

**SOCIOLOGICAL ANALYSIS OF METRO  
(CASH AND CARRY) ISLAMABAD**

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**SOCIOLOGICAL ANALYSIS OF METRO  
(CASH AND CARRY) ISLAMABAD**



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**2010**

**DEDICATED TO**  
**MY BELOVED PARENTS**  
**&**  
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**INTERNATIONAL ISLAMIC UNIVERSITY, ISLAMABAD  
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**November 28, 2010**

It is certified that thesis submitted by Ms. Hajra Alam, Reg.No.22-FSS/MSCSOC/F08 titled ‘Sociological analysis of METRO cash & carry’ has been evaluated by the following viva voce committee and found that thesis has sufficient material and meets prescribed standard for the award of Degree of ‘Master in Science’ in the discipline of Sociology.

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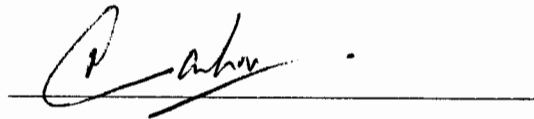
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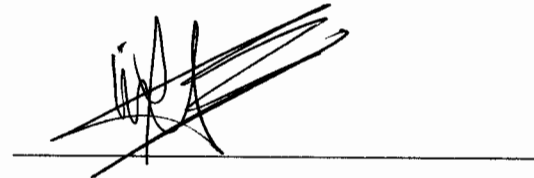
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## **ABSTRACT**

*This study was carried out under the title "Sociological Analysis of METRO (Cash & Carry) Islamabad. The main objective was to find out the beneficial consequences and dysfunctions of this new shopping mall for the people of Twin Cities. The research was conducted under quantitative research design. Applying random sampling technique, the relevant data was collected from 130 respondents (90 males and 40 females) at the METRO outlet at Islamabad. The relevant data was analyzed through SPSS and presented in tabular form in chapter four. The main findings are that this new shopping centre benefits people in saving their time by providing all day today required items under one roof in conducive environment. However, due to lack of proper knowledge and absence of purchasing ethics, majority of the customers are disadvantaged by the tricky price tags and temptation of the products. Simple, better in Urdu, price tags with a single price on items as well as sub-branches in various part of the city need to be opened so that people easily, benefit from the post-modern way of market.*

## **Acknowledgment**

All the glory to Almighty ALLAH, the creator of this universe the most beneficent, the most merciful, the most glorious and compassionate, whose blessing give me knowledge, thoughts, caring parents, talented teachers, cooperated friends and opportunity to complete this study.

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**CHAPTER 1**  
**INTRODUCTION**

# INTRODUCTION

## 1.1 Introduction

Human society has evolved from a very simple hunting gathering nature to a very complex stage of post modern or global society. However, the composition still consists of basic social institutions society's sub-systems organized to cater and fulfill basic human needs. One major social institution is economy. Economy is one of the fundamental social institutions, which is mainly concerned with the production, distribution and consumption of goods and services. Like other social institutions, it has also evolved over a period of time from subsistence economy to the contemporary modern political economy.

In traditional society, production was very simple and un-systematic. For instance, there was no market system in hunting and gathering societies. One reason is that the combination of a simple technology and a nomadic way of life made it impossible for most hunting and gathering people to accumulate many possessions. In Horticulture societies, people produce a low yield per acre and use less human labor to only fulfill their basic need and not produce surplus that involves the market system. Agricultural societies received the introduction of new technological innovation, the farmers' increase their production and the barter system emerged with industrial revolution and the invention of modern technology, the economic system become more complex and systematic. This new economic system is known as capitalism.

Capitalism refers to economic system in which the means of producing goods and services are privately owned". It has always existed to some extent in all civilizations but was written about formally by Adam Smith in his book 'The Wealth of Nations' in 1776. Capitalists favor a system of free enterprise which means the government should not interfere in the economy - which the laws of supply and demand will make sure that the economy runs most efficiently in meeting people's needs. Capitalism is characterized by competition in which there is rivalry in supplying or getting an economic service or good. Sellers compete with other sellers, and buyers with other buyers. The buyers seek the best possible deal in purchasing goods and the sellers look to make the best possible sale allowing them the most profit.

Market is one of the key elements of capitalist economy. The market is a term used by economists to describe a central where people are able to buy and sell goods and services. In a capitalist economy, the prices of goods and services are controlled mainly through supply and demand and competition. Market relationships involve two basic statuses and their associated roles, the buyer and the seller. In traditional societies, there were distinct markets of each commodity but in post modern society all commodities markets have come under the same umbrella. A market is a highly specialized type of social organization.

This research focuses on METRO (cash and carry) in Islamabad. Today, METRO Cash & Carry, the international leader in self-service wholesale, opened its first outlet in Islamabad in Sector I-11/4, near the Railway Carriage Factory. The company exclusively

caters for professional customers like hotels, restaurants and small retailers like Kiryana stores. Islamabad METRO Cash & Carry is the second wholesale center in Pakistan.

Islamabad METRO Cash & Carry offers comprehensive products of food and non-food articles. According to METRO management, around 80 percent of the goods on display originate from Pakistani producers and distributors. Each METRO Cash & Carry wholesale center employs 300 people from the local community.

METRO (cash & carry) wholesale centers are open for everyone but visit by dominantly by professionals, all of them duly registered and provided with a customer card. At METRO (cash & carry) wholesale centers, they can find everything used for making human life comfortable. Moreover, the company offers constant availability of highest quality products at competitive wholesale prices.

## **1.2 Statement of Problem**

Production, distribution and consumption of goods and services have been the subject of investigation and discussion both in Economics and Sociology. This is vividly clear from the birth of Sociology. The economic aspect of society with sociological perspective was/is the focus of classical theorists, such as August Comte, Spencer, Karl Marx, Max Weber as well as contemporary sociologists such as Gramsci, Bourdieu and many more.

Keeping in view the sociologists interest in the economic aspect of society, I have been instigated by the hyper modern mood of shopping in the Capital of Pakistan. The growing trend of METRO-cash and carry led me to carry out a systematic sociological



study of the METRO for sociological understanding of the issue under consideration. The formally problem of the current research may be formally state as:

“The Sociological Analysis of METRO (Cash & Carry) Islamabad. This study took close examination of this new mode of market in the capital of Pakistan. The study was proceeded in the light of the following hypothesis and objectives.

### **1.3 Methodological Construction & Definition of the Topic**

#### **1.3.1 Sociological Analysis**

Sociology has a distinctive and comprehensive perspective. Sociological analysis is then an attempt to approach any social phenomena by keeping it within the broader social context. This also means to uncover the social structure that we take for granted. The analysis of social world through sociological imagination enables us to analyze social phenomena by making a link between personal troubles and public issues. The Sociological imagination, which C. Wright Mills used in (1959), was taken further by Evan Wills (1999) who suggested that understanding personal troubles must be related to public issues. Thus, according to Wills (1999), sociological imagination has four interrelated parts: Historical, Cultural, Structural, and Critical.

- a) Historical Factor: How the past influences the present?
- b) Cultural Factor: How our culture impact on our life?
- c) Structural Factor: How particular forms of social organization shape our lives?
- d) Critical Factor: How can we improve the current situation?

This study aimed to understand *Sociological Analysis of the METRO (cash and carry)* in the framework of the Evan Will's concept of sociological imagination.

### **1.3.2 METRO (Cash and Carry)**

METRO is an abbreviation of metropolitan, and is the name of many products and services relating to urban areas, especially public transport systems. A METRO is a rapid transit rail system, also known as a subway or underground railway system. It is also some time covering the newspaper such as a free daily news paper in the United Kingdom and Ireland. The current study confined to the mega shopping mall known as METRO (cash and carry).

METRO (cash and carry) is one of the great success stories in modern commerce. The unique wholesale business-to-business model of METRO (cash and carry) is totally focused towards its professional customers such as hotels, restaurants, caterers and small and mid-sized retailers.

METRO (cash and carry) offers its professional customers a greater efficiency than a multilayered supply chain and help them to improve their business, by offering them a one-stop solution for their purchase, helping them to improve their assortment, offering them high quality products at reasonable and transparent prices and by offering them a consistent supply source.

The current study is focused on METRO (cash and carry) mega shopping mall in our country. METRO Cash & Carry announced its operations in Pakistan in January 2006, under the supervision of Giovanni Soranzo, Managing Director. Pakistan has opened its

first wholesale centre in Lahore in October 2007. There are five branches of METRO (cash and carry) two in Lahore, one each in Karachi, Faisalabad and in Islamabad.

#### **1.4 Objectives**

- To know consumers understanding of prices and brands of the products.
- To understand customers' psychology and choices for METRO.
- To observe the traditional stereotypical division of male and female shopping interest.
- To see METRO impact on the monthly budget of the customers.
- To suggest ways that can benefit to customers while purchasing from METRO and also the METRO by making the operation more effective.

#### **1.5 Hypothesis**

- More the educational level of the customers, lesser their deception by price and brand.
- Greater the diversity of item more is the temptation for purchasing.

#### **1.6 Significance of Study**

The focus of my research study was Sociological Analysis of METRO (Cash and Carry). It is asserted that this research is of great academic as well as applied significance for our society.

From theoretical perspective, this study brings sufficient new findings for discussion and research, especially for the researchers and scholars who have

interest in the economic aspect of society. This further added new findings to the existing knowledge of sociology in our society.

This research study has practical and applied significance. The findings of my study are an eye opener for the consumers and customers how to save from the politics of price tag and brands. It is also of great help for the consumers to have better understandings of big Shopping Malls and avoid the temptation and unwanted shopping.

**CHAPTER 2**  
**LITERATURE REVIEW**

# LITERATURE REVIEW

## 2.1 Literature Review

Reviewing the literature is an important step in any systematic research. In order to narrow down the issues under investigation it was important for me to see and review what has been written and published on the topic for pinpointing the exact area of my research, specifying what questions to be asked and observe and locate this study in wider academic scholarship. I have reviewed the work and reports of James Henslin, Anthony Giddens, Jay Weinstein, Dominic Strinati, Chris Barker, Karl Marx, K.R. Popper, John Bonner, Stanley Paliwoda, Sharon Zukin, Jennifer Smith Maguire, Micheal A. Hitt, Linda Schneider, Robin Cohen, Paul Kennedy, Nicholas Alexander, Joseph S. Himes, Jennifer Clapp, Peter Dauvergne, Arnold Silverman, Serge Albouy, Martin Albrow and Robert E. Hoskisson. Reviewing these writers broadened my vision and guided me to focus on the topic more systematically and scientifically.

Market is one of the key elements of capitalist economy. The market is a term used by economists to describe a central where people are able to buy and sell goods and services. Market relationships involve two basic statuses and their associated roles, the buyer and the seller.

According to Cohen and Kennedy (2007), Marx argued that commodity

production creates a depersonalized economy. Clusters of unknown hired workers and machines in different locations produce goods for unknown buyers. The system constructed by capitalism is so complex and impersonal that it is virtually impossible to understand or identify. The superficial world of commodity exchange thereby conceals the hidden, real world of work and production, while creating a 'barrier between exchange and production. (Rabine:2002)

According to Marx, commodity fetishism occurs when an inanimate object is treated as if it required a religious, or even sexual, devotion. In pre-modern societies, fetishes were handmade or rare natural objects thought to embody a spirit that protected the owner from misfortune or disease. Commodity fetishism arises under capitalism because the market system has become more real and immediate to us than the underlying social relationships (based on inequality and exploitation) that made goods sold on the market possible in the first place. Cohen and Kennedy (2007)

According to Adorno and Horkheimer (1972), twentieth century is era of mass consumption associated with rise of Fordish production. The expanding Fordish production compelled business as never before to feed our desire for more goods, while persuading us to abandon useful products in favor of newer ones. Here the advertising industry played a major role by producing an endless stream of new meaning - images of exotica, nostalgia, desire, romance, beauty or the good life. Consumers were seduced by false needs and impossible hopes, since these products were quite incapable of fulfilling their promises.

Fordism refers to the system of mass production and consumption characteristic of

highly developed economies during the 1940s-1960s. Under Fordism, mass consumption combined with mass production to produce sustained economic growth and widespread material advancement. Whereas Taylorism (on which Fordism is based) seeks machine and worker efficiency, Fordism seeks to combine them as one unit, and emphasizes minimization of costs instead of maximization of profit. Named after its famous proponent, the US automobile pioneer Henry Ford (1863-1947).

According to Baudrillard (1988), sign-values become more important to us than their material properties. Indeed, the intrinsic use value of goods may become detached from advertisers' meaning altogether, the latter becoming free-floating. Either way, increasingly we live in a signifying culture, one that abounds with disconnected messages; it is supposedly this rather than the functionality of goods themselves that we seek. In this scenario, what we buy bears less and less relation to our actual needs.

According to Jameson (1984), the sheer quality of signs is circulating in our consumer culture. Moreover, signs are inherently volatile. Their meanings often mutate or break free from the object or context they were originally intended to represent. They are also subject to media manipulation. Thus, despite the media and advertisers' emphasis on creating meanings in order to attract our attention, meaning actually elude us. When it comes down, we are unable to find self-actualization or ourselves on the supermarket shelves. All this destabilizes our lives and gives to them a quality of depthlessness. We lose our bearings and become disorientated.



The fantasy becomes the reality. According to Cohen and Kennedy (2007), the media-inspired fantasy world of TV soaps, films and advertisement, where messages and symbols flourish, often seems more lively to us than the actual social world we inhabit in. There latter shrinks in significances and becomes in a curious way far less real. Indeed, we may seek to imitate and build our lives around one or more simulacra. When such fake or fantasy experiences become more real to us than our concrete everyday world, Baudrillard (1988) calls this condition hyper reality.

One of the most striking things about capitalist marketing techniques is the attempt by companies to promote distinctive products. According to Cohen and Kennedy (2007), consumers belong to quite different groups according to their class, education, religion, ethnicity, sexual orientation and types of family responsibility. Each of these identities may generate marked variations in needs and taste. Thus, the preferences of different groups not only vary but each person's need evolve and change over time. Further, people crave difference and distinction and expect the market to provide this. In other words, product differentiation and niche marketing are at the heart of contemporary capitalism.

According to Sinclair (1987), those employed in advertising are often highly sceptical about their influence on consumers and 'have learned to doubt the usefulness of advertising'. For one thing, income remains a major constraint on our ability to respond to advertising; 'people (can only) play with the signs that they can afford' (Warde:1992). Our purchasers are often determined by habit and time constraints. However appealing the images attached to goods, it seems absurd to suggest that we purchase them *solely* for their sign value.

Bourdieu (1984), argued that every aspect of consumer behaviour - from holidays and choice of wallpaper to food preferences and clothing styles - says important things about where we belong in society. 'Belonging' in this sense refers especially to our class, education, ethnicity religion, generation and the place we live. Shared tastes also provide access to membership of desired groups. Thus, each subgroup expresses its own special habitus.

According to Cohen and Kennedy (2007), crave distinctiveness, personal services, originality and diversity compelled business to move towards niche marketing and far more flexible system of manufacturing. The rise of postmodern sensibilities also mean that consumption and leisure play have more important role in the lives of contemporary citizens than during the era of early industrialization.

The positive potentialities of consumerism go beyond individual capacities for aesthetic self-creativity. Thus, writers such as Bennett(2004), suggest that consumerism has not only become a central area of citizen concern but for some, it offers opportunities for displaying moral and ethical awareness, knowledge and power as informed consumers who engaged in various degrees and kinds of boycotts and similar actions.

According to Stanley Paliwoda (1993), branding is important as a mean of distinguishing company product, and differentiating one particular product from its competitors. To the company with a product with any commercial life left in it, branding is able to offer an advantage. Branding is a means whereby the consumer can identify a particular product, and if satisfied with it, ask for it by name. For the company concerned, there are clear advantages to branding. Branding enables the company to differentiate its

product more clearly, but also to fetch a higher return than could be expected from generic products.

According to John Bonner (1986) markets are sources for making social decisions in the economic sphere. They determine what is to be produced, how it is to be produced, and by whom it is to be consumed, without recourse to physical force or central direction. Whilst their natural habitat is supposed to be in the private enterprise or capitalist economies, they also have important roles to play in planned or socialist economies.

According to John Bonner (1986), in modern industrial societies specialization and the division of labor have proceeded so far that no one can satisfy all their material needs without the willing (or unwilling) help of others. The great advances in production efficiency have been achieved at the cost of a segregated community, and some way has to be found out for providing the necessary level of cooperation.

John Bonner (1986) argued that commodities for consumption, and at least labor as a factor of production are owned out rightly by individuals. The initial endowment of factors property ownership is a datum for the economic system. Individuals are free to choose when and where to work, how to spend their income, and for what purpose to put the commodities which they buy.

John Bonner (1986), argued that there is a large number of independent producers and consumers to ensure that no one trader, nor even a group of traders, can dominate or manipulate market for factors or commodities and to provide incentives for each producer continually, to improve the quality and availability of their product.

According to K. R. Popper (1966), Marx believes that capitalist competition forces

the capitalist to accumulate capital. The accumulation of capital means (a) increased productivity, increase of wealth, and concentration of wealth in few hands; (b) increase of pauperism and misery; the workers are kept on bare subsistence or starvation wages, mainly by the fact that the surplus of workers called the 'industrial reserve army' keeps the wages on lowest possible level.

According to K. R. Popper (1966), under the capitalism, competition between the capitalists plays an important role. 'The battle of competition', as analyzed by Marx, is carried out by selling the commodities produced, if possible at a lower price than the competitor could afford to accept. But 'cheapness of a commodity', Marx explains, 'depends in its turn, other things being equal, upon the productivity of labour; and this again, depends on the scale of production.' Competition always ends with the downfall of many lesser capitalists and with transition of their capital into hands of conqueror.

According to Jay Weinstein (1997), capitalism in the most general sense, is a type of economic system in which wealth is generated from the sale of the output from an industrial process and is reinvested in the process. Wealth used in this manner is capital, which is a constant and defining characteristic of all such economies. On the other hand, how capital is generated, what mechanism is used to sell the product, and who is entitled to reinvest are all variable features of the system. These are different from place to place and substantially over time.

Market is an element of capitalist economies and highly specialized type of social organization. According to Jay Weinstein (1997), market relationships involve two basic statuses and their associated roles, the buyer and the seller. The relationship itself consists

of an exchange of commodities, with each commodity having its own distinct market. A specific commodity is assigned a cultural value in relation to all others: one commodity is defined as having greater intrinsic worth than others.

There is always a competition in all types of markets. Markets ranges from perfect to imperfect (Robinson, 1960, 1968). The ideal- typical perfect market is based on pure competition: each of an infinite number of sellers possesses an infinitesimally small portion of a commodity on market, and each of an infinitely large number of buyers can purchase only an infinitesimally small portion of it. The ideal-typical imperfect market is a monopoly, in which there is only one buyer and one seller for the entire amount of particular commodity. All existing markets lie between these two extremes depending on time, place, and socio-cultural conditions.

There is also an issue of autonomy in all types of the markets but, no market can operate completely in autonomy. According to Jay Weinstein (1997), markets exist in environment that includes other markets but not economic institutions, and other locational factor. Therefore, they can never operate in complete autonomy, wherein exchange takes place solely on the basis of supply, demand, and prices, uninfluenced by other factors.

Existing markets actually vary considerably in the degree to which they are competitive and autonomous, keeping with cultural differences, political factors, and location (Freeman, 1989). Many important commodities today are exchanged in oligarchy markets dominated by a few multinational corporations. Such markets are not, nor do they operate as, monopolies. Moreover, local markets increasingly are influenced

by international conditions and geographical isolation is becoming relatively insignificant factor in determining supply demand, and price.

There are some groups of individuals who have the power to control local and world economic conditions. According to Jay Weinstein (1997), in capitalist economies, markets ultimately determine what should be produced, how much commodities will cost how the means and the outputs of productions will be distributed among buyers and sellers, how many people will be employed, and how many will remained unemployed. This means that if a few individual and corporate actors do control key markets, their power extends far beyond purely economic matters.

Capitalism has some approaches towards production and distribution of goods and services. According to James M. Henslin (1997), capitalists hold that market forces should determine both products and prices and that it is healthy for people to strive for profits. The potential for profit encourages people to develop and produce new products desired by the public, while workers are motivated to work hard so that they can make as much money as possible in order to purchase more goods.

According to James M. Henslin (1997), the outgrowing national boundaries, the larger corporations have become more and more detached from the interests and values of their country of origin. They move investments and productions from one part of the globe to another with no concern for consequences other than profits. After cold war, these corporations took an increasingly significant role in global life.

The multinational corporations are becoming the primary political force in the world. Certainly they are reshaping the globe as no political or military force has been

able to do. The lives of all of us are touched by these global giants. The significance of global capitalism is that the multinational corporations owe allegiances only to profits and market share, not to any nation, nor even to any particular culture.

The commodities in general are applied to the cultural commodities which are produced for the market, and are aimed at the market. According to Dominic Strinati (2004), markets embody commodity fetishism and are dominated by their exchange value, as defined and realized by the medium of money. However, unique to cultural commodities is that exchange value deceptively takes over the functions of use value.

Dominic Strinati (2004), argued that according to the Frankfurt School the cultural industry reflects the consolidation of commodity fetishism. The domination of exchange value and the ascendancy of state monopoly capitalism. It shapes the tastes and preferences of the masses, thereby molding their consciousness by instilling the desire for false needs. It therefore works to exclude real or true needs, alternative and radical concepts or theories and genuinely threatening political opposition. It is so effective in doing this that people do not realize what is going on.

According to Chris Barker (2008), capitalism is a dynamics system whose profit-driven mechanism leads to continual revolutionizing the means of production and the forging of new markets. For Marx, this was its great merit in relation to feudalism. This is because it heralded a massive expansion in the production capacities of European societies.

According to Chris Barker (2008), the realization of surplus value in monetary form is achieved by the selling of goods as commodities. A commodity is something available

to be sold in the marketplace. Thus, commodification is the process associated with capitalism by which objects, qualities and signs are turned into commodities. The surface appearance of goods sold in the marketplace obscures the origins of those commodities in an exploitative relationship; a process Marx calls commodity fetishism.

According to Marx, capitalism is hence intrinsically a class society, and the class relations upon which it is founded are intrinsically ones of conflict or struggle. Employers and workers are in one important sense dependent on one another. The former need labor force that will engage in economic production; the latter, since they property less need the wages that employers pay them. Anthony Giddens (1986).

According to Marx, the notion of commodification is basic to the analysis of the capitalists order: the buying and selling of goods, including labor-power, in order to generate profit, is all what capitalist enterprise is all about [Anthony Giddens (1986)].

According to Schneider and Silverman (2003), capitalist economies are sometimes called free-market system because the interaction of supply and demand determines how much is produced, and by whom, and what prices it is sold. Adam Smith the first theoretician of capitalist economies said that the market acts like an “invisible hands”, directing workers to this firm, or capital investments to that firm.

According to Schneider and Silverman (2003), capitalists are in business to make money. They try their best to maximize the profit of their enterprises in order to increase their own wealth and prestige. In search of profit, they try to produce and sell more, to produce more cheaply, to develop new products that customers will want to buy, and to find new customers for their products. In an economy based on the profit motive,



businessmen find themselves in competition with each other, for customers, and for the best workers and suppliers.

According to Hitt, Ireland and Hoskisson (2009), a global economy is the one in which goods, services, people, skills and ideas move freely across the geographic borders. Relatively unfettered by artificial constraints, such as tariffs, the global economy significantly expands and complicates a firm's competitive environment. The global economy reflects the realities of hyper competitive business environment and challenge individual firms to think seriously about the markets in which they will compete.

According to Hitt, Ireland and Hoskisson (2009), Globalization is increasing economic interdependence among countries and their organizations as reflected in the flow of goods and services, financial capital, and knowledge across countries borders. Globalization is the product of a large number of firms competing against one another in an increasing number of global economies. Globalization also affects the design, production, distribution and servicing of goods and services.

According to Clapp and Dauvergne (2008), for market liberals globalization is a force of goods, an engine of progress. It promotes efficient production and trade of goods, diffusing appropriate technologies to area with natural labor and resource advantages. Globalization also means more macroeconomic growth, raising per capita incomes throughout the world.

According to Zukin and Maguire (2004), consumption is the social, cultural and economic process of choosing goods and this process reflects the opportunities and

constraints of modernity. Consumption bridges economic and cultural institutions, large scale changes in social structures and discourse of the self.

According to Alexander (1997), international retail operations are fundamentally changing the methods by which consumer goods are distributed and marketed globally. Retail operations have been traditionally perceived as localized operations, with limited market power and limited managerial skills. Small retail operations with limited horizons have been the outlets for goods produced by large suppliers have dominated national marketing and international marketing efforts within the distribution channels and retailers.

According to Albrow (1997), money is the most influential and widely used measure of values. It enables us to compare objects and activities by their price or market value. Where people work for money a monetary value can also be put on things which are not bought and sold. He further argues that market value is one thing, what each person regards as true value is another. Each person seeks uniquely to realize their own values and find true worth regardless often of what other people think or what market values are. Nearly everyone has possessions they would never dream selling. They might give up everything for the sake of faith or love of another person.

Expenditure demonstrates high status. To make that expenditure requires disposable income which is normally acquired from wealth, the control of resources which can generate money income. According to Albrow (1997), behind the apparent objectivity and precision of money measures of values lurk power and society. In modern society this social power came to take the form of capital.

According to Albouy (1976), the economy of the industrial society is an economy of consumption characterized by a high standard of living and a continually increased productivity from human work. This productivity is due to technology, the moving of manpower from the primary sector towards secondary and tertiary sectors, to the division of work, to the investment of capital more and more important.

The economy of consumption is always being expanding. It cannot be stable without being declining. It must continually win for it new markets and new products. Dynamic by obligation, it is necessarily complex, international, based on a practice abounding in the credit and in currency. (Albouy,1976).

Himes (1976) asserted that modern economic institutions are uniquely characteristic of associational societies. Only in this societal situation can those conditions be found that permit and nourish such forms as the corporation, bureaucratic industrial organization, and the labor of federation.

In the late eighteenth and early nineteenth centuries, under the influence of the Industrial Revolution, the market tended to develop into an almost automatic self-regulating mechanism for free competition and exchange. Later, as economic units become larger and competition came under more deliberate management. This is what is known in sociology and economics as *Laissez-fair* capitalism.

Himes (1976) argued that under the monopoly of capitalism and powerful governmental regulation, the market has been transformed into a series of interlocking and competitively cooperating spheres administering prices, competition and exchange.

According to Himes (1976), industry is the dominant type of economic activity and the corporation is the leading form of industrial organization. Industry is characterized by mass production under the factory system with advanced technology. Extreme specialization and division of labor are coupled with mechanization and automation. Industrial Corporation has increasingly become diffused among large numbers of stockholders and policies have become increasingly centralized.

**CHAPTER 3**

**METHODOLOGY**

## **METHODOLOGY**

### **3.1 Methodology**

Sociology – the comprehensive of social sciences-uses various methods of empirical investigation and critical analysis to develop and refine a body of knowledge about human social activity, often with the goal of applying such knowledge to the pursuit of social welfares. Sociology is methodologically a very broad discipline and applies both quantitative and qualitative research methods to the understanding human phenomena. Quantitative research designs approach social phenomena through quantifiable evidence, often rely on statistical analysis of many cases (or across intentionally designed treatments in an experiment) to create valid and reliable general claims. Qualitative designs emphasize understanding of social phenomena through direct observation, communication with participants, or analysis of texts and may stress contextual and subjective accuracy over generality. This research used quantitative research techniques for collecting and analysis of relevant data.

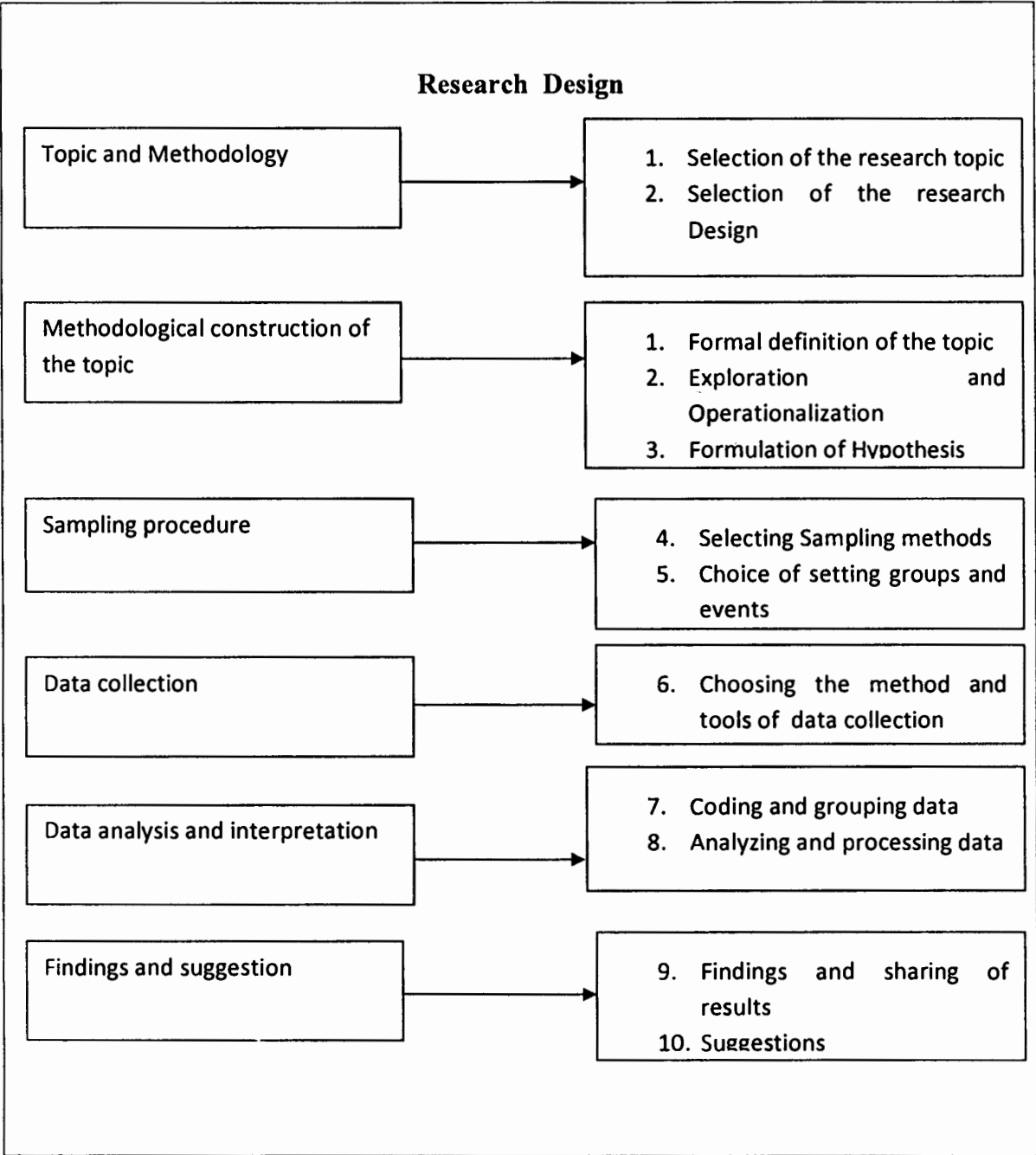
Methodology tells the researchers how and what steps need to be followed to collect the relevant data. Lay man confused methodology and methods. Methodology is the complete framework of the whole research activity. Methods, on the other hand, are the definite tools of data collection.

### **3.2 Research Design**

There are various research designs which are used in social sciences. Qualitative and quantitative researchers conduct their research in different ways. Nevertheless, the overall methods they employ share the same general structure. Since research guides

researcher to conduct the research study step by step ensuring that each step is completed before moving to the next. The current study is quantitative and followed the steps depicted in figure: 2.

Figure: 2



### **3.3 Topic**

Sociological Analysis of METRO (cash and carry) Islamabad.

### **3.4 Methodological Construction and Definition of the Topic**

See page number 5 and 6 of the introduction.

### **3.5 Locale of the Study**

The problem of current research stressed to see the issue in the wider context of Pakistani society. This topic has not been studied much before so, this study is restricted to Islamabad to collect first hand information for the systematic understanding of the problem. I collected relevant data from METRO (cash and carry) Islamabad in Sector I-11/4 near the railway carriage.

### **3.6 Sampling**

Studying and covering the entire study universe is not permitted by resources and time constraints. Therefore, the researchers, in majority cases, employ sampling technique. Sampling is a process of systematically selecting cases for inclusion in a research project. Sample then refer to the individual or unit of observation intended to represent the population to be studied.

In order to narrow down the population of this research, I further restricted the study to customers of METRO (cash and carry). Relevant data was collected from 130 respondents through random sampling technique.



### **3.6.1 Random Sampling**

The best and widely used technique in quantitative study is random sampling. Random sampling means when everyone in the population has the same and an equal chance of being included in the study. I randomly selected 130 respondents each from my study locale and distributed structured questionnaires among them.

### **3.7 Data Collection**

In social sciences data (plural of datum) means groups of information that represent the qualitative or quantitative attributes of a variable or set of variables. Data collection demands immense care and research skills. For the data collection of this research, great care was taken to ensure both validity (the extent to which operational definitions measure what they are intended to measure) and reliability (the extent to which different studies come up with similar results). Data for this research was collected with the help questionnaire-the dominant and widely used tool in quantitative research.

#### **3.7.1 Questionnaire**

Data for this study was collected through questionnaire. A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering relevant information from respondents. Usually, a questionnaire consists of a number of questions that the respondent has to answer in a set format. A distinction is made between open-ended and closed-ended questions. An open-ended question asks the respondent to formulate his/her own answer, whereas closed-ended question allows the respondent to pick an answer from a given number of options.

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Keeping in view the dynamic nature of my topic, I used close ended questionnaire (with some open ended questions) for collecting relevant data from different units. This technique enabled me to have deep scientific analysis of the topic under consideration for this research.

### **3.8 Data presentation and analysis**

After collection of data, a systematic analysis and presentation has been made under quantitative techniques. Quantitative analysis involves crunching numbers and it is usually done for hypothesis testing. For the analysis of quantitative data, computer was used which facilitated the researcher in more than one ways such as time saving, reduction of large amount of data to basic pattern etc. For this study the widely used Statistical Package for Social Sciences (SPSS) were employed.

### **3.9 Univariate**

The simplest form of the quantitative analysis is univariate analysis which involves describing a case in term of a single variable specifically. The distribution of attributes that comprise it.

### **3.10 Bivariate Analysis**

This is the analysis of two variables simultaneously. However, as with univariate analysis, the purpose of subgroup comparison is largely descriptive. Most bivariate analysis in social research adds another elements determining relationship between the variables themselves. Thus, univariate analysis and subgroup comparison focus on the

describing the people (or the other unit of analysis) under study, whereas bivariate analysis focus on the variables and the empirical relationship.

### 3.11 Percentage

For the attainment of frequency distribution of the personal traits of the respondent, simple percentage was calculated. Percentage was directly calculated with the following formula.

$$P = \frac{F}{N} \times 100$$

Where

P = Percentage

F = Frequency

N = Total number of frequencies

### 3.12 Chi- Square

Chi-square test was applied to ascertain relationship between dependent and independent variables. The chi-square was computed by following formula:

$$X^2 = \sum \frac{(O - e)^2}{E}$$

Where

O = Observed frequency

E = Expected frequency

$\Sigma$  = Sum of observations

### **3.13 Findings and suggestions**

The ultimate goal of a scientific research is the generalization of the study findings. In social science research, findings which are generalizable to a considerably large number of situations and cases can only contribute to the knowledge base of social science practice. When a careful and systematic sharing with the larger scientific community is made. Keeping in view this and to locate this study in academic scholarship findings and suggestions are given in chapter number 5 of this research work for social scientist, policy makers, shopping malls owners and people in general.

## **CHAPTER 4**

### **DATA PRESENTATION & DISCUSSION**

## **DATA PRESENTATION AND DISCUSSION**

### **4.1 Data Presentation and Discussion**

This chapter focuses on the analysis and presentation of relevant data collected from the study locale. Since this study is located in quantitative research, therefore, Statistical Package for Social Sciences (SPSS) was used for analysis of primary data. The data has been presented in tabular form with explanation, description and interpretation.

Keeping in view the objectivity of the study, the researcher has tried to present the data objectivity without incorporation her liking and disliking. However, at the end of each table is explanation, the researcher has deconstructed the statistics which depicts the researcher personal opinion and more or less subjective approach. For the better understanding and clear picture, it is mentioned here that the respondents for this research were both males and females. Moreover, only customers of METRO have been focused to study the issue with sociological lenses.

**Table 4.1**

**Background Information of the Respondents**

<b>Age</b>	<b>Frequency</b>	<b>Percentage</b>
19-29	50	39
30-40	42	32
41-51	24	18
<b>Gender</b>	<b>Frequency</b>	<b>Percentage</b>
Male	90	69
Female	40	31
Total	130	100.0
<b>Marital status</b>	<b>Frequency</b>	<b>Percentage</b>
Married	102	79
Unmarried	28	21
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.1 demonstrates the age status of the respondents (customers of the METRO). Majority of the respondents (39 percent) were in the age group of 19-29. Moreover, 32 percent of the respondents were between the age group of 39-40. Only 18 percent of respondents were between the age of 41-51. The data carry only 11 percent of the respondents having age between 52-62.

The table # 4.1 further depicts the gender of the respondents. Majority (69%) of the respondents, were males whereas 31 percent of the respondents were females.

Last part of table shows the marital status of the respondents. It shows that 79 percent of the respondents were married whereas 21 percent of the respondents were unmarried.

**Table 4.2**

**Family Type and No. of Family Members of the Respondents**

<b>Family Type</b>	<b>Frequency</b>	<b>Percentage</b>	<b>No. of family members</b>	<b>Frequency</b>	<b>Percentage</b>
Joint	54	42	3-6	83	64
Nuclear	72	55	7-10	33	25
Single parent	4	3	11-13	14	11
<b>Total</b>	<b>130</b>	<b>100.0</b>	<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.2 reveals family type and the number of family members of the respondents. It shows that 42 percent of the respondent belonged to joint family, 55 percent of the respondents belonged to nuclear family; whereas 3 percent of the respondents were from single parent family.

This table also demonstrates the number of family members. Majority of the respondents, 64 percent, were having 3-6 family members. Moreover, 25 percent of the respondents' family consisted 7-10 and only 11 percent of the respondents were having 11-13 family members.

Deconstructing the data, it is argued that Pakistani society, despite the trend towards nuclear family; still have strong joint family as 42 percent people live in joint family system one way or the other.



**Table 4.3****Educational Status of the Respondents and their Spouses**

Respondents Education	Frequency	Percentage	Spouse/s Education	
			Frequency	Percentage
Primary	2	2	6	5
Matriculation	7	5	10	8
Intermediate	13	10	14	11
Graduation	34	26	29	22
Master	63	48	32	25
Master & above	11	9	11	8
No spouse			28	21
<b>Total</b>	<b>130</b>	<b>100.0</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.3 depicts the educational status of the respondents and their spouses. Only 9 percent of the respondents were well qualified and studied above the Masters. Majority, 48 percent of the respondents had completed their Masters degree.

Table # 4.3 also shows that majority of the respondents' spouses (8%) had studied above the Masters. While majority, 25 percent, of the respondents' spouses had completed their Masters degree. Whereas 21 percent were unmarried.

Deconstructing the data given in table # 4.3, it is argued that education gap between male and female is not wide in the urban area.

**Table 4.4****Job Status of Respondents and their Spouses**

Respondents Job status	Frequency	Percentage	Spouse/s Job status	
			Frequency	Percentage
Govt.Job	30	23	13	10.0
Business	31	24	14	11
Private job	39	30	23	18
unemployed	30	23	-	-
House wife/house husband	-	-	52	40
No spouse			28	21
<b>Total</b>	<b>130</b>	<b>100.0</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

The above table shows the professional status of the respondents and their spouses. Most of the respondents (30 percent) were working in private sector. However, 24 percent of the targeted respondents were businessmen. Only 23 percent of the respondents were government employees, where data showed that 23 percent of the respondents as unemployed.

Table # 4.4 also demonstrates the professional status of the respondents' spouses. Majority, (40%), of the spouses were unemployed. However, 18 percent were doing private jobs. Only 11 percent had their businesses and 10 percent were government employee.

Interpretating the statistics, it is asserted that more and more women are joining the public domain as either private or government employee. More encouraging are women running their business as 11 percent of the women are having their businesses. However, a considerable majority (40%) are full time housewives.

## Residence of Respondents

Residence	Frequency	Percentage
Islamabad	77	59
Rawalpindi	53	41
<b>Total</b>	<b>130</b>	<b>100.0</b>

Table # 4.5 demonstrates the residential location of the respondents. Most of the respondents were from the twin cities (Islamabad and Rawalpindi). Majority of the respondents, 59 percent, who visited METRO were from Islamabad. Whereas 41 percent of the respondents came from Rawalpindi.

**Table 4.6**

**Frequency of Visiting METRO**

<b>Frequency of visiting METRO</b>	<b>Frequency</b>	<b>Percentage</b>
Weekly	20	15
Fortnightly	25	19
Monthly	62	48
Any day	23	18
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.6 reveals the respondents' frequency of visits to METRO. Majority of the respondents, 48 percent, visited on monthly basis. About 19 percent of respondents visit METRO fortnightly (after two weeks). 15 percent of the respondents visited METRO weekly for shopping and data also represents that 18 percent of the respondents visited METRO any day for the shopping.

Deconstructing data, it is argued that a considerable number of respondents (48%) have regular shopping schedule and visit METRO on monthly basis.

**Table 4.7**

**Visit METRO with Family or Alone**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Family	107	82
Alone	23	18
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.7 demonstrates that whether the respondents visit METRO with family or alone. Majority of the respondents (82%) visited METRO with their family whereas about 18 percent of the respondents came alone for shopping.

Analyzing the statistics, we can argue that METRO is visited by families rather than individual customers. This also leads us to conclude that this new style of market is nothing more than a trip for many. This last argument is based on observation as many families were observed who did not purchase any thing when they were getting out of METRO.

**Table 4.8**

**Ownership of METRO card**

<b>Whose Name</b>	<b>Frequency</b>	<b>Percentage</b>
Respondents	71	54
Spouse	32	25
Father	9	7
Friend	18	14
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.8 demonstrates the possession of METRO card. Majority of the respondents 54 percent had issued the card on their own name. Whereas 25 percent of the respondents had issued the card on their spouse's name. About 14 percent of the respondents had issued the card on their friend's name. Only 7 percent of the respondents had issued METRO card for shopping on their father's name.

**Table 4.9**

**The Purpose of Visit to METRO**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Shopping	99	76
Trip	3	2
Shopping cum trip	28	22
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.9 demonstrates the purpose of respondents' visit to METRO. Majority (76%) of the respondents, visited METRO for shopping purpose whereas 22 percent visited METRO for both shopping cum trip. Only 2 percent of the respondents visited METRO only for trip purpose.

Looking into the statistics, it is argued that majority people who visited METRO were for shopping. However, a considerable number, if we talk of shopping and trip visited METRO just an outing and trip.

**Table 4.10**

**Shopping Before Metro Establishment**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Cosmo cash & carry	9	7
City super store	12	9
CSD	14	11
Utility store	8	6
Local market	87	67
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.10 demonstrates the customer's zones of shopping before the METRO establishment. Majority of the respondents, 67 percent, did their shopping from the local markets of the cities before METRO establishment. 11 percent did their shopping from CSD. Whereas 9 percent of the respondents did their shopping from city super store. Only 7 percent of the respondents did their shopping from cosmo cash & carry. The data also shows that 6 percent did their shopping from utility store before the METRO establishment.

Looking into the statistics, it is argued that METRO is having a negative impact on the local business people by attracting customers. This, if put into Marxist analysis, is a clear ground for capitalists to maximizing potential their profit at the cost of small business people. This can also be asserted that in the greedy capitalists system. Small businesses are derail by the powerful and thus in the dog-eat-dog system the powerful win.



**Table # 4.11****Conduciveness of METRO Environment**

<b>Good Attitude of METRO Staff</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	115	89
No	15	11
<b>Total</b>	<b>130</b>	<b>100.0</b>
<b>Cooperative workers</b>	<b>Frequency</b>	<b>Percentage</b>
Female	20	15
Male	29	22
Both	81	63
<b>Total</b>	<b>130</b>	<b>100.0</b>
<b>Attitude of customer towards each other</b>	<b>Frequency</b>	<b>Percentage</b>
Cooperative	114	88
Non-cooperative	16	12
<b>Total</b>	<b>130</b>	<b>100.0</b>
<b>Suitable Environment for Shopping</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	122	94
No	8	6
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.11 demonstrates the opinion of the respondents about the attitude of METRO staff. Majority of the respondents, 89 percent, were of the opinion that METRO staff had good attitude. 11 percent of the respondents complained about the METRO staff attitude.

Table # 4.11 further shows the respondents' opinion on the level of cooperation that METRO staff provided to them. Majority (63%) respondents said that both male and female staff of METRO (cash and carry) is cooperative. Looking into the statistics, more closely it is visible that 22 percent respondents said that males are more cooperative than

females who quoted as 15 percent. Putting the data into sociological analysis, it is argued that the difference between male and female number is due to that majority 69% respondents for this study were male and females are less in METRO staff as compared to male. Mostly females are in selected sections such as cosmetics and reception etc.

The table also depicts customers' attitude towards others. A great majority (88%) respondent told that they experienced good and cooperative behavior from other customers.

In last this table reveals the respondents' opinion about the suitability of METRO's environment for shopping. A great majority (94%) said that METRO offered very conducive environment for shopping both in term of security as well as shopping with the family members. It is also argued that it provided better environment as most of the things are available under one roof.

**Table 4.12**

**Condition of cleanliness and hygiene**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Excellent	35	27
Good	58	45
Satisfactory	37	28
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.12 demonstrates the condition of cleanliness and hygiene in vegetable and meat items portion. Majority (45%) of the respondents answered that the condition was good in that particular areas, 27 percent of the respondents declared that excellent. 28 percent of the respondents said that cleanliness and hygiene condition in vegetable and food items portion is satisfactory.

Deconstructing the statistics, it can be argued that people who visited METRO have a sense of hygiene when they purchase the eatable things.

**Table 4.13**

**Experienced to Buy Things not Listed and its Effects on Household Budget**

<b>Unplanned shopping</b>	<b>Frequency</b>	<b>Percentage</b>	<b>Affects Budget</b>	
			<b>Frequency</b>	<b>Percentage</b>
Yes	110	85	84	65
No	20	15	26	20
No response			20	15
<b>Total</b>	<b>130</b>	<b>100.0</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.13 demonstrates way of shopping and its effects on their households budget of the respondents. Majority of the respondents, 85 percent, had experienced to do unplanned shopping and about 65 percent confessed that it affects the household budget. Whereas 15 percent of the respondents had never experienced unplanned shopping. About 20 percent of the respondents answered that unplanned shopping did not affect the household budget.

This is what it is argued that people in our country, even in the urban area go for shopping without any pre-planned lists of required things.

**Table 4.14**

**Customers Choices of Products**

Products	Frequency	Percentage	Reasons of purchasing imported products			
			Good Quality	Durable	No Response	Total
Local products	79	61	F (%)	F (%)	F (%)	F (%)
Imported products	51	39	15(29)	8(15)	28(56)	51(100)
<b>Total</b>	<b>130</b>	<b>100.0</b>				

Note: Percentage has been rounded.

Table reveals the respondents' choices for the purchase of products, along the line of local and imported. A considerable number (61%) customer said that prefer and purchase local products whereas 39 percent revealed that they prefer and purchase imported products due to the following reasons:

- a) 29 percent of the respondents preferred imported products due to good quality.
- b) 15 percent of the customers opted for the imported products because of their durability and originality.

Looking into the data with sociological lenses, it is argued that either our people are very colonial or the lack of trust in our own products. This enables me to suggests a separate sociological study on this point.

**Table 4.15**

**Reasons of Purchasing Local Products**

<b>Reasons</b>	<b>Frequency</b>	<b>Percentage</b>
Good quality	17	12
Low prices	39	30
Durable	6	5
Being Pakistani prefer local products	19	15
No response	49	38
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.15 demonstrates the reasons of respondents preference for the local products. Majority (30%) of the respondents, preferred local products because of the low prices. Whereas 15 percent of the respondents preferred local products because of being Pakistani. About 12 percent preferred because of the good quality and only 5 percent of the respondents preferred local products because they were trustable.

Looking into the data, it is argued that majority people buy products with low prices on the other hand, the data shows very low level of trust in local made products as only 5 percent people said that they prefer local goods on account of their being trustworthiness.

**Table 4.16**

**Food Items Customers Usually Purchase from METRO**

<b>Food Items</b>	<b>Frequency</b>	<b>Percentage</b>
Groceries	38	29
Liquids	24	23
Vegetables	15	19
Meat and Sea Food	23	18
Readymade Food	30	11
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.16 gives a picture of what food items customers purchase from METRO. Majority (29%) of respondents purchased groceries. Whereas 23 percent of respondents purchased liquids (water, soft drinks etc). 19 percent purchased vegetables from METRO. Moreover, (18%) of respondents purchased meat and sea food and 11 percent purchased readymade food from METRO (cash and carry).

The data shows that people still prefer to buy vegetable and meat/sea food from the local market instead of highly centralized places like METRO. The reason may be preference for the fresh and cheap prices of these items in the local markets.

**Table 4.17****Purchasing of Cosmetics and Detergents from METRO**

<b>Cosmetics And Toiletries</b>	<b>Frequency</b>	<b>Percentage</b>
Baby care products	59	45
Adult care products	68	53
Don't buy any of the above items	3	2
<b>Total</b>	<b>130</b>	<b>100.0</b>
<b>Detergents</b>	<b>Frequency</b>	<b>Percentage</b>
Laundry and dish washing detergents	48	37
Hygiene papers	42	32
Disposables	37	29
Don't buy any of the above items	3	2
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.17 reveals a picture of cosmetics and detergents items which METRO customers purchases. Majority (53%) of respondents purchased adult care products which includes bath and shower products, deodorants, oral hygiene products, skin and sun care products, grooming products, color cosmetics and fragrances. While 45 percent purchased baby care products from METRO which includes baby soap, shampoos, lotions, nappies and many other baby use products.

This table also demonstrates that majority (37%) of respondents purchased laundry and dish washing detergents form METRO. Whereas 32 percent purchased hygiene paper. 29 percent of the respondents purchased disposables. Only 2 percent of the respondents don't purchased cosmetics and detergents from METRO (cash and carry).



**Table 4.18**

**Purchasing of Garments and Shoes from METRO**

<b>Garment s and shoes</b>	<b>Frequency</b>	<b>Percentage</b>
Ladies wear	31	24
Men wear	18	14
Children wear	11	8
Don't buy any of the above items	70	54
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.18 reveals the garments and shoes which METRO customers usually purchase. Majority (54%) of the respondents don't purchased garments and shoes. 24 percent purchased ladies wear. 14 percent purchased men's wear from METRO. Only 8 percent of respondents purchased children wear from the METRO (cash and carry).

The data shows that garments, shoes and other wearable are either of low quality or people have to purchase these item from outside market rather than METRO.

**Table 4.19**

**Electronics and Still Accessories of the Daily Use**

<b>Electronics and still Accessories of the daily use</b>	<b>Frequency</b>	<b>Percentage</b>
Electronic items	35	27
Utensils	21	17
Home Textile	12	9
Books	5	4
Batteries and charges	3	2
Don't buy any of the above items	54	41
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.19 demonstrates electronics and still accessories of the daily use which METRO customers use to buy. 27 percent of the respondents purchased electronics. 17 percent of the respondents purchased home utensils whereas, 9 percent purchased home textile from METRO. 4 percent of the respondents purchased books from METRO. 2 percent purchased batteries and charges. Moreover, 41 percent of the respondents didn't purchased these items from METRO (cash and carry).

**Table 4.20**

**Sports Items Purchased by Customers from METRO**

<b>Sports items</b>	<b>Frequency</b>	<b>Percentage</b>
Gym accessories	21	16
Motor cycle	9	7
Swim wear	12	9
Don't buy any of the above items	88	68
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.20 shows the sports items which customers usually purchase from METRO. Majority (68%) of respondents don't purchased any of the sports items. 16 percent of the respondents purchased gym accessories whereas 7 percent purchased motor cycle from METRO. 9 percent of respondents purchased swim wear from METRO (cash and carry). Looking into the data, it can be argued that people very rarely buy sports equipments in personal capacity which in turn shows apathy towards sports and exercise.

**Table 4.21**

**Purchasing of Office Equipments**

<b>Office Equipments</b>	<b>Frequency</b>	<b>Percentage</b>
Electronics	16	12
Mobile and fixed line phones	12	9
Stationary	38	30
Furniture	9	7
Don't buy any of the above items	55	42
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.21 reveals list of office equipments which respondents usually buy from METRO. 12 percent of the respondents purchased office electronics from METRO. 9 percent purchased mobile and fixed line phones. Whereas (30%) of the respondents usually purchased stationary from METRO. 7 percent purchased office furniture while majority of the respondents, 42 percent, didn't purchase any office equipment from METRO.

This reveals that customers usually buy equipments and items for personal and domestic use as majority (42%) did not buy any item for office use.

**Table 4.22**

**Comparison of METRO Prices with Other Markets**

<b>Category</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	35	27
No	95	73
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.22 demonstrates a comparison of METRO prices with other markets. Majority (73%) of the respondents accepted that METRO did not offer less prices than other markets. 27 percent of the respondents accepted that METRO offers less prices as compared to outside markets.

Deconstructing the above statistics, it is asserted that people don't check prices or compare prices when they purchase goods. This is not only unwise and unprofessional but also contradict Islamic injunction as Islam suggests people to check the markets and go for the best price offered.

**Table 4.23**

**List of Items Having Less Prices than the Markets**

<b>Less prices products</b>	<b>Frequency</b>	<b>Percentage</b>
Gym accessories, home electronics	9	7
Frozen foods, fruits, vegetables, beverages and groceries	15	12
Detergents	7	5
Cosmetics & Toiletries	4	3
No response	95	73
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.23 reveals the items in which METRO (cash and carry) offers less prices than the other markets. Majority (73%) of the respondents said that METRO did not offer less prices. 12 percent said that METRO offered less prices in groceries (beverages, sea food, meat, readymade food, vegetables etc). 7 percent said that it offered less prices in gym accessories and home electronics. 5 percent said that it offered less prices in detergents whereas about 3 percent of respondents referred cosmetics and toiletries in which METRO (cash and carry) offered less prices than outside market.

**Table 4.24**

**Price Tags and Customers Understandings**

Understanding of Prices	Frequency	Percentage	Deceived by Price Tags	
			Frequency	Percentage
Yes	90	69	49	38
No	40	31	81	62
<b>Total</b>	<b>130</b>	<b>100.0</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.24 Depicts the customers understanding of price tags and their deception by METRO prices labeling style. Majority (69%) customers said that they had understanding of price tags style of METRO. 31 percent customers were not familiar with this new purchasing trend and style in our society.

The table further demonstrates that how many customers are deceived by the new tags system of METRO (cash and carry). Despite of the fact that 69 percent respondents understood the price tags system, still a considerable number (38%) of customers revealed that they were deceived by the price labels in METRO. It is more interesting that 92% respondents said that they check prices along with GST but still they get trapped by this new market orientation as it was observed that customers dropped some of the items at the counter when saw the prices on the counter screen.

**Table 4.25**

**Customers' Habit of Checking Items and Prices at Home for Verification**

<b>Checking items and prices</b>	<b>Frequency</b>	<b>Percentage</b>
Yes	70	54
No	60	46
<b>Total</b>	<b>130</b>	<b>100.0</b>

Note: Percentage has been rounded.

Table # 4.25 demonstrates the respondents' habit of checking items and prices at home. Majority (54%) of the respondents said that they check the quality of items and their prices at home, whereas 46 percent were not having this habit of checking the numbers of item and prices.

Deconstructing the data, it is argued that people in our society still have to go along way to develop shopping ethics-checking items and prices on the spot rather than either checking that at home or not checking at all.



**Table 4.26**

**Availability of Products Under one Roof, Time Saving and Temptation**

<b>Category</b>	<b>Yes</b>	<b>No</b>	<b>Total</b>
	<b>F (%)</b>	<b>F (%)</b>	
<b>Time Saving</b>	117 (90)	13 (10)	130 (100.0)
<b>Temptation</b>	106 (81)	24 (19)	130 (100.0)

Note: Percentage has been rounded.

Table # 4.26 demonstrates the availability of different products under one roof and time saving. Majority (90%) of the respondents responded that it helped in saving the time, whereas about 10 percent of the respondents answered that presence of different products under the same roof did not helped in saving their time.

However, the availability of multiple products under one roof attracts customers who then buy many things which even are not required. This has adverse negative impact on their monthly budget as discussed in table 4.13.

**Table 4.27 Association Between Frequency of Visiting and Environment of METRO**

Variables	Suitable Environment of METRO		
	Yes	No	Total
	Percentage(Number)		
<b>Frequency of visiting METRO</b>			
<b>1. Weekly</b>	90 (18)	10 (2)	15 (20)
<b>2. Fortnightly</b>	96 (24)	4 (1)	19 (25)
<b>3. Monthly</b>	100 (62)	.0 (0)	48 (62)
<b>4. Any day</b>	78 (18)	22 (5)	18 (23)
<b>Total</b>	<b>94 (122)</b>	<b>6 (8)</b>	<b>100.0 (130)</b>
Chi-square: 14.452	DF: 3	Significance level	(SL): .002
Lambda : .066	Standard Error: .027	Approx. T:2.280	SL: .023

Note: Percentage has been rounded.

Table # 4.27 demonstrates a relationship between frequency of visiting METRO and its environment. Table shows that 15 percent of the respondents visited METRO on weekly basis. 19 percent of the respondents visited METRO fortnightly. Majority (48%) of the visited METRO on monthly basis, while 18 percent of the respondents visited any day to METRO. The analysis of the respondents revealed that 94 percent of the respondents agreed that METRO had suitable environment for shopping, whereas 6 percent said that METRO environment was not suitable for shopping.

The higher chi-square value and significance level shows stronger association between frequency of visiting the METRO and its suitable environment for the shopping.

**Table 4.28 Association between Frequency of Visiting METRO and Presence of Different Products Helps in Saving the Time**

Variables	Presence of different products helps in saving the time		
	Yes	No	Total
	Percentage(Number)		
<b>Frequency of visiting METRO</b>			
<b>1. Weekly</b>	90 (18)	10( 2)	15 (20)
<b>2. Fortnightly</b>	100 (25)	.0 (0)	19 (25)
<b>3. Monthly</b>	97 (60)	3 (2)	48 (62)
<b>4. Any day</b>	61 (14)	39 (9)	18 (23)
<b>Total</b>	<b>90.0 (117)</b>	<b>10.0 (13)</b>	<b>100.0 (130)</b>
Chi-square: 27.625	DF: 3	Significance level	(SL): .000
Gamma: .635	Standard Error: .208	Approx. T: 2.428	SL: .015
Lambda: .086	Standard Error: .037	Approx. T: 2.148	SL: .032

Note: Percentage has been rounded.

Table #4.28 reveals the relationship between the frequency of visiting METRO and saving of time due to presence of different products under the same roof. Table shows that 15 percent of the respondents visited METRO weekly. (19%) of the respondents visited METRO fortnightly. Where majority of the respondents, 48 percent, visited METRO on monthly basis. While 18 percent of the respondents visited any day to METRO. The analysis of the respondents revealed that 90 percent respondents said that the presence of different products under the same roof helped in saving the time where 10 percent did not agreed that it helps in saving the time.

The higher chi-square value and significance level shows the strong association between availability of various products under one roof and its temptation for unwanted purchasing.

**Table 4.29 Association between Unplanned Shopping and its Effects on Household Budget**

Variables	if yes, affect house hold budget			
	Yes	No	No Response	Total
	Percentage(Number)			
<b>Experienced to buy things not listed</b>				
<b>1. Yes</b>	76 (84)	24 (26)	.0 (0)	85 (110)
<b>2. No</b>	.0 (0)	.0 (0)	100 (20)	15 (20)
<b>Total</b>	<b>65 (84)</b>	<b>20 (26)</b>	<b>15 (20)</b>	<b>100 (130)</b>
Chi-square: 1.300E2	DF: 2	Significance level	(SL): .000	
Gamma: 1.000	Standard Error: .000	Approx. T: 5.942	SL: .000	
Lambda: .606	Standard Error: .071	Approx. T: 4.862	SL: .000	

Note: Percentage has been rounded.

Table # 4.29 demonstrates the relationship between unplanned and unlisted shopping and its effects on the household budget of the respondents. Table shows that 85 percent of the respondents experienced to buy things not listed. Where 15 percent of the respondents did not experienced to buy things not listed. The analysis of the respondents revealed that 65 percent agreed that unplanned shopping affects the household budget where 20 percent disagreed with its effects. 15 percent of the respondents gave no response to this question.

The higher chi-square value and significance level confirmed the existence of strong association between unplanned shopping and its effects on the household budget of the customers.

**Table 4.30 Association between Family Type and Unplanned Shopping**

Variables	Unplanned shopping		
	Yes	No	Total
	Percentage(Number)		
<b>Family Type</b>			
<b>1. Joint Family</b>	76 (41)	24 (13)	42 (54)
<b>2. Nuclear Family</b>	92 (66)	8 (6)	55 (72)
<b>3. Single parent Family</b>	75 (3)	25 (1)	3 (4)
<b>Total</b>	<b>85 (110)</b>	<b>15 (20)</b>	<b>100 (130)</b>
Chi-square: 6.166	DF: 2	Significance level	(SL): .046
Lambda: .090	Standard Error: .052	Approx. T: 1.622	SL: .105

Note: Percentage has been rounded.

Table demonstrates a relationship between family type and unplanned shopping. Table shows that 42 percent of the respondents were from joint family system while 55 percent were from nuclear family system. However, only 3 percent were single parent. The analysis of the respondents revealed that 85 percent of the respondents did unplanned shopping where 15 percent of the respondents did not preferred unplanned shopping.

Deconstructing the statistics and responses, it is asserted that nuclear family system did the unplanned shopping. The higher chi-square value and significance level confirmed the existence of strong association between two variables.

**Table 4.31 Association between METRO Staff Attitude and More Cooperative Workers**

Variables	More cooperative among workers			
	Females	Males	Both	Total
	Percentage(Number)			
<b>METRO staff have good attitude</b>				
<b>1. Yes</b>	10 (12)	22 (25)	68 (78)	89 (115)
<b>2. No</b>	53 (8)	27 (4)	20 (3)	11 (15)
<b>Total</b>	<b>15 (20)</b>	<b>22 (29)</b>	<b>63 (81)</b>	<b>100 (130)</b>
Chi-square: 20.888	DF: 2	Significance level	(SL): .000	
Gamma: -.754	Standard Error: .111	Approx. T: -3.266	SL: .001	

Note: Percentage has been rounded.

Table # 4.31 demonstrates relationship between METRO staff attitude with their customers and more cooperative among the workers. Table shows that 89 percent of the respondents agreed that METRO staff had good attitude with their customers. Whereas 11 percent disagreed with it. The analysis of the respondents revealed that 15 percent of the respondents were of the opinion that females are more cooperative among the workers. Whereas 22 percent said that male workers were more cooperative. While majority of the respondents, 81 percent said that both male and female workers were cooperative.

Deconstructing the statistics and responses, it is asserted that METRO staff have good attitude with their customers and both male and female workers were cooperative. The chi-square value and significance level shows the strong association between the existing

two variables.



## **CHAPTER 5**

### **FINDING, CONCLUSION & SUGGESTIONS**

## **FINDING, CONCLUSION AND SUGGESTIONS**

### **5.1 Finding, Conclusion and Suggestions**

In this chapter, I am going to wrap up this research study and share the findings with social scientist as well as METRO management and general public which can contribute to overall improvement in our society. The study was conducted with references to Pakistani society under the title Sociological Analysis of METRO (Cash and Carry)". After extensive review, relevant data was collected through appropriate research methods (discussed in chapter 3). The data has been presented in tabulated form with explanation and discussion in chapter 4 of this study. The main findings of the study are summarized in the succeeding text followed by suggestions.

- Exploring the age status of the respondents, it was recorded that majority (39 percent) were in the age group of 19-29.
- Majority (69%) of the respondents were males.
- Majority (79%) of the respondents of the were married
- Fifty five percent of the respondents belonged to nuclear family system.
- Majority, 64 percent, of the respondents were having 3-6 family members.
- Forty eight percent of the respondents were qualified and had completed their Masters degree. On other hand only (25%) of spouses completed their Masters degree.
- Thirty percent of the respondents were working in private sector where as 40 percent of the spouses were unemployed.

- Majority (59%) of the respondents who visited METRO were from Islamabad.
- Forty eight percent visit METRO on monthly basis.
- Eighty two percent of respondents visited METRO along with their families.
- Majority (79%) of the respondents visited METRO only for shopping purpose.
- Majority (67%) of the respondents did their shopping from the local markets of the cities before METRO establishment.
- Majority (94%) of the respondents responded that METRO environment is suitable for shopping.
- Twenty nine percent of respondents purchase groceries from METRO.
- Thirty seven percent of respondents purchase laundry and dish washing agents. Whereas 53 percent purchased adult care products from METRO.
- Majority (27%) of respondents purchase electronic items from METRO.
- Majority 68% don't purchase sports items from METRO.
- Majority (45%) of the respondents answered that the cleanliness condition is good in vegetables and meat items portion.
- Fifty four percent of respondents had issued the METRO card on their own name.
- Majority (85%) of the respondents had experienced to do unplanned shopping and about 65 percent confessed that it affects the household budget.
- Seventy three percent of respondents accepted that METRO does not offer less prices than the other markets.
- Majority (95%) of the respondents had clear understanding of the price tags on the products.
- Sixty two percent were never deceived by price tags.

- Majority (92%) of the respondents see the labels on products with GST.
- Fifty four percent had the habit of checking items and their prices at home.
- Majority (89%) of the respondents were of the opinion that METRO staff had good attitude with their customers.
- Sixty three percent of respondents were of the opinion that both males and females staff of METRO are cooperative.
- Majority (88%) were of the opinion that customers had good attitude towards other customers.
- Majority (81%) of the respondents said that branded products were of the highest quality in METRO.
- Majority (61%) of the respondents preferred local products for purchasing.
- Thirty percent of the respondents preferred local products because of the low prices.
- Majority (28%) of the respondents preferred imported products because of good quality.
- Ninety percent of the people responded that presence of different products under the same roof helped in saving the time.
- Majority (81%) of the respondents responded that greater diversity of items caused temptation for purchasing.
- Forty four percent of the respondents recommended that METRO performance and environment is good.

## **5.2 Conclusion**

To sum up the study, it is concluded that the introduction of METRO (cash and carry) Islamabad benefits the people of Twin cities by offering them all the needed products under one roof. METRO provides families with good shopping environment and an opportunity for shopping-cum-excursion. However, the availability of many products under one roof attract customers, who in majority cases do not have list of shopping, who then buy things which are not even immediately required. This affects their monthly household budget. In addition to it, the tricky price system of METRO (cash and carry) deceived many people.

## **5.3 Suggestions**

Following suggestions are presented to make this new way of market more effective and efficient.

- Prices on the products should be written clearly including GST etc. Price tags should be without the GST because majority of customers are deceived by the price system of METRO (cash and carry).
- METRO (cash and carry) branches should be opened in all cities so, that the entire citizen should have easy access to it.
- A refreshment center (offering tea, coffee, juices etc) may be established in the parking area for the customers.

- METRO should have play land for children in its vicinity so that children have fun when their parents are busy in shopping.

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## **APPENDIX**

## QUESTIONNAIR

Age of the respondent \_\_\_\_\_

### 1. Personal information of the respondent

Sex		Marital status			Family Type				No. of family members
Male	Female	Married	Unmarried	Any other	Joint	Nuclear	Single parent	Any other	

### 2. Educational status

(H = Husband / W = Wife)

Yours Qualification		Yours H / W Qualification	
Primary		Primary	
Matric		Matric	
Intermediate		Intermediate	
Graduate		Graduate	
Master		Master	
Other		Other	

### 3. Professional status

Your Job status		Your H / W Job status	
Govt. Job		Govt. Job	
Business		Business	
Private		Private	
Any other		Any other	

NOTE: single parent means when the husband or wife is not there due to death or separation.

4. How often you visit METRO?

- a. Weekly      b. fortnightly      c. monthly      d. Any other

5. Do you visit METRO along with your family or alone?

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6. Where do you come from?

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7. Where from you did your shopping before METRO establishment?

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8. Do you feel METRO environment suitable for shopping?

- Yes                      No

9. What items do you usually buy from METRO?

Food Item

Dairy, frozen food	
Meat	
Fresh fish & sea food	
Fruits	
Vegetables	
Groceries	
Canned foods	
Bakery	
Sweets & confectionary	
Beverages	


Note:  
Read the Question No.16  
and then Tick Mark in front  
of the following items list.





## Home Items

Home electronics	
Household goods	
Home Improvements	
Home Textile	
Home decoration	
Others	


## Garments & Shoes

Ladies wear	
Men's wear	
Children's wear	
Shoes	
Others	


10. What is the condition of cleanliness and hygiene in the vegetable and meat items portion?

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11. Do you come for purchasing with a prepared list?

Yes                      No

12. On whose name the METRO card is issued?

Yours                      Your Husband / wife

Father                      Other

13. Do you experienced to buy things not listed and intended?

Yes                      No

14. If yes, does that affect your household budget?

Yes                      No

15. Do you think that METRO offers less prices than the other markets?

Yes                      No

16. If yes, please mention in front of each items list in question no 9.

17. Do you have clear understanding of the price tags on the products?

Yes                      No

18. Have you ever deceived by the price tags?

Yes                      No

19. Do you see the products with GST or without GST labels?

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20. Have you ever checked items and the prices at home?

Yes                      No

21. Does the METRO staff have good attitude towards the customers?

Yes                      No

22. Who among the workers are more cooperative?

Females                      Males                      Both

23. Do you think customers have good attitude towards other customers?

Yes                      No

24. Do you think that the branded products which are at METRO are of the highest quality?

Yes                      No

25. Do you prefer local products or imported?

Local products                      Imported products

26.

If local then why?	If imported then why?

27. Do you think that the greater diversity of products causes temptation for purchasing?

Yes                      No

28. Do you think that the presence of different products under the same roof have helped in saving the time?

Yes                      No

29. Do you come to METRO only for shopping purpose or for trip as well?

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30. RECOMMENDATIONS

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