

**CONSUMER PERCEPTION ON FRESH FOOD PURCHASING AT SUPER  
SHOP IN DHAKA.**

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**CONSUMER PERCEPTION ON FRESH FOOD PURCHAING AT SUPER  
SHOP IN DHAKA**

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## CERTIFICATE

This is to certify that the thesis entitled, “**CONSUMER PERCEPTION ON FRESH FOOD PURCHASING AT SUPER SHOP IN DHAKA**” submitted to the Faculty of Agribusiness Management, Sher-e-Bangla Agricultural University, Dhaka, in partial fulfillment of the requirements for the degree of **MASTER OF SCIENCE in Agribusiness and Marketing**, embodies the result of a piece of bona fide research work carried out by **FATIA TANZIN**, Registration No. **11-04673** under my supervision and guidance. No part of the thesis has been submitted for any other degree or diploma.

I further certify that any help or source of information, received during the course of this investigation has been duly acknowledged.

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## **Abstract**

Super stores are playing a key role in the field of shopping in Bangladesh. The popularity of super stores is increasing day by day in our country and consumers are becoming more habituated to buying from here. Today's consumers are also very much concern about food items. They want fresh, hygienic and healthy foods. So, super stores have become a great source for the consumers to get these items of foods. This paper is an attempt to investigate consumer perception of food purchasing at super shop in Dhaka. Survey methodology was used to collect the data from 80 respondents. The researcher analyzes data variable using percentages, frequencies, means, standard deviations, t Test and answers the research questions. The study found that many factors were responsible for this changing buying behavior such as: in store atmosphere, point of purchase display, convenience, location, product characteristics, product quality, availability of branded items, store size, store image, product variety seeking, discounts, stock outs, packaging, in store display etc. All the characteristics are subject to consideration while making a purchase. Quality of product has the most significant influence on purchasing decisions at super shop customers. Specifically planned purchase, generally planned purchase, substitute products all have an impact on impulse buying. The paper will be useful for marketing practitioners and researchers towards comprehensive understanding of the consumer's perception on super shop.

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## CHAPTER -1

### INTRODUCTION

Super stores have become a new dimension of shopping in Bangladesh. It opens the modern path to shop in the comfortable and relaxed shopping environment. It is a different type shop unlike departmental store or any type of grocery shop. It is much larger in size and in terms of quantity of products and much greater number of products are available. Consumer's perception that encompasses a *customer's* impression, awareness and/or consciousness about a company or its offerings. *Customer perception* is typically affected by advertising, reviews, public relations, social media, personal experiences and other channels. Recently, much attention has been focused on consumer fresh items shopping behavior. In developing countries, consumer fresh items shopping behavior has undergone rapid changes, because of many social and economic factors. Understanding consumers and their shopping behavior is vital for marketers to develop marketing strategies. Marketing is a complex and multifaceted phenomenon because of interlocking relationships with the various dimensions in society whether economic, political, and social. As a result, marketing outcomes are strongly correlated with consumers (who represent the demand side) and producers (who represent the supply side). Both consumers and producers, in turn, influence and are affected by economic, political and social circumstances and conditions. In addition, marketing systems have also been significant hence policies adaptation is required (Reardon et al., 2009).

#### 1.1 HISTORY OF SUPERMARKETS

Food marketing systems have been changing rapidly in the last 30 years. But this change is not the same in all parts of the world. The food marketing system in the developed world altered earlier and faster than the developing world. Supermarket diffusion in developing countries has occurred in three waves, so far, starting in the 1990s with much of South America, East Asia (outside China) and South Africa. This was followed by a second wave in the mid-to-late 1990s, including Mexico, Central America and much of Southeast Asia. In the late 1990s and early 2000s, a third wave hit China, India and Vietnam. According to Thomas Reardon, a professor at

the Department of Agricultural, Food and Resource Economics at Michigan State University, Bangladesh is part of a fourth wave that just barely has emerged in the last few years. The American researchers feel & it is likely that the diffusion of supermarkets will be quite slow for the fourth wave, compared to the first three waves. The reason is that the key socioeconomic changes necessary for a change in the retail environment are happening in Bangladesh at a pace much slower than, for example, in India.

These changes are acting as a driving force behind supermarket diffusion including increasing urbanization, increasing number of women working outside their home (which leaves them with less time for shopping of essentials), and increasing incomes per capita. Supermarkets dominate food sales in developed countries and are rapidly expanding their global presence. Supermarkets have been flourishing in developing countries, especially throughout Latin America (Reardon et al. 2003;

Codron et al. 2004; Traill 2006). Now, supermarkets control 50-75 percent of the retail food industry in countries such as Brazil and Costa Rica (Reardon, Timmer, and Berdegué 2004). Supermarkets have also been spreading from metropolitan areas to semi-urban and urban-slum areas and have evolved from providing high price luxury food items to supplying massively produced cheap canned and processed foods (Hu et al. 2004; Neven and Reardon 2004; D'Haese and van Huylenbroeck 2005; Reardon, Berdegué, and Timmer 2005; Neven et al. 2006). Currently, supermarkets are no longer shopping places for only upper and middle class households but also for relatively poor households (Hu et al. 2004; Traill 2006).

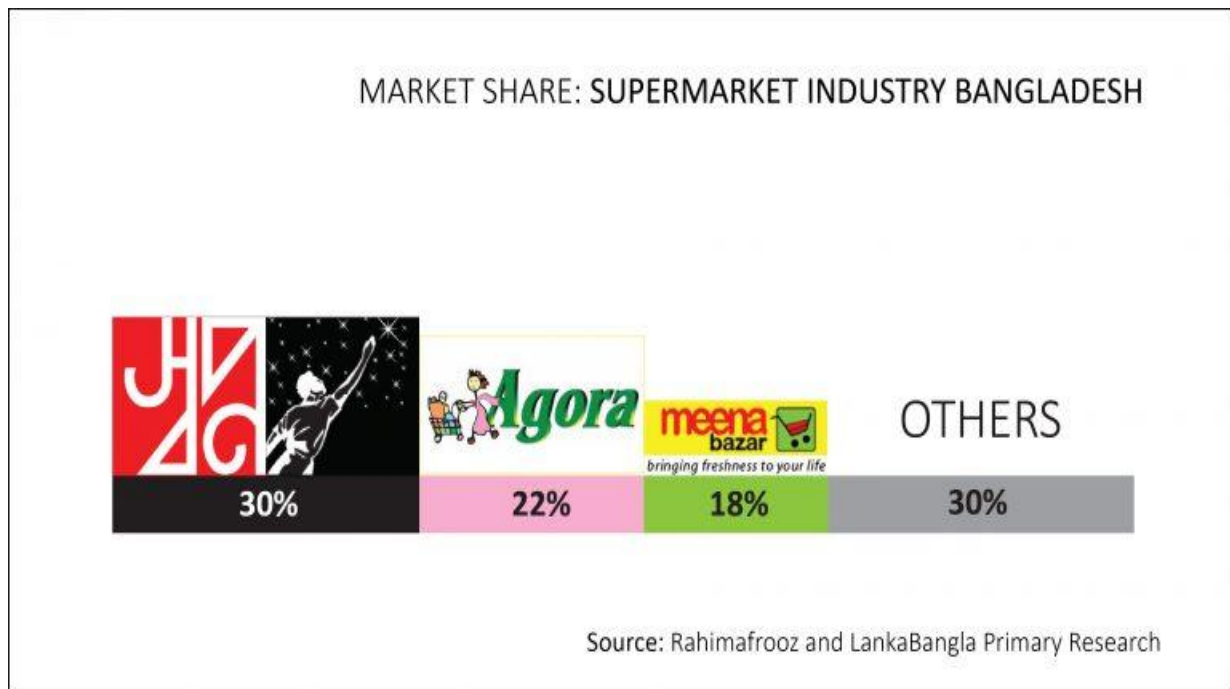
The rise of supermarkets in developing countries has received considerable attention in the development economics literature over the past few years (Reardon et al. 2003). That literature shows that (1) supermarkets are spreading quickly in urban areas; (2) supermarket chains are modernizing their product procurement systems, differentiating them from those used by traditional retailers and wholesalers. In the late nineties and early 2000, a few supermarkets have sprung up in Dhaka. Foremost among them are Agora, Meenabazar and Nandan. They can be called big departmental shops or mini supermarkets. But they also provide retailing of fresh fruits, vegetables, meat and fishes. Such markets are located only in Dhanmondi and Gulshan areas. Generally, people in higher income bracket are the customers (A M M Shawkat Ali, 2004). At present, people of mid income level also become the customers of supermarkets. Now supermarket spreads rapidly all over the country. Also people are more interested to go

supermarkets. Shopping environment is one of the main reasons of interest in supermarkets. Another reason is that all products are available in one place and it reduces time and labor of the people. This paper estimates the customer perception about supermarkets and also estimates which factors are responsible to satisfy the customers of supermarkets in Bangladesh.

## 1.2 Present situation of super market in Bangladesh:

According to the BSOA (Business supermarkets owners Associations) currently there are 121 super markets in the country. However the industry is dominated by three major players swapno (59 outlets), Agora (13 outlets) and meena bazaar (18 outlets). once a competitor nandan now holds just two stores.

In terms of distribution network and competitive prices, swapno has entrenched itself as the market leader whereas agora and Meena Bazar are viewed as market leader in terms of quality and services.



With rapid urbanization, the industry is expected to grow by almost 15 times its current size by 2021. positive economic externalities such as generation of employment via SMEs, higher food

safety and security, price stability and inclusive business development are expected to accompany this growth.

### **1.3 Why customers prefer supermarkets**

There are numerous advantages for customers shopping at supermarkets versus traditional grocery stores, which explains the enormous popularity of supermarkets. The self-serving model makes shopping much more comfortable and convenient for customers as it allows them to take their time and examine as many items as they like without feeling pressured to buy them. According to a study by RobakaShamsher, assistant professor at Chittagong Independent University, customers dislike traditional markets for their untidy atmosphere, lack of hygiene, insufficient space to move, disorganized arrangement of products, bargaining process, inconsistent prices, all of which cause unnecessary stress for customers. The report, titled “Growth of super stores in Bangladesh – a theoretical framework,” shared the study’s findings, one of which is that shopping in “kitchen markets” is no longer a pleasant experience but rather a nightmare for shoppers. As a result, home service is gaining in popularity among customers in the country. At regular shops, customers are being deceived everyday by shopkeepers selling inferior products, charging excessive price, based on incorrect measurement. The study also identified that shopkeepers in traditional markets form one kind of syndicate and dominate the market like a monopoly would. As a result, consumers turn to modern and well-decorated superstores with better facilities, friendly staff, and a pleasant atmosphere. Superstores also provide a safe and “hassle-free environment for women, who otherwise feel uncomfortable shopping in crowded markets,” the report added.

### **1.4 Rational/ Justification of the study**

The above review reveals a good number of studies have been conducted factors influencing and customer satisfaction on loyalty and price of food at super shop but very limited numbers of research have been conducted on consumer perception about fresh food purchasing at super shop. At present a large no. of city dwellers prefer to purchase at super shop though here price is

too high. What is the reason to purchase from here? This study will be helpful to find out consumer perceptions about fresh food purchasing from super shop.

### **1.5 Objectives:**

- To assess the customer preferences on product selection on super shop in Dhaka
- To determine which marketing mix factors are responsible to influence purchasing decisions of the customers of super shop in Bangladesh.
- To find out problem and prospect of fresh food purchasing at super shop.

### **1.6 Structure of the study**

The study consists of five chapters which have been organized in the following sequence. First chapter gives a brief introduction of the study. Chapter two presents a brief review of literatures related to the study. Chapter three gives an insight of the methodology used to complete the study. Chapter four describes the results of the study. Lastly, chapter five presents the summary, conclusion and recommendation.

## CHAPTER- 2

### Review of Literature

Review of literature is a crucial part as it gives an insight of the previous research work which provides knowledge and information related to proposed research. This information and knowledge give a guideline in designing and validating the future problems and existing findings. Past literature works related to the present study have been reviewed for this purpose in this chapter

#### 2.1. Consumer Perception

1) **Eastwood, D.B, (1985)1:** The concept of consumer needs to be understood before getting an insight about the behavior and perceptions of consumer. Thus, ‘A consumer unit is one or more persons who collectively generate income and allocate it for consumption among the members of the unit’ .Making it more clear it can be said that the term customer unit refers domiciliary which includes individuals, ancestry and those who are living together.

2) **(Zeithaml, 1996)2:** Perceptions of Consumers’ about a brand are positively enhanced and dampen with increasing levels of perceived quality and with increasing levels of endure they ambience respectively. For instance, customers’ judgments of quality are likely to be affected by the quality suggested by such exotic cues as brand name and price. Brand name, price, store

name/image, and country of origin have also been identified by researchers as extrinsic cues to (quality) perceptions (Teas and Agarwal, 2000).

Above literatures show that in all cases, consumer focus on quality item and of course which are reasonable price.

## **2.2 Fresh Food Characteristics**

Four basic issues related to fresh food attributes which can attract customer purchase decisions are quality, price, availability and reliability. Sloan et al. (1984) argued that the quality of goods upheld a degree of freshness. Freshness is often cited as one of the most influential variables impacting on the consumers' decision to purchase fresh food (Munoz 1998; Verbeke&Viane 1999) and vice versa. Consumers are willing to pay more to purchase the quality food that they demand and will change if the quality is not up to expectation (Steen Kamp & Van Trijp, 1989). In line with quality, price also informs consumers about the value of the product that ultimately brings satisfaction to the consumer. This is based on Trappey& Lai's (1997) argumentation that retail outlets offering 21 good quality products at a lower price will attract more consumers and highly motivates consumers to buy goods from hypermarkets (Farhangmehr et al. 2000). Another core element relating to fresh food attributes concerns stock availability for consumers and Goldman et al. (1999) further added more choice and variety of fresh foods. Zinkhan et al.(1999) reported that the majority of consumers shopped for fresh products at hypermarkets because of the variety of products available. Some regarded hypermarkets as product specialists that provide a selection of products from a narrow to a broad range of items. Farhangmehr et al. (2000) found that some consumers also preferred to shop at a hypermarket because everything is 'under one roof'.

### **a) Freshness**

With regard to this attribute, Kennedy et al. (2004) deduced that product appearance, which comprises colour and the physical appearance, is used in order to judge freshness. Product



appearance will determine its freshness, as at the time of purchase, consumers rely entirely on their visual cues. In fact, the freshness of frozen meat or fish is important from health perspectives and several methods have been established to determine it. It is argued that weather affects the quality of vegetables, meat or fish sold in the open market, especially in hot tropical Countries compared to countries with four seasons. In another vein, Goldman & Hino (2004) added that, in the developed countries, many consumers emphasized fresh products in their food preparation and hypermarkets and supermarkets are their options.

## **b) Quality**

Sloan et al. (1984) and Steenkamp and Van Trijp (1989) manifest that consumers generally are becoming more demanding of food quality along with increasing individual and family income and are willing to pay more. With more consumers having a higher education and being more practical, Farhangmehr et al. (2000) and Baltas&Papastathopoulou (2003) contended that customers have a greater concern for quality and price when purchasing food products. Quality and taste were cited as the most important criteria in selecting fresh meat in Scotland and the majority of participants in their study recognized that there was a difference in the quality of fresh meat between retail stores and hypermarkets. In contrast, Zinkhan et al. (1999) stated that the fresh meat available from traditional markets was of a higher quality compared to that available in the hypermarkets and the majority of their survey respondents cited the quality and freshness of fresh produce as the most important reason that they shopped at traditional markets. Quality has different interpretations according to different people and (Goldman & Hino 2004) using a different style in determining it leads consumers to buy their fresh food at a particular place (Zinkhan et al., 1999). According to Gomez et al., (2004), quality is seen as “a satisfaction in maintaining the freshness of the products” and improvements in quality have a positive impact on satisfaction, while reductions in quality of the same magnitude have a significantly greater chance of reducing satisfaction

**c) Price**

Price is a powerful and convincing tool to attract consumers to purchase from a particular retail outlet. According to Pride et al. (2005), it is a tool which informs consumers about the value of the product and value ultimately brings satisfaction to the consumer. Competitive price was mentioned as a reason for consumers to buy their fresh food from other retail outlets, and retail outlets which offer good quality products at a lower price will attract more consumers. Trappey& Lai (1997) stated that offering lower prices is an important reason for consumers to shop and motivates them buy products from hypermarkets instead of at supermarkets and for higher prices at the traditional markets (Farhangmehr et al. 2000; Hsu and Chang 2002). Pricing was found to be one of the most important attributes in grocery-shopping decisions and determinants of different customer groups (Carpenter & Moore, 2006; Baltas&Papastathopoulou, 2003). Consumers can be inelastic to price

23 changes for grocery purchases and price has a great effect on the value of the store (Sirohi et al., 1998). On the other hand, price was the weakest predictor of shopping and spending behaviour among consumers of supermarket chains in the USA. Although a supermarket is a self-service, it is certain that the service provisions to the customer in terms of the fresh produce area, bakery, cashiers and others are considered an important attribute.

**d) Availability**

In the hypermarkets, there are various stalls that sell fresh food and chicken, fruit and vegetables, fish, traditional cakes and several other ready food items. Traditional markets were viewed as 'fresh food supermarkets', providing one stop shopping for a large variety of fresh foods (Goldman et al. 1999). Hypermarket outlets are capable of offering a wide variety of food and non-food items to the consumers. The advantage of shopping at hypermarkets is that customers can buy other items at the same time. Farhangmehr et al. (2000) confirmed that Portuguese consumers preferred to shop at modern retail outlets because of the possibility of buying everything under one roof. When asked why they shop at shopping malls, the majority of

respondents in Malaysia cited the variety of shops and products as the main criteria to shop in modern retail outlets (Mui et al. 2003). Supermarkets and hypermarkets are the preferred place for shopping in general

### **2.3 Consumer Buying Behavior**

3) (**Bhattacharya, C.B. & Sen, S., 2003**)**3**: Customer behavior advert to the mental , emotional process and the noticeable behavior of customers during searching, buying and post consumption of a product or service. It includes study of how people buy, what, when and why they purchase. It amalgam the aspects from Psychology, Sociology, Socio psychology, Anthropology and Economics. And also tries to evaluate the access on the customers from groups such as ancestry, friends, reference groups and society in general.

4) ( **Aaker, D. J. & Joachimsthaler, E ,2000**)**4**: Checking the inducement of brand names Consumers can either be subjective or objective. The decisions of customers are also yield by retail stores selling the products. Sales or the service of the sales ladies or the clerks could be determined by the package or visual appeal of the retail outlet. moreover, consumers may select distinct products/brands not only because these products gives the functional or performance benefits expected, but also because products can be utilized to absolute consumers' personality, social dignity or alliance (symbolic purposes) or to fulfill their internal psychological needs, such as the need for difference or newness

### **2.4 The Concept of Superstore**

A “superstore”, also recognized as supermarket or supershop, is a marketplace where a variety of products are being sold – such as groceries, electronic items, dry foods, household goods and utensils, fish and meat, clothing and so on (Monthly Business Review, 2017). Ushantha, Wijeratne, and Achchuthan (2014) defined superstore as a store which is self-service oriented and physically arranged with numerous departments to make sure the wide variety of food and grocery items. This format of retail store is typically smaller in size with respect to hypermarket

and bigger in size compare to traditional grocery shop. This is one of the formats of organized retailing. So far in 1916, the first ever superstore was established by Clarence Saunders in the name of “Piggly Wiggly” (Monthly Business Review, 2017). Since then, the world, especially developed countries, has witnessed the gradual evolution of superstores phase by phase. The diffusion of superstores in the developing countries took place in three waves, commencing from the early 1990s (Bachmann, 2008). The countries like Latin America, South Africa, and East Asia (except China) experienced with the first wave of the diffusion of superstores. In the second phase, the wave started from mid-to-late 1990s and hits Mexico, Southeast Asia (except Vietnam), and Central America. Started from late 1990s to early 2000s, the third wave strikes the countries like India, China, and Vietnam

## **2.5 Superstore Retailing in Bangladesh**

According to Reardon, Timmer, and Berdegue (2004), by introducing the operation of ever first superstore “Agora” in the year 2001, Bangladesh has become exposed to the fourth wave of superstore diffusion along with Bolivia, Colombia, and certain countries in the West Africa. After the commencement of the superstore operation in Bangladesh, the growth of the industry was quite slow since the initial target customers were from the upper income group of the society. As per the prediction of industrial experts, with the incremental sale growth of 30 percent per annum, the superstore industry will experience with the turnover of \$2.6 billion by the year 2021 (Gain Report, 2013). In the last 14 years Bangladesh has witnessed a revolutionary change in the retail landscape with the evolution of superstore retailing and it is expected that the organized retail industry will move forward to become the next emerging sector in the economy of Bangladesh after readymade garments (Datta, 2018). Including superstore, the retail industry alone has a remarkable impact in the economy of Bangladesh by contributing 41% of the country’s GDP and reducing unemployment rate by accommodating 20% of the country’s labor force (The Daily Star, 2016). In the same vein, the superstore industry of Bangladesh

contributes solely in boosting up the economy by enhancing the job facilities for the people since each single outlet accommodates at least 50 workers on an average (Arif, 2013). Though the industry has started its journey targeting the upper segment of the customers, the focus has now been shifted towards the middle class of the society after the commencement of the operation of the superstore “Shwapno” in the year 2008. Monthly Business Review (2017) reported that right now the superstore industry of Bangladesh consists of total 121 outlets and most of them are operated by the leading four retailers in the name of Agora, Meenabazar, Pricebazar, and Shwapno, in the order of their year of establishments.

## **2.6 Review of Previous Studies from the Superstore Context of Bangladesh**

Ahmed (2007) examined the consumer attitude towards traditional shopping centers vs. modernized shopping centers (superstores) in Bangladesh with a particular focus on Khulna city. Data gathered from 75 households by using area based sampling technique. Through frequency analysis, the outcomes of the study revealed that people from private sectors and business holders visited superstores more compare to govt. employees. Frequency of visit in the superstores tends to increase with the increment of family income whereas the reverse Scenario prevails for traditional shopping centers. Availability of fresh and authentic products is the main issue considered by the customers to prefer superstores over traditional shopping centers. In their study, Datta&Chakraborty (2009) conducted a study to identify the determining factors of customer loyalty towards superstores in Bangladesh. In doing so, the authors undertaken the theoretical framework of loyalty suggested by Oliver (1999). Data were collected from 150 customers who visited Agora, Nandon, and Value plus superstores. Findings of the study illustrated that at the cognitive level of loyalty towards superstores, cost and benefit issues became important to customers, whereas at the affective level, they had positive attitude with satisfaction. With a better satisfaction, customers tend to recommend the store to their friends and family at the cognitive stage of loyalty, which in turn demonstrated in their frequency of visits (action loyalty).

Tinne (2011) conducted a study to ascertain the influencing factors in determining the behavior of consumers with respect to impulse buying in the superstore context of Bangladesh. Through literature review, the author identified 10 influencing issues that might lead to exhibit impulse

buying behavior. Later on, by conducting factor analysis, the study extracted four factors (pricing strategies, store characteristics, situational factors, and promotional activities) that are expected to influence consumers' impulse buying demonstration while shopping at superstores. Though the study developed a hypothesis focusing on the effect of all identified factors over impulse buying behavior, no statistical inference was tested. In their study, Jahan and Noor (2012) statistically tested the relationships between marketing mix elements (along with services) and store image of Meenabazar superstore in Bangladesh. Findings of the study revealed that all the marketing mix elements with their corresponding items exerted significant influence on overall image of the store except comfortable and friendly environment elements. However, all the regression models were tested separately rather than under an integrated model. Moreover, this study also identified three most important issues, namely ease of shopping, sense of quality product, and feeling of being higher social class, that customers considered in case of selecting Meenabazar as a shopping destination as first, second, and third in their order of important.

Kashem and Islam (2012) carried out a study focusing on the factors influencing the satisfaction of the superstore customers in Bangladesh. Based on eight measurement items identified from literature, authors collected primary data from the fifty (50) customers of five superstores in Chattogram. By deploying a principal component analysis with varimax rotation technique, the study identified three factors, in the name of products factor, store service factor, and customer facilities factor, that might affect the satisfaction of the customers. However, the study did not take any attempt to test the significant effect of these three identified factors on customer satisfaction. In the same year, Kashem (2012) solely conducted another study to investigate the consumer attitude and behavior toward superstores in Bangladesh. Data were collected from 50 customers who visited five superstores in Chattogram city. Data were analyzed against the demographic variables (e.g. age, gender, education, marital status, use of credit card). Frequency analysis revealed that most of the visited customers (80%) were from the young generational cohort (Generation Y) as of 2012 the age range of whom in between 18 to 37 years. Besides, consumer behavior related variables also scrutinized such as purchase reasons by age, store wise mostly purchasing products, and customer level of satisfaction for each stores. Based on the assessment of own customers, Meenabazar became number one according to the high level of satisfaction of its customers followed by Agora, Shwapno, Khulshi Mart, and Well Mart.

However, no inferential statistical test was done by the study, and hence the results cannot be generalized to the population. Focusing on green marketing issue, Masum, Amin, and Faruky (2012) conducted a study to ascertain the state of the superstores in offering store brand agricultural products in Bangladesh. Data was gathered from 180 respondents who visited 10 different superstores in Dhaka city. In addition, 10 store personnel also contacted from these 10 different stores to get their opinions in green marketing practices. Results illustrated that among the participants only 30% had the idea of green marketing and the remaining 70% did not have any information. This awareness level regarding green marketing was very low for both customers as well as store officials. The study also revealed that the awareness about green marketing is higher among the male customers, young customers with the age of less than 25 years, and customers with income less than Tk. 15,000 per month. Besides, customers were not fully confident about the capacity of the superstores to ensure the environmentally friendly products. However, customers had positive attitude towards green marketing as they were not price sensitive to have an environmentally friendly product. The study deployed t-test and chi-square test to arrive at conclusion but did not analyze any path coefficient to check the significant association among the used variables.

## **CHAPTER-3**

### **METHODOLOGY**

#### **3.1 .Introduction**

Research depends on the implementation of appropriate methodology and the accuracy of the primary data. The objectives of the study determine the nature of primary data to be collected. There are various methods of data collection. Survey method was used in this study for collecting primary data for the following reasons.

- Survey method is relatively easy to administer.
- Can be created in less time contrasted with other information gathering techniques.
- Cost-effective, practical and has extensive applicability.

- Equipped for gathering information from a large number of respondents

This method of data collection has some drawback like the investigator has to rely on the memory of customers which create some problem. Most customers are busy and they do not give me more information for the reasons of time shortage. Repeated visit was made to the study area and collecting more information from other customers to obtain the missing information and to reduce the severity of any misinformation. The methodology involved in this study is described below in chronological order.

### **3.2 Selection of the study area**

Superstore research requires selection of an area where the research data is collected and the research is done. This research was conducted in Dhaka city. I was collecting data from the superstore at shewrapara,sher-e-banglanagar, mohammadpur area. Anurag,Sopno,. The customers were randomly selected for data collection purpose. The main reasons for selecting the area for data collection purpose were-

- a. There was not any study done on this research topic in that area.
- b. Here variety income earning people are remained.
- e. Easy accessibility and good communication facilities in the area

### **3.3 Sampling technique and sample size**

Two factors were considered in selecting samples for a study area. The sample size should be large enough to follow for adequate degrees of freedom in the statistical analysis. Administration of field research, processing and analysis of data should be manageable within the limited resource available. It was impossible to include all the superstore customers in Dhaka because they were randomly scattered in a huge area. Money and time was also limited for the study. Total 80 customers were selected purposively.

### **3.4 Preparation of the survey schedule**

A draft questionnaire was prepared for collecting data from the sample respondents by keeping the objectives in mind. The questionnaire was pre-tested by interviewing some customers who



purchasing at super shop. Necessary modifications, additions and alternations were made and then the draft questionnaire was finalized.



Figure 3.1. A map of Dhaka district showing selected area of Dhaka

### 3.5 Period of the study

Data were collected during the period of March to April in 2019 through direct interview with the customers. Data relating to inputs and outputs were obtained by making time to time visit in the study area.

### 3.6 Data collection method

Required data were collected through survey by interviewing customers who were purchasing food item at super shop.. The selected customers were contacted first so that they could be interviewed according to their convenient time. During interview, the researcher systematically asked questions and explained the purpose of the study for better understanding. The interviewer

told the customers the study was properly academic. When interview was over, the interview schedule was rechecked to ensure that each of the required information was collected properly.

### **3.7 Processing, tabulation and analysis of data**

The collected data were coded and edited manually. After that all the collected data were scrutinized and summarized very carefully. Data entry was done in computer and analysis was done accordingly in computer. The information was first collected in local units and then it was converted into international standard units.

### **3.8 Analytical technique**

Several analytical techniques were used to meet particular research objectives. The collected data was analyzed using Microsoft Excel and SPSS because they are very popular and widely used. Result of the study is presented in chapter four and the results of respondents are presented as follows:

- 1) Descriptive statistics (frequencies, percentage, mean, standard deviation) were used to Describe general characteristics of demographic and consumers 'purchasing decisions at super shop
- 2) T test was employed to test hypotheses regarding therelationship between consumers'behavior and purchasing decisions, and marketing mix factors and purchasing decisions for the question.

#### **The Variable Measurement:**

The researcher defined the criteria to measure the level of variables using five.Level-Liker's scale. In the discussion of the results, the variable value was defined byUtilizing width of class interval (Lind, Marchal, &Wathon, 2003) as follows:

$$\begin{aligned} \text{Interval width of each level} &= \frac{\text{the highest score} - \text{the lowest score}}{\text{Interval number}} \\ &= \frac{5-1}{5} \\ &= 0.80 \end{aligned}$$

Therefore, the result of the data analysis regarding each variable was

Defined using the following classification:

Strongly Agree = 5

Agree = 4

Rather Agree = 3

Disagree = 2

Strongly Disagree = 1

Table width of class interval

Strongly agree (5)	Agree (4)	Neither agree nor disagree (3)	Disagree (2)	Strongly disagree (1)
4.21-5	3.41-4.20	2.61-3.40	1.81-2.60	1.00-1.80

### **3.9 Limitations of the study**

This present study was conducted regarding super shop marketing and the data was collected in store. There were some problems during data collection. Some of the problems were-

a. Researcher had to conduct this study in a limited time period which was not enough to conduct an in-depth study.

b. Researcher also did not have any funding for this research. For this reason, it was not possible to cover big area.

### **3.10 Ethical issues**

Researcher tried to follow all the ethical issues related to the study. Researcher booked an appointment before interviews of the farmers and farmers were well informed about the purpose of the study. Additionally, farmers were ensured that their information would be used only for the completion of thesis paper and would not be used for other purposes. The collected data were preserved in a password protected

## CHAPTER-4

### RESULT AND DISSCUSSION

#### 4.1.1 Gender

From the table 1, out of the total number of 80 respondents, 31 respondents are male which represent 38.8% and 49 respondents are female which represent 61.3% of total respondent. Data showed that a large no. of female prefer super shop than male.

**Table4. 1: Gender distribution of respondents**

Gender	Frequency	Percent	Valid percent	Cumulative Percent
Male	31	38.8	38.8	38.8
Female	49	61.3	61.3	100.0
Total	80	100.0	100.0	

(Source: Field survey 2019)

#### 4.2.1 Age structure of sample customers

The respondents of super shop were classified into six categories such as 18-24 years, 25-34 years, 35-44 years, 45-54 years, 55-64 years and 65 years and above. Table 4.2 shows that out of total customers, 12.5% fall into 18-24 years group, 31.3% are between 25-34 years, 33.8% fall into 35-44 years, 12.5% fall into 45-54 years, 6.3% fall into 55-64 years and 3.8% customers belong to between 65 years and above age group. In the survey it is found out that here age of 35-44 years customers are huge than other ages of customers.

**Table: 4.2. Distribution of sample customers according to age group**

Age				
	N=80	Percent	Valid Percent	Cumulative Percent
18-24 years	10	12.5	12.5	12.5
25-34 years	25	31.3	31.3	43.8
35-44 years	27	33.8	33.8	77.5
45-54 years	10	12.5	12.5	90.0
55-64 years	5	6.3	6.3	96.3
65-above	3	3.8	3.8	100.0
Total	80	100.0	100.0	

(Source: Field survey 2019)

### 4.3.1. Marital Status

Marital status of the respondent is a significant factor that affects the lifestyle and economic activities of a family. Customers were coded as Married = 1, Unmarried = 2 and divorced= 3 for analysis purpose. Table 4.3 shows that 49% customers are married, 28% customers are unmarried and 3% fall into divorced category in the study area.

**Table 4.3 Marital status of the respondent**

Marital status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	49	61.3	61.3	61.3
Unmarried	28	35.0	35.0	96.3
Divorced	3	3.8	3.8	100.0
Total	80	100.0	100.0	

(Source: Field survey, 2019)

#### 4.4.1 Occupation of the customers

In the study area, customers were engaged in various types of occupation like crop housewife, business, paid employment, student and retired persons. In the table 4.4 here we can show that 30% respondents are housewife, 12.5% customers are business, 31.3% customers are paid employment, 18.8% customers are student and 7.5% are customers are retired person of the total 80 respondents.

**Table 4.4 Customer's occupations:**

<b>Occupation</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Housewife	24	30.0	30.0	30.0
Business	10	12.5	12.5	42.5
paid employment	25	31.3	31.3	73.8
Student	15	18.8	18.8	92.5
Retired	6	7.5	7.5	100.0
Total	80	100.0	100.0	

(Source: Field survey, 2019)



#### 4.5.1 Household income of the customers:

At the no. of 80 respondents of the super shop here 6.3% respondent's income is less than TK. 10000, 18.8% respondent's income is under TK. 10000-20000, 18.8% respondents income is under tk. 20000-30000, 56.3% respondents income is more than 30000.

**Table 4.5 Household income**

Income group/Category	N=80	Percent	Valid Percent	Cumulative Percent
less than 10000	5	6.3	6.3	6.3
TK. 10000-20000	15	18.8	18.8	25.0
TK 20000-30000	15	18.8	18.8	43.8
more than 30000	45	56.3	56.3	100.0
Total	80	100.0	100.0	

(Source: Field survey, 2019)

#### 4.6.1 Educational status of the respondents

Education helps individuals to develop the capacity of understanding their environment and improve rational insight of life. Education influences customers to understand new shopping pattern and adopt the new one. The farmers were classified into four categories such as primary, secondary, higher secondary and graduate/post graduate for research purpose. Literacy of respondents were coded for analyzing purpose as primary = 1, Secondary = 2, Higher secondary = 3, Graduate = 4 and post graduate=5. Table 4.5 shows that 11.3% customers have primary education, 10% customers have secondary education, 12.5% have higher secondary education, 47.5% customers have degree and 18.8% customers have post graduate degree. We find that a large super shop customers are highly educated.

**Table 4.6 Educational status**

Educational level	Frequency	Percent	Valid Percent	Cumulative Percent
Primary	9	11.3	11.3	11.3
Secondary	8	10.0	10.0	21.3
Higher Secondary	10	12.5	12.5	33.8
Degree	38	47.5	47.5	81.3
post graduate	15	18.8	18.8	100.0
Total	80	100.0	100.0	

(Source: Field survey, 2019)

#### 4.7.1. Decision in choosing Super shop

Dividing how respondents who make decisions in using either product or service from a super shop into 6 groups near the house, Has a good reputation, provides a good services, Provides a good product, offers a good price and others.

Table 4.7 Decision in choosing super shop of respondents

Decision for choosing super shop	Frequency	Percent	Valid Percent	Cumulative Percent
Near the house	30	37.5	37.5	37.5
Has a good reputation	10	12.5	12.5	50
Provides a good services	10	12.5	12.5	62.5
Provides a good product	20	25	25	87.5
Offers a good price	8	10.0	10.0	97.5
Others	2	2.5	2.5	100.0
Total	80	100.0	100.0	

(Source: Field survey 2019)

The result from Table 4.7 shows that the majority of respondents decided to purchase either products or services from super shop for the reason that it is near the respondents house (37.5%)supershop provides a good product(25%), supershophas a good reputation(12.5%),supershop provides a good services (12.5%),supershopoffersgood price(10%) and others (2.5%) respectively.For the other reasons that the respondents specified in the

questionnaires were that they decided to purchase by accidently when they just walked near the supershop, the supershop provides unique products which were in a needing of their family or they had personal relationship with the supershop.

#### 4.8.1. Decision in changing super shop

There are many reasons respondents change the super shop which are categorized into 6 groups including, respondents not satisfied with the shops services, Has less variety of product, inconvenient with the shop location, unreasonable prices or services fees, supershop respondents are not satisfied with the service from shops staff and others.

Table 4.8 Shows frequency distribution by decision in changing super shop.

Reasons for changing supershop	N=80	Percent	Valid Percent	Cumulative Percent
Is not satisfied with the shops service	5	6.3	6.3	6.3
Has less variety of product	15	18.8	18.8	25.0
Is not convenient with the shop location	20	25.0	25.0	50.0
Unreasonable prices or service fees	30	37.5	37.5	87.5
Is not satisfied with the service from shops staff	5	6.3	6.3	93.8
Others	5	6.3	6.3	100.0
Total	80	100.0	100.0	

(Source: Field survey, 2019)

Table 4.11 shows that majority of the respondents changed the Super shop for the reason that it has unreasonable prices or service fees (37.5%) followed by not convenient with the shop location (25%), has less variety of product (18.8%), inconvenient with the shop location (16.2%), respondents are not satisfied with the service from shop's staff (6.3%), and other reasons (6.3%) respectively. The other reasons that specified by the respondents that, the retailer was no longer provide the specific products or services that they needed, or they was convinced with their family members to choose the other retailers.

#### **4.9.1 Quality of Fresh Items**

Quality is a term with a meaning depending on the background of the person using this term. The term quality is very ambiguous, if not contradictory, when used by different persons or even by the same person in different instances. The definition of quality as agreed on by most people working in the area of food quality. The International Organization of Standardization (ISO) supplies us with the most popular and probably the only definition on food quality agreed on by almost all people coming from different backgrounds and working in this area, in politics, industry or sciences, defining quality as: 'the totality of features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs' (ISO 8402)

#### **4.10.1 The Criteria in Definition of Quality of Fresh Items**

The demand for quality products are determined by different sets of variables. Every consumer perceives quality differently so it is normal to find that one consumer's utility would increase as particular quality attribute increases, whereas another consumer's utility decreases for the same quality (Kimenju et al., 2008). Demand for products therefore depends on an individual's perceived qualities, which are subjective implying the demand is influenced by an individual's knowledge and perception of that quality as well as product attributes or characteristics associated with the quality.

**Marketing mix factors:** There are some marketing mix factors taking under this study

Product	Price	Place	Promotion
Quality	Low Price	Location	Advertising
Variety		Layout	
Fresh product		Inventory	
Features		Hygiene	
New product			

#### 4.11.1 Consumer perception on Influence Purchasing Decisions on marketing mix factors

The factors that influence the consumer purchasing decision according to marketing mix factors, which are product, price, place, and promotion, and then let the respondents rate how they placed importance on each actor when needed to make a decision on which retailer would be selected as per the following classification:

Width of class interval

4.21-5.00 = strongly agree

3.41-4.20 = Agree

2.61-3.40 = Rather agree

1.81-2.60 = Disagree

1.00-1.80 = strongly disagree

**Table 4.11** General Characteristics of consumers purchasing decisions

Purchasing Decision	N=80	Mean	Std. Error	Standard	Relative degree
				Deviation	
The store has good quality products	80	4.2125	.14308	1.27977	Strongly agree
the store has variety of product	80	3.3500	.14463	1.29361	Neither agree nor disagree
The store sells fresh products	80	3.5250	.13891	1.24245	Agree
The store own products are of good quality	80	3.4375	.14325	1.28125	Agree
The store has new product	80	3.2125	.15477	1.38430	Neither agree nor disagree
The store has a well organized layout	80	3.0125	.15457	1.38247	Neither agree nor disagree
The Store has a very convenient location	80	3.5500	.14659	1.31110	Agree
It is easy to search items in this store	80	3.4250	.15789	1.41220	Agree
The store offer everything under on roof	80	3.3000	.13241	1.18429	Neither agree nor disagree
The store has hygiene of place	80	3.0625	.14598	1.30572	Neither agree nor disagree

The store product is not rotten	80	3.1125	.14119	1.26285	Neither agree nor disagree
A good advertisement	80	3.0625	.15131	1.35332	Neither agree nor disagree
the store offer low prices	80	2.60	.14817	1.32527	Disagree
Valid N (leastwise)	80				

(Source: Field survey, 2019)

Table 4.12 illustrates that the respondents agreed that the marketing mix factors had an influence towards purchasing decisions. The majority of the total respondents gave importance to quality of product when needing to make a decision which retailer would be selected (  $X = 4.2125$ ), followed by a good location (  $X = 3.55$ ), sells fresh product( $X=3.52$ ), the store own products are of good quality ( $X=3.4375$ ), Easy to search item(  $X = 3.4250$ ), Everything under on roof (  $X = 3.3$ ), new product(  $X = 3.2125$ ), not rotten (  $X = 3.1125$ ), good advertisement (  $X = 3.0625$ ), hygiene of place(  $X = 3.0625$ ), organized layout(  $X = 3.0125$ ), and offer low price (  $X = 2.60$ )

#### 4.12.1. Testing hypotheses

Hypotheses: there is a significant relationship between demographic factors and consumers' purchasing decisions at super shop in Dhaka city.

H0: There is not a significant relationship between consumer perceptions on marketing mix factors and Consumers' purchasing decisions.

H1: There is a significant relationship between consumer perceptions on marketing mix factors and Consumers' purchasing decisions



**Table 4.12.1. The relationship between consumer perceptions on marketing mix factors and Consumers' purchasing decisions.**

Consumer perceptions on marketing mix factors and Consumers' purchasing decisions.	Unstandardized coefficients		standardized coefficients	t	sig
	B	Standard error	Beta		
The store has good quality products	1.36	0.272	0.025	1.49	0.001
the store has variety of product	0.081	0.054	0.082	0.663	0.013
The store sells fresh products	0.30	0.05	0.36	2.453	0.137
The store own products are of good quality	0.161	0.066	0.153	2.619	0.203
The store has new product	0.158	0.060	0.173	1.19	0.085
The store has a well-organized layout	0.06	0.050	0.067	0.324	0.123
The Store has a very convenient location	0.17	0.053	0.019	1.373	0.003
It is easy to search items in this store	0.077	0.046	0.078	0.779	0.123
The store offer everything under on roof	0.23	0.046	0.044	1.143	0.058
The store has hygiene of place	0.27	0.033	0.069	2.5	0.090
The store product is not rotten	0.12	0.056	0.18	1.14	0.059
A good advertisement	0.145	0.272	0.081	1.25	0.233

(Source: Field survey, 2019)

Table illustrates the relationship between consumer perception on marketing mix factors and consumers purchasing decisions as per the following details:

- 1) The relationship between quality of products and consumers purchasing decisions has sig. at .001 which is less than .05. It shows that the quality of product has significant influence on purchasing decisions.
- 2) The relationship between fresh products and consumers purchasing decisions has sig. at 0.013 which is less than 0.05. It shows that the fresh product has significant influence on purchasing decisions.
- 3) The relationship between variety of product and consumers purchasing decisions has sig. at .137 which is greater than .05. It shows that the variety of product has no significant influence on purchasing decisions.
- 4) The relationship between good quality products and consumers purchasing decision has sig. at .203 which is greater than .05. It shows that the good quality products have no significant influence on purchasing decisions.
- 5) The relationship between the store has new product and consumers purchasing decision has sig. at .085 which is greater than .05. It shows that new product have no significant influence on purchasing decisions.
- 6) The relationship between well-organized layout and consumers purchasing decision has sig. at .123 which is greater than .05. It shows that well organized layout have no significant influence on purchasing decisions.
- 7) The relationship between convenient location and consumers purchasing decision has sig. at .03 which is less than .05. It shows that convenient location have significant influence on purchasing decisions.
- 8) The relationship between easy to search items and consumers purchasing decision has sig. at .123 which is greater than 0.05. It shows that easy to search item have no significant influence on purchasing decisions.
- 9) The relationship between store offers everything on a roof and consumers purchasing decision has sig. at .058 which is greater than .05. It shows that the store offer everything has no significant influence on purchasing decisions.

10) The relationship between hygiene of place and consumers purchasing decision has sig. at .09 which is greater than .05. It shows that hygiene of place has no significant influence on purchasing decisions.

11) The relationship between products not rotten and consumers purchasing decision has sig. at .059 which is greater than .05. It shows that products not rotten has no significant influence on purchasing decisions.

12) The relationship between advertisement and consumers purchasing decision has sig. at .233 which is greater than .05. It shows that the advertisement has no significant influence on purchasing decisions

Super shop retailers with outstanding product quality can draw tremendous attraction to the consumers. Consumers tend to seek out products that are safe for their and will not have long term effect or impact. Fresh product and convenient location is also influence consumers on purchasing on that super shop.

However, the consumers do not place much importance on the variety of products and new product launched. The place of car parking, hygiene of place is not the main factors that the consumers consider when they need or want to purchase. In addition sales promotion does not make much impact on the consumer's perception about super shop.

#### **4.13.1 Prospect for Expansion**

Regarding prospects for future growth and expansion the respondents gave their view regarding product variety and delivery. The customer assessment of the product variety and delivery was shown using a 5-points likert scale (1: strongly agree and 5: strongly disagree) in Table. The respondents believe that the product variety should be increased where mean ( $X=4.1125$ ) and they should provide more branded products where mean ( $X=4.3125$ ). Interestingly the respondents think that superstores should introduce more variety of perishable goods which mean ( $X=4.6250$ ). From the mean value we also see that the respondents have almost strongly agreed for the above mentioned statements.



Table 4.13: Customers view regarding product variety and delivery

Descriptive Statistics			
Items	N=80	Mean	Std. Error
			Super markets should increase the type of product they offer currently
superstore should provide more branded products	80	4.3125	.08641
Superstore should introduce more variety of pariasble product	80	4.6250	.07830
Valid N (listwise)	80		

(Source: Field survey, 2019)

#### 4.14.1 Problems and Weakness

The study has identified various weaknesses of superstores. Consumers mentioned that the supermarket products are expensive. They also agreed that quality of perishable goods provided by the supermarkets is not quite satisfactory. Apart from that they think that the brands provided in the superstores are not adequate. There are high demands for imported products in the superstores which they are unable to provide. In addition most of the

Super stores do not cover extensive product lines. They mainly focus on daily consumer products, groceries, cosmetics and toiletries.

According to the superstore managers another important obstacle they face for managing the superstores is maintaining the supply chain. As they have to ensure the quality to their customers they have to be selective about the places they buy their goods. Apart from that most of the superstores are unable to provide quality perishable food items. The reason behind this is that they have to rely on local market, transport facility, middlemen, distance, etc., which are highly erratic, inconsistent and unreliable. Starting a new outlet is also an obstacle to them. According to them to expand their business they often do not find adequate space to open an outlet. As a superstore takes considerable amount of space they often do not find adequate place to open another outlet in the high demand areas. Internal control and management is also a major problem for superstore operation. For management inefficiency pilferage, theft is regular phenomenon in superstores.

All these obstacles result into loss of profit and thus lesser customer coverage. Some of these obstacles are not easy to overcome. Superstores should place more emphasis on these factors, to whatever extent possible, to overcome their weaknesses.

## CHAPTER-5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.1 Conclusions

The present study was conducted to consumer perception on food purchasing at super shop in Dhaka. From demographic characteristics we find out to understand which type of customers are available in purchasing at super shop. Furthermore we find out the customers perception when they purchasing foods at super shop. Mostly they give priority on quality food item. And of course food items should be fresh. Convenient shop location also influences purchasing decisions. In the other hand variety of product, new product, advertisement, hygiene of place, easy to search items influence less impact on purchasing at super shop. Besides if super store introduce more variety of perishable product, more branded and increase the volume of product helps to prospect for expansion.

#### 5.2 Recommendations

- 1) Super shop product prices are comparatively so high. That's why many customers thinking on another better option where they get quality food on comparatively low price. So to keep these customers, prices should decrease as possible.
- 2) Perishable items are needed more in super shop. Customers feel comparatively safety when they are shopping from super shop.
- 3) Introducing also a much Variety of product. Different variety of product attract customers more
- 4) Maximum super shop services are not satisfactory. So focus on customers demand

- 5) Besides customers are not fully satisfied on service from shops staff. But it is very important in marketing. So good services from staff must be ensuring.
- 6) To ensure hygiene of place at super shop. It attracts customers when purchasing here.
- 7) Convenient location of super shop is also influence customers on purchasing that super shop.
- 8) Of course the store should maintain good quality products. And must be ensure them,when the customers shopping from here they feel safety on quality

### **5.3 Scope for further research**

This present study provides useful information for customers, researchers and policy makers. However, there were some limitations of time, fund and resources. For this reason, researcher had to consider small sample size. The researcher could not represent much customers thinking about super shop. Thus, further research can be undertaken by considering more sample size and make a generalized comment on this sector



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## APPENDICES

### Interview schedule

#### “Consumer perception on fresh food purchasing at super shop in Dhaka”

Name of the participant.....

Signature.....

Cell no. ....

Date.....

- |                   |                           |                      |
|-------------------|---------------------------|----------------------|
| 1. Gender         | (i) Male ( )              | (ii) Female ( )      |
| 2. Age            | (i) 18-24 years ( )       | (ii) 25-34 years ( ) |
|                   | (iii) 35-44 years ( )     | (IV) 45-54 years ( ) |
|                   | (v) 55-64 years ( )       | (vi) 64-above        |
| 3. Marital status | (i) Married ( )           | (ii) unmarried ( )   |
|                   | (iii) Divorced            |                      |
| 4) Occupation     | ( i ) Housewife ( )       | (ii) Business ( )    |
|                   | (iii) Paid Employment ( ) | ( iv ) Student ( )   |
|                   | (iv)Retired ( )           |                      |

4. Education ( i) primary education( ) (ii) Secondary education( )
- (iii) Higher Secondary education ( ) (IV) Degree ( )
- (v) Post graduate ( )

5. Monthly household Income:

- (I) less than 10000 ( ) (ii) TK. 10000-20000 ( )
- (iii) TK. 20000-30000 ( ) (iv) more than 30000 ( )

6. Family Size (i) 1-3 ( ) ( ii) 3-5 ( ) (iii) 5 and more ( )

**Questionnaire on consumer perception on fresh food purchasing at super shop in Dhaka**

7) How could you select the Super shop?

- (I)Near by the house ( )
- (ii)Has a good reputation ( )
- (iii)Provide good services ( )
- (iv)Provide good products ( )
- (v)Reasonable price ( )
- (vi)Others please specify ( )

8. What is the major factor which makes you to move using service from another Super shop?

(I) Is not satisfied with the shop's service ( )

(II) Has less variety of products/services ( )

(III) Is not convenient with the shop location ( )

(IV) Unreasonable prices or service fees ( )

(V) Is not satisfied with the service from shop's staff ( )

(VI) Others, please specify.....

### Questionnaire on consumer perception on fresh food at super shop in Dhaka

9. Below is given a series of features found in most food and super Shop. Keeping your favorites store in mind please indicate how you rate your store on various features.

Statement	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1. The store has good quality products.					
2. This store sells fresh products					
3. This store has variety of product					
4. The stores own products are of good quality					
5. The store has new product					
6. This store is well organized					
7. It is situated on convenient location					
9. Easy to search items in one floor					
10 Hygiene of place					
11. The super shop products are not rotten					
12. A good advertisement					
13. The store offer low price					



**Questionnaire on consumer perception on fresh food purchasing at super shop in Dhaka**

10) Customers view regarding product variety and quality

Statement	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
1. Super market should increase the type of product they offer currently					
2. Superstore should provide more branded products					
3. Superstores introduce more variety of perishable product					

**Questionnaire on consumer perception on fresh food purchasing at super shop in Dhaka**