THE IMPACT OF SUPERSTORE ENVIRONMENT ON CONSUMER BUYING BEHAVIOR: A STUDY OF SUPERMARKETS IN ISLAMABAD

By

Farooq Muhammad Khan   01-121181-007

Supervisor

Sir Adil Hashmi

This Thesis is Submitted to
Bahria University, Islamabad
in Partial Fulfilment for the Degree of
Master of Business Administration

Department of Business Studies

Bahria University, Islamabad

Spring 2019

FINAL THESIS APPROVAL SHEET
Viva-Voce Examination

Viva Date: <u>June 27, 2019</u>

Topic of Research: The Impact of Superstore Environment on Consumer Buying
Behavior: A Study of Supermarkets in Islamabad

Name of Student: *Farooq Muhammad Khan*   *01-121181-007*

Class: MBA (1.5 Years)

Approved By:

_____

Sir Adil Hashmi
Supervisor

_____

Dr. Farrukh Jaleel
Examiner – I

_____

Sir Salman Ali Khan
Examiner – II

_____

Dr. Muhammad Sarwar Zahid
Research Coordinator

_____

Dr. Khalilullah Muhammad
Head of Department
Business Studies

Dedication

To My Mentor and Friend, I couldn't have done this without you.

Thank you for all the support along the way.

Acknowledgments

First and foremost we would like to express our thanks to ALLAH ALMIGHTY because of His love and strength that He has given me a chance to finish this dissertation and give us an opportunity to work as a researcher.

I would first like to thank my thesis advisor Mr. Adil Hashmi at Bahria University Islamabad. The door to his office was always open whenever I ran into a trouble spot or had a question about my research or writing. He consistently allowed this paper to be my own work, but steered me in the right the direction whenever he thought I needed it.

I would also like to thank my sister in law who was involved in the validation survey for this dissertation, without her passionate participation and input, the validation survey could not have been successfully conducted.

Finally, I must express my very profound gratitude to my parents for providing me with unfailing support and continuous encouragement throughout my years of study and through the process of researching and writing this thesis. This accomplishment would not have been possible without them.

FAROOQ MUHAMMAD KHAN

Abstract

The aim of this research was to explore the retail market of Islamabad Pakistan, for that purpose different retails stores based in Islamabad were visited and data were collected. The data which has been used in this research is primary as well as secondary, for the primary data questionnaire have been used and for the secondary data existing Literature has been reviewed. In addition, Microsoft excel software has been used in order to analyze the data and data have been shown in the form of charts and graphs. The environment of superstores has been selected as independent variable however, consumer behaviors has been selected as the dependent variable. However, correlation and regression analysis has been used for the data analysis and, measure the dependency of variables. Finally it has been found that there is the positive correlation between superstore environment and consumer buying behaviors as those superstores which maintained their environment have experienced higher sales.

Keywords: *Buying Behaviors, Superstore, Environment, Performance*

Table of Contents