

Using the 7Ps of Booms and Bitner as Controllable Tactical Marketing Tools: An Exploratory Study on Selected Super Shops in Bangladesh

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Abstract

Purpose: The purpose of the study is to explore the use of 7Ps- product/service, price, place, promotion, people, process and physical evidence as controllable tactical marketing tools of super shops in Bangladesh especially in Dhaka city, the capital of Bangladesh.

Design/methodology/approach: Exploratory research design has been used for the purpose of the study. The study has obtained data from primary and secondary sources. Primary information have been gathered using an unstructured questionnaire from the interviews of 10 executives of 5 super shops (Agora, Almas Super Shop, Best Buy, Meena Bazaar and Shwapno) in Dhaka city selected through convenience sampling technique. Secondary information have been collected and analyzed from various published articles in refereed journals, published books, research monographs, reports published in daily newspapers and websites of different super shops.

Findings: The study has found out that as tactical marketing tools, super shops use different mixtures of 7Ps as per their necessity to target and capture their different consumer segments and position into their minds creating brand loyalty to their retail stores. The study has recommended that the 7Ps should be blended effectively considering the bundle of demands of each segmented consumer market following market driven strategy.

Practical implications: The study has practical implications for the entrepreneurs, investors, policymakers, industry experts, media, and domain experts to discuss and create a unified voice for super shop businesses in Bangladesh.

Originality/value: The study will help to originate the value to both the super shop owners and consumers if the effective and efficient mixtures of 7Ps can be utilized more rigorously for better proliferation of the segmented markets. As a result, marketers can incorporate the convenient 7Ps structure in order to provide an insight for the super shop industry to evaluate the effectiveness of their marketing strategies and tactics.

Keywords: Marketing tools, Service Marketing mix, 7Ps, Retailing, Super shop, Dhaka city.

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1. INTRODUCTION

The importance of super shop is increasing day by day in Bangladesh as modern retail business by offering unique shopping experience. Super shop culture is playing a vital role in the continuously changing shopping pattern of customers in urban areas of Bangladesh especially in Dhaka city, the capital of the country. Maximum (88%) of the traditional retail shops are owned by sole-proprietors, only about 50% among the visitors to such retail shops make actual purchase, retailing as yet is on a small scale in Dhaka city and retailers do not go for advertisement in the media very much, credit-sale has been found to some extent, only in few product lines such as industrial goods, grocery and stationery items, only a few retailers give emphasis on quick delivery, specialist service or trying to build trust among the customers, most of the surveyed retailers (61%) do not know the laws of and the rights of the consumers except only 50% surveyed medicine shop owners know such laws (**Farouk, 1987: 1-3**). In another study, **Azad and Bhuiyan (1992)** have found the characteristics and problems of grocery retailing in Dhaka city such as irregular supply, quality variations from time to time and shop to shop, price fluctuation, bargaining, adulteration, shortage of adequate capital, high cost of transportation etc. As a result, customers may switch from traditional grocery shops to modern super shops to buy their essential elements at a large space keeping their hassle free lifestyle. At present days, due to the existing problems of traditional retailing business, modern retailing like super shop has been expanded in Dhaka city and other divisional cities of Bangladesh (**Arif, 2013**). Mainly as an organized retailing business, super shop is a one floor large area consisting of the daily and necessary goods under a roof offering the consumers hygienic goods at a competitive price (**Jahan and Noor, 2012**). **Seiranevoda (2011)** has distinguished the variables affecting shoppers to purchase at super shop in Bangladesh in particular six probable extrinsic cues which include brand image, perceived quality, perceived price, location of the shop and product availability.

The present study has attempted to learn that as a research question what are the 7Ps also known as the service marketing mix that are used by super shops as controllable tactical marketing tools? Dhaka based super shops such as Agora operates 13 outlets, Almas Super Shop 6, Best Buy 33, Meena Bazaar 18, Prince bazaar 2, Nandan 5, Border Guards Bangladesh (BGB) 11 respectively and Shwapno operates 59 outlets including 30 outside Dhaka city. More than 600 retail outlets are relied upon to be set up in the following five years in an attempt to attract more consumers (**Jahan and Noor, 2012**). Considering the future increasing demands of customers, organized retail business is increasing day by day with large volume of product categories and creating new opportunities for the business enterprises facing challenges (**Arif, 2013**). As a result, the present study has analyzed the 7Ps- the serving marketing mix as controllable tactical marketing tools that are used by super shops like Almas Super Shop, Agora, Best Buy, Meena Bazaar and Shwapno in Dhaka city.

2. RATIONALE OF THE STUDY

The study analyzes the use of 7Ps model of Booms and Bitner also known as the service marketing mix in the super shops in Bangladesh especially in Dhaka city. It provides guideline for further research in Dhaka for organized retail. Research says about super shops' service offered towards customer in Dhaka. The study will help customers to know what they are gaining from the super shops and also super shops to learn what they are giving customers and what else they

can give in future. This study is important because there are not many studies published in the area of service marketing of super shops in Bangladesh. The study is related with the offers of Agora, Almas Super Shop, Best Buy, Meena Bazaar and Shwapno to the customers in Dhaka. The study focuses on the 7Ps model i.e. the services marketing mix used by Almas Super Shop, Agora, Best Buy, Meena Bazaar and Shwapno that satisfy their customers. The study shows opportunities and challenges for these super shops in respect to their internal & external environments.

3. LITERATURE REVIEW

There are insufficient studies and literatures in the context of super shops and their expansion in Bangladesh. As a result, few available published literatures have been reviewed for developing the objectives of the study.

The Marketing Mix

The most widely recognized controllable tactical marketing tools for delivering attractive market reaction in a target market is the "marketing mix" (Van Waterschoot and Van den Bulte, 1992). Gupta (1988) demonstrates marketing mix has a solid association with customers purchasing patterns, brand decisions and frequencies of procurement. Numerous consumers use price as a sign of the quality of the brand which is an essential element in purchasing decision (Nilson, 1998; Kotler and Armstrong, 1989). Place or the channel of distribution is a combination of organizations through which a seller markets goods to user or ultimate consumer (Peter and Donnelly, 1992). Various types of promotional activities are necessary in modern marketing practice to retain and develop the market share (McCarthy and Pereaault, 1984). Fruitful sales promotion must be predictable with the brand values and be reliable with every single other part of the brand (Peter and Olson, 1990; and Nilson, 1998).

4Ps model (product, price, place and promotion) of McCarthy is one of the conventional classifications of the marketing mix, and it controls among all other classifications, for example, the goods and services mix, the distribution mix and the promotion mix (Lazer et al., 1973), the introduction of packaging as the 5th P (Nickels and Jolson, 1976), the incorporation of public relations (Mindak and Fine, 1981) and the inclusion of people (Judd, 1987), and so on. Doubtlessly, the components of the marketing mix seem to cover with each other when utilized as a part of the interrelated way of marketing activities, yet it is to be important for consumer product marketing (Dickson and Ginter, 1987; Rafiq and Ahmed, 1995).

In spite of this, the system has gotten expanding feedback in view of its obscure detail of every classification; this incorporates the standard of four-Ps being excessively restricted and the subject of internal orientation (Schultz, 2001), non-appearance of customer interactivity (Yudelsohn, 1999) and it is not significant to retention-based marketing (Gronroos, 1994), etc. Rafiq and Ahmed (1995) distinguished that 7Ps system can be connected to customer goods and has already accomplished a high level of acknowledgment as a generic marketing mix among the respondents. Therefore, 7Ps model of Booms and Bitner (1981) ought to replace McCarthy's 4Ps model. Lin (2011) recognized the key fruitful marketing mix (7Ps) that is the focus to be investigated in Taiwan's fast food industry. Accordingly, in this study, through Decision Making Trial and Evaluation Laboratory (DEMATEL) and through expert's point of view, the shared

relationship among marketing mix (7Ps) perspectives in the fast food industry has been investigated.

7Ps Model in the Marketing Mix

i. Product

According to **Kotler and Armstrong (2006)**, product can be defined as anything that can be offered to a market for consideration, procurement, use or utilization that may fulfill a need or want of a consumer. It must give value to a consumer however does not need to be substantial in the meantime and essentially, it includes presenting new products or improving the current products (**Booms and Bitner, 1981**). In view of nature of product quality and comfort of shopping in the super shops, popularity of super shops is scattering in higher middle class and middle class people of Dhaka city (**Arif, 2013**). The significance of brand is expressed in a study of hazardous and harmful food risk (**Yeung and Yee, 2003**). Since perceived product quality and brand image in a roundabout way affect buying aims (**Keiningham et al., 2005**), brand and quality confirmation are chosen for the risk adjusting technique referencing product.

ii. Price

Price is the amount of money charged for goods or services or the sum of the values that customers exchange for the advantages of getting or utilizing the goods or services (Kotler and Armstrong, 2006). Pricing must be competitive and must involve profit, and the pricing strategy can include discounts, offers, and so forth (**Booms and Bitner, 1981**). **Ahmed and Rafiq (1995)** suggest that price is a harmony between utility/value expense for both individual and company. Price can influence customer decision in a buy since the customer perceives exchange something of value- the price to have something of value i.e. the benefits (**Kotler and Keller, 2006**). **Verma and Varma (2003)** opine that price is generally the adaptable elements to change contrasted with other elements of marketing mix. Companies frequently modify the fundamental price of a product to represent different client contrasts and evolving circumstances (**Hunt, 2005**). Price promotion is seen as better value to the customer in the general circumstance, since low price presumably pulls in clients (**Fleischmann et al., 2004, Yee et al., 2005**). The most widely recognized strategy is price lessening for a specific product when the demand drops. This phenomenon is genuine when the demand for the outraged product decreases after the outbreak of food scares (**Yeung and Yee, 2003**). Money back guarantees are additionally useful, yet there is almost no impact on customer buy for the product connected with food hazard (**Yeung and Yee, 2003**).

Value advancement is seen as better esteem to the shopper in the general circumstance, since low cost presumably pulls in clients (**Fleischmann et al., 2004, Yee et al., 2005**). The most widely recognized strategy is value lessening for a specific item when the interest drops. This wonder is genuine when the interest for the outraged item decreases after the episode of nourishment alarms (**Yeung and Yee, 2003**). Cash back insurances are additionally helpful, yet there is almost no impact on customer buy for the item connected with nourishment peril (**Yeung and Yee, 2003**).

iii. Place

It alludes to the place where the customers can purchase the product and the product contacts that place through various channels, like wholesalers, retailers and internet (**Booms and Bitner, 1981**). Place incorporates company activities that make the product to accessible to target

customers (Kotler and Armstrong, 2006). Akhter (2011) has additionally recognized that the Agora has aimed to enhance the volume of the low margin business with a more solid supply chain and trained staffs by such development of its retail chain. Mitchell (1998) states that the kind of store and in addition its area and environment might be determinants influencing hazard observations, and afterward to customer buying decision.

Organized retailers in Bangladesh are concentrating more on strengthening their backward linkage supply chain, a challenge faced by retail chain shops for products accessibility. As the superstore idea is not extremely customary, the superstore biggies have neglected to become accordingly mainly due to appropriate and adequate supply chain management. The most sorted out and disciplined retailers are attempting to keep up their own supply chain management to convey crisp and quality items to the store in urban territory from root level agriculturists straightforwardly (Munni, 2010).

iv. Promotion

Promotion implies activities that convey the benefits of the product and persuade target customers to purchase it (Kotler and Armstrong, 2006: 50).

It incorporates the different methods of communication or promotion to the customers and the company has to offer them the advantages of utilizing a particular product or service as opposed to simply discussing its features (Booms and Bitner, 1981).

Promotion comprises of a particular mix of advertising, sales promotion, personal selling and public relations (Kotler and Keller, 2006). However, the more the customers perceived risk in purchasing a product, specifically when information is inadequate with regards to, the greater the propensity to utilize word of mouth (Pocharski and Jacobson, 2007). Individuals who are utilized to word of mouth information are the individuals who are physically close and thought to be credible or learned (Ali, 1999). Henceforth, the government laboratory approval/endorsement is observed to be a successful promotional approach for assuring the quality of the chicken meat (Yeung and Yee, 2003).

v. People

This alludes to the customers, employees, management and other people required. It is essential for everybody to understand that the reputation of the brand is in the people's hands (Booms and Bitner, 1981). People are the every single human performing artist who have impact in service delivery and thus impact the purchaser's perceptions: to be specific, the firm's personnel, and the customers in the service environment (Zeithaml et al., 2006).

vi. Process

Process is the actual systems, mechanisms, and stream of activities by which the service is delivered." (Zeithaml et al., 2006).

It alludes to the techniques and procedure of giving a service and is subsequently crucial to receive a intensive knowledge on whether the services are valuable to the customers, if they are provided in time, if the customers are educated properly about the services and numerous such things (Booms and Bitner, 1981).

vii. Physical Evidence

Physical evidence is the environment where the service is provided and where the firm and client associate, and any tangible components that encourage execution or correspondence of the service (Zeithaml et al., 2006). It refers to the experience of utilizing a product or service. When a service

goes out to the customers, it is vital to observe what they are purchasing or not. For example- brochures, pamphlets, flyers etc. serve this purpose (**Booms and Bitner, 1981**).

So services marketing theorists have taken endeavors to recognize services marketing as a unique and distinct type of marketing from product marketing. Notwithstanding the 4Ps, people, process and physical evidences to the marketing mix framing the 7Ps, services marketing scholars staked out another field of management theory and practice separated from the tangible goods marketing (**Lovelock, 1996; Goldsmith, 1999**). Moreover, numerous items comprise of components of both tangible goods and intangible services (**Goldsmith, 1999**). According to **Kotler and Armstrong (2006)**, marketing mix is the arrangement of controllable tactical marketing tools- product, price, place and promotion in the modern marketing practice that the firm blames to produce the response it wants in the target market. The other three elements of marketing mix are the- people, process and physical evidence. The tools can be used to develop both long run strategies and short run tactical programs (**Palmer, 2004**). According to **Levy and Weitz (2003)**, retail blend is the mixture of elements utilized by retailer to fulfill client needs and impact their buying choice, incorporates goods and services offered, pricing, advertising and promotions, shop design and area, and visual promoting. The study of **Jahan and Noor (2012)** concentrates on product's quality, pricing, channels of distribution, promotional actions and customer attitude regarding "Meena Bazar" in Dhaka City. The study uncovers that Meena Bazar promotes their items at premium price to keep up quality and their promotional programs have significant influence toward buyers' response. However, service of any company has a great impact to measure the attitude of customers toward the marketing activities of super shops in Bangladesh.

Therefore, it is reviewed that the earlier researchers in their past studies have not explored the use of 7Ps (product, price, place, promotion, people, process and physical evidence) in the super shops in Bangladesh. The use of 7Ps model given by Booms and Bitner in super shops in Bangladesh is very essential in light of the fact that at present days consumers are shopping in these large scale retail shops to satisfy their various types of daily individual and family necessities. So this study has been crucial for this kind of reason.

4. OBJECTIVES OF THE STUDY

The main purpose of the study is to explore the use of 7Ps- product/service, price, place/distribution, promotion, people, process and physical evidence as controllable tactical marketing tools of super shops in Bangladesh especially in Dhaka city. For attaining the main purpose of the study, the following specific objectives are pointed out:

- To identify the product/service offered by the super shops in Bangladesh.
- To learn about the price of the super shops in Bangladesh.
- To know about the place/distribution channel/policy used by the super shops in Bangladesh.
- To understand the promotion tools used by the super shops in Bangladesh.
- To know about the people who deliver the services in the super shops in Bangladesh.
- To explore the process used by the super shops in Bangladesh.
- To find out the physical evidence of the super shops in Bangladesh.

5. METHODOLOGY OF THE STUDY

The study focuses on the 7Ps of Booms and Bitner as controllable marketing tools used by super shops in Bangladesh especially in the city of Dhaka. **Exploratory research design has been used**

for the study. Both primary and secondary data and information have been gathered and analyzed for the findings of the study. Due to rising the popularity of super shops mostly in Dhaka city of Bangladesh, primary data and information have been obtained from 10 executives of 5 super shops, such as, Agora, Almas Super Shop, Best Buy, Meena Bazaar and Shwapno visiting 1 outlet of Agora at Moghbazar area, 1 outlet of Almas Super Shop at Gulshan area, 1 outlet of Best Buy at Rampura area, 1 outlet of Meena Bazar at Gulshan area and 1 outlet of Shawpno at Moghbazar area of Dhaka city. **Sample size has been selected through convenience sampling technique** due to not having accurate sampling frame. Depth interview method has been used to obtain primary data and information from 10 executives comprising of 2 executives from each of the 5 super shops using a set of unstructured questionnaire (open-ended) for this study. Pre-testing of the questionnaire has been done qualitatively before taking final interview. Few improvements of the questionnaire for conducting final interview have been incorporated based on the primary findings of the pilot study. Depth interview has been conducted as an unstructured, direct, one-on-one basis personal interview in which a single respondent is probed from 30 to 60 minutes on an average to uncover underlying motivations, beliefs, attitudes and feelings of the respondents (Malhotra and Das, 2011, p. 149). Due to probing the use of 7Ps model of Booms and Bitner in the selected 5 super shops have been identified to target their different consumer segments and position into their minds creating brand loyalty. During the depth interview sessions, the use of 7Ps have been raised and discussed with the respondents to get their comments on and recommendations for the super shop businesses in Bangladesh. However, before conducting depth interviews, the respondents have been assured that their identities will be remained strictly confidential and their given data and information will be used for academic purpose only.

For conducting depth interview sessions, the author of the study has been taken assistance from a group of MBA students. Adequate training and supervision have been provided to them with the questions of the set of unstructured questionnaire so that they can help to conduct depth interview session with the 10 selected executives properly to obtain primary data and information for this study. After gathering the data; incomplete, biased, or abnormally answered data have been dropped down through a thorough scrutinizing process. As a result, only necessary, valid and reliable data and information have been considered for the findings and analysis of the study after compiling and cleaning the gathered answers including opinions and suggestions of the respondents carefully using the skill, knowledge and judgment of the author.

However, observation method has been used for gathering primary information visiting various outlets of the above mentioned super shops in Dhaka city at different times and 7-Eleven stores, Woolworths stores, Kmart stores in Canberra ACT and Sydney, Australia in November, 2015 during the study period.

Additionally, secondary information have been collected and analyzed from various published articles in refereed journals, published books, research monographs, published reports in newspapers and websites of different super shops. All gathered data and information have been necessarily compiled, transcribed, cleaned, analyzed and presented with narrative description for the insight investigation of the study. Concluding remarks have been drawn with few recommendations based on the findings of the study.

6. LIMITATIONS OF THE STUDY AND OPPORTUNITIES FOR FUTURE RESEARCH

To reach to the purposes, several types of hindrance available have created barrier to conduct this study. The limitations are pointed out below:

- Reluctance of the executives of those super shops to conduct this study.
- Insufficient knowledge to answer the questions by the executives of those super shops.
- As per company policy many information have not been disclosed. However, the managers of super shops are busy in their daily schedules. As a result, it has not possible to spend more time in interaction with them for obtaining more insight investigation.
- Personal biases might have come while answering the questionnaire.
- Due to not availability of sampling frame for identifying the population for the study so the non-probability convenience sampling technique has been used to select small sample size.
- Theoretical arguments underlying the conceptualization are not up to the mark due to scarcity of previous research findings relevant to the present study in the context of Bangladesh.
- Due to time and monetary constraints it could not be possible to explore more area of concern pertaining to study. Moreover, some outlets of the super shops which are out of Dhaka, could not be reached.

This study is all about the use of service marketing mixes of the 5 super shops. If anyone needs to research about their other sectors, they can do that. If the shops offer another services there will be need of further research. However, there is a scope for conducting more comprehensive qualitative and quantitative studies focusing on not only Dhaka city but also other cities of Bangladesh using probability-sampling technique with rigorous statistical analysis in future by the interested researchers in this field of study.

7. FINDINGS AND ANALYSIS OF THE STUDY

Marketing Mix (7Ps) of Super Shops in Bangladesh

The study has found out the following 7Ps as controllable tactical marketing tools used by the 5 super shops in Dhaka city-, such as Agora, Almas Super Shop, Best Buy, Meena Bazaar and Shwapno for their segmented markets based on the analysis of the information gathered from the respondents and the websites of these super shops.

7.1 Product

The 5 super shops offer various product items. So the study has found out the following product items that are described below:

7.1.1 Agora

Mainly Agora offers the following products to its customers that are presented in the Table-1.

Table 1. Products Offered by Agora

Fish	Grocery
Meat	Dairy
Vegetables	Personal Care
Bakery	Household
Fruits	Miscellaneous items

Source: Website of Agora (www.online-dhaka.com/1_8_17507_0-agora-bd-super-shop-dhaka-city.html)

Agora mainly offers food items ranging from a wide variety of vegetables, fish, meat, bakery, fruits, grocery and dairy items. It also conveys a tremendous exhibit of other household, personal care, grocery and miscellaneous items. There are more than 30,000 different products available at any point in time in each of the Agora outlets.

7.1.2. Almas Super Shop

Almas Super Shop offers the following products to its customers that are presented in the Table-2.

Table 2. Products Offered by Almas Super Shop

Raw meat	Jewelery
Fish	Cosmetics
Shari	Electronics Goods
Shoes	Stationary
Bag	Panjabi
Toys	Fatwa
Regular Commodities	Miscellaneous

Source: Website of Almas Super Shop (www.online-dhaka.com/1_8_17513_0-almas-super-shop-dhaka-city.html)

7.1.3. Best Buy

Best Buy mostly offers the following products to its customers that are shown in the Table-3.

Table 3. Products Offered by Best Buy

Catalogue	Items
Furniture	Stool, Table, Chair, Piri, Wardrobe etc.
Household Utility	Glass, Mug, Coffee Mug, Jug, Bowl, Spout Basin, Plate, Vegetable Washing Net, Fruit Storage net, Salad Cutting Board etc.
Storage	Organizer, Beauty Box, Big Store Box, Kids Book Shelf, Closet, Cabinet, Rack, Luxury Shelf, Fish Basket etc.
Food Containers	Thin Wall Container, Conservers, Box, Jar etc.
KIDS	Snacks Box, Tiffin Box, Pot, Baby Feeding Bottle, Baby Reading Table, Baby Potty, Baby Hanger, Bath Tub etc.
Miscellaneous	Comb, Mirror, Flower Pot, Hand Fan, Rehal, Pill Box, Eye Glass Cover, Bed Pan, Plastic Gallon, Flies Killer, etc.
Cleaning	Bowl, Bucket, Soap Case, Basket, Bin, Brush, Dust Pan, Ice Scooper etc.

Source: Website of Best Buy (www.rflplastics.com/wp-content/themes/rfl/Catalogue.rar)

* Electronics is their future product. This will be available soon.

7.1.4. Meena Bazar

Meena Bazar mostly offers the following product items to its customers that are presented in the Table-4.

Table 4. Products Offered by Meena Bazar

Apparel	Gift Voucher
Bakery	Grocery
Dairy	Health-Beauty
Frozen	House Hold
Fruits-Vegetable	House wares
Meat-Fish	Stationery
Toys	

Source: Website of Meena Bazar (www.meenabazar.com.bd/index.php?route=common/home)

7.1.5. Shwapno

Shwapno offers the following product items to its customers that are presented in the Table-5.

Table 5. Products Offered by Shwapno

Baby Care	Infotainment
Baby Food	Kitchen Additives
Beverage	Packaged Food
Commodities	Perishable
Dairy	Personal Care
Gift & Toys	Protein
Home Care	Stationeries

Source: Website of Shwapno (www.shwapno.com/product_range.php)

It can be noted that product availability varies from outlet to outlet.

7.2. Price

The 5 super shops charge distinctive price for their products. Additionally they do not mention that to their websites. So the price list cannot be found. But they fix their price using different approaches at various times for their diverse items, for example, i) cost-plus pricing- including a standard mark up to the product cost, ii) break-even pricing (target profit pricing)- setting price in order to break even on the costs of making and marketing a product; or setting price in order to make a desired profit, iii) value-based pricing- determining price based on buyers' perceptions of value rather than on the sellers cost, iv) value pricing- offering just the right blend of quality and good service at a reasonable price, and v) competition-based pricing- fixing prices based on the competitors' charged prices for similar goods.

7.3. Place

The super shops collect products from different local & foreign distributors and make the products available in their different outlets. Then they keep those products in warehouses. The super shops use barcode readers in their software based computer systems. When a product is sold, the barcode reader keeps the record in the database of the computer. If the product is out of a specific amount, the warehouse distributes the specific amount of products in the specific branch of the super shop. Sometimes the systems have direct link with the suppliers. Then the suppliers can also know about the amount of the product and they send the specific amount of the product to the super shop. The suppliers collect the products from different manufacturers & farmers and the super shops also do the same and make available to their customers.

7.3.1. Agora

The list of the outlets of Agora is shown below in the Table-6.

Table 6. Outlets of Agora

Sl. No.	Name of Outlet	Location
1.	Rifle Square	Dhanmondi
2.	Genetic Plaza	Dhanmondi-27
3.	Chourasta	Elephant Road
4.	101 Gulshan Avenue	Gulshan
5.	Pink City	Gulshan-2

6.	Gulfesha Plaza	Moghbazar
7.	Chourasta	Shantinagar
8.	Chiriakahana Road	Mirpur
9.	Sector-4	Uttara
10.	Sector-14	Uttara
11.	Afmi Plaza	Chittagong
12.	Pallabi	Mirpur
13.	Ranking Street	Wari

Source: Brochure of Agora, 2013

7.3.2. Almas Super Shop

The list of the outlets of Almas Super Shop is shown in the Table-7.

Table 7. Outlets of Almas Super Shop

Sl. No.	Name of Outlet	Location
1.	Main Branch	46, Gulshan Avenue, Gulshan-1, Dhaka.
2.	Dhanmondi-15	House # 81, Road # 4/A, Dhanmondi-15, Dhaka-1209.
3.	Dhanmondi-5	Road # 5, Dhanmondi, Mirpur Road, Dhaka.
4.	Dhanmondi-27	Rapa Plaza, Dhanmondi-27, Dhaka.
5.	Uttara	Sector-9, Uttara, Dhaka.
6.	Basundhara	Basundhara City, Level-1, Panthapath, Dhaka.

Source: Website of Almas Super Shop (www.online-dhaka.com/1_8_17513_0-almas-super-shop-dhaka-city.html)

7.3.3. Best Buy

The own outlets of Best Buy are shown in the following Table-8.

Table 8. Outlets of Best Buy

Sl. No.	Name of Outlet	Address
1.	Mirpur-1	105/1/A, Kolwala Para Main Road, Shadhin Bangla Super Market, Mirpur-1, Dhaka-1216.
2.	Rupnagor	Plot # 26/1, Road # 4, Rupnagar R/A, P.S: Rupnagor, Dhaka.
3.	Mirpur-12	House # 12, Road # 8, Pallabi, Mirpur, Dhaka-12016.
4.	Shenpara	145, Shenpara Parbata, Dhaka-1216.
5.	Shewrapara	774, West Shewrapara, Dhaka-1216.
6.	Ibrahimpur	CB 211/4, Kachukhet Poran Bazar, Dhaka-1216.
7.	Mohammadpur Twonhall	11/28, Azam Road, Block-D, Mohammadpur Town Hall, Dhaka-1207.
8.	Mohammadpur Krishi Market	31/24, Block-C, Tajmahal Road, Mohammadpur, Dhaka-1207.
9.	Gawsia	361/1, Shaheed Janoni Jahanara Emam Sharani, Dhaka-1205.
10.	Azimpur	68/2, Pilkhana Road, Azimpur, P.S: Lalbag, Dhaka-1205.
11.	Norda Basundhara	50/B, Progodi Sharani, Jagonnatpur, P.S: Vatara, Dhaka-1212.
12.	Rampura	12, Malibag Chowdhurypara, D.I.T. Road, Dhaka-1219.
13.	Malibag Railgate	107, D.I.T Road, Chandpur Tower, Malibag, Dhaka-1217.
14.	Mouchak	90/C, New Sarqular Road, Siddeshwary, Dhaka-1217.

15.	Khilgaon	406/A, Khilgaon, Dhaka-1219.
16.	Jatrabari	96, Saheed Faruk Road, Jatrabari, Dhaka.
17.	Doyagonj	34/1, Monir Hossain Lane, P.S.: Sutrapur, Doyagonj, Dhaka.
18.	Postogola	14/1, Alam Super Market, New Jurain, Dhaka-1204.
19.	Nawabpur	96, 97/1, Endent Plaza, Nawabpur Road, Dhaka-1100.
20.	Wari-1	1/1, Rankin Street Road, Wari, Dhaka-1203.
21.	Wari-2	½, Chondi Charon Bosh Street, Wari, Dhaka-1203.
22.	Lalbag	59/1, Horonath Gosh Road, Lalbag, Dhaka-1205.
23.	Nazimuddin Road	House # 31, Nazimuddin Road.
24.	Kamrangir Char-1	Kamrangir Char, Madbor Bazar, Comilla.
25.	Kamrangir Char-2	Rasulpur Main Road, P.S: Kamrongir Char, Dhaka.
26.	Narayangonj	148, B.B. Road, Narayangonj.
27.	Saver Bazar Road	A-87, S.K Tower, Saver Bazar Road, Saver.
28.	Saver New Market	3, Aricha Road, Savar Pourosova, Saver.
29.	Jamgara Ashulia	Jamgara Courasta, P.S: Ashulia, Dhaka.
30.	Tongi	119, Tongi Station Road, Tongi, Gazipur.
31.	Signboard, Gazipur	Fahim Plaza, National Board, Gazipur.
32.	Gazipur	K. S. Tower, Aoutpara, Chandana Chowrasta, Gazipur.
33.	Sylhet	Block-D, Main Road, Shahajalal Upa-Shahor, Sylhet.

Source: Website of Best Buy (www.rflplastics.com/rfl-best-buy-own-outlet/)

7.3.4 Meena Bazar

Meena Bazar's outlets are shown in the following Table-9.

Table 9. Outlets of Meena Bazar

Sl. No.	Name of Outlet	Location
1	MB Azimpur Outlet	Azimpur
2	MB Chittagong Outlet	Chittagong
3	MB Mohammodi Housing Outlet	Mohammadpur
4	MB Pallabi Outlet	Pallabi
5	MB Asad Avenue Outlet	Asad Avenue
6	MB Banani Outlet	Banani
7	MB Banasree Outlet	Banasree
8	MB Dhanmondi-15 Outlet	Dhanmondi-15
9	MB Dhanmondi-27 Outlet	Dhanmondi-27
10	MB Gulshan-2	Gulshan-2
11	MB Khulna Outlet	Khulna
12	MB Moghbazar Outlet	Moghbazar
13	MB Shamoly Outlet	Shamoly
14	MB Shantinagar Outlet	Shantinagar
15	MB Sylhet Outlet	Sylhet
16	MB Uttara-11 Outlet	Uttara-11
17	MB Uttara-14 Outlet	Uttara-14
18	MB Wari Outlet	Wari

Source: Website of Meena Bazar (www.meenabazar.com.bd/meenabazar-outlet/)

7.3.5 Shwapno

The following Table-10 shows the list of outlets of Shwapno in Dhaka city.

Table 10. Outlets of Shwapno

Sl. No.	Name of Outlet	Address
1.	Green Road	Plot # 3A, Road # 4, Dhanmondi R/A. Beside the Labaid Diagnostic Center.
2.	Panthapath	House # 56/4, Lake Circus, Kalabagan, Dhaka.
3.	WBC, Banani	WBC, 76/A, Block-M, Road # 11, Banani, Dhaka.
4.	Gulshan-2	Plot # 3, North Circle, Gulshan-2, Dhaka-1212.
5.	Malibagh	260/6, Malibag, Ground Floor of Dhaka Science College.
6.	Mogbazar	435/1, Boro Mogbazar (Near Wireless Gate).
7.	Sky View	House # 389/B, Sky View Afrina, Chowdhurypara, Khilgaon, Dhaka.
8.	Central Basabo	R. Rahman Garden, 47, Moddho Basabo, Dhaka.
9.	Bijoy Nagar	Tapa Tower, 169, Shaheed Syed Nazrul Islam Sharani, Purana Paltan (Old), Dhaka-1000.
10.	Sepahibag	225, North Goran, Shepaibag, Dhaka.
11.	Jatrabari (Bibir Bagicha)	Fhuljan Market, 80/C, Uttar Jatrabari, Bibir Bagicha, Dhaka.
12.	Jatrabari-2	33, Shaheed Faruk Road, Uttar Jatrabari, Dhaka.
13.	North Banasree	C-41, Road # 6, Uttar Banasree, Rampura, Dhaka.
14.	South Banasree	House # 76, Jahurul Islam Road (Main Road), Block-K, South Banasree, Goran, Dhaka-1219.
15.	West Kafrul	Palolic Mollick Plaza, 218/9, West Kafrul (Shewrapara), Rokeya Sharani, Dhaka.
16.	Mirpur-6	House # 9/2, Section # 6, Avenue # 5, Block-G, Mirpur-2, Dhaka-1216.
17.	Rupnagar	16/34, Rupnagar Residential Area, Mirpur, Dhaka-1216.
18.	Pallabi	2/6, Pallabi Share Egaro, Mirpur, Dhaka.
19.	Mohammadpur Town Hall	14/23, Manama Turag Building, Shahjahan Road, Mohammadpur, Dhaka.
20.	Monsurabad	Plot # 13-14, Road # 2, Monsurabad Residential Area, Adabor, Dhaka.
21.	Rayer Bazar	Monica Estate, 295/Jha/14, Rayer Bazar (Shikder Medical College Campus), Dhaka-1209.
22.	East Nakhhal Para	House # 286/2, East Nakhhal Para, Dhaka.
23.	Sutrapur	House # 61, Subas Bashu Avenue, Laxmibazar, Sutrapur, Dhaka.
24.	Maniknagar	65/1/A, Maniknagar Wasa Road, Sobujbag, Dhaka.
25.	Wari	36/1, Rankin Street, Wari, Dhaka.
26.	Postogola	1/2, Arsin Gate, Eastern Housing Society, Postogola, Shyampur, Dhaka.

27.	Nazimuddin Raod	90/91, Sir Nazimuddin Road, Lalbag, Dhaka.
28.	Lalbagh	Plot # 54, Water Works Road, Lalbag, Dhaka.
29.	Donia	554, Goal Barir Mor, Donia, Dhaka.
30.	Uttara Shahjalal Avenue (Sector # 6)	Plot #1 & 2, Road # 13/D & 13/C, Shahjalal Avenue, Sector # 6, Uttara, Dhaka.
31.	Nikunja	Plot # 15, Road # 6, Nekunja-2, Dhaka.
32.	Ashkona	301, Ashkona Bazar Road, Ashkona, Dhaka.
33.	Tongi	Badur Uddin Manson, Holding # 32, Cherag Ali Market, College Gate, Tongi, Gazipur.
34.	Dohar	Joypara College Market, Dohar, Dhaka.

Source: Website of Shwapno (www.shwapno.com/store.php)

7.4. Promotion

The 5 super shops do not expense high for their promotion. So they do not use TV because that is a costly medium. Rather, they use advertisement through different media such as newspaper, banner, billboard, leaflet, Internet etc. They often use various sales promotion techniques like cash discounts, buy one get one free, special package offer, bundle product offer, membership offer etc. to capture their customers and increase their market share. Sometimes they provide sms through cell phone operators in the customers' mobile phone informing their special offers.

7.5. People

The people of super shops are suppliers, managers, employees etc. who work there for providing services to the customers. The people do their job sincerely so that the sales can be increased. The managers of the super shop take great attention to the shop's activity so that anything cannot get in a wrong direction. Most of the super shops employees are dressed well. They have definite dress for every single super shop so that the customers can identify them. The customers take help from them for purchasing a product. The employees work as a service provider. In fact, the service provider or contact person is very important to provide some services, for example, counseling, advising, educating and other occupational relationship-base services. In different cases, the contact person plays an important role what appears to be a moderately small part in service delivery.

Sometimes the customers work as a people. Customers not only influence their own service outcomes, but they influence other customers as well. In the super shop, clients influence the service quality received by others- either upgrading or taking away from other clients' experiences.

7.6 Process

Process is the actual delivery steps that the customer experiences or the operational stream of the service, also give customers evidence which to judge the service. Some services are exceptionally intricate, requiring the customer to take after a complicated & extensive series of activities to finish the process. The super shop business is one of them. The super shops maintain process in a complex but effective way. When a product is sold to the customer, the employee gives data input in a computer or uses a barcode reader to maintain database in the computer. Then it gives data

to the head office or in a special office. Then the manager can know which product is sold. After that he gives order to deliver the particular product to the definite outlet. Then the product is delivered to the concerned outlet. In this way, the process comes to end.

7.7 Physical Evidence

The physical evidence of service includes all the tangible representations of the service, for example, letterhead, brochures, business cards, report formats, signage and equipment. The super shops maintain their physical evidence in a tremendous way. The super shops give their customers business cards, brochures, leaflets etc. Their shops always remain neat & clean.

The physical evidence is important so much to a business organization like super shop because the customers are directly come here and take services from the employees. If the physical evidence does not maintain accurately, then the customer can be displeased & never return to the super shop. The refrigeration system is also included in physical evidence. The cold drink & beer such as- Coca-Cola, Pepsi, Pran Mango Drink, Black Horse have to be served chilled. On the other hand, the raw meat, vegetables, fish etc. need to be delivered fresh. So the physical evidence is the essential marketing mix to the super shops.

8. RECOMMENDATIONS & CONCLUSION

The study has identified and analyzed the use of product/service, price, place (distribution), promotion, people, process and physical evidence- the 7Ps as controllable tactical marketing tools utilized and practiced by the 5 super shops- Agora, Almas Super Shop, Best Buy, Meena Bazaar and Shwapno in Bangladesh especially in Dhaka city. These 7Ps are mutually influential in the service marketing of super shops. As a result, super shops should learn about the needs, wants and demands of the customers before creating and distributing their marketing offers to their customers through designing the integrated service marketing mix (7Ps). They should also know about the potential opportunities that they can provide to their customers in future and consider challenges in respect to their internal and external environments. However, customers should know about their gains from the marketing offers of the super shops. People affect all the perspectives in service creation and service delivery. If super shops improve the performance of marketing mixes (7Ps), it is necessary to concentrate on people, such as, the improvement of employee quality, recruitment & selection, work design & analysis, training and development, enhancement of competitiveness & adaptation, encouragement of the morale and exploration of the potential, salary and pay management, mental & physical health, safety & hygiene issue, retention of work relation, assessment of work performance, welfare management of the employees and so on. When the super shops can make good human resource management, the entire performance can also be enhanced and this will be the easiest way to save efforts. Therefore, the use of 7Ps in super shops in Bangladesh has given the light to the present days' consumers who are shopping in such large scale air conditioning retail shops to satisfy their various types of daily necessities. However, the study has practical implications for the entrepreneurs, investors, policymakers, industry experts, media, and domain experts of super shop businesses in Bangladesh.

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