Sunday, April 26, 2015

Editor

Contantin BRĂTIANU
Management Dynamics in the Knowledge Economy

College of Management

National University of Political Studies and Public Administration

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Dear **Editor**,

Please find my enclosed manuscript entitled, “Consumer Attitude towards the quality of Perishable Foods in Dhaka City: An Empirical Study” to be considered for publication in “Management Dynamics in the Knowledge Economy ”. With the submission of this manuscript, I would like to undertake that the manuscript is original, not previously published, and not under concurrent consideration elsewhere.

I believe, the manuscript could be of interest to the readers of “Management Dynamics in the Knowledge Economy ” as it is concerned with a fascinating area of consumer behavior. The manuscript discusses about the importance, expectation and perceived actual level of value for the four different kinds of perishable foods, namely, leafy vegetables, fruit-vegetables, fish and meat. The study measures the attitudes of consumers toward perishable foods on the basis of the propositions advanced by various thinkers like Fishbein (1963), Katz (1960), Cohen (1964) and Kelman (1964). In recent times, as competitors of Kaccha Bazaar (flea markets), a lot of supermarkets have made arrangement for selling perishable foods, though at the same time posing a high level of uncertainty and unpopularity regarding overall food quality. In that regard, the study can contribute to apprehend, what are necessary actions retailers or distributors need to concern of, if they are dealing with perishable foods.

The expansion of global food retailers in emerging economies has made the study of the consumers’ attitude towards perishable food especially relevant at this time. Therefore, I hope that the editorial board and the reviewers will agree on the interest of the study.

Sincerely yours,

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