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Abstract

Certainly, supermarkets make up the list of top places to go when it comes to food purchase. The great variate of items from different sources that these places put at the disposal of consumers is meant to be among other things, to excel business enterprise position. In Spain as well as in many parts of the world, supermarkets are seemed like places of necessity where buyers can come across their desires by letting down the price of many products. In other words, reducing cost and saving incomes.

Index terms— comparative analysis; business enterprise; quantitative method; statistics criteria; statistics metric; statistics evaluation

1 Introduction

he two-business enterprise conglomerates this research study assignments are (Dia and Carrefour). Both companies are well-known in Spain. The two make up the top ten list supermarkets in this country. Due to their standing business profile and reputation, they have been that perfect ground for researchers in many regards (Developed with web Control CMS Intermark Tecnologías, 2015); (Franchises -Business -DIA Corporate, 2015); (Alimentation Couche, 2021); (Carrefour Sa Shopping Centers, 2021).

The (DIA) is a Spanish multinational harddiscount supermarket chain founded in 1979. It is the largest franchiser company in Spain, and the fourth largest food sector franchiser in Europe. The Company operates DIA brand in Spain, Argentina and Brazil and the Minipreço brand in Portugal. It has also used 1.051 Clarel beauty stores in Spain. The company has strengthened its competitiveness level and position against other market competitors since it was acquired by Carrefour Group business enterprise. The Carrefour is a French multinational retail and wholesaling corporation headquartered in Massy, France. The eighth-largest retailer in the world by revenue, it operates a chain of hypermarkets, groceries stores and convenience stores, which as of December 2021, comprises its 13,894 stores in over 30 countries. Spain is the 3rd most important international market for Carrefour after France and Brazil. The company operates in Spain under the name of Centros Comerciales Carrefour SA.

Certainly, supermarkets make up the list of top places to go regarding food purchases. The great variety of items from different sources that these places put at the disposal of consumers is meant to be, among other things, to excel in business enterprise position. In Spain, as well as in many parts of the world, supermarkets have seemed like places of necessity where buyers can come across their desires by letting down the price of many products. In other words, reducing costs and saving income. Consequently, how supermarkets approach the market price competition has become one of the most attractive focuses for consumption and expenditure. But, do pricing differences concern company's profitability and consumer's purchasing? Taking on this fundamental question it is assumed that a company's profitability and consumer's purchasing relationship are driven by multiple and correlational factors. This is a hypothesis of differences this study attempts to validate by analyzing the pricing of 30 food items from the same brandnamed (Nestle) but, sold at different outlets from two, unlike Spain Supermarket conglomerates (Dia and Carrefour).

2 II.

Literature Review (Oxford University Press, 2019) quotes, statistics is the discipline that concerns the collection, organization, analysis, interpretation, and presentation of data. (Dodge, 2006) claims that statistics deals with

46 every aspect of data, including the planning of data collection in terms of the design of surveys and experiments.
47 (Ann, 2019) argues that to select the appropriate statistical method, one needs to know the assumption and
48 conditions of the statistical methods, so that the proper statistical method can be selected for data analysis. She
49 also mentions that all types of statistical methods that are used to compare the means Year 2022 G A Comparative
50 Analysis on Supermarkets Retail Products Brand-Named are called parametric. Statistically speaking, these
51 researchers' views cope with the subject matter presented in this research study. Analyzing the pricing products
52 between dependent variables (outlets) and independent variables (price) to get the correct statistical result is a
53 task that can be accomplished with success using the right statistic measure. This standpoint has been pointed
54 out in many researchers works (Harvard Business Publishing Newsletters, 2006); (Michel, 2012); (Joyce, 2014);
55 (Siegel, 2012), and the reference concerning the aim of this research study, which used a quantitative for the
56 collection of data and its analysis. Quantitative research is a research strategy that focuses on quantifying the
57 collection and analysis of data. It is formed from a deductive approach where the emphasis is placed on the
58 testing of theory, shaped by empiricist and positivist philosophies (Bryman, 2012). Associated with the natural,
59 applied, formal, and social sciences, this research strategy promotes the objective empirical investigation of
60 observable phenomena to test and understand relationships. This is done through various quantifying methods
61 and techniques, reflecting on its broad utilization as a research strategy across different academic disciplines
62 (Babbie, 2010); (Given, 2008). With this, described quantitative method insights are shown in the methodology
63 heading.

3 III.

4 Methodology

66 The research study was conducted by following suitable research protocols. This criterium involved the analysis
67 and selection of publications and Internet-accredited websites associated to the topic the study focuses. A
68 quantitative method approach for the collection of data and its analysis has been used as well. All of this, in an
69 attempt to respond the research question and validate the hypothesis.

5 a) Research Question

71 Is there a significant price differences between Dia and Carrefour?

6 b) Research Hypothesis

73 It is assumed that a company's profitability and consumer's purchasing relationship are driven by multiple and
74 correlational factors.

7 c) Research Objective

76 To analyze the pricing of 30 food items from the same brand-named (Nestle) but, sold at different online outlets
77 from two, unlike Spain Supermarket conglomerates (Dia and Carrefour).

8 d) Research Quantitative method approach

79 Sampling and data collection (nominal and rate data). See

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81 IV.

10 Analysis and Results

83 The research study has featured comprehended facets of the subject matter to present a based analysis on pricing
84 differences that characterize supermarket retail products competitiveness approaches. The implication of this
85 philosophical idea rested primarily on a quantitative method for sampling and data collection to access and
86 measure independent variables (store nominal scale) and dependent variables (price ratio scale). In this regard,
87 primary data (online supermarket store) was first-hand data gathered. The statistics pricing comparison was
88 performed by using a T-test comparing two means, and it was performed by using the Website Social Science
89 Statistics Calculation Metric: t-test is one-tailed. These insights are shown in table 3. Given the fact that the
90 website for statistics calculation allows only the introduction of numerical values, one can say that the results
91 obtained are accurate and trustworthy. See the Test Box Results:[Test Box Results] V.

11 Conclusion

93 It is taking into account that the t-value is -0.12335. The p-value is .902254. And the none significant result
94 at $p < .05$. the null hypothesis is not rejected. It is assumed that a company's profitability and consumer's
95 purchasing relationship are driven by multiple and correlational factors. So, this hypothetical view is restated.
96 Still, companies can boost businessindex output productivity by managing those multiple and correlational

factors. Based on the statistical results, we can state that although it was no significant differences at p < .05. still a difference between treatment 1: Dia Online Supermarket ($s_{21} = SS_1/(N-1) = 58.09/(30-1) = 2$) and Treatment 2: Carrefour Online Supermarket ($s_{22} = SS_2/(N-1) = 55.99/(30-1) = 1.93$) statistics can be observed. This means that other statistic trials can be applied.

12 VI.

13 Recommendation

Other than emphasizing on pricing differences and respective statistics metrics described in the quantitative method used, the present research study looked into the data collection no just to collect the numerical values needed but, also to study carefully the language used to advertise the same product in the two companies' online supermarket websites. Indeed, this search provided the necessary insights to recommend based observations in future qualitative research studies as linguistic experts continue debating the applied linguistic implications in communication contexts. It is also recommendable a quantitative research study,

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The results from the treatment 1 Dia Online Supermarket ($s_{21} = SS_1/(N-1) = 58.09/(30-1) = 2$) and treatment 2 Carrefour Online Supermarket ($s_{22} = SS_2/(N-1) = 55.99/(30-1) = 1.93$) pricing task indicates that there is not a significant difference between the means. The t-value is -0.12335. The p-value is .902254. So, the result is not significant at p < .05.The abbreviations M and SD stand for mean and standard deviation respectively.

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Figure 1: table 1 :

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Outlet	Brand-named	Item No.	Description	Quantity	Price

Figure 2: Table 1 :

2

Outlet	Brand-named	Item No.	Description	Quantity	Price

Figure 3: Table 2 :

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3

Figure 4: Table 3 :

.1 Acknowledgement

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