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QUALITY & CONSUMER PRICE PERCEPTION AT ONE POTATO TWO POTATO...

“Is quality an important factor in determining the consumer perception of the price of OPTP Fries?”

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Purpose

To determine whether or not correlation exists between the indicators of price and quality

Methodology

A sample of 250 respondents (16 to 24 year olds) was used. A focus group was conducted in order to determine which attributes of price and quality are most significant to the study and a survey questionnaire (with summated ratings method) was designed and uploaded on a web based survey site. 217 Responses were collected and data was analyzed using SPSS integration.

Findings

Hygiene and Taste were identified as the key attributes showing strong positive correlations with both price and quality

Limitations

Survey was conducted only in Karachi. Giving certain numerical values to attributes of both price and quality poses a restriction.

Implications

Management and the marketing team in particular, can get greater insights into consumer perception about price and quality. This will help the company in bridging the gap between price and quality and taking the lead in competition.

Keywords: attributes, perception, correlation, price, value consciousness.