

SHOPPING HABITS OF CONSUMERS AT SHOPRITE UGANDA

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A RESEARCH PROJECT SUBMITTED TO THE COLLEGE OF BUSINESS AND
MANAGERIAL SCIENCES, SCHOOL OF BUSINESS IN PARTIAL FUFILLMENT OF THE
REQUIREMENTS FOR THE AWARD OF MASTER OF BUSINESS ADMINISTRATION OF
MAKERERE UNIVERSITY

NOVEMBER, 2018

ABSTRACT

The study explored shopping habits of consumers at Shoprite Uganda. The purpose of the study was to explore shopping habits of consumers at Shoprite Uganda. The study adopted a cross-sectional descriptive research design which was qualitative in nature. The study population were all shoppers in Ugandan supermarkets and a sample size of only ten consumers participated who were selected using the convenience sampling technique.

Primary data was collected using the interview guide while secondary data collected from various academic articles, journals, reports and textbooks on the internet. Data was analyzed using content analysis which involved extracting themes and subthemes from the participants.

It was found that consumers as Shoprite shop weekly, monthly and during events. They shop at Shoprite for reasons of convenient shopping experience, affordable prices, wide product attributes and customer experience. They are challenged by the ignorance of some employees, long queues, closure of some payment points/ tills, absence of some items and limited staff.

Shoprite can improve the shopping habits of its consumers if it increases the stock, lowers its prices further, improve its customer care, deploy skilled staff, introduce an online shopping platform and have more local suppliers in Shoprite.