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A Survey on

4P's Perspective: Factors influencing the Customers in their Supermarket Choices

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Abstract

Nowadays, we all concerning the factors that influencing of the choices of our customers to choice their preferred supermarkets, Products, Price, Place & promotion are connection on their factors to choice the right supermarket that they want to enjoying their shopping. Are this marketing mix are connect to them, these survey will look after it, and these are one of problem of the supermarkets because of they want to know the factors that their customers choice.

After though all the questions and the survey about the choices of the factors that influencing to go to the preferred supermarket, the most of respondents agree, are the promotions, so meaning of that people in Malaysia generally in Sabah specific are more attract to the promotions that the supermarkets give to their customers. This is also one of behavior of consumers in Sabah that look the promotion affect to them,

Generally at Sabah, and specific at Donggonggon town, show the behavior not even the promotion on supermarkets offer but the good services are also one of their factor to choices their preferred supermarket.

In conclusion, these survey show the consumers behavior towards their choices the good supermarket to spend their money, so marketing mix are more affect factors to them and follow by services that they made to their customers.

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