

CONSUMER PERCEPTION AND ATTITUDES IN PURCHASING SUPERSTORE VEGETABLES: AN EMPIRICAL STUDY IN DHAKA CITY

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Executive Summary

Vegetables have high carbohydrate, protein, vitamin, and mineral content, which contributes to a balanced and full diet for humans. The purpose of the study is to investigate the perception and attitudes of consumers towards superstore vegetables in Bangladesh. This study is a cross-sectional study based on primary data conducted through a questionnaire survey collected from October 2022, to November 2022 using purposive sampling model from different areas adjacent to superstores like Agora, Minabazar, Shwapno, Unimart, Prince Bazar, etc. in Dhaka City (Dhanmondi, Gulshan, Banani and Mirpur). A total of 252 respondents were successfully interviewed to determine the association between independent variables, and dependent variable applying Chi-square test. In multivariate setup, Probit model was applied. Among these respondents, 38.6% were women and 61.4% were men. Male consumers had a significantly higher prevalence of purchasing vegetables from modern retail outlets than female consumers. Religion, reasonable price, better price, fresh product, time consumption on purchasing items were significantly influences consumer preference for purchasing vegetables from Bangladeshi superstores. This study determines factors associated with consumer preference to buy vegetables items from modern retail outlets in Bangladesh.

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