Volume 22 Issue 55
Originally issued as G12

Global Journal of human-social science: G
Linguistics & Education
Volume 22 Issue 12 Version 1.0 Year 2022
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-460X & Print ISSN: 0975-587X

A Comparative Analysis on Supermarkets Retail Products Brand-Named

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Abstract- 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? The present study aimed to analyze the pricing of 30 food items from the same brand-named but, sold at different online outlets from two, unlike Spain Supermarket conglomerates. The research study has been conducted by following suitable research protocols.

Keywords: comparative analysis; business enterprise; quantitative method; statistics criteria; statistics metric; statistics evaluation.

GJHSS-G Classification: DDC Code: 658 LCC Code: HD31



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A Comparative Analysis on Supermarkets Retail Products Brand-Named

Joel Laffita Rivera

Abstract- 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? The present study aimed to analyze the pricing of 30 food items from the same brand-named but, sold at different online outlets from two, unlike Spain Supermarket conglomerates. The research study has been conducted by following suitable research protocols. This criterium involved the analysis and selection of publications and Internet-accredited websites associated with the topic the study focuses. A quantitative method approach for the collection of data and its analysis has been used as well. This research study is valuable for scholars interested in conducting researcher related to pricing business enterprises analytical dada.

Keywords: comparative analysis; business enterprise; quantitative method; statistics criteria; statistics metric; statistics evaluation.

I. Introduction

The 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 hard-discount 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 brand-named (Nestle) but, sold at different outlets from two, unlike Spain Supermarket conglomerates (Dia and Carrefour).

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 every aspect of data, including the planning of data collection in terms of the design of surveys and experiments. (Ann, 2019) argues that to select the appropriate statistical method, one needs to know the assumption and conditions of the statistical methods, so that the proper statistical method can be selected for data analysis. She also mentions that all types of statistical methods that are used to compare the means

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are called parametric. Statistically speaking, these researchers' views cope with the subject matter presented in this research study. Analyzing the pricing products between dependent variables (outlets) and independent variables (price) to get the correct statistical result is a task that can be accomplished with success using the right statistic measure. This standpoint has been pointed out in many researchers works (Harvard Business Publishing Newsletters, 2006); (Michel, 2012); (Joyce, 2014); (Siegel, 2012), and the reference concerning the aim of this research study, which used a quantitative method approach for the collection of data and its analysis. Quantitative research is a research strategy that focuses on quantifying the collection and analysis of data. It is formed from a deductive approach where the emphasis is placed on the testing of theory, shaped by empiricist and positivist philosophies (Bryman, 2012). Associated with the natural, applied, formal, and social sciences, this research strategy promotes the objective empirical investigation of observable phenomena to test and understand relationships. This is done through various quantifying methods and techniques, reflecting on its broad utilization as a research strategy across different academic disciplines (Babbie, 2010); (Given, 2008). With this, described quantitative method insights are shown in the methodology heading.

III. Methodology

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

a) Research Question

Is there a significant price differences between Dia and Carrefour?

b) Research Hypothesis

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

c) Research Objective

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

d) Research Quantitative method approach

Sampling and data collection (nominal and rate data). See table 1: Dia Online Supermarket Nominal and Rate Data and table 2: Carrefour Online Supermarket Nominal and Rate Data. T-test independent variables data-rate approach. See table 3: Website Social Science Statistics Calculation Metric.

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Table 1: Dia Online Supermarket Nominal and Rate Data

Outlet	Brand-named	Item No.	Description	Quantity	Price
DIA ONLINE SUPERMARKET https://www.dia.es/compra-online/?gclid=EAIaIQobChMImtOXsqie-wIVSJBoCR07OQXsEAAYASAAEgK0SPD_BwE	NESTLÉ	1	Yogolino natural pouch	100g.	€1.19
		1	Yogolino de fresa y manzana pouch	100g.	€1.19
		1	Yogolino de plátano pouch	100g.	€1.19
		1	Yogolino de plátano pack	100g.	€2.99
		1	Postre lacteo fresa tarrina pack	100g.	€2.99
		1	Chocolate jungly blanco con galleta	125g.	€1.59
		1	Chocolate jungly con leche y galleta	125g.	€1.59
		1	Caja roja bonbones	200g.	€5.25
		1	Chocolate blancopostre especial	180g.	€2.39
		1	Chocolate con leche para postres	170g.	€1.99
		1	Chocolate negro postretableta	200g.	€1.99
		1	Chocolate con leche extra fino tableta	125g.	€1.19
		1	Chocolate con leche Dolca tableta	100g.	€0.79
		1	Chocolate negro con almendras tableta	150g.	€2.09
		1	Chocolate negro con avellanas tableta	150g.	€2.09
		1	Papilla infantil	900g.	€5.79
		1	café soluble natural	100g.	€3.99
		1	café soluble descafeinado	100g.	€4.19
		1	café soluble capuchino	250g.	€3.99
		1	café descafeinadocaja	10units	€1.49
		1	Maxibon waffle	4units	€5.19
		1	Bolsita 4 frutas	90.g	€1.09
		1	Bolsitamultifrutas	90g.	€1.09
		1	Bolsita de frutasvariadas	110g.	€1.09
		1	Bolsita de plátano y fresa	110g.	€1.09
		1	Jumior leche con galleta	1L	€1.89
		1	Jumior leche con creales	1L	€1.89
		1	Leche condensada bote	740g.	€3.19
		1	Leche condensadalata	370g.	€1.99
		1	Leche condensada bote	450g.	€2.99

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Table 2: Carrefour Online Supermarket Nominal and Rate Data

Outlet	Brand-named	Item No.	Description	Quantity	Price
CARREFOURONLINE SUPERMARKET https://www.carrefour.es/supermercado/la-despensa/cat20001/c?q=chocolate+nestle&scroll=780049653	NESTLÉ	1	Yogolino natural pouch	100g.	€1.13
		1	Yogolino de fresa y manzana pouch	100g.	€1.08
		1	Yogolino de plátano pouch	100g.	€1.13
		1	Yogolino de plátano pack	100g.	€2.75
		1	Postre lacteo fresa tarrina pack	100g.	€2.81
		1	Chocolate jungly blanco con galleta	125g.	€1.60
		1	Chocolate jungly con leche y galleta	125g.	€1.60
		1	Caja roja bonbones	200g.	€5.25
		1	Chocolate blancopostre especial	180g.	€2.25
		1	Chocolate con leche para postres	170g.	€2.05
		1	Chocolate negro postretableta	200g.	€2.15
		1	Chocolate con leche extra fino tableta	125g.	€1.20
		1	Chocolate con leche Dolca tableta	100g.	€0.78
		1	Chocolate negro con Almendras tableta	150g.	€2.25
		1	Chocolate negro con avellanas tableta	150g.	€2.25
		1	Papilla infantil	900g.	€6.09
		1	café soluble natural	100g.	€3.80
		1	café soluble descafeinado	100g.	€3.95
		1	café soluble capuchino	250g.	€3.89
		1	café descafeinadocaja	10units	€1.18
		1	Maxibon waffle	4units	€5.29
		1	Bolsita 4 frutas	90.g	€0.99
		1	Bolsitamultifrutas	90g.	€0.99
		1	Bolsita de frutasvariadas	110g.	€0.99
		1	Bolsita de plátano y fresa	110g.	€0.99
		1	Jumior leche con galleta	1L	€1.85
		1	Jumior leche con creales	1L	€1.94
		1	Leche condensada bote	740g.	€3.09
		1	Leche condensadalata	370g.	€2.05
		1	Leche condensada bote	450g.	€2.75

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Table 3: Website Social Science Statistics Calculation Metric

Difference Scores Calculations https://www.socscistatistics.com/tests/studenttest/	Treatment 1 Dia Online Supermarket	Treatment 2 Carrefour Online Supermarket
	N1: 30 df1 = N - 1 = 30 - 1 = 29 M1: 2.34 SS1: 58.09 s21 = SS1/ (N - 1) = 58.09/ (30-1) = 2	N2: 30 df2 = N - 1 = 30 - 1 = 29 M2: 2.38 SS2: 55.99 s22 = SS2/ (N - 1) = 55.99/ (30-1) = 1.93
	T-value Calculation	
	s2p = ((df1/ (df1 + df2)) * s21) + ((df2/ (df2 + df2)) * s22) = ((29/58) * 2) + ((29/58) * 1.93) = 1.97 s2M1 = s2p/N1 = 1.97/30 = 0.07 s2M2 = s2p/N2 = 1.97/30 = 0.07 t = (M1 - M2)/√ (s2M1 + s2M2) = -0.04/√0.13 = -0.12	

IV. Analysis and Results

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

[Test Box Results]

The results from the treatment 1 Dia Online Supermarket (s21 = SS1/ (N - 1) = 58.09/ (30-1) = 2) and treatment 2 Carrefour Online Supermarket (s22 = SS2/ (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.

V. Conclusion

It is taking into account that the t-value is -0.12335. The p-value is .902254. And the none significant result at $p < .05$. the null hypothesis is not rejected. It is assumed that a company's profitability and consumer's purchasing relationship are driven by multiple and correlational factors. So, this hypothetical view is restated. Still, companies can boost business-index 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 (s21 = SS1/ (N - 1) = 58.09/ (30-1) = 2) and Treatment 2: Carrefour Online Supermarket (s22 = SS2/ (N - 1) = 55.99/ (30-1) = 1.93) statistics can be observed. This means that other statistic trials can be applied.

VI. 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, same as the one presented here but, measuring a considerable number of pricing items at $p < .05$.

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Acknowledgement

The author is very thankful to all the associated personnel in any reference that contributed in/for the purpose of this research study. The research study holds no conflict of interest, and it is not funded through any local or foreign monetary source other than being sponsored by the professional interest of its author.

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