The Impact of Store Attributes on Consumer Shopping Behaviour: A Study of Grocery Stores

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ABSTRACT

Malaysia is experiencing dramatic changes in the retailing industry over the decades, with the emergence of new retail format such as hypermarket, supermarket and convenience store. As the result, it has affected the way consumers shop as they have more choices to choose from. Hence, this paper attempt to examine consumer behavior in the grocery industry. Survey was carried out on three hundred and sixteen shoppers in Klang Valley, selected using convenience sampling and responded through six-page self-administration questionnaire. Analysis on the consumer's channel preference indicated that hypermarket is the most preferred format among the four retail formats. Further analysis showed that store attributes will influence consumer behavior, such as satisfaction level and loyalty patronage behavior. Product and price was found to have the most impact in determining the behavior of the shoppers. It was also found that satisfaction is the key to forming loyalty behavior. The limitation of this study was that the survey was conducted in Klang Valley only. Thus, future research should expand to other states in order to get a more generalized picture. Besides that, store attributes is not the only factors that will influence consumers behavior. Thus, further research should also include other factors such as shopper characteristics, attitude and motivation, which was found to have significant impact on consumer behavior. In summary, the result of this study provides grocery retailers in Malaysia a specific knowledge of the store attribute that will influence consumer behavior, and suggest some useful marketing strategy implication for them, in order to compete in this market.
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