AharGhor

Consumer Insights & Market Research Case Study

Purchase intention toward homemade food delivery platforms in Bangladesh

1,000+	1,000	$R^2 = 0.790$
Broader startup market research respondents	Valid responses in formal statistical analysis	~79% of purchase intention variance explained

1. PROJECT CONTEXT

AharGhor is a homemade food delivery startup concept independently developed by Md Hasibul. The research aimed to understand consumer behavior and identify the factors that could influence purchase intention toward homemade food delivery platforms in Bangladesh.

Research question: *What factors influence consumers' purchase intention toward homemade food delivery platforms in Bangladesh?*

2. RESEARCH OVERVIEW

Research focus	Factors influencing purchase intention toward homemade food delivery platforms
Methods	Structured questionnaire, 5-point Likert scale, descriptive statistics, Cronbach's Alpha, Pearson correlation, multiple regression
Tools	Google Forms, SPSS
Variables	Convenience • Trust • Hygiene & Food Safety • Food Quality • Price Fairness & Perceived Value • Service Experience • Social Media Influence

3. RESEARCH OBJECTIVES

- Assess the influence of convenience on purchase intention.
- Examine the role of trust.
- Assess hygiene and food safety perceptions.
- Determine the influence of perceived food quality.
- Examine price fairness and perceived value.
- Assess service experience.
- Examine the role of social media influence.

4. METHODOLOGY

The study used a quantitative approach with a structured questionnaire, distributed mainly online through Google Forms and social platforms/online communities. Items were measured on a 5-point Likert scale. After screening and data cleaning, the formal academic dataset retained 1,000 valid responses. Analysis in SPSS covered descriptive statistics, Cronbach's Alpha, Pearson correlation and multiple regression.

5. KEY STATISTICAL FINDINGS

The regression model returned $R^2 = 0.790$, meaning the seven independent variables together explained approximately 79% of the variance in purchase intention in the academic dataset.

Predictor	Beta	p-value	Result
Social Media Influence	**0.410**	**< 0.001**	Significant positive effect
Food Quality	**0.311**	**0.003**	Significant positive effect
Convenience	**0.212**	**0.002**	Significant positive effect
Price Fairness & Perceived Value	0.300	0.093	Not significant
Service Experience	0.058	0.612	Not significant
Trust	-0.081	0.577	Not significant
Hygiene & Food Safety	-0.040	0.257	Not significant

- *Highlighted rows are statistically significant predictors.*

6. CONSUMER INSIGHTS

- **Social media:** Showed the strongest statistical effect, highlighting the role of online reviews, recommendations and social media activity.
- **Food quality:** Significant positive effect, emphasizing taste, freshness and consistency.
- **Convenience:** Significant positive effect, supporting the importance of simple and time-saving ordering.
- **Baseline expectations:** Trust, hygiene & food safety, service experience and price/value were not statistically significant predictors in the simultaneous regression model.

7. MARKETING IMPLICATIONS

- Build a strong social media presence through engaging content, reviews, recommendations and visual food presentation.
- Maintain consistent food quality through standardized preparation and quality control.
- Make the ordering journey simple, accessible and time-saving.
- Use customer feedback and user-generated content to strengthen communication and credibility.

8. MY ROLE

I independently initiated the AharGhor startup concept and worked on its early-stage market research and consumer analysis. My work included developing the research direction, collecting and organizing consumer responses, analyzing consumer behavior, interpreting findings, and translating insights into potential marketing and business strategies.

> **KEY TAKEAWAY**
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> **Social media influence, food quality and convenience emerged as the statistically significant predictors of purchase intention toward homemade food delivery platforms in the formal academic analysis.**

Data note: *The 1,000+ figure refers to the broader startup-oriented market research conducted for AharGhor. The statistical results and regression coefficients presented here are based on the 1,000 valid responses retained for the formal academic analysis.*