

# COMPARISON OF AUSTRIAN SUPERMARKETS GOAL ATTAINMENT VIA DEA

**Nicolai Sinik**  
University of Latvia

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## **Abstract**

Effectiveness is a broad concept that evaluates to which extent multiple goals are attained. Efficiency is a more limited concept that evaluates the amount of resources used to produce output. Efficiency is a crucial factor for business success in the retailing industry. Efforts to measure efficiency are more productive when considering actual performance instead of official goals, which tend to be abstract. Within organizational theory the goal approach aims to identify organizations output goals. The issue is, since organizations have multiple conflicting goals, efficiency often cannot be assessed by a single indicator.

This study compares the goal attainment of Austrian supermarket units using Data Envelopment Analysis (DEA). In this analysis, the input variable indicates the independent variable and the output variable is the dependent variable. The input variable is represented by “Number of Customers” while the output variables are represented by the Turnovers of “Department 1” and “Department 2”. The sample consists of 32 Austrian supermarkets which are in shopping centres or equivalent commercial areas. The period analysed in this study is January 2014 until June 2014.

The main findings support the assumption that Austrian supermarkets are overall efficient. Additionally, the findings underline the correlation on input and output variables. The research results contribute to a better understanding of efficiency in the Austrian supermarket sector. Based on the findings, it will be possible for future research to evaluate additional operative goals and their inputs in the Austrian supermarket sector.