

# **CONSUMER CHOICE CRITERIA IN SUPERSTORE SELECTION**

**BY**

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Saeed Date: 12/Jan/2015

### Abstract

**Purpose-** This study aims to find the factors which create a pull towards superstore visits. It will examine all the external and internal factors which lead to a customer visiting a specific superstore regularly.

**Methodology/sample-** A survey is taken among the people who visit superstores to evaluate the factors which are the most important for them and which are least important. Pearson Chi-Square test and Factor Analysis has been conducted to evaluate the factors which are of prime interest to the customers.

**Findings-** This study reveals that customers give a huge emphasis on the location of the superstore and the security of the location as well. The study also indicates that the availability of parking space at a superstore is of prime importance for the customers furthermore the traffic conditions also effects the decisions of customers. Good quality and wide variety in the products at a superstore have a positive effect on the customers. It also suggests that in order to create a pull towards a specific superstore giving proper customer service is quite essential for the customers.

**Practical Implications-** This paper provides an insight into the factors which influence the customers to shop from particular superstore and what factors retailers should keep in their retail mix when building a superstore.

**Keywords:** Superstore, Customers, Customer Loyalty, External Factors, Internal Factors

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