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**CONSUMER PERCEPTION ON PERFORMANCE OF SUPERMARKET IN PORT HARCOURT (SURVEY  
OF SELECTED SUPERMARKETS**

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***Abstract***

*This study focuses on perception of consumers on performance of supermarkets in Port Harcourt. The study is positioned to examine the relevance of perception on consumers in promoting the performance profitability of supermarkets, and consumer's satisfaction. The study used structured questionnaire technique for four supermarkets as a means of data collection. The sample of 240 was selected using convenience sample procedure for easy accessibility and coverage of the consumers. A detailed questionnaire of 246 were prepared and distributed to a sampled target in order to obtain used data from the selected consumers in Port Harcourt. The data were collected and analysed using sample percentages statistical technique while the hypotheses were tested using T. Test method. Based on the findings, it was recommends as follows: (1) Owners of supermarket in Port Harcourt should endeavor to have sufficient arrangements for security to secure their business environment thereby enhancing and encouraging consumer's satisfaction. (2) Employees of retailer operatives should wear a cheerful look and have a sense of courtesy that will ease customers to take a repeat purchase. Price of goods should not be too high but moderate knowing that consumers are price sensitive while shopping. (3) The concept of consumer perception should be adopted manufacturing fruits in Port Harcourt in their annual gadgets to enhance quality goods.(4) Supermarket owners should be sincere in their daily operations. Consumers should be able to brief them. They should be honest in bringing the original products with moderate/affordable prices.*

**Introduction**

There is a wealth of literature dealing on supermarkets have affected the retail sector in developing countries: supply chains and traditional retailers (see Reardon & Berdegué 2002, Reardon et al 2003, Traill 2006, and Reardon & Hopkins 2006 for literature reviews on country-specific studies). Supermarkets choose, regulate, and tie their suppliers to a medium-term contract through their economies of scale. They either have their own distribution centers to deal directly with farmers or use specialized wholesalers to supply them with food of previously agreed quality and packaging. This practice has both positive and negative impacts on the supply chains. On the positive side, it forces the suppliers to be professional because they must transport the goods as scheduled and have audited financial reports. Secondly, the suppliers are now not as vulnerable to price changes as the prices have been agreed upon in the contract. However, the negative effects include supermarkets excluding small suppliers who cannot keep up with the quality standards, a

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stocking fee charge, and much longer payment periods than traditional retailers the success of any marketing program depends largely on the ability of the marketer to identify and satisfy the needs of actual and perceived consumers. But the consumer is a very complex being. It is not always easy to predict his behaviour in some given circumstances and situations. Okey G. Oiji (2002). Not only is it difficult to anticipate what marketing programs will work but what worked yesterday may not work today. This is reflected in Avon's marketing efforts to women. There is still a strong market for cosmetics but because of changes in their lives, women buy them differently today than they did in the past thus a marketer like Avon must constantly improve its understanding of consumers and adapt its strategies. As a result of the complexity of the consumer and yet his central role in the success implementation of the market's programs, the market has no choice than to take steps to identify the perception of consumers for his product. Michael .L. Etzel (1997). Bitter competition in the retail industry has been present in developed countries for much of the past century, particularly in the United States and Western Europe. The competition exists mainly between traditional retailers and modern retailers, that is, supermarkets and hypermarkets. Towards the last decade of the millennium, however, the battleground has expanded to developing countries, where deregulations in the retail sector aimed at increasing foreign direct investment (FDI) have resulted in the proliferation of supermarket chains (Reardon & Hopkins 2006). Reardon et al (2003) find that as of 2003, supermarkets' share of the retail food sector in scores of developing economies, such as South Korea, Thailand, Taiwan, Mexico, Poland, and Hungary, has reached 50%. In Brazil and Argentina, where the proliferation began earlier, the share was around 60%. Traill (2006) uses various assumptions and predicts that by 2015, supermarkets' share of the retail food market will reach between 61% in Argentina, Mexico, and Poland; 67% in Hungary; and 76% in Brazil

The majority of supermarkets in the northeast have enjoyed sustained growth, expansion, and prosperity for a long period of time. But things change, and now they are up against meal-kit delivery, discount stores, increased costs and shrinking margins, to say nothing of attracting consumers who have too many choices when it comes to food shopping. Despite all of this, business owners are finding ways to make educated decisions about inventory management, advertising and promotion, and controlling labor costs in order to remain successful. This foresight is not only keeping them profitable despite industry challenges, but it is propelling them forward and helping them remain competitive Chris Martin, CPA, Sobel & Co. 2018. Again, much of the decision-making for these business leaders is based on the fact that they are very knowledgeable regarding the ins-and-outs of the supermarket industry. Many of the leaders in the industry grew up in the business and subsequently have held every position, from working at the check-out counter, to pushing carts and stocking shelves, as well as rolling up their sleeves and gaining experience in the food areas, from dairy, to produce, to the meat department. They know their business and they know their customers. But they need reliable data that they can use to review historical trends and at the same time help project future growth. The million dollar question on everyone's mind is how grocery store owners can stay competitive in pricing and maintain gross margins as low as the 25% industry average with produce prices expected to rise between 1% and 2% in 2018, coupled with competition from German companies like Aldi and Lidl and the purchasing power behind the likes of Amazon. After all, the supermarket industry has been long touted as a "penny business" where net profits hover somewhere in the 1% to 2% range. The supermarket is a large scale retail organization which provides almost all the goods of daily needs Supermarkets are operated without the aid of salesman and provide the full opportunity for the selection of goods to the customers. Goods are displayed in open racks. The customer enters the market and selects the

goods of his choice all his own. He puts all the goods selected by him on a trolley available in the market. He takes this trolley at the counter. At the counter, A clerk prepares the bill for these goods. The customers make the payment of the bill at the cash counter and take the delivery of goods. The performance of supermarkets is measured on turnover. Supermarket within the retail localities is renowned for their high level of competitive rivalry between various chain stores. To address the acquire needs of their customers and potential customers management of supermarkets is continuously challenged with the task of differentiating their goods from which is provided by their competitors (Evan-Gelidis, 1994:5).The rise of supermarkets in developing countries have also received considerable attention in the development economic literature over the past few years (Reardon et al 2003) Based on the above observation, the problem of this study emerges;

Consequently, Shashikorla, R & Ashwini G (2004) examined comparative analysis on consumer perceptions towards supermarkets and provision stores in Bangalore India. The study was undertaken to comparatively analyse the consumer perception on supermarkets and provision store. A survey was conducted among 100 respondents in Bangalore using a questionnaire. The finding shows that, no doubt consumers have better perception of supermarkets as compared to provision store except price. Supermarkets definitely have upper hand in terms of hygiene, variety and store ambience. However, provision stores by realigning themselves and by offering better values can grow stronger.

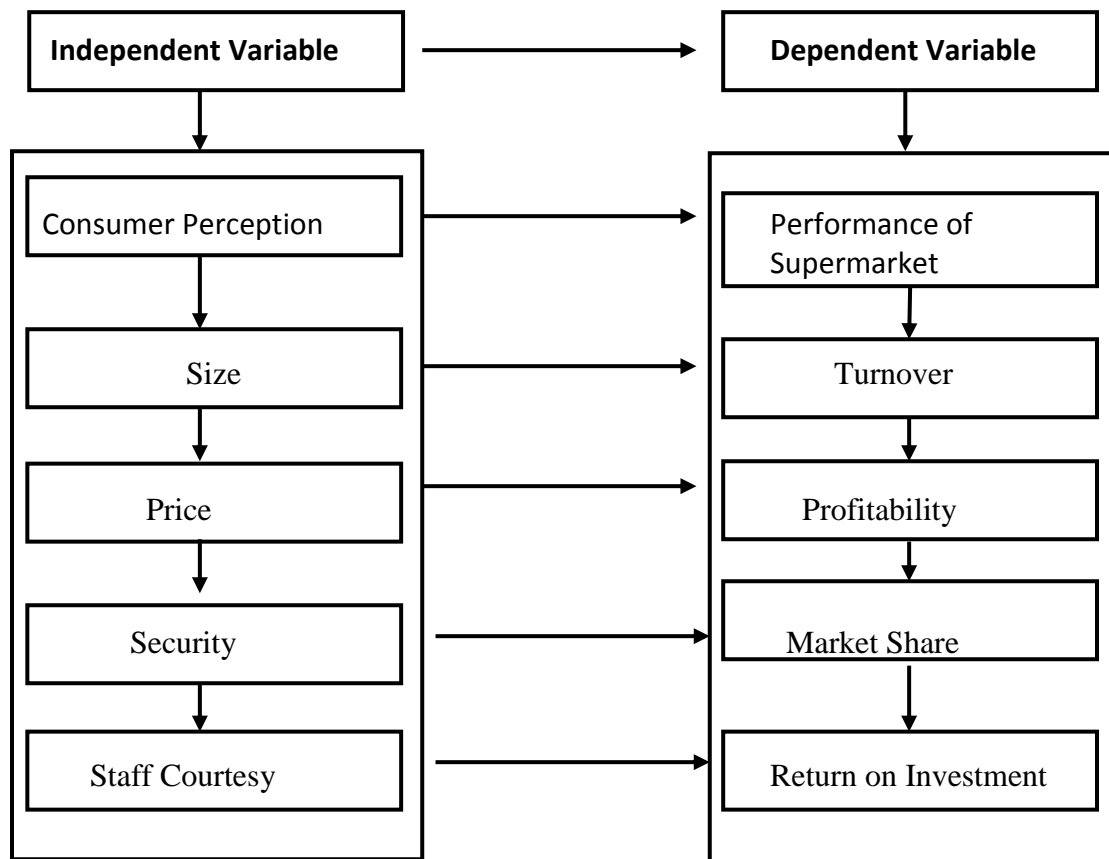
Ludovica et al (2019) analysed consumers' perception of distributed products at retail store in china. A survey was conducted among 218 supermarkets. Customers towards these discounts using a questionnaire The objective of the study was to reduce food waste at supermarkets as many retailers are starting initiatives to prevent the disposal of food items or to manage the waste produced in a more sustainable way. The practice of applying discounts on close-to-date and other sub-optional products is becoming popular as reducing price pushes consumers to accept small defects of food products. The finding suggests that the interest towards discounts on close-to-date products is primarily driven by a general attitude to save money in food shopping. However, an interesting positive effect was observed for the use of a shopping list at the supermarket which may be linked to a greater attention on food planning and consequently to a lower production of food waste at home. The study also recommends data-based pricing as an effective strategy to address food waste reduction in a sustainable management perspective, for its attractive capacity on different profiles of consumers. Also Roy Dhruv (2005) examined consumer perceptions of supermarket services quality; scale development and validation in South Africa. Empirical studies were undertaken in the two phases which include qualitative and pilot with sample sizes of 75 and 70 to purify the measure of instrument. Retail industry remains one of the largest sectors in the global economy. In South Africa, retailing is one of the highest and most competitive industries. The South African retail business environment is becoming increasingly hostile and unforgiving, with intense competition from both domestic and foreign companies (Terkal Anche, 1998:1). The finding reveals the need for basic support for a three-sector structure for supermarket service security in terms of reliability and validity. The reliability analysis, which followed the sector analysis, reflected coefficient a values ranging from 0.85 to 0.90, indicating high internal consistency among variables with each dimension.

Literature gap on the subject matter is replete with efforts aimed at addressing the issue of customer's satisfaction. Various principles strategies have been suggested as an attempt to enhance customer's satisfaction levels. In some cases, it is a "misery satisfaction", the complain of the customers can't continue? Then search for clues continues. It is on the light of this fact; I examine

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the reliability of supermarkets and viable strategies that can address the issue of customer's satisfaction in Port Harcourt. Specifically, the study examines how size of supermarkets, price of products, staff courtesy and security of environment can bring about the desired satisfaction to customers in the garden city of Port Harcourt. Therefore, to what extent to does size of a supermarket influence turnovers of supermarkets in Port Harcourt?, what is the extent of influence of price on profitability of supermarket?, how does security influence the market share of supermarket?, and what is the level of influence of staff courtesy on return on investment of supermarket in Port Harcourt?. Specifically, the objectives are to, examine the extent to which size of a supermarket influence turnovers of supermarkets in Port Harcourt. Evaluate the extent of influence of price on profitability of supermarket. Assess the influence of security on market share of supermarket and examine the level of influence of staff courtesy on return on investment supermarket in Port Harcourt. Therefore, the study investigates Consumer perception on performance of Supermarket in Port Harcourt (Survey of Selected Supermarkets

**Literature Review  
Conceptual Framework of the study**



Source: Researchers Desk 2021

## Conceptual Review

### Perception

Since behaviour can take many forms, a person may gather information from an environment to help him/her make a choice. Perception is the process of receiving, organizing and assigning meaning to information or stimuli detected by our five senses. It is in this way, that we interpret or give meaning to the world around us. Perception plays a major role in the stage of buying decision process where alternative are identified. Michael .J. Etzel et al (1997) What we perceive, the meaning we give something depends on the object and our experiences. In an instant, the mind is capable of receiving information, comparing it to a huge store of images in memory and providing an interpretation. Consumers make use of all five senses. Scents, for example, are powerful behaviour triggers/ perception is a psychological factor that acts after motivated. Some body can be adequately motivated, but his actions to motivation depend absolutely on his perception.

Perception is a function of many elements including state/mode of the five sense- sight, hearing, smell, touch and taste. Particular information can be communicated to two people within the same environment but could be interpreted in different ways. The reason for variation in interpretation is simply due to different level of perceptions Worlia, Amadi Y. (2000). Every day we come in contact with an enormous number of marketing stimuli. However, with the aid of selective perception techniques we are able to deal with the commercial environment. Essentially, there are three main reasons why consumers have different perceptions of the same stimuli object or situations. These mechanisms are selective exposure selective, selective distortion and selective retention. Considering the fact that people are exposed to a great number of stimuli every moment of the day, therefore, most of the stimuli will in the end be selectively screened out. This means that markets have to work extra hard to gain the attention of consumers in the market place. Selective distortion is made manifest in the sense that are stimuli which consumers take note to do always which come in the way markets intended to do. While selective retention is concerned with the forgetfulness of whom people have learned. Generally consumers will tend to retain information that appeal, and support their attitude, beliefs and lifestyle.

### Supermarket

Supermarket usually refers to an institution in the grocery retailing field. In this context, a supermarket is a retail institution that has a moderately broad, moderately deep product assortment spanning groceries and some man food lines and offers relatively few customers service. Okey G. Oiji (2002). Again, the supermarket is a large scale retail organization which provides almost all the goods of daily needs Supermarkets are operated without the aid of salesman and provide the full opportunity for the selection of goods to the customers. Goods are displayed in open racks. The customer enters the market and selects the goods of his choice all his own. He puts all the goods selected by him on a trolley available in the market. He takes this trolley at the counter. At the counter, a clerk prepares the bill for these goods. The customers make the payment of the bill at the cash counter and take the delivery of goods. Most supermarkets emphasizes price. Some use price offensively, featuring low prices to attract customer. Stanley N Logan (1995:P2). Others use price defensively, relying on leader pricing to avoid a price disadvantage having very thin gross margins, supermarkets need high

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level of inventory turnover, profitability and market share to actively provide satisfactory returns on invested capital. Babette, Morgan (1994: P 12).

Stores using the supermarket method of retailing now dominate grocery retailing. As these stores adds more products and more selling space. Some were called superstores and combination stores. For many years, the supermarket has been under siege from competitive. Kevin Thomson (1995: 20, 22). The reasons for rise in supermarket the reasons include to provide quality products for the consumers because in the market place, most of the goods stocked are mostly inferior goods. The next reason is to solve the problems of assortment, and quantify. In most market, most superior goods are not stocked. Even if in store they are not of the required quantities.

**Factors affecting the performance of supermarket**

Richard, Y. Hise (1982) asserted that the following affects the performance of supermarkets.

- a. Product location
- b. Store location
- c. Number/variety of products
- d. Promotional efforts
- e. Size of store
- f. Manager characteristics
- g. Number of employees

**Denomination for successful supermarket:**

**According to Strawbridge (1972), the denominations include:**

- a. Ability to grasp management fundamentals. The management must have a complete knowledge of the managerial functions to guard in decision making process and must ensure the right measures are employed at the appropriate time because of over looked might cause doom.
- b. The production purpose must be followed to the later and the right goods must be made ready to the ultimate consumers to enhance his well-being.
- c. Flexibility of policies must be ensured for quick utilization of incidental business opportunities
- d. Supermarkets owners/operators must be curious to know their customers and ensure repeat purchase.

**Advantages of Supermarkets:**

**Freedom of Selection**

Customers enjoy full freedom of selection in supermarkets. As salesman are not appointed in these markets, customers select goods of their choice on their own.

**Fixed Prices**

Prices of all the goods at these stores are always fixed. No bargaining is allowed in prices. Hence, these markets win the faith and favour of customers.

**Lower Prices**

Prices of goods are generally kept low at the supermarket. Thus, these markets are suitable for both rich and poor people.

#### **Availability of all the Goods of Daily Need**

Supermarkets provide almost all the goods of daily and regular needs to the consumers under one roof.

Thus, they have not to move from one place to another for making their purchases.

#### **Availability of Variety Goods**

Supermarkets maintain a large variety of all the goods and thus, help customers in the selection of best goods.

#### **Availability of Standard Goods**

Supermarket deal only in standard goods. Customers believe that they are paying the right price for the right goods of the right quantity..

#### **More Sells**

For the above reasons, the sells of supermarkets go very high.

#### **More Profits**

Through the margin of profit at supermarkets is kept very low, but the total amount of profit becomes very high.

#### **No-Risk of Bad Debts**

As Supermarket sells only for cash there is no risk of bad debts.

#### **Economics of Large Scale Operation**

As a Supermarket is a large scale retail organization, it gets many economies of large scale operations.

#### **Disadvantages of Supermarkets**

##### **Need for Huge Amount of Capital**

As Supermarket is a large scale retail organization and it deals in almost all the goods and services of daily use of consumers, it needs huge amount of capital to be invested.

##### **Problem of Required Space**

Supermarket required a large space and that too in the heart of big cities, but it is very difficult to find such a place in a big city these days.

##### **Difficult for Customers in Making Selections**

No salesman is appointed in the supermarket, and thus, the customers have to select on their own. It becomes very difficult for customers to do so without any aid.

##### **Not Suitable for the Sales of Goods of Technical Nature**

For supermarkets, is not very practical to provide after-sale services. Therefore, goods of Technical nature cannot be sold in supermarkets.

##### **Possibility of Spoil of Perishable Goods**

As Supermarket deals in many perishable goods like vegetables, fruits, dairy products, etc. These goods may be spoiling if not sold within a limited time.

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**Lack of the Facility of Credit**

The supermarket sells goods only for cash. Thus, the customers want to purchase on credit, cannot do so from supermarkets.

**Fewer Opportunities for Employment**

As no salesman is appointed in supermarkets, least employment opportunities are provided by these markets.

**Minimum Satisfaction of Consumers**

Customers have to select the goods on their own without any aid and no extra facility is provided to them in these markets, and they feel least satisfied.

**Salient Features of Supermarkets**

1. Almost all the goods of daily and regular needs of consumers are sold at supermarkets, such as – goods of grocery, goods of cosmetics, vegetables, fruits, clothes, readymade garments, sports goods, stationery, etc.
2. Goods are displayed in open racks.
3. Customers get full freedom of selection of goods. A customer is not aided by the salesman while making selections.
4. Goods are purchased directly from manufacturers or wholesalers.
5. Prices are generally kept lower than market prices.
6. Goods are sold only on a cash basis.
7. No salesman is appointed and hence supermarkets are known as self-service stores.
8. Supermarkets are generally located in Central places in big cities.

**Theoretical Framework**

According to Stimulus-response theory, learning occurs as a person responds to some structures by having in a particular way and is rewarded for a correct response and penalized for an incorrect one when the same correct response is repeated in reaction to the same stimulus, a behavior pattern or learning is established. Once a habitual behavior pattern has been established, it replaces conscious, willful behavior. In terms of the purchase decision process, this means that the consumer would go directly from the recognized need to take purchase, skipping the steps in between. Marketers have “taught” consumers to respond to certain cues.

The psychoanalytic theory of personality formulated by Sigmund Freud at the turn of the century and later modified by his followers and critics has had a tremendous impact on the study of human behavior. Freud contended that people have subconscious drives that cannot be satisfied in socially acceptable ways. As we learn that we cannot gratify these needs in a direct manner, we develop other more suitable means of seeking satisfaction. This results in very complex reasons for some behavior. One significant method of implication marketing implication is the person’s real motives for buying a product or shopping at a certain store may be hidden.

Sometimes, even we ourselves do not understand why we feel or act as we do. Psychoanalytic theory has caused marketers to realize that they must appeal to buyers’ “dreams, hopes, and fears. Yet at the same time, they must provide buyers (consumers) with socially acceptable rationalizations for many purchases.



### Empirical Review

Kumar, S (2015) analyzed consumer buying behavior towards organized retail store in Erode District, Tamil Nadu India, the study employed a descriptive research design. Multiple regression analysis was a statistical technique used to analyse the relationship between a single dependent and independent variables. The objective of the study was to get the feedback about consumer's perception, attitude and satisfaction at a retail store. The size of the sample was 100 respondents. The finding reveals some insights on factors that would be important in managing consumer satisfaction. Customers are concerned not only with the merchandise, physical surroundings, promotional schemes and personal interaction but also with after sales services, entertainment and security arrangements. So, organized retail outlets need to increase product quality and store convenience, and after sales services to improve customer satisfaction. Organized retail outlets must ensure greatly and availability of new products and attractive promotional schemes, sufficient security arrangements and enhance customer satisfaction. The findings of the study also contribute to the understanding of consumer shopping behaviour; their attitude and intention towards regional stores. A retailer invest understand and know in detail, various factor that lead to shopping intention and attitude of the customers. This will help them to achieve success in the retail market. Shashikorla, R & Ashwini G (2004) examined comparative analysis on consumer perceptions towards supermarkets and provision stores in Bangalore India. The study was undertaken to comparatively analyse the consumer perception on supermarkets and provision store. A survey was conducted among 100 respondents in Bangalore using a questionnaire. The finding shows that, no doubt consumers have better perception of supermarkets as compared to provision store except price. Supermarkets definitely have upper hand in terms of hygiene, variety and store ambience. However, provision stores by realigning themselves and by offering better values can grow stronger.

Ludovica et al (2019) analysed consumer's perception of distributed products at retail store in china. A survey was conducted among 218 supermarkets customers towards discounts using a questionnaire. The objective of the study was to reduce food waste at supermarkets as many retailers are starting initiatives to prevent the disposal of food items or to manage the waste produced in a more sustainable way. The practice of applying discounts on close-to-date and other sub-optional products is becoming popular as reducing price pushes consumers to accept small defects of food products. The finding suggests that the interest towards discounts on close-to-date products is primarily driven by a general attitude to save money in food shopping. However, an interesting positive effect was observed for the use of a shopping list at the supermarket which may be linked to a greater attention on food planning and consequently to a lower production of food waste at home. The study also recommends data-based pricing as an effective strategy to address food waste reduction in a sustainable management perspective, for its attractive capacity on different profiles of consumers. Sonia et al (2020) examined consumer perception and socioeconomic profiles for digital stores in Vietnam. The study used SPSS 22, R Studio, and R-Cran software packages. Exploratory factor analysis confirmatory factor analysis, very simple structure (VSS) criterion and parallel analysis was also used in the study. The objective of the study was to know the perceptual thought and socioeconomic profiles of customers because the context of digitalization and consumers issue is slowly growing in the Vietnamese market. It was also observed that customers have an

almost balanced view of shifting to other stores and the image of the digital store, which makes the price have a substantial effect on the digital store image. The education and empathetic nature of employees also affect the way customers complain and way delivery is handled. The finding reveals that digital consumer's socioeconomic profiles, the price of the product and the digital stores image appear to have a significant relationship. A consumer pattern is having the education and the period of purchase which explains the relationship better.

Roy Dhruv (2005) examined consumer perceptions of supermarket services quality; scale development and validation in South Africa. Empirical studies were undertaken in the two phases which include qualitative and pilot with sample sizes of 75 and 70 to purify the measure of instrument. Retail industry remains one of the largest sectors in the global economy. In South Africa, retailing is one of the highest and most competitive industries. The South African retail business environment is becoming increasingly hostile and unforgiving, with intense competition from both domestic and foreign companies (Terkal Anche, 1998:1). The finding reveals the need for basic support for a three-sector structure for supermarket service security in terms of reliability and validity. The reliability analysis, which followed the sector analysis, reflected coefficient values ranging from 0.85 to 0.90, indicating high internal consistency among variables with each dimension. In today saturated retail markets, retailers face wickasies of hurdles to attract and customers. Hong et al (2011) examined consumer's perceptions on grocery retail outlets in Iran. The paper was thus developed to investigate the satisfaction levels of customers in supermarkets. Data was collected from three supermarkets in Visby, Gotland.

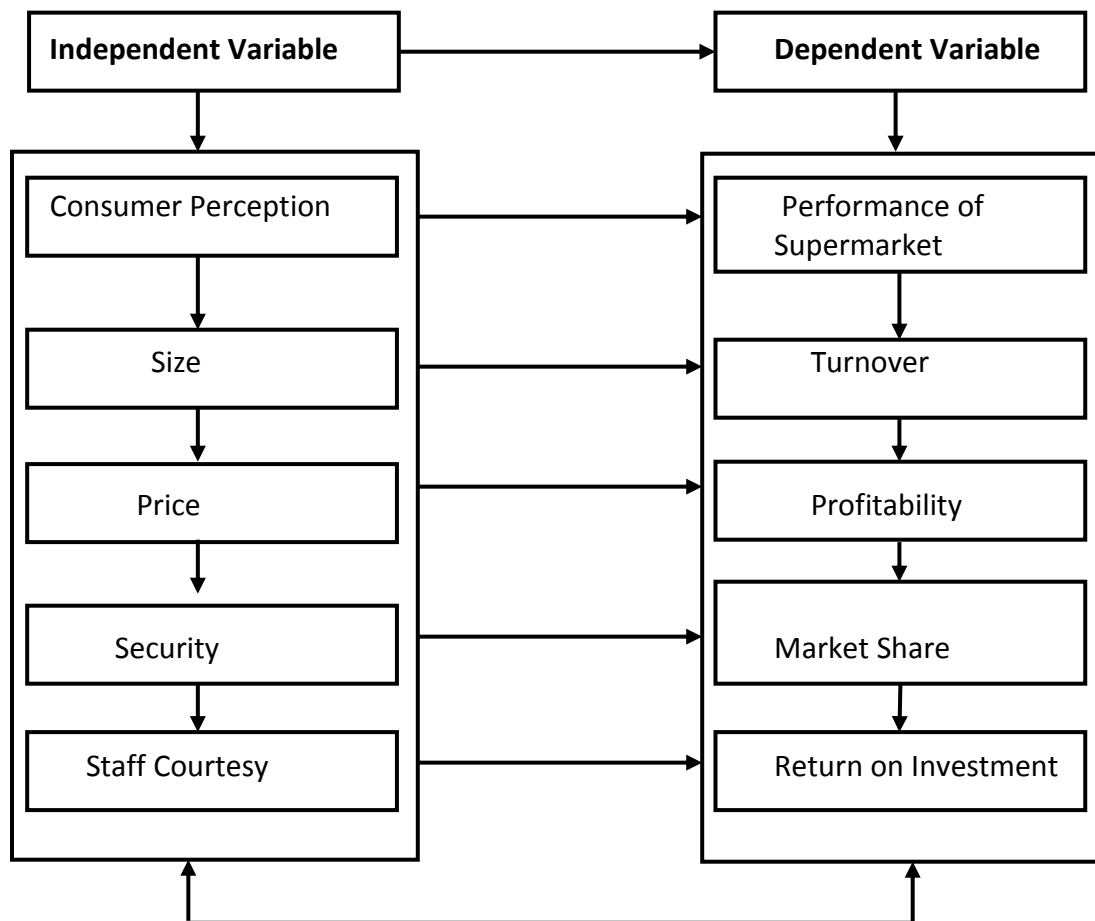
The study examined the importance of overall dimensions and specific elements of customer's satisfaction towards the measurement of satisfaction level. In addition, comparative analysis was conducted between the three relative grocery stores. Customer's satisfaction levels were measured. The highest percentage of customers of the whole sample belonged to medium level of subtraction. The statistical result concluded customers of ICA Nara and customers of ICA were higher satisfied than those of Coop forum. The result showed that customers felt satisfied with location staff courtesy and reliability of supermarkets as the top aspects that drive satisfaction while additional services were ranked lowest. Due to these results, the impact of these attributes on customer satisfaction must not be underestimated. Daniel Suryadarma, et al 2017, carried a study on Impact of Supermarkets on Traditional Markets and Retailers in Indonesia's Urban Centers.

The study measures the impact of supermarkets on traditional markets in urban centers in Indonesia quantitatively using difference-in-difference and econometric methods as well as qualitatively using in-depth interviews. The quantitative methods find no statistically significant impact on earnings and profit but a statistically significant impact of supermarkets on the number of employees in traditional markets. The qualitative findings suggest that the decline in traditional markets is mostly caused by internal problems from which supermarkets benefit. Therefore, ensuring the sustainability of traditional markets would require an overhaul of the traditional market management system, enabling them to compete with and survive alongside supermarkets. It was concluded that Supermarkets have been around in major urban centers in Indonesia for the last three decades. At the onset of the liberalization of the retail sector in 1998, however, foreign supermarket operators began entering the country, sparking a fierce competition with local operators. Some corners claim that traditional markets are the real

victims of the intense competition, as they lose their customers due to the cheaper and higher quality products and the more comfortable shopping environment that supermarkets provide. Therefore, there are calls to limit the construction of supermarkets, especially in locations near traditional markets. The study recommends that, local governments should organize the street vendors, either by providing them with kiosks inside the traditional markets or by enforcing the law banning them from opening stalls around a traditional market. It is imperative that these vendors are kept from blocking the market entrance.

### Operational Conceptual Framework of the study

Element of both the independent and dependent variables were represented as shown below



*Source:* Researchers Desk 2021

### Research Methodology

This section critically examines the plain or blue-point on how to go about data collected and analysed, all aimed at providing solutions to the problems under investigation. It entails the specification of procedures that would be deployed in the field work. (Chukwuemeka 2002).

The Population of this study was 240 consumers in Port Harcourt. These consumers comprised of students, civil servants, job seekers and retailers. The selected supermarkets are Wilde Choice; Welcome you, Timeless, and Market square. The sample size of 240 was selected using the convenience sample procedure for easy accessibility and coverage of these consumers. A detailed questionnaire of 246 were prepared and distributed to a sample target

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in order to obtain useful information from the selected consumers in Port Harcourt. The study used both, secondary and primary sources as a method of data collection. The secondary data were gathered from the use of relevant textbooks while the primary data was collected by personal distribution of questionnaire to the respondents and face validity for the instrument was established through the selected consumers.

This represents a research rate 98%. The data was collected and analysed using simple percentage statistical technique while hypotheses were tested using T.test method.

$$T = \left( \frac{X-u(n-1)}{S} \right)$$

**Where**

u = population of the study

X = sample

S = standards deviation

N = sample size.

**Table 3.1** Questionnaire distributed and collected

	No sent out	No returned	% returned
Questionnaire	246	240	98

**Source:** Survey 2020

Respondents were asked to indicate their choice in size of supermarkets. The responses are shown below:

**Table 3.2.1** Response of consumers 'agreement if the size of supermarkets influence on turnover.

Description	No. of respondents	Percentage
SA	80	33.3
A	60	25
N	10	4.2
D	30	12.5
SD	60	25
Total	240	100

From the table above, 80 (33.3%) respondents strongly agree that size of supermarkets in Port Harcourt, 60 (25%) agreed on the size of supermarket. 10 (4.2%) were neutral on their choice of size of supermarket. 30 (12.5%) disagreed on the size of supermarket while 60(25%) strongly disagreed on that size of supermarkets in Port Harcourt.

**Table 3.2.2.** Response of Consumers level of influence on price to profitability of supermarket

Description	No. of respondents	Percentage
Very high	90	37.5
High	70	29.2
Moderate	30	12.5
Low	20	8.3
Very low	30	12.5
Total	240	100

From the above table, 90(37.5%) said that the price of goods in supermarkets are very high, 70 (29.2%) says it is high, 30(12.5%) says that the prices are moderate, 20(8.3%) says, it is low while 30 (12.5%) says, that the prices are very low.

**Table 3.3.3** Response on level of influence on security to market share of supermarket in Port Harcourt.

Description	No. of respondents	Percentage
Proactive	100	41.6
Active	120	58
None	20	8.3
Total	240	100

From the above table, 100 respondents (41.6%) expressed that securities in supermarkets are proactive, 120 (58%) expressed that the securities in supermarket is active while 20 (8.3%) said that none.

**Table 3.2.4** Response of staff courtesy on return on investment of supermarket.

Description	No. of Respondents	Percentage
Polite	160	66.7
Rude	80	33.3
Total	240	100

From the above table, 160 respondents (66.7%) expressed that the staff of supermarket are polite while 80 (33.3%) respondents expressed that their attitude was rude.

#### Research Hypostases:

Based in the objectives of the research, the following research hypostases will be in null form:

Ho<sub>1</sub>: There is no significant relationship between size and turnover of supermarkets in Port Harcourt.

Ho<sub>2</sub>: Level of price does not significantly influence profitability

Ho<sub>3</sub>: There is no significant influence security and market share

Ho<sub>4</sub>: There is no significant relationship between staff courtesy and return on investment.

#### Testing of Hypothesis:

The hypothesis will be tested using T test method. The confidence level will be 99% while level of significance is 0.00 1%

**Table 3.2.1**

Option	Frequency	x-x	(x-x) <sup>2</sup>
SA	80	32	1024
A	60	12	144
N	00	38	1444
D	30	18	324
Sd	60	38	1444
Total	240		4380

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$$X = \sum \left( \frac{FX}{n} \right) = \sum \left( \frac{240}{5} \right) = 48$$

$$= \sqrt{\sum \left( \frac{x-x^2}{n} \right)} = \sqrt{\frac{4380}{5}} = \sqrt{876}$$

$$= 29.59$$

But  $t = \frac{x-u(n-1)}{n}$

$$= \frac{(5-0)(5-1)}{29.59}$$

$$0.05, 5 \quad 5 \times 4 = 20 = \frac{20}{29.59} = 0.67$$

T critical = 2.776

T Value computed = 0.67

**Discussion rule:**

From the analysis above, the T value computed is 0.67 is less than the T critical value 2.776, hence it is concluded that the size of supermarket premises does not leave any significant influence on the turnover of supermarkets in Port Harcourt.

**Table 3.2.2**

Option	Frequency X	X-X	(X-X) <sup>2</sup>
Very high	90	150	22.500
High	70	170	28.900
Moderate	30	210	44.100
Low	20	200	40.000
Very low	30	210	44.100
Total	240		179.0

$$X = \sum \left( \frac{fx}{n} \right) = \frac{240}{5} = 48$$

$$= \sqrt{\sum \frac{(x-x)^2}{n}} = \sqrt{\frac{179.6}{5}} = \sqrt{35.92}$$

$$= 5.99$$

But  $t = \frac{x-u(n-1)}{n}$

$$= \frac{(5-0)(5-1)}{5.99}$$

$$5 \times 4 = 20 = \frac{20}{5.99} = 3.3$$

T critical = 0.005,4 = 2.776

T Value computed value = 0.29

**Discussion Rule:**

From the table above, the T value computed 3.3 are greater than the T critical value 2.776 hence it is concluded that the prices of goods of supermarkets have significant influence on profitability of supermarkets in Port Harcourt. It is believed that customers instantly will make sharp purchases as the price of the goods of the supermarket goes down.

**Table 3.3.3**

Options	Frequency X	X-X	(X-X) <sup>2</sup>
Proactive	100	140	19.600

Active	120	120	14.400
None	20	220	4.00
Total	240		434

$$X = \sum \frac{(fx)}{n} = \frac{434}{5} = 84.8$$

$$= \sqrt{\sum \frac{(x-x)^2}{n}} = \sqrt{\frac{434}{5}} = \sqrt{86.8}$$

$$= 9.3$$

$$\text{But } t = \text{critical value} = \frac{x-u(n-1)}{n}$$

$$= \frac{(5-0)(5-1)}{9.3}$$

$$\frac{20}{9.3} = 2.2$$

#### Decision Rule:

From the analysis above, the T value computed 2.2 is less than the T critical value 2.776. It was concluded that the securities of supermarkets in Port Harcourt has a significant influence on market share of supermarkets,

**Table 3.2.3**

Options	Frequency X	X-X	(X-X) <sup>2</sup>
Polite	160	80	6.400
Rude	80	160	25.600
Total	240		32

$$X = \sum \frac{(fx)}{n} = \frac{240}{5} = 48$$

$$= \sqrt{\sum \frac{(x-x)^2}{n}} = \sqrt{\frac{32}{5}} = \sqrt{6.45.92}$$

$$= 2.5$$

$$\text{But } t = \frac{x-u(n-1)}{n}$$

$$= \frac{(5-0)(5-1)}{2.5}$$

$$5 \times 4 = 20 = \frac{20}{2.5} = 8$$

#### Discussion Rule:

From the analysis above, the T value computed 8 is greater than the T critical value 2.776 which agreed that the courtesy of staff of supermarket in Port Harcourt have a significant influence on the return on investment.

#### Conclusion

Perception of consumers on a given product generally goes a long way in determining the sales of such product. When the perception is high, it means the product is welcome and profit margin and sales volume will be high. However, when the perception is low, such product is despised and sales volume become low. In the market world today, the consumer is regarded as the king, in the sense that he /she knows what he wants to buy and his choice is final. These consumers do not just go to a market place and begins to buy products. Rather they consider first what they want in the product before going for such products. They also think of certain

factors in such products, such as price, safety courtesy, efficiency, durability, etc during their purchase.

**Recommendations:**

Based on the findings of this study, the researcher therefore recommends as follows:

1. Owners of supermarkets in Port Harcourt should make sufficient security arrangements and enhance consumer satisfaction.
2. Honesty of staff of supermarkets in Port Harcourt should be employed and encourage as a means of promoting supermarkets.
3. The price of the product serves to be significant as a variable too. A retailer must understand and know in detail various factors that lead to shopping intention and attitude of the customer. This will help them to achieve success in the retail market.
4. concept of consumers perception should be adopted by supermarkets operators means in Port Harcourt Supermarket operation in as it will helping enhancing product quality proximity of retail stores and after sales serious to improve customer satisfaction.
5. In addition, the study advocates for more commitments on the side of supermarkets operators with the view of managing consumer satisfaction.
6. The study recommends also that, local governments should organize the street vendors, either by providing them with kiosks inside the traditional markets or by enforcing the law banning them from opening stalls around a traditional market. It is imperative that these vendors are kept from blocking the market entrance.

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