

# **Factors Influencing Consumer Purchase Decisions from Supermarkets in Bangladesh**

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This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfillment Of Bachelor of Business Administration.

Report

On

**Factors Influencing Consumer Purchase Decisions from  
Supermarkets in Bangladesh**

Course code: INT 4399

**Submitted To**

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Date of Submission: 21.01.2024

## Letter of Transmittal

Date: 21.01.2024

Sarker Rafij Ahmed Ratan

Associate professor

School of Business and Economics

United International University

**Subject: Submission of Report on “Factors Influencing Consumer Purchase Decisions from Supermarkets in Bangladesh”**

Dear Sir,

I am submitting the report titled " **Factors Influencing Consumer Purchase Decisions from Supermarkets in Bangladesh,**" as part of my academic requirements for the BBA program at United International University. This report aims to explore the multifaceted factors that play a pivotal role in shaping consumers' purchasing decisions within the supermarket sector in Bangladesh. Throughout the study of the report, I have developed the ideas about factors which pose significant impact on consumers buying behavior of Super shop Industry in Bangladesh.

I hope that my report satisfies the conditions that have been established by the institution and accurately portrays the efforts that I have made while participating in the Project programme. I will look forward to hearing your comments and suggestions when it is submitted. I am more than prepared to provide any extra information or clarity that may be requested.

Yours sincerely,

**MD MEHEDI HASAN**

ID: 111 191 159

School of Business and Economics

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## **Declaration of the Student**

I, **MD MEHEDI HASAN**, a student of School of Business and Economics at United International University, hereby declare that the report titled "**Factors Influencing Consumer Purchase Decisions from Supermarkets in Bangladesh**" is my original work. The report has been prepared in fulfillment of the academic requirements for the BBA program and is based on extensive research, analysis, and personal efforts.

I certify that all of the material that is included in the report is genuine, up-to-date, and derived from respectable resources. Any references, citations, or quotes that were used in the report have been suitably acknowledged via the inclusion of suitable citations and a bibliography.

Throughout the course of this research project, I have acted ethically and in accordance with the criteria for academic honesty. The report does not include any text that has been plagiarized, and any ideas, thoughts, or theories that have been taken from other sources have been credited in the appropriate manner.

I additionally declare that I have adhered with all the relevant rules, regulations, and ethical issues pertaining to academic writing and research that have been established by the institution. I am fully aware of the repercussions of any kind of academic misconduct, including plagiarism, and I certify that I have not participated in any actions that fall under this category.

I understand that the report will be assessed by the appointed assessors, and I am prepared to give any additional information or explanation that may be requested.

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## **Acknowledgment**

I would like to express my sincere gratitude to all those who have contributed to the successful completion of this report on " Factors Influencing Consumer Purchase Decisions from Supermarkets in Bangladesh."

First and foremost, I extend my deepest appreciation to **Sarker Rafij Ahmed Ratan** Sir, my supervisor, whose guidance, and expertise were invaluable throughout the research process. He provided insightful feedback and direction that greatly enhanced the quality and depth of this report.

In conclusion, I would like to express my appreciation to my close friends and family members for their unflinching support and encouragement throughout this study endeavor. This acknowledgment is a testament to the collaborative efforts and support from various individuals and entities, and I am truly grateful for their contributions.

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## **Abstract**

This study examines the complex areas of consumer buying patterns in Bangladesh's supermarket sector. Retail industry stakeholders can obtain important insights to improve marketing strategies, customer experiences, and overall business success by identifying and analyzing the critical factors that impact consumers' decisions. The study used a thorough research methodology that integrated qualitative and quantitative techniques. A wide sample of consumers from various demographic groups and geographical areas were surveyed and observed. To provide a comprehensive view, data from academic studies, industry reports, and market analyses were also combined. It is vital for supermarket operators in Bangladesh to comprehend the complex interaction of factors that impact consumer purchasing decisions. Businesses can effectively position themselves in a competitive market and ultimately foster customer loyalty and sustained growth by aligning their strategies with the identified key drivers. For industry players looking to navigate and profit from Bangladesh's changing consumer landscape, this report is an invaluable resource. In the end, this study adds to the corpus of knowledge by offering a thorough summary of the complex network of variables influencing consumer choice in Bangladesh's supermarket market. The objective of the research is to enable companies, decision-makers, and industry participants to make well-informed choices that promote competitiveness and sustainable growth in this ever-changing marketplace.

**Keywords:** Retail Industry, Supermarket, Factors, Purchasing decisions.

# CHAPTER 01: INTRODUCTION

## 1.1 Introduction of the Report

Supermarkets are crucial in influencing the choices and preferences of customers in Bangladesh's ever-changing retail industry. It is critical to comprehend the complex web of variables influencing consumer purchase decisions as these supermarkets compete for customers' attention and loyalty in a market that is becoming more and more competitive. This paper explores the complex world of consumer behavior in great detail in an effort to identify the major factors that influence how consumers navigate Bangladeshi supermarket aisles.

Bangladesh offers a distinctive platform for studying the interactions between factors that influence the decisions that customers make in a supermarket, given its rapidly growing population and changing economic environment. This paper attempts to provide a thorough analysis of the various aspects that influence consumers' purchase decisions when they shop at supermarkets, ranging from socioeconomic issues to cultural influences, technology breakthroughs, and marketing methods.

Consumers have become more powerful than ever in this era of increased connection and information access, and a wide range of factors influence their decision-making processes. A reflection of changing consumer expectations, the modern supermarket experience is shaped by everything from the appeal of sales and promotions to the significance of brand reputation and the increasing focus on sustainability.

Supermarkets can adjust their marketing strategy in order to better connect with their intended customer base by recognizing and comprehending the elements that influence consumer behavior. Creating messaging that emphasizes the qualities or advantages that customers value most is one way to do this.

Moreover, Reliability and customer loyalty depend on meeting or beyond expectations. Super shops may improve the whole shopping experience and increase the likelihood that customers would return for more purchases by considering the factors that influence buying decisions.

Importantly, considering the factors that influence consumer buying decisions is essential for super shops to thrive in a competitive market. It enables them to adapt their strategies, enhance customer satisfaction, and build lasting relationships with their target audience.

## **1.2 Objectives of the Report**

### **1.2.1 Broad Objective**

To extensively research and analyze the various aspects that significantly influence how customers make purchases in superstores in order to offer useful information to companies looking to improve customer satisfaction, boost marketing efforts, and maximize overall performance in the competitive retail market.

### **1.2.2 Specific Objectives**

- To analyze and identify the key factors that significantly influence consumer buying decisions within super shops.
- To explore the various elements that impact consumer choices, including but not limited to product assortment, pricing strategies, promotional activities, customer service, and overall shopping experience.
- To provide valuable insights that can assist super shops in understanding and adapting to the dynamic preferences and behaviors of their target consumers.

## **1.3 Types of Data Collection and Analysis Plan**

I'll include secondary data in this research such as articles, market reports, journals and publications related to Bangladeshi Supermarkets. Moreover, this research will also include surveys based on a set of questionnaires that address my research objectives for better understanding of consumers decision making related to super shop purchases.

## **1.4 Scope of the Study**

As it describes the parameters, restrictions, and focus of my research, drafting the study's scope is an essential stage in any research report. Assessing customer behavior offers substantial information about the target market's needs, expectations, and preferences. Supermarkets need this information in order to properly customize their goods, services,

and marketing plans to the needs of their customers. "The primary aim of this study is to identify and analyze the key factors that significantly influence consumer purchasing decisions in supermarkets across various regions in Bangladesh.

This study will primarily concentrate on urban and suburban areas of major cities in Bangladesh, including Dhaka, Chittagong. Moreover, this research will focus on consumers aged 18 to 30 who actively engage in grocery shopping within the selected regions (Consumers who shop at supermarkets at least once a month).

In the context of Bangladesh, the report can offer comprehensive insights into the factors driving consumer purchase decisions. By building on existing ideas or creating new frameworks tailored to the Bangladeshi market, researchers and academics can use this knowledge to further their understanding of consumer behavior in the region. Moreover, the findings of the report can be used by policymakers to guide the creation of policies that promote the expansion and sustainability of Bangladesh's retail industry.

## **1.5 Limitation of the Study**

It's critical to recognize the limitations and potential flaws in the research when writing about the study's limitations. Here are some points to consider:

- The study may not be entirely representative of consumer behavior in other retail formats or areas of Bangladesh because it concentrated exclusively on supermarkets.
- The results might be difficult to generalize to other cultural contexts or nations because of specific economic, social, and cultural factors.
- Reliance on self-reported data from surveys may lead to response bias because respondents may give answers that are socially acceptable or misreport their shopping habits.
- In-depth qualitative techniques like focus groups and interviews were absent from the study, which would have allowed for a deeper comprehension of the driving forces behind consumer behavior.

- Although the study was carried out in a particular time frame, customer preferences and purchasing patterns might alter in the future. This might reduce the study's long-term applicability.

# CHAPTER 02: REVIEW OF THE LITERATURE

## 2.1 Definition of Consumer Purchasing Decision

When discussing Bangladeshi supermarkets, "consumer buying decisions" refers to the method by which people in Bangladesh decide what products and services to buy from supermarkets. There are multiple stages to this decision-making process, and it is impacted by several variables unique to Bangladesh's social, cultural, economic, and environmental contexts.

## 2.2 Industry Analysis

Basically, I'll analyze the factors influencing consumers buying decisions based on Top Five Superstores in Bangladesh, in this report. I'll mention the top five supermarkets of Bangladesh below:

**SHWAPNO:** The Bangladeshi supermarket chain Shwapno is owned by ACI Limited's subsidiary ACI Logistics Limited. Since its founding in 2008, the company has grown to become Bangladesh's biggest supermarket chain, controlling 44% of the market share in the country's Super Shops industry and the greatest number of stores. With over 360+ outlets, Shwapno is the largest grocery chain in Bangladesh and Best Retail Brand in the country. Fresh'n'Near, the company's first store, was situated in Wari, Old Dhaka. This year, the Shwapno outlets ranged in size from about 27 to 65 square meters.

Currently SWAPNO operates 120+ outlets inside Dhaka city and near to 15 outlets in Chittagong. (I've mentioned Dhaka and Chittagong as I'm working on specific two cities in Bangladesh. Moreover, I couldn't find the exact number from an online source)



**AGORA:** Agora is a retail superstore based in Bangladesh that runs a network of supermarkets, cheap department stores, and hypermarkets. The company, which has its headquarters in Dhaka, Bangladesh, was established in 2001 by Rahimafrooz Superstores Ltd., and it was the country's first and biggest retail-superstore. Since then, the store has been satisfying customers' regular shopping needs by offering excellent value, a large selection, the best quality, and the best service. Agora currently has 16 locations in Dhaka and 1 in Chittagong.



**Meena Bazar:** Currently operating in Dhaka and Chittagong, Meena Bazar is one of the largest retail supermarket chains in Bangladesh, having been founded in 2002. More than 10,000 products are available for purchase at each of its 16 outlets, which also offer world-class customer service, convenient shopping, easy parking, and a 7-day-a-week home delivery service. Meena Bazar is a business owned by Bangladesh's well-known Gemcon Group. It is also a reliable source for dairy products containing fresh food and vegetables, as well as organic and herbal products. Meena Bazar offers its customers these kinds of things in addition to teaching them about the advantages of maintaining good health. Meena Bazar buys their groceries, dairy products, and vegetables straight from route level farmers in order to provide its esteemed customers with the best products at the most competitive prices. Meena Bazar is able to assume responsibility for infusing its customers' lives with freshness by doing this.



**UNIMART:** One of Bangladesh's most upscale superstores, UNIMART LTD. is a United Group company that can fulfill all of your domestic shopping needs. Unimart, which has two large stores in Dhaka's most lucrative areas, is now prepared to assist consumers online. With a variety of business ventures, United Group first unveiled Unimart, a 40,000 square foot, single-floor compact super market that is the first of its kind to offer store-in-store counters in addition to food, nonfood, and general merchandise. Following nearly six years of operation, Unimart Limited brought the pinnacle of comfort and shopping to Dhanmondi. This outlet, a three-story megastore spanning 30,000 square feet, offers the largest selection of products in addition to numerous other advantages. Within the grounds of United Hospital Limited and United International University (UIU) are two Unimart express stores.



**DAILY SHOPPING:** Having opened its first store in Middle Badda in 2014, DAILY SHOPPING has since expanded throughout Dhaka, covering important areas such as Badda, Banasree, Bashabo, Khilgaon, Mirpur, Mohammadpur, Dhanmondi, Khilkhet, Aftabnagar, Uttara, Old Dhaka, and more to be covered in the upcoming months. Currently, DAILY SHOPPING serves over a million customers through 51 locations in the cities of Dhaka and Chittagong. Groceries, perishable proteins, commodities, personal care, snacks, drinks, dairy, sweets, processed foods, frozen foods, bread spreaders (jam jelly), spices, baking supplies, cookware,



and a variety of imported chocolates are among the more than 30 categories in which products are offered.

### **2.3 Size, Trend and Maturity of the Supermarket Industry in Bangladesh**

According to insiders, the middle class's ascending and rising purchasing power are fueling Bangladesh's supermarket industry's expansion. The country's supermarket market is estimated to be worth Tk 2,500 crore, and over the past few years, growth has been close to 15 percent annually, according to Sohel Tanvir Khan, business director of market leader Shwapno. However, the supermarket's very small 1.52 percent market share in terms of general trade suggests that there is still an opportunity for industry to grow. The supermarket, which offers a vast variety of goods including groceries, dry foods, fish and meat, household goods and equipment, electronics, clothes, and more, caters to middle-class and affluent customers who want to buy everything under one roof.

### **2.4 External Economic Factors**

Supermarkets in Bangladesh are vulnerable to significant influence from external economic factors. One of the most important things for the supermarket industry is economic growth. Increased consumer spending typically results from faster economic growth, which benefits supermarkets by giving consumers more disposable income to spend on groceries and other products. Moreover, the purchasing power of consumers may be impacted by the rate of inflation. Increased inflation could result in higher costs for goods and services, which could affect the purchasing habits of consumers. Supermarkets could have to modify their pricing plans in response to this. Furthermore, Interest rates influence the cost of borrowing for both consumers and businesses. Higher interest rates may result in decreased consumer spending and increased operational costs for supermarkets. Consumer spending is strongly influenced by income and employment levels. The demand for supermarket goods rises when employment rates and incomes rise and people have more purchasing power.

## **2.5 Entry Barriers**

In the context of the Bangladeshi supermarket industry, several entry barriers can be identified. Economies of scale allow established supermarkets to spread their fixed costs over a higher volume of sales, which is often advantageous. As a result, there is a cost advantage for current competitors and lower average costs per unit. First, new competitors might find it difficult to attain comparable economies of scale. Then the supermarket business is bound by several laws pertaining to zoning, licensing, and health and safety requirements. For newcomers, following these rules can be expensive and time-consuming, which serves as a barrier to entry. Moreover, to identify point-of-sale systems, customer interaction, and inventory management, modern supermarkets frequently rely on cutting-edge technologies. The investment and knowledge required to implement these technologies can be a barrier for new entrants without the required funding. Finally, supermarkets gain from having their locations near busy avenues. It can be challenging for new entrants to secure prime locations in crowded or strategic areas, particularly if existing supermarkets already occupy these spaces.

## **2.6 Supplier Power**

In the context of the Bangladeshi supermarket industry, the supplier power can be analyzed based on several factors. The supplier power may rise in situations where there are few suppliers of necessities like food or other products. Suppliers with fewer options may have more negotiating power over terms and prices. Some suppliers might hold greater influence if their products are rare or have few alternatives. This is especially important if supermarkets largely depend on particular suppliers for unique or in-demand products. The price of switching suppliers may have an impact on the power balance. Supplier power may be lower if supermarkets can easily move between suppliers without incurring major expenses or disruptions. Additionally, supplier power may rise if suppliers engage in forward integration, such as opening their own retail locations, or venture into the supermarket sector. This is so that the suppliers could sell their goods through other channels.

## **2.7 Buyer Power**

In Bangladesh, the supermarket industry is characterized by buyer power, which is the ability of consumers, or buyers, to exert influence and leverage over industry participants, especially supermarkets and retailers.

When it comes to supermarkets and retail stores, Bangladeshi consumers have many options. Customers have a choice about where they shop due to the existence of traditional markets, national and international chains, and both. For customers, moving from one supermarket to another is comparatively simple. Customers can simply investigate alternative options without having to make large time or financial commitments because switching costs are usually minimal or nonexistent. Most importantly, Bangladeshi buyers are frequently price conscious. Because of this, they are more likely to shop at several supermarkets, compare prices, and select the one that provides the best value. Supermarkets are under pressure to keep their prices competitive as a result.

## **2.8 Threats of Substitute**

Supermarkets may be replaced by family-owned businesses and neighborhood markets, particularly in rural areas where residents are used to shopping at smaller neighborhood stores. The growth of online grocery stores and e-commerce platforms may be dangerous. The ease of ordering groceries online and having them delivered right to your door may appeal to consumers. Customers may choose to shop at specialty stores instead of supermarkets when purchasing certain products, such as fresh produce, organic foods, or foreign goods. Particularly in recessionary times, consumers who are price conscious may be drawn to discount stores that provide a large selection of goods at reduced costs rather than supermarkets. Farmers and consumers can communicate directly at farmers' markets. These markets may be preferred by customers who are looking for locally grown and fresh produce over supermarkets. Not only this, but also supermarkets may face competition from services that bring pre-portioned ingredients

and recipes straight to customers' homes, especially for those seeking quick and easy solutions.

## **2.9 Factors Influencing Consumers' Buying Behavior**

I'll consider some factors in this report which create a significant impact on consumer purchase decisions.

**Hygiene factor:** The hygiene factor, in the context of workplace motivation and satisfaction, was introduced by psychologist Frederick Herzberg. In the context of superstores or supermarkets in Bangladesh, the impact of hygiene factors can be significant. Customers are positively impacted by superstores that place a high priority on the quality and freshness of their goods. In Bangladesh, where consumers frequently place a high value on perishable goods like fruits, vegetables, and meats, this is especially important for supermarkets. While Poor product quality or problems with freshness can cause customers to become dissatisfied and lose faith in that place. Customers might decide to choose rivals with superior quality control as a result. Moreover, Pleasant, and well-groomed employees enhance the shopping experience. Consumers are generally happy with the service and are more likely to feel at ease asking for help. Finally, Superstores need to continually invest in these hygiene factors to meet customer expectations and remain competitive in the market.

**Temperature:** The influence of store temperature on the buying decisions of consumers in Bangladeshi superstores can be noteworthy and is contingent upon a range of factors associated to individual preferences, culture, and climate. Keeping stores at a comfortable temperature is essential to creating a positive shopping experience in Bangladesh, a country with a tropical climate. Shopping can be discouraged by extreme heat, but it can be encouraged to spend more time perusing and making decisions in a cool, comfortable setting.

Furthermore, keeping stores at a comfortable temperature is essential to creating a positive shopping experience in Bangladesh, a country with a tropical climate. Shopping

can be discouraged by extreme heat, but it can be encouraged to spend more time perusing and making decisions in a cool, comfortable setting.

Bangladesh has distinct seasons, with its summers being hot and its winters being colder. Superstores may need to modify their store temperature in response to seasonal fluctuations to accommodate customers' varying comfort levels. Store temperature can affect how long consumers spend in the store. Uncomfortable temperatures may lead to shorter dwell times, reducing the chances of consumers exploring various sections of the store and making additional unplanned purchases.

Finally, Understanding and managing the impact of store temperature on consumers' purchasing decisions requires a balance between providing comfort, ensuring product quality, and considering the unique climate and cultural context of Bangladesh.

**Store Lighting:** Store lighting can have a significant impact on consumers' purchase decisions in superstores in Bangladesh. The general ambiance, mood, and perception of a retail space are influenced by the lighting, and this can have an impact on how customers behave. In a superstore, well-planned and executed lighting can create a warm and inviting environment. Customers' opinions of a store can be positively impacted by a pleasant atmosphere, which increases the likelihood that they will explore space and make purchases. Proper lighting arrangement is crucial for exhibiting products in an efficient manner. Proper lighting draws attention to merchandise, enhancing its visual appeal and allure. It may highlight sections or highlight goods, encouraging customers to think about making a purchase.

The speed at which customers move through the store can be affected by lighting. Areas with good lighting promote exploration and may trigger impulsive purchases. On the contrary, poorly lit spaces might make customers move more slowly and make them think about the items more carefully.

The superstore's overall brand image is enhanced by the lighting design. A brand's identity is strengthened by consistent, well-designed lighting, which also affects how customers view the worth and quality of products.

Importantly, changing lighting designs in accordance with cultural or seasonal celebrations can make the store feel livelier and more inviting. For instance, changing the lighting to reflect the cultural ambiance during Bangladeshi holidays or special events can improve the overall experience. Nowadays, Environmental concerns are becoming more and more apparent to consumers. Superstores may attract environmentally conscious customers and influence their purchase decisions if they integrate sustainable and energy-efficient lighting solutions.

To leverage the impact of store lighting on consumers' purchase decisions, superstores in Bangladesh should consider conducting market research to understand the preferences and expectations of their target audience.

**Color:** One fascinating area of retail psychology is how consumer choices about what to buy are influenced by store color. There are general psychological effects associated with colors that can impact consumer behavior, even though differences in culture play a significant role.

Colors that are warm like red and yellow are frequently connected to strength, warmth, and enthusiasm. They may stimulate impulsive purchases by fostering a vibrant and dynamic environment. On the other hand, an excess of red could convey a sense of rush, while an excess of yellow could be overpowering.

Then, Blue and green are associated with trust and serenity. For instance, blue is frequently connected to dependability, whereas green may arouse feelings of freshness. These colors could be used by supermarkets to create a calming, reliable atmosphere.

Colors can have different cultural meanings. In Bangladesh, for instance, red, white, and green colors may be more culturally significant or appealing. Understanding local color preferences is crucial for attracting and resonating with the target audience.

Although color can have psychological effects, it's important to remember that everyone has different tastes. Consumer reviews and market research can offer insightful information about how well a store's color scheme works and how to best tailor it to Bangladesh's target market.

**Aroma:** One important component of sensory marketing, in which businesses use sensory cues to affect customer behavior, is the effect of store aroma on consumers' decision to buy. When it comes to superstores in Bangladesh, the smell of the merchandise can affect customers' decisions to buy on an emotional and psychological level.

Pleasant and inviting aromas can enhance the overall shopping experience. A positive environment is likely to encourage shoppers to spend more time in the store, exploring products and making considered purchase decisions. Additionally, A unique brand identity can be established with the help of the perfect aroma. Customers' perceptions of a superstore can be made distinctive and unforgettable by its distinctive scent.

Interestingly, in supermarkets with food sections, strategically chosen scents can stimulate appetite and cravings. This is particularly relevant for bakery and fresh produce sections, where the aroma of freshly baked goods or ripe fruits can influence purchasing decisions.

Aroma has the power to affect how customers feel about a product's quality. A store that smells clean and new, for instance, might be connected to well-made and maintained goods.

However, there are some important factors to be considered when choosing a scent for the brand. Firstly, the scent selection should complement the superstore's offerings in terms of both goods and services and brand image. To make sure the fragrance is well-received, take cultural sensitivities and preferences into account. Then, the smell's intensity needs to be carefully managed. It should be detectable but not overpowering because some customers may find an overpowering scent offensive.

**Store Layout:** One important component of retail strategy is the effect that store layout has on consumers' decisions about what to buy in Bangladeshi superstores. The physical configuration of the aisles, product displays, and general layout of the retail area are all included in the store layout.

Customers find it easier to navigate a store layout that is rationally and smoothly set up. Clearly marked corridors, sensible product placement, and clear signage all enhance the shopping experience and may even boost sales.

Moreover, Product placement at eye level or in busy areas can improve accessibility and visibility. Products that are visible and accessible to customers are more likely to draw their attention and have an impact on their purchasing decisions.

Additionally, to encourage impulse buys, supermarkets frequently position high-margin or promotional items close to the checkout counters. Before a customer makes a final decision, an efficient store layout can expose them to these items through a series of steps.

Finally, Bangladeshi supermarkets have the option to design their stores with technological elements like digital signage and interactive displays. This can influence customer decisions by giving more details about goods, deals, and promotions. Therefore, this is essential to comprehend Bangladeshi culture and consumer preferences in order to customize store layouts to local shoppers' unique requirements and expectations.

## **CHAPTER 03: REASEARCH ANALYSIS**

### **3.1 RESEARCH METHOD**

I have prepared questionnaires for different super shops based on the first five factors mentioned above and range between 1 to 5. Basically, the survey included factors that influence customers in a positive way if the ranges are high. On the other hand, the survey illustrates negative results if the ranges are low. In this report, I have collected data by conducting surveys among the number of customers who shop repeatedly in super shops. I'll explain the survey results in the finding part of this report.

### **3.2 RESEARCH FINDINGS**

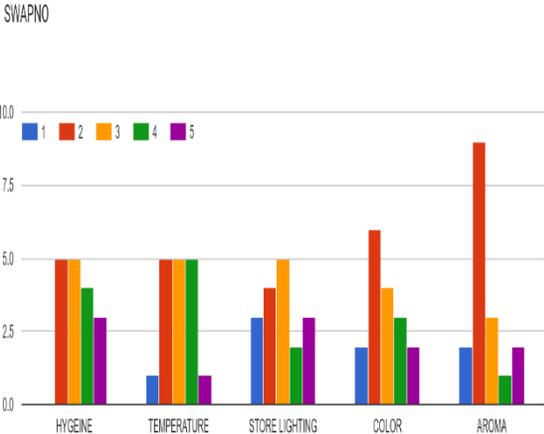
**SWAPNO:** The bar chart illustrates the different factors influencing customers in SWAPNO.

Firstly, the **Hygiene** factor shows 3 customers gave the highest rating and 5 customers rated 4 out of 5, rest of the 10 customers rated 3 and 2 respectively. Therefore, I can say the hygiene factor in Swapno is showing some negative impact among customers as the highest number of customers are showing lower ratings.

The store's **temperature** shows average result from the survey. Almost 70% of the customers are voting average for the temperature.

Thirdly, store lighting of swapno illustrates positivity among customers as major people voted from the average range of survey.

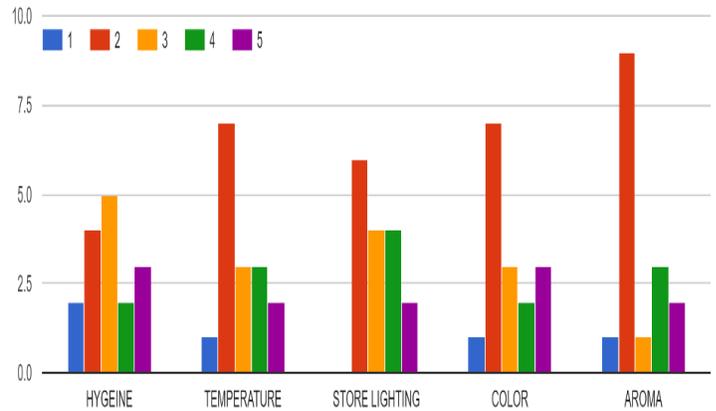
Finally, the survey result shows most of the customers are dissatisfied with the **color** and **aroma** of Swapno. That means these two factors influence customers in a negative way.



**AGORA**

The factors that influence customers in Agora include Hygiene, Temperature, Lighting, Color, Aroma. From the survey results, almost every factor shows dissatisfaction among the customers as most of them rated the lowest. Among them the scent used in the store causes the highest level of dissatisfaction. As a result, customers are getting demotivated to make a purchase decision from the shop. The exception is the hygiene factor shows the average level of rating from the major number of customers.

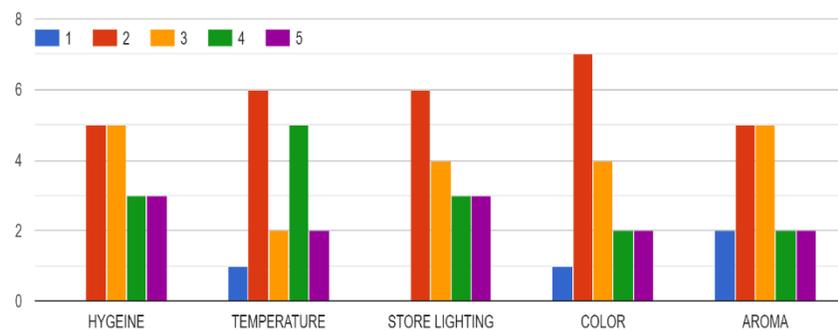
AGORA



### MEENA BAZAR

From the survey report, I can say that most of the people are highly demotivated by the services of Meena bazar. The lower rates from majority of customers in each factor represent demotivation from customers. Most consumers are less likely to visit the shop due to the use of less attractive colors in the shops. As a result, customers are losing interest in purchasing from the shop.

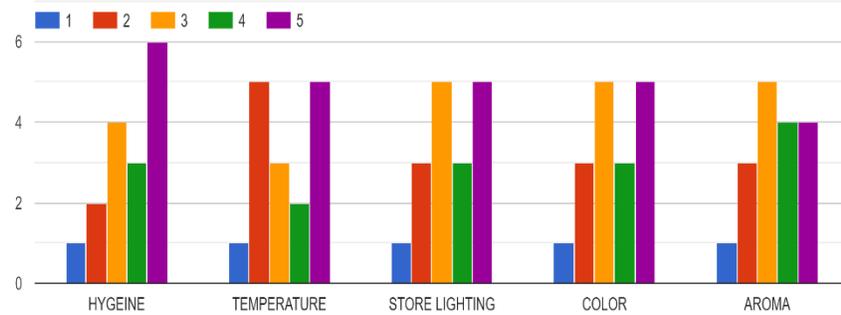
MEENA BAZAR



## UNIMART

The results of the survey illustrate consumers are influenced in a positive way by the factors served by Unimart. Most of the consumers rated high in every factor available in the shop. However, some consumers are showing moderate interest in the fragrance used inside the shop. Therefore, consumers are more likely to shop from the store due to a higher level of satisfaction.

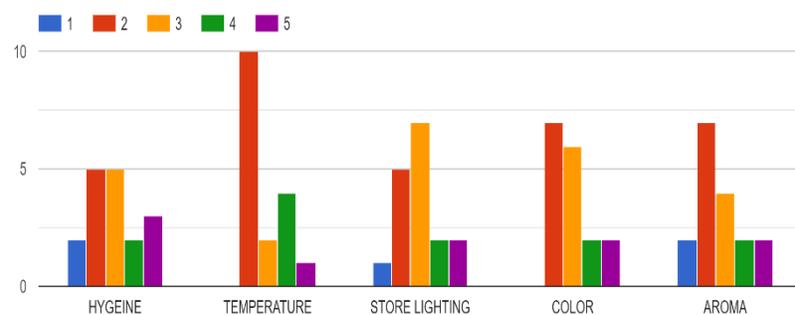
UNIMART



## Daily Shopping:

Consumers are mostly dissatisfied with the temperature level in the store, color used in the store and aroma of the store. In terms of hygiene and store lighting the results are average.

DAILY SHOPPING



# CHAPTER 04: FINDINGS, RECOMMENDATION AND CONCLUSION

## 4.1 Overall Findings of the Study

In this report, I have tried to illustrate how different factors in super shops work as motivation or demotivation among consumers. After the analysis, it is clear that the factors mentioned in this report are crucial for the super shops. Overall, different super shops have different fulfillment and lacking as well. For example, the survey results show consumers are highly interested in buying from the Unimart because of maintaining hygiene while customers show less interest to purchase from Daily shopping due to lack of adequate hygiene in the shops. Therefore, the study suggests that customers are choosier nowadays regarding the factors included in this report.

## 4.2 Conclusion and Recommendation

This report includes the most important factors that influence consumers buying decision in super shops of Bangladesh. Each factor included here plays a crucial role for the consumers' attention. Moreover, this report also suggests that consumers have different choices based on their gender. There are different types of choices among male and female customers. This study will contribute to enhance the marketing strategies of supermarkets by analyzing factors more accurately. After observing my findings, each super shop from this report can gain knowledge about their shortage in the outlets. Moreover, this study comes up with few recommendations for every superstore mentioned. Initially, **SWAPNO** is one of the most popular retail shops in Bangladesh, but they need to improve the level of scent they are using in the shops. This study also suggests overall quality improvement for **AGORA**, **MEENA BAZAR**, and **DAILY SHOPPING**. However, this report finds positive reviews about **UNIMART**, customers are quite satisfied. I recommend marketers collect feedback from every consumer to set strategies that supermarkets could adopt to better align with consumer preferences.

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