



**THE EFFECT FOR RETAIL SHOP WHEN  
HYPERMARKET EXISTS**

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## **ABSTRACT**

Most of the retail shops in Malaysia are owned by local residents. They are survived by low monthly income that attributed from consumer. Retail shop will be apart of supply chain or called intermediaries. Retail shops usually sell small quantities of products and do not have a lot of choice of products. While hypermarket in Malaysia, most of them are owned by foreign investors such as Giant and Tesco, and it is undirectly can give a negative impact towards retailers. Generally, consumers nowadays are focus on hypermarket when they want to buy their needs. So that, this research was conducted in objective to study on consumer preferences towards effect for retailers on existence of hypermarket.

For this purpose, the researcher used primary data, which is a structured questionnaire and has focused to the respondent's resident in Kota Bharu, Kelantan. Using this type of sampling, the researcher randomly select the consumers and also retailers to be as respondents. Due to time constraint, only 100 respondents were selected of consumers and retailers. The effect for retailers when hypermarket exist is due to the consumer preferences because consumers are really concern about the price, conveniences while shopping and the product that available. Based on the finding, the researcher found that, variety of product is the main factor that hypermarket is chosen by consumers.

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