



*Factors Influencing Choice Decision of Superstore
in Mirpur Area:
A Policy Formulation Perspective*



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A policy Formulation Perspective***

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December 30, 2009

Imam Ahmed

2005-2-10-006

Dear student

I would like to inform you that, as a requirement of Project work (Bus-498) course you are required to submit a report on “Factors Influencing Choice Decision of Superstore in Mirpur Area: A Policy Formulation Perspective”

You have to collect the information regarding this subject, arrange them properly and have research on it.

I hope you will submit the term paper in the due time, if you feel any necessity please contact me without any hesitation.

Wish you all the best.

S. I. Nusrat A. Chaudhury
Associate Professor
Department of Business Administration
East- West University



December 30, 2009

M. I. Nasrat A. Chaudhury

Associate Professor

Department of Business Administration

East- West University

Dear Sir,

Submission of report

We hereby submit our report on “Factors Influencing Choice Decision of Superstore in Mirpur Area: A Policy Formulation Perspective” (BUS-498). I hope that you will direct me and by accepting my report as well as considering my constraints while preparing the report.

Sincerely

Imran Ahmed 2005-2-10-006

Acknowledgement

I am very much obliged to those persons who gave their valuable time, opinion and advice to complete this report. At first, our profound gratification goes to **S. I. Nusrat A. Chaudhury**, Associate Professor, Department of Business Administration, East West University, the honorable course coordinator of project work (BUS-498) to complete the research and write this report successfully. By providing me the opportunity of preparing this report, he has made me able to relate the academic knowledge of Marketing Research with practical scenario. Not only this, he has also contributed much in this project by giving us a successful guideline.

Then our cordial thanks go to Dr. Abdus Sattar, Associate Professor, Department of Economics, East West University for his kind co-operation in our analysis of data through SPSS.

After that, I would like to thank the Respondents, who are the inhabitants of Mirpur Area for their valuable time to fill up our questionnaire. I am also thankful to our dear friends and classmates for their ingenious advices and supports.

Executive Summary

This is the age of change in life style of the population of country. With the change of life style the buying behavior of the customers are changing so the business pattern is also changing. The concept of super market is old but in our country people were not used to buy from super market as they had the perception that shopping at super market is expensive, status oriented and so on. But things have changed now, people start giving importance on environment and service along with product, price and quality. So the potential in this sector is booming and the businesses are willing to invest in this area that's why different research and analysis is going on to identify the way to attract the consumer in the superstore.



Table of Content

Topic	Page no.
Introduction	1-2
Background	3
Overview of Industry	4-12
✓ Present Scenario	7-9
✓ Sales Outlet	9-12
Research Process at Glance	13
Research Process	14
Purpose of the research	15
Research objective	15
Hypothesis	15
Research Design	16
✓ Questionnaire design	16
✓ Data collection method	16
✓ Sample selection	16
✓ Analysis technique	16

Topic	Page no.
Measurement Variable	17-20
✓ Hypothesis testing	18-19
✓ Regression Analysis	20
Discussion	20
Problem Identification	21
Conclusion	22
Recommendation	23-24
Bibliography	25
Appendix	26-35
✓ Results & Findings	26-33
✓ Questionnaire	34-35

Origin of the Report

Our course instructor **S. I. Nusrat A. Chaudhury** suggested me to conduct a research on **“Factors Influencing Choice Decision of Superstore in Mirpur Area: A Policy Formulation Perspective”**. He suggested me to relate the knowledge of research I have gained throughout the courses and we have tried my best to do so.

Objective of the Report

While conducting the report I have tried to relate the theoretical concepts of Marketing Research with the realistic view of the research. In my report I have tried my best to find out the factors influence the consumer choice decision of superstore in Mirpur area.

The broad objective of research is to find out which factors are considerable for choosing a superstore.

Specific Objective

- ✓ To find out whether Location has an influence on the choice decision of the superstore.
- ✓ Product variety influences the choice decision of superstore or not.
- ✓ Whether Price of the product is an influential factor while choosing a superstore.
- ✓ Brand image influence the choice decision of superstore or not.
- ✓ To find out Environment of superstore positively influence the superstore choice decision.

Methodology

Population and Sampling

I will follow the simple random sampling method and for convenience I will choose both existing and potential consumers of a Superstore to find out the factors. The data is collected through survey and the number of the respondent is 55.

Secondary Research

To successfully accomplish the research, I would like to take some help from past research works.

Data Analysis

I will form some hypothesis and test each hypothesis individually. After that I will use Mean average, Regression model to find out the overall evaluation. I will use Microsoft Excel and SPSS to analyze the statistical data.

Scope of the Report

In the project part the study concentrated mainly on Mirpur Areas.

- This report will cover total research findings
- Throughout the survey I have given similar importance both for male and female
- I have covered only the people of Mirpur as our sample to fill up questionnaires
- The report is primarily based on customer feedback derived from the survey, secondary data and data analysis which might not resemble the actual information due to sampling error.

Limitation

The chance of preparing the report was not enough to do a perfect and accurate report; it was very difficult to collect all the required information in such a short period. Although the particular study is extremely extensive in nature, hard effort was given to make the study worthwhile and meaningful even then there was some limitations to prepare the report.

Introduction

The word Super market literally means a large shop selling food, drink, household goods, etc. People choose what they want from the shelves and pay for them as they leave. Basically, a Super Market is a one floor large area consisting of the daily goods that are bought by households. The daily goods include all the fast moving consumer goods like households, groceries, stationeries, cosmetics, and etc. These include fresh meat, fruits, vegetables to frozen food stuff etc. The products the super markets sell are also available at different departmental stores and kitchen markets but still people prefer to visit the super markets for convenience, hygiene and time factors. The main difference between super market and department store lies on the difference of variety of products and size of the outlets. The concept of Super Market is new in Bangladesh. The word Super market literally means a large shop selling food, drink, household goods, etc. People choose what they want from the shelves and pay for them as they leave. Basically, a Super Market is a one floor large area consisting of the daily goods that are bought by households. The daily goods include all the fast moving consumer goods like households, groceries, stationeries, cosmetics, and etc. These include fresh meat, fruits, vegetables to frozen food stuff etc. The products the super markets sell are also available at different departmental stores and kitchen markets but still people prefer to visit the super markets for convenience, hygiene and time factors. The main difference between super market and department store lies on the difference of variety of products and size of the outlets. The concept of Super Market is new in Bangladesh. According to Philip Kotler, a superstore usually carries a deep assortment in a particular category and has a knowledgeable staff. In the advanced countries like USA, UK superstore also provide different types of services but in Bangladesh superstores are yet to provide these services to the ultimate consumers. As Dhaka is the capital and most developed city among all other cities of Bangladesh with a large number of population, so this superstore concept is at first implemented in Dhaka city. Now in Dhaka, there is several numbers of superstores like Agora, Nandon, Mina Bazar etc. In Bangladesh, almost all types of related outlets exist. The introduction of superstores gave new dimensions to modern retailing in Bangladesh.

At the beginning, these superstores were established in some particular area like Gulshan, Dhanmondi etc. With the passage of time, as these superstore are becoming more and more acceptable to the consumer the branded superstore are establishing new branches in different part of the city. Beside of this Branded superstore, I will also find different area based superstores which are trying to grape the potential market.

The Area of Mirpur is quit big and the potential is available in this area, with different level of people live here. To identify their needs that what could influence them to become a potential consumer in the superstore I have tried to explore those anonymous reasons and give some strategies to effectively operate a superstore in Mirpur.

Background

This research paper is prepared as a requirement of the course BUS-498. This research was conducted to find out the factors Influencing choice decision of Superstore in Mirpur Area.

In Bangladesh superstore is a new concept of one stop shopping. Traditionally people use to shop from the traditional stores like “MUDI DOKAN” and from “KACHA BAZAAR”. With the passage of time, Husband of a traditional family have become more and more busy with their work life and making purchase of daily necessities to other items have become a major responsibility for the wife. For a dual income family as both husband and wife have to be busy with their job it has become difficult for them to go to traditional bazaar for purchasing groceries. From these perspectives the concept of superstore is getting more and more popular day by day. Supermarket biggies have attempted a massive expansion drive this year to catch up more shoppers who still depend on unorganized wet markets to buy their essentials. The rise in supermarkets, according to analysts, will diversify consumer choices and boost consumer spending needed for economic growth, while the wet markets will also witness an improvement in quality and services on increased penetration of supermarkets.

In the Mirpur area there is a substantial number of traditional stores and “KACHA BAZAAR” so to sustain in the market the superstore should focus on some factors which influence the choice decision of consumer.

Overview of Industry

With over twenty super markets that follow the theme of arranging all kinds of products under one roof for the consumers operating in full swing, the shopping style of city dwellers has changed dramatically. These super markets are also expanding the market for local products, encouraging new entrepreneurs and also catering for a variety of imported products. The numbers of super shops that have sprouted at different locations of Dhaka over the last two years are showing an upward trend in business and they have further implications for entrepreneurs.

Rahimafrooz Superstores Ltd. (RSL) made a breakthrough in the urban lifestyles by launching the first retail chain in the country, 'Agora'. Currently there are four Agora outlets at Gulshan, Dhanmondi, Moghbazar and Mirpur in Dhaka. With many more coming up at important locations in Dhaka and other major cities, Agora is endeavoring to fulfill the everyday shopping needs of the urbanites through fair price, right assortment, easy to shop, well environment and best quality.

While Agora mainly focuses on food items - ranging from a wide variety of fish, meat, vegetables, fruits, bakery, dairy, and grocery - it also carries a vast array of other household, grocery, personal care, and miscellaneous products. At any point in time, there are nearly 20,000 different products available at our stores. RSL is committed to sustaining and growing as the most trusted, loved and frequented retail chain.

To build on Rahimafrooz Superstores' long tradition to enhance customer satisfaction, we are pleased to announce the launch of Agora E-commerce website. With the continued support of our valued customers, Agora is now just a click away. Browse through our website to find your desired products and have them delivered to you at home. By e-commerce, we at Agora hope to take the relationship with our customers one step further and be nearer to them at all times.

Agora is a supermarket that is a departmentalized store offering a wide variety of food and household merchandise. It is larger in size and has a wider selection than a traditional grocery store. Agora comprises meat, produce, dairy, and baked goods departments along with shelf space reserved for canned and packaged goods as well as for various non-food items such as household cleaners, pharmacy products, and pet supplies. Most supermarkets also sell a variety of other household products that are consumed regularly household cleaning products, medicine, clothes, and some sell a much wider range of non-food products. Agora occupies a large floor space on a single level and is situated near residential areas in the Dhaka in order to be convenient to consumers. Its basic appeal is the availability of a broad selection of goods under a single roof at relatively low prices. Other advantages include ease of parking and, frequently, the convenience of shopping hours that extend far into the evening. Agora usually makes massive outlays for newspaper and other advertising and often present elaborate in-store displays of products. It is now a part of a chain that owns or controls other supermarkets located in Dhaka; this increases the opportunities for economies of scale.

Agora usually offers products at low prices by reducing margins. Certain products (typically staples such as bread, milk and sugar) are often sold as loss leaders, that is, with negative margins. To maintain a profit, Agora attempt to make up for the low margins with a high overall volume of sales, and with sales of higher-margin items. Customers usually shop by putting their products into shopping carts (trolleys) or baskets (self-service) and pay for the products at the check-out. At present, Agora has intention to reduce labour costs further by shifting to self-service check-out machines, where a group of four or five machines is supervised by a single assistant

The name of Agora is entwined with the glory of-the Agora's marketing policy "to create a better environment for consumers". A man gifted with an inherent entrepreneurial sense, Late A. C. Abdur Rahim, the founder of Rahim-Afroz started a trading house in 1973, which continued to expand in scope and nature as time went along. In 2000, Agora was introduced to the world. The success was immediate as there was a demand for such business in the local market. Agora's state-of-the-art technology and creative strategy gave it an edge ocher its competitors at local market.

Agora is a Dhaka-based supermarket chain. It is the largest retailer, both by local sales and by domestic market share, and the the largest retailer in Dhaka leaving behind PQS, Meena Bazar, Nandan Mega Shop, Pacific, Pick and Pay, Etc, Shop & Save and others.

Originally specialising in food, it has moved into areas such as clothes, consumer electronics, consumer financial services, selling and renting DVDs, compact discs and and consumer telecom accessories. Agora Ltd. is an enterprise that combines industry and trade, mainly engages in retailing the quality products at the most lowest price in the market. The management of Agora, was an enthusiastic advocate of trading stamps as an inducement for shoppers to patronise their stores: They signed up with all types of quakity products manufacturer, and became one of the company's largest clients. But the management was a fan of pile it high and sell it cheap, and in the mid-2000 Agora faced many cost problems associated with not properly integrating its purchased chains of stores. When the firm overstretched itself opening few more outlets throughout the city, management consultants were called in to sort out the mess.

Facing the world and looking beyond, Agora will always maintain the pure-hearted, enterprising, quality and struggling spirit make efforts to scrupulously abide by our goodwill, create splendid future together with you in management vision of joint development, joint prosperity and mutual benefits!

A month-long festival has begun at all the branches of Nandan Mega Shop, the largest superstore in Dhaka city, on the occasion of its fifth founding anniversary. Badruzzaman Quraishy, Director, NRB of Nandan Group, inaugurated the festival at the new branch of Nandan Mega Shop at Update Tower at Sector No. 6, Uttara in the city by cutting ribbon at a simple ceremony on February 14 last. Masrur Chowdhury, Chairman and CEO of Nandan Group, Shamsul Haque Chowdhury, General Manager of Nandan Food and Beverage Industries Ltd and senior officials of Nandan Mega Shop were present. On the occasion of the fifth founding anniversary, a customer will receive a coupon if he or she purchases products worth Tk 1,000 at any branch of

Nandan Mega Shop. Customers can get brand new cars, gold ornaments, electronics, crockeries and many other attractive gifts in the coupons. If the customer buys goods worth Tk 5,000 he or she will receive a scratch card. Rubbing the scratch card customer can get LCD TV, air ticket, microwave oven, dinner set, two persons' dinner at a five-star hotel, air-conditioner, fridge, mobile phone set, crockeries set, computer, colour TV, DVD player, toaster and cash gifts. The festival will continue up to March 15.

Present Scenario and Expansion

Supermarket biggies have attempted a massive expansion drive this year to catch up more shoppers who still depend on unorganized wet markets to buy their essentials. The rise in supermarkets, according to analysts, will diversify consumer choices and boost consumer spending needed for economic growth, while the wet markets will also witness an improvement in quality and services on increased penetration of supermarkets.

According to operators, 29 more chain retail outlets are expected to come up this year in an attempt to rope in more customers. Major expansion drive has been taken by one of the leading local conglomerates, ACI. Its concern ACI Logistics is poised to open 17 outlets in the months to May under the brand name of 'Fresh N' Near'. Meena Bazar is set to add five outlets this year to its existing eight, while Rahimafrooz Superstores will add four, and Nandan Mega Shop three in the same year.

"We feel that customers are ready because of changes in their lifestyle, preferences and needs. We want to offer a neighbourhood experience to consumers by opening more outlets," said a senior official of ACI Ltd, requesting anonymity. ACI, which made debut in chain supermarket business in mid-last year, has already opened three outlets, thanks to the enterprising spirit of a few big business houses that pioneered in bringing dynamism in the once-overlooked retailing of perishable and

fast moving consumer goods. Local businesses are set to expand branches at a time when some foreign investors such as Bangkok-based retail and hospitality group CENTEL wants to enter the segment. But a decade ago, the trade was in the hands of thousands of small retailers in the wet markets and grocery shops in cities and remained out of the focus of business conglomerates.

The landscape began to change after 2000 as Rahimafrooz Superstores, operating company of Agora, began to catch up a slice of retailing and wholesale trade, which has been growing annually by more than 6 percent on an average and contributing over 13 percent to GDP since 1999-2000 fiscal year. In the last eight years, many small and big supermarkets made debut in the trade to attract middle and upper middle class consumers, a section of whom are shifting to the chain stores from the wet or kitchen markets. Now around 50 chain supermarkets are operating in Bangladesh, recording an annual turnover of around Tk700 crore, according to Bangladesh Supermarket Owners Association.

“Consumer confidence is increasing and that’s why many are planning expansion,” said Kazi Inam Ahmed, chief executive of Meena Bazar, a concern of Gemcon Group that operates through eight outlets with six in Dhaka. Inam said five more outlets would be opened this year. “The whole business is based on volume. The more is the sales volume, the more is the possibility of making profit,” he said.

Supermarket operators said a rise in the organized retailing would offer consumers hygienic foods at competitive prices compared to those of unorganized retailers in the kitchen markets where commodities are sold mostly in unhygienic manner.

“It’s a business to connect consumers with better products and prices, and create a market for local manufacturers,” said Inam.

Mahmud Ur Rahman Shakeb of Nandan Mega Shop said the company plans to open three more stores this year to increase the number to six.

“It’s a good sign. Expansion of outlets will boost consumer confidence and help create market for manufacturers,” said Niaz Rahim, managing director of Rahimafrooz Superstores, which has now four Agora branded stores.

“Once the supermarket culture is established, commodity market prices will see

stability,” he said. Syed Ferhat Anwar, who teaches marketing at Institute of Business Administration at Dhaka University, said a rise in supermarkets would give consumers more choices and allow them to choose independently. “It will increase consumption and help boost economy,” he said, “But the question is if the market is going to be saturated for too much increase in the number of supermarkets.” Ferhat however said organized retail shops might lead to an improvement in quality and services in the wet markets.

Sales Outlet

Superstore is becoming popular day by day and people are accepting the change gradually. For the changing buying behavior of consumer the superstores are successful. For this reason the number of superstore is gradually increasing. Not only in the Dhaka city the Superstore in Bangladesh is situated across the country but the sales outlets of the superstores mainly targeted in Dhaka city people for the time being but there are some other outlets outside the Dhaka. But the main focus of superstores to capture the Dhaka market as it is the most potential market in the country. Some of the outlets locations are given below:

<u>Title</u>	<u>Agora</u>
Address	City College Road, Riffle Square, Dhanmondi
City	Dhaka
Country	Bangladesh
Phone:	+8851623-4, 9880316, 8818690, 9888441
Fax:	+880-2-9889103
E-mail:	info@agorabd.com
Website:	www.agorabd.com

Title **Step & Shop Ltd.**

Address Airport Road, Dargah Gate

City Sylhet - 3100

Country Bangladesh

Telephone +880-821-716013

Fax +880-821-716013

 [Send Email / Query](#)

Title **Meena Bazar**

Address Meena House, 719/A Satmosjid Road, Dhanmondi

City Dhaka - 1205

Country Bangladesh

Telephone +880-2-9122640

Fax +880-2-9122640

Title **3S Shopping Mall**

Address House # 2, Road # 9, Sector # 1, Uttara

City Dhaka - 1230

Country Bangladesh

Telephone +880-2-8922322 ,

Fax : +880-2-8922322

Title **Almas General Stores**

Address Road # 5, Dhanmondi, Mirpur Road

City Dhaka - 1205

Country Bangladesh

Telephone +880-2-8617085



Title **Meena Bazar**

Address Meena House, 719/A Satmosjid Road, Dhanmondi
City Dhaka
Phone +880-2-9122640
Fax +880-2-9122640

Title **Prince Dept. Store**

Address Bishal Center, 216, Circular Road Moghbazar
City Dhaka
Country Bangladesh
Telephone +880-2-8322535

Title **PQS Super Centers**

Address PQS Hosue, Plot # 11, Road # 3, Sector # 3, Uttara
City Dhaka
Country Bangladesh
Telephone +880-2-8959689

Title **Family World (Pvt.) Ltd**

Address 2/6, Mirpur Road, Asadgate, Mohammadpur
City Dhaka - 1207
Country Bangladesh
Telephone +880-2-9122063

Title **Alams General Store**

Address Road # 5, Dhanmondi, Mirpur Road
City Dhaka - 1205
Country Bangladesh
Telephone +880-2-8617085

Title **Haat Bazar**

Address Royal Plaza, House # 8/A, Road # 4, Mirpur Road Dhanmondi
City Dhaka - 1205
Country Bangladesh
Telephone +880-2-8628528

Title **Maga**

Address 4, Kamal Ataturk Avenue, North Avenue, Gulshan
City Dhaka - 1212
Country Bangladesh
Telephone +880-2-9862637

Title **Nandon Mega Shop**

Address Satmosjid Road, Dhanmondi
City Dhaka - 1212
Country Bangladesh
Phone +880-2-9122640
Fax +880-2-9122640

Research Process at a Glance

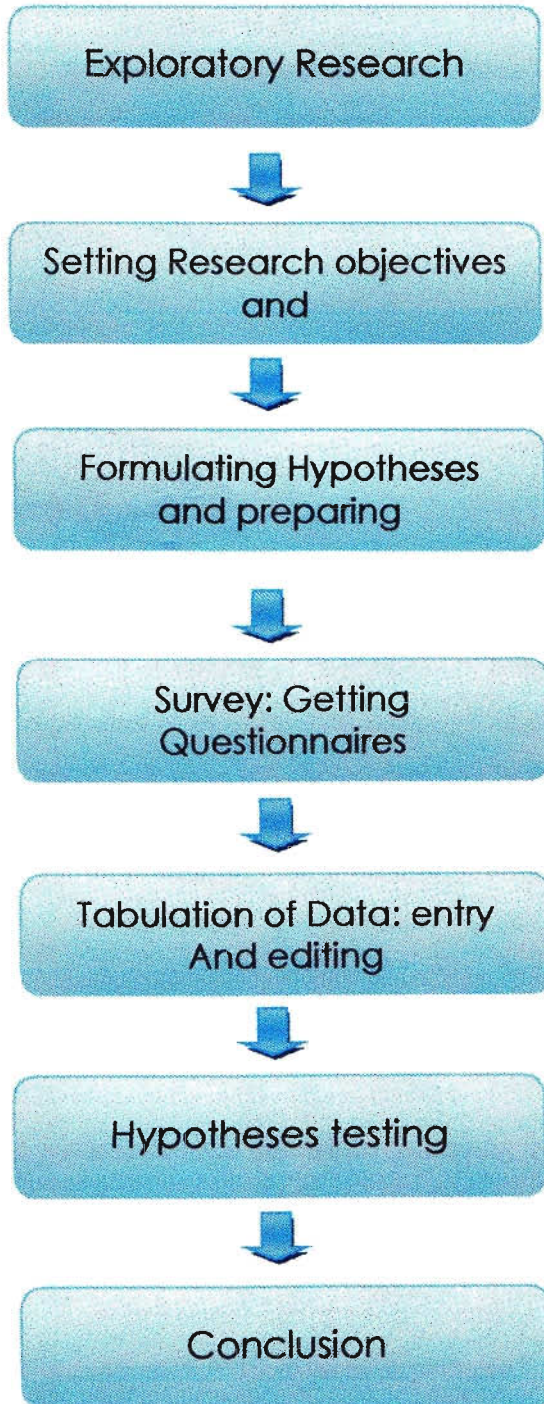
Supermarket has massively expanding recently than compare to previous. This year the marketers want to catch up more shoppers who still depend on unorganized wet markets to buy their essentials. The rise in supermarkets, according to analysts, will diversify consumer choices and boost consumer spending needed for economic growth, while the wet markets will also witness an improvement in quality and services on increased penetration of supermarkets. Supermarket offers consumers hygienic foods at competitive prices compared to those of unorganized retailers in the kitchen markets where commodities are sold mostly in unhygienic manner.

My research was based on several steps and through an entire process I have concluded certain results. The research process included the following steps:

At the initial stages I had an idea of growing trends of superstores in different areas of Mirpur. To gain more knowledge and to have a clear picture I decided to conduct an exploratory research. The purpose of our exploratory research is to get insight about what factors consumer prefer over superstore in Mirpur. One of my aims was also to know the peoples opinion about the changes they would want to see in the superstores of Mirpur in the future. This exploratory research was conducted verbally.

As the exploratory research helped me find out the key variables as to why people preferred going to different superstore, which helped me to formulate research objectives and research questions and helped me framing our questions for the questionnaire. The initial research also helped me to build up the hypothesis and proceed for a further descriptive research.

Research Process



Purpose of the research

Relative Constructs of this Study

I have conducted an exploratory research in the Mirpur area to get the insight about what factor do they consider while selecting a superstore. After conducting the exploratory research I have found five important factors that they consider while selecting a superstore. The variables are location, variety, price, brand image and environment of the superstore.

Research Objectives

Research Questions

1. Does location have an influence on the choice decision of the superstore?
2. Does product variety influence the choice decision of superstore?
3. Does price of the product is an influential factor while choosing a superstore?
4. Does the brand image influence the choice decision of superstore?
5. Does the environment of superstore positively influence the superstore choice decision?

Hypotheses

Based on the research question we have developed following hypotheses. These are,

H1: location has an influence on the choice decision of the superstore.

H2: Product variety influences the choice decision of superstore.

H3: Price of the product is an influential factor while choosing a superstore.

H4: Brand image influence the choice decision of superstore.

H5: Environment of superstore positively influences the superstore choice decision.

Research Design

Questionnaire Design

After accomplishing the exploratory research I have found five important variables that influence the choice decision of superstore. On the basis of those findings I prepared our questionnaire which consists of 14 questions. A Likert scale was used to question the respondents on the five point scale. I have used Likert scale questionnaire for hypothesis testing. The respondents were asked to rate on the scale between Strongly Agree and Strongly Disagree.

Data Collection Method

After preparing the questionnaire we have collected data from the inhabitants of Mirpur area.

Sample Selection

To select the sample we have used simple random sampling techniques. A sample size of 50 respondents was used to conduct the research. The respondents were the inhabitants of Mirpur area as we were trying to find out the factors that influences the choice decision of superstore. To collect data about the feasibility of a superstore, households can be the best respondents.

Analysis Techniques

After performing the reliability analysis, I have excluded one question from one of independent variable which is environment as it improves the alpha value. Then we calculated the mean value of dependent and independent variable. Finally, we conducted the regression analysis to find out the correlation.

Hypothesis Testing

In this part of my research hypothesis based on the five factors that influence choice decision of superstore in Mirpur area is being analyzed.

H₁: Location has an influence on the choice decision of the superstore.

Independent Variables	Standardized Regression Coefficient (β)	t value	P
Location	.108	.900	.373

The observed table shows that Location has a positive influence ($\beta = .108$) on the customer but it is very low and it is not statistically significant as we can see that P value (.373) is higher than alpha value (.05) so H₁ is rejected.

H₂: Product variety influences the choice decision of superstore.

Independent Variables	Standardized Regression Coefficient (β)	t value	P
variety	.056	.346	.731

The above mentioned table shows that variety has a positive influence ($\beta = .056$) on the choice decision of consumers but it is very high and it is statistically significant but as we can see that P value (.731) is higher than alpha value (.05) so H₂ is rejected.

H₃: Price of the product is an influential factor while choosing a superstore.

Independent Variables	Standardized Regression Coefficient (β)	t value	P
Price	.118	.986	.329

The above mentioned table shows that price has a positive influence ($\beta = .118$) on the on the choice decision of consumers but it is not very high and it is not statistically significant. As we can see that P value (.329) is higher than alpha value (.05) so H_3 is rejected.

H_4 : Brand image influence the choice decision of superstore.

Independent Variables	Standardized Regression Coefficient (β)	t value	P
Brand image	.236	1.784	.081

The above mentioned table shows that brand image has a positive influence ($\beta = .236$) on the on the choice decision of consumers but it is not very high and it is not statistically significant. As we can see that P value (.081) is higher than alpha value (.05) so H_4 is rejected.

H_5 : Environment of superstore positively influences the superstore choice decision.

Independent Variables	Standardized Regression Coefficient (β)	t value	P
Environment	.407	2.671	.010

The observed table shows that environment has a positive influence ($\beta = .407$) on the choice decision of superstore but it is very low and it is not statistically significant as we can see that P value (.010) is lower than alpha value (.05) so H_5 is accepted.

Regression Analysis

From the regression analysis we have found that the value of R Square is .325. It means that the independent variables (Location, variety, Price, Brand image, Environment) that I have considered have 32.5% impact over the dependent variable (Choice Decision of superstore in Mirpur area).

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.570(a)	.325	.256	.44745	.325	4.712	5	49	.001

Discussion

In this research I have tried to find out the factors which affect the choice decision of superstore in Mirpur area. The five factors are Location, variety; Price, Brand image and Environment are tested through conducting regression analysis. The result shows that all the factors have direct positive influence on the choice decision of superstore but brand image and environment shows very minimum influence. Apart from that, location and price have a very good influence on the dependent variable. On top of that, product variety of superstore has significant influence on the choice decision of superstore.

Problem identification

Super market concept is obviously a prospectus one in metropolitan city. But this concept is not free from error. Following problems were identified from the above statistical analysis with the respondents regarding this popular concept:

- ✓ Super markets are located in rich areas like Gulshan, Banani, Dhanmondi, Uttara etc which is not that much convenient for the low income people.
- ✓ It was found that some super markets are charging more than traditional kacha bazaar. Moreover, there is a (mis) conception with the customers that the super shops are charging more due to its well decorated space, more sales people and air conditioned environment.
- ✓ Promotional activities of the super markets are more targeted to educated and high income people that discourage the lower income people to shop there.
- ✓ We have got a tradition or heritage effect too. Still many people have a psychology to shop with kacha bazaar as that's the common tradition of Bangladeshi people. This image/culture of shopping goes against super markets concept.
- ✓ Some said that many local rare fruits and vegetables are not available in super markets which they can easily buy at a reasonable cost from kacha bazaar.

Conclusion

In this report consumer choice decisions were tested using some independent variables. Through this report I have tried to measure the impact of location, variety, brand image, Environment and price on the superstore choice decision that how the consumer perceive about this factors in Mirpur area..

The results of the report have shown that all thee factors have the significant influence on consumers' choice decision of the superstore but statistically I have found that the only hypothesis that is accepted is **Environment of superstore positively influences the superstore choice decision**. However, a contradictory result occurred in the role of perceived choice decision. The hypotheses on the location, variety, price, brand image are rejected. The reason might be other factors may become more important for their evaluation.



Recommendation

As the super shop concept has already become popular, the entrepreneurs must take this opportunity to make more money. To influence the consumer towards the superstore the super markets can do following activities:

- ✓ Offer different quality products at different prices so that even lower income people can rush to the super markets
- ✓ Create promotional activities in such a way that it will also target the lower income people. Prepare creative advertisement that go in favor of lower class people
- ✓ Make comparative advertisement to inform the customers that super markets are charging same for more quality or same for same quality products. This will remove the people's psychology that super markets are charging more for same. Due to the lower income of the people, they are more concerned about price not about the quality of products.
- ✓ Create advertisement to aware the people that kacha bazaars are creating hazardous waste that makes the shopping environment unhygienic.
- ✓ Do a lot of personal selling of products and services to the customers
- ✓ Train personnel to make them knowledgeable and interact well with the customers
- ✓ Positive and societal marketing activities to build and project specific shop image
- ✓ Design facilities to achieve specific marketing or image objectives of the shop
- ✓ Establish formal system for controlling quality of goods and services and communicate that with the customers.
- ✓ Provide specific effort to encourage customers to tell others about your services.

In designing new and improved value added products/services and pricing the super markets can follow the strategies mentioned below:

- ✓ Regularly collect information about customer needs
- ✓ Perform marketing activities based on knowledge about customers
- ✓ Ensure that the shop's activities enhance customer satisfaction
- ✓ Do marketing survey to design customer oriented and customer focused services
- ✓ Base prices on what competitors charges (requires industry analysis)
- ✓ Base prices on what the market and the customer is willing to pay

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Result & Findings

Reliability Test

Location

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded(a)	0	.0
	Total	55	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.404	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Location is important for a superstore	7.75	1.415	.375	.077
Will you still go to superstore even if it is not near your home?	8.91	1.455	.139	.536
You prefer going to a superstore near you	8.00	1.556	.239	.315

Note: Location after one item deleted

Reliability Statistics

Cronbach's Alpha	N of Items
.536	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Location is important for a superstore	4.33	.558	.367	.(a)
You prefer going to a superstore near you	4.58	.507	.367	.(a)

a The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Variety

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded(a)	0	.0
	Total	55	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.707	3



Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Product variety is important for a superstore	8.00	1.370	.592	.535
Superstore should have different brands of a particular product	8.20	1.311	.551	.581
Product variety enhances the customer base	8.45	1.512	.437	.721

Price

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded(a)	0	.0
	Total	55	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha(a)	N of Items
-.715	3

a The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Superstore charges are reasonable	7.05	1.941	-.450	.411
Price in a superstore is comparatively higher	6.89	1.284	-.256	-.354(a)
Superstore charges high for better quality products	6.82	.855	.118	-2.238(a)

a The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Note: Price after one item deleted

Reliability Statistics

Cronbach's Alpha	N of Items
.411	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Price in a superstore is comparatively higher	3.56	.621	.264	.(a)
Superstore charges high for better quality products	3.49	.921	.264	.(a)

a The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Brand Image

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded(a)	0	.0
	Total	55	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.459	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Branded Superstore is preferable than non branded superstore for shopping	11.60	2.096	.457	.168
Shopping from a branded superstore reflect Social status	11.78	2.618	.117	.563
Purchasing from a branded superstore is Reliable	11.76	2.925	.244	.408
Branded superstore offers better quality products	11.65	2.749	.285	.371

Note: Brand Image after one item deleted

Reliability Statistics

Cronbach's Alpha	N of Items
.563	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Branded Superstore is preferable than non branded superstore for shopping	7.78	1.211	.381	.459
Purchasing from a branded superstore is Reliable	7.95	1.645	.317	.540
Branded superstore offers better quality products	7.84	1.399	.433	.371

Environment

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded(a)	0	.0
	Total	55	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.599	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Neat and Clean	15.82	4.263	.044	.652
Walking Space	16.36	3.421	.308	.568
Lighting and Sound	16.95	3.090	.379	.531
Attitude of sales person	16.31	2.588	.506	.449
Temperature	17.04	2.480	.506	.446

Choice

Case Processing Summary

		N	%
Cases	Valid	55	100.0
	Excluded(a)	0	.0
	Total	55	100.0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.456	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I choose a superstore from where I get everything I want.	3.71	.284	.311	.(a)
My shopping experience in a superstore is up to my expectation	4.16	.547	.311	.(a)

a The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

Regression

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Environment, Brand, Price, Location, Variety(a)		Enter

a All requested variables entered.

b Dependent Variable: Choice

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.570(a)	.325	.256	.44745	.325	4.712	5	49	.001

a Predictors: (Constant), Environment, Brand, Price, Location, Variety

Factors Influencing Choice Decision of Superstore In Mirpur Area:
A Policy Formulation Perspective

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.717	5	.943	4.712	.001(a)
	Residual	9.811	49	.200		
	Total	14.527	54			

a Predictors: (Constant), Environment, Brand, Price, Location, Variety

b Dependent Variable: Choice

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.051	.848		.060	.952	-1.653	1.756
	Location	.093	.103	.108	.900	.373	-.114	.300
	Variety	.053	.152	.056	.346	.731	-.253	.358
	Price	.088	.089	.118	.986	.329	-.091	.267
	Brand	.227	.127	.236	1.784	.081	-.029	.484
	Environment	.498	.186	.407	2.671	.010	.123	.872

a Dependent Variable: Choice



Research Questionnaire

Questionnaire no-

I am a student of East West University, Dhaka. For the purpose of my project requirement I am conducting this survey. I am assuring that the information you are disclosing will be used for educational purpose only and will not be revealed publicly. I am expecting your active participation. Thank you for your co-operation.

1) Location is important for a superstore.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

2) You prefer going to a superstore near you.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

3) Will you still go to superstore even if it is not near your home?

Definitely will go	Probably will go	Undecided	Probably will not go	Definitely will not go
5	4	3	2	1

4) Product variety is important for a superstore.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

5) Superstore should have different brands of a particular product.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

6) Product variety enhances the customer base.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

7) Superstore charges are reasonable

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

8) Price in a superstore is comparatively higher.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

**Factors Influencing Choice Decision of Superstore In Mirpur Area:
A Policy Formulation Perspective**

9) Superstore charges high for better quality products.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

10) Branded Superstore (Agora, Nandon, Meena Bazar) is preferable than non branded superstore for shopping.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

11) Tick according to your choice:

Factors of Brand image	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)
Shopping from a branded superstore reflect Social status					
Purchasing from a branded superstore is Reliable					
Branded superstore offers better quality products					

12) Tick according to your preference:

Factors of Environment	Most important (5)	Important (4)	Moderate (3)	Less important (2)	Least Important (1)
Neat and Clean					
Walking Space					
Lighting and Sound					
Attitude of sales person					
Temperature					

13) I choose a superstore from where I get everything I want.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

14) My shopping experience in a superstore is up to my expectation.

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
5	4	3	2	1

Thank You for Your Co-operation

