

**A STUDY TOWARDS SHOPPING BEHAVIOR AMONG  
UNIVERSITY STUDENTS AND FACTORS IMPACTING ON IT**

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**A STUDY ON SHOPPING BEHAVIOR AMONG UNIVERSITY  
STUDENTS AND FACTORS IMPACTING ON IT**

**By**

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**A Dissertation Submitted in Partial Fulfillment of the Requirements for the  
Degree of Master Science in Management at the Graduate School of  
Management, University Utara Malaysia**

**May, 2008**



Kolej Perniagaan  
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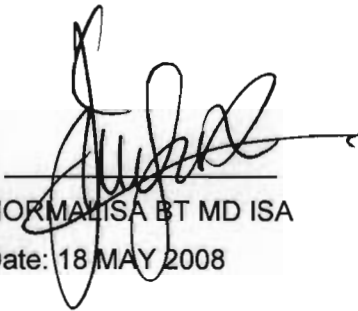
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## **ABSTRACT**

Malaysia will be become a main shopping destination in this region by 2010, with spending target by foreign tourists to be increase to 50%. The target can be achieved in two years from now and it can help to stimulate high income to Malaysia more than RM 10 billion per year. Understanding consumer shopping behavior is very important and become an interesting topic among scholars and marketer. By knowing the needs and wants of consumers retail industry could be more successful. This research is conducted with the objective to determine the shopping habits among students and spending pattern among students based on their financial sources and income. Based on previous work done by Ahmed, Ghingold, and Dahari (2007), aesthetic dimensions, escape dimension, flow dimension, exploration dimension, role enactment dimension, social dimension, and convenience dimension were selected as independent variables for this research. Convenience sampling technique was used and 377 respondents were selected to answer the questionnaire distributed by the researcher. The questionnaire consists of respondent's background and questions related to the 7 dimensions of shopping motives. Data analysis methods consist of frequency distribution, Chi-Square tests, reliability analysis, Pearson correlation analysis, and multiple regression analysis were used to derive the findings for the study. It is found that only escape is the most influential motive explaining university students' shopping behavior. Chi-Square tests conclude that all dimensions of shopping habit are significantly influenced by gender. As expected on average female students spent more time for each visit to shopping malls, visit more stores and spent more higher percentage of their income on shopping relative to male students. Finally, a few recommendations for future research and retail industry were suggested.

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# **CHAPTER 1**

# **INTRODUCTION**

## **1.1 BACKGROUND OF THE STUDY**

The future of retailing has been the subject of significant speculation over recent years, particularly with the advent of direct marketing and internet shopping. For the foreseeable future, most retailers will be faced with the challenge of attracting consumers to their store, persuading them to spend money once inside and achieving this with the most efficient retail operations (India ACNielsen.com).

Modern shopping centers and malls are extensively planned and managed. A large amount of consumer research drives this planning and is used to place stores in an optimal arrangement within the shopping center. The goal is a business arrangement that increases the economic success of the individual retailers and ultimately the shopping center itself (Kures and Ryan, 2002).

Retailers are becoming more sophisticated in their marketing strategies and need to understand the impact that their advertising and promotional activities are having on their retail brand. At the same time, the growth of category management in recent years has changed the way retailers view and manage their business. This process is designed to grow categories by attracting new customers and increasing loyalty amongst existing shoppers via efficient ranging, promotions, shelf management and replenishment.

Source from Global Market Information Database (2008), Euromonitor International's new report on Malaysian retail shows that growth is set to remain strong over the next five years, making it one of the fastest expanding national markets in Asia-Pacific.

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### **5.3 RECOMMENDATION**

The importance of escape motive found in this study call for the retailers' need to enhance their facility that will continuously attract young students (at age 18-25) to go the mall, such as by providing places for leisure and entertainment. Shopping mall like Queensbay, Bukit Jambul Plaza and Gurney Plaza provide various numbers of entertainments such as bowling centre, skating facility and cinema.

From the findings, students at USM spent more time at shopping mall and sometime not for the purpose of buying things. Some of them just want to have a good time to spend. The study shows that students sometime choose mall to release their bored and stress. They agreed that they visit the mall as a diversion from the daily routine life as a student.

For the future research, it is suggested that studies with a broader demographic profile, not only focus on students but also working people across multiple geographical locations in Malaysia, should be conducted.

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