

Consumer choice towards modern and traditional stores while buying FMCG



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RESEARCH COMPLETION CERTIFICATE

It is certified that the research work contained in the thesis "Consumer choice towards modern and traditional store while buying FMCG" has been conducted under my supervision to my satisfaction by Ms Nazia Akram, ID: **14001203001** of **MS Applied Statistics** program.

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DECLARATION

I **Nazia Akram**, ID#. **14001203001**, Session: **2014-16**, hereby certify that this thesis is being submitted in partial fulfilment of the requirements for the **MS** degree in **Applied Statistics**.

This thesis is my original work, and the data/material presented herein has not been used for the acquisition of any other degree from any institution. The Similarity Index is below permissibly limit.

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Dedication

This work is dedicated to my parents, Mr and Mrs Muhammad Akram, who have always showed confidence in me and loved me unconditionally and whose good examples have taught me to work hard for the things that I aspire to achieve.

Acknowledgment

Begin with the name of Allah, the most beneficent, the most merciful, who enables me to reach the Zenith of educational level of my life through His mercy. I am thankful to the Almighty Allah for His countless blessings. He is the one who give me that much perseverance to complete my Masters of Science (Statistics) Degree.

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Abstract

There are different kind of features which attract the customers for the decision making of particular store selection such as variety, quality of product, price, discounts and staff behaviour. These factors build an image in the eyes of costumers. The purpose of the study is to find the important factors that attract customers towards the modern stores. For that purpose six important factors are extracted after extensive study of literature that are product variety, store atmosphere, staff courtesy, price structure and location convenience. In this paper logistic regression has been used in order to see the contribution of the mentioned factors to store selection. A total of 300 respondents were sampled from traditional and modern stores using systematic random sampling. Stores in this study is a dichotomous variable with two categories, modern and traditional. Because of this binary nature of the dependent variable logistic regression approach was found appropriate. Of five independent variables used in the study two were found most significantly associated in all models i.e. location and atmosphere. But curtsey factor was appeared insignificant in main logistic model as well as most of the sub models. The findings showed that logistic regression is the most promising tool in providing meaningful interpretations in such type of researches.

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Chapter 1:

1 INTRODUCTION

In this section of research report, background of this topic and general information about this about is presented. Furthermore, the objectives of study and problem statement, for which the research was started, is explained. Scope of study and importance, pros and cons of this research are also explained in this chapter of research. At the end of this chapter, work breakdown is presented so that the reader may get the overview and distribution of this research work.