

**INTERNATIONAL BUSINESS & MANAGEMENT
ACADEMIC COLLOQUIUM 2018**

A collaborative effort between

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

Copyright © 2018 by the Universiti Teknologi MARA Cawangan Kedah

Published by the Faculty of Business & Management

All rights reserved. No part of this publication may be reproduced, copied, stored in any retrieval system or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior permission from the Rector, Universiti Teknologi MARA Cawangan Kedah, 08400 Merbok, Kedah, Malaysia.

EDITORIAL

Patron

Associate Professor Dr Shaiful Annuar Khalid
Associate Professor Dr Wittawat Didyasarini Sattayarak

Chair

Dr Kamarudin Othman

Co-Chair

Dr Siriluck Thongpoon

Colloquium Committees

Associate Professor Dr Nik Ramli Nik Abdul Rashid
Dr Norhidayah Ali
Dr Yanti Aspha Ameira Mustapha
Dr Law Kuan Kheng
Roseamilda Mansor
Azim Izzuddin Muhamad
Jamilah Laidin
Mohd Firdaus Ruslan
Nur Zainie Abd Hamid
Mohd Shafiz bin Saharan

Abstract Reviewers

Associate Professor Dr Nik Ramli Nik Abdul Rashid
Dr Mahadzir Ismail
Dr Dahlia Ibrahim
Dr Hafizah Hammad Ahmad Khan
Dr Yanti Aspha Ameira Mustapha
Dr Norhidayah Ali
Dr Law Kuan Kheng
Dr Mohd Rizaimy Shahrudin
Dr Siti Meriam Ali
Dr. Patcharee Scheb – Buenner
Dr. Chutima Wangbenmad
Dr. Siriluck Thongpoon

Language Editors

Dr Wan Irham Ishak
Nor Aslah Adzmi
Bawani A/P Selvaraj

Formatting

Nor Ananiza Azhar
Nur Diana Hassan

Director of Design

Syahmi Harudin

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

Mohd Najmie Osman¹, Hazli Ishak², Syahmi Harudin³, Azim Izzuddin Muhamad⁴, Nur Amira Zamri⁵

Email:

mohdn777@kedah.uitm.edu.my

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