**Research Questions**

Does ***product availability*** & ***Store capacity*** influence the consumer to choose superstore?

Does ***product quality*** influence customers to choose superstore?

Does ***branded products*** have more sales?

Does ***price*** level influence customers to choose superstore?

Does the consumer influenced by the ***location*** (city type) of superstore?

Does the consumer influenced by the ***environment (crowded or not)*** of the superstore?

Does certain ***Months*** have more influence on sales?

Does customer ***spending more time*** on superstore brings more business?

Does ***Gender*** have influence on purchase?

Does ***age group*** have influence on purchase?

Does ***offers***/***discounts*** sells more?

**Hypothesis from Research questions**

***Product availability*** and ***Store capacity*** of Superstore has a **significant positive** influence on choosing superstore.

***Product Quality*** of Superstore has a ***significant positiv***e influence on choosing Superstore.

***Branded products*** have more sales.

***Product Price*** of has a ***significant positive*** influence on choosing Superstore.

***Location*** of Superstore has a ***positive influence*** on choosing Superstore.

***Environment*** of Superstore has a ***significant positive*** influence on choosing Superstore.

***Certain Months*** have ***significant positive and negative*** influence on sales.

***Spending more time*** on store can bring ***more business***.

***Gender*** have influence on purchase

***Age group*** have influence on purchase

Having ***offers***/***discounts*** sells more