

# **INTERNATIONAL BUSINESS & MANAGEMENT ACADEMIC COLLOQUIUM 2018**

A collaborative effort between

**FACULTY OF BUSINESS AND MANAGEMENT, UiTM KEDAH  
&  
HATYAI BUSINESS SCHOOL, HATYAI UNIVERSITY**

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Published by the Faculty of Business & Management

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**eISBN: 978-967-0314-56-3**

Printed by: Perpustakaan Sultan Badlishah  
Universiti Teknologi MARA (UiTM) Cawangan Kedah

## **CUSTOMER PURCHASING DECISION: AN EMPIRICAL STUDY AMONG MALAYSIAN HYPERMARKET SHOPPERS**

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### **ABSTRACT**

A report by Malaysian Retail Association stated that the estimation on Malaysia Retail Industry Quarterly Growth Rate 2017 was 1.5 % to 5.5% and at the average whole year by 3.9%. In Malaysia, the first hypermarket was Makro Cash & Carry outlet, a company owned by HSV Holding from the Netherland in 1993. This was followed by other hypermarkets such as Carrefour, Giant, Tesco, AEON Big and Mydin. The objective of the research was to identify the variables that would aid in developing better understanding of the dynamics hypermarket customer purchasing decision. Location, price, promotion, and variety of products represent the independent variables. 100 questionnaires were distributed to respondents that shopped at a particular hypermarket by using purposive sampling method. The data were statistically analyzed for reliability, correlation and multiple regressions. Based on the findings, it was discovered that price, promotion and variety of products have direct influence on customer purchasing decision. The results would help the industry in improving their action by emphasizing on the three independent variables in managing the complex issues of hypermarket customer purchasing decision. In conclusion, this study was carried out to gain a better understanding of the factors that influence customers in the process of making their purchasing decision at hypermarket.

**Keywords:** Customer Purchasing Decision, Marketing