2016, November). SWACHH BHARAT: CSR INITIATIVE BY INDIAN CORPORATES. International Multidisciplinary Journal Think Different, 3(22), 44-50.
- Vidani, J. N., & Plaha, N. G. (2017). AGRIPRENEURSHIP: A REINCARNATION OF INDIAN AGRICULTURAL SECTOR. Proceedings of the International Conference on Enhancing Economic Productivity and Competitiveness through Financial and Monetary Reforms (pp. 154-159). Ahmedabad: GTU.
- Vidani, J. N., & Singh, P. K. (2017). To study the effect of marketing on awareness and the use of contraceptive pills in the rural areas with special Reference to Ahmedabad District. Services in Emerging Markets (pp. 254-265). Ahmedabad: Emerald.
- Vidani, J. N., & Solanki, N. (2015, December). THE STUDY OF FUNDAMENTAL CONCEPTS OF MANAGEMENT FOCUSING ON POSDCORB ANALYSIS - PARLE INDIA PVT. LTD. EXCEL International Journal of Multidisciplinary Management Studies, 5(12), 45-56.
- Vidani, J. N., Chack, P. K., & Rathod, D. N. (2017, February). STARTUP INDIA: A CHALLENGING WAY OF THRONES. National Conference on Startup India: Boosting Entrepreneurship (pp. 111-118). Pune: D. Y. Patil University Press.
- Vidani, J. N., Das, S., Meghrajani, I., & Singh, G. (2023, August). Influencer Marketing and Gendered Consumer Behavior: An Analysis of Clothing Purchases across Different Fashion Categories. Sodhsamhita, 137-157.

- Vidani, J. N., Meghrajani, I., & Siddarth, D. (2023, May). Unleashing the Power of Influencer Marketing: A Study on Millennial Consumer Behaviour and its Key Antecedents. *JOURNAL OF EDUCATION: RABINDRA BHARATI UNIVERSITY*, XXV(6), 99-117.
- Vidani, J., Das, S., Meghrajani, I., & Chaudasi, C. (2023). Unveiling the Influencer Appeal: A Gender-Centric Exploration of Social Media Follower Motivations. *Rabindra Bharati Journal of Philosophy*, 182-203.
- Vidani, J., Jacob, S., & Patel, M. (2019, July - September). MENTAL HEALTH START-UP: MOODCAFE. *Economic Challenger: An International Journal*, 21(84), 35-42.