

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

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MAY, 2008**

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2008*

**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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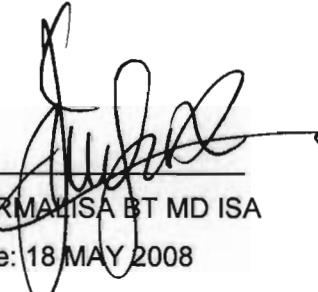
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ABSTRACT

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.

ACKNOWLEDGEMENT

Alhamdulillah, thanks to The Almighty Allah S.W.T for giving me the strength and opportunity to finish this research, in fulfilling the requirement of Master of Science in Management at the College of Business, University Utara Malaysia. I would like to take this opportunity to thank all individuals and parties who have helped in completing this research. I am grateful and am highly indebted for their cooperation and what they have done in helping and guiding me. First of all, I would like to thank Associate Prof. Dr Yusnidah Ibrahim as my advisor and supervisor, for her guidance and support from the beginning of this paper until the time this project is finalized. My special thanks also goes to those people who work in related field and had generously supplied insightful comments and helpful suggestion. I would like to extend my heartfelt gratitude and love to my husband and my family who had given their full support and understanding throughout my study. Last but not least, I am obviously grateful to Allah the Almighty for giving me the strength and courage the whole way through.

TABLE OF CONTENTS

	PAGE
DECLARATION	
PERMISSION TO USE	
ABSTRACT	i
ACKNOWLEDGEMENT	ii
TABLE OF CONTENTS	iii
LIST OF TABLES	v
 CHAPTER	
1.0 INTRODUCTION.....	1
1.1 Background of Study	2
1.2 Research Questions	6
1.3 Research Objectives	6
1.4 Significant of Study	7
1.5 Limitations	8
1.6 Scope of Study	10
1.7 Definition of Terms	11
 2.0 LITERATURE REVIEW.....	13
2.0 Introduction	14
2.1 Consumer behavior	14
2.2 Shopping behavior	15
2.3 Spending pattern	16
2.4 Shopping motives	18
2.4.1 Aesthetic dimension	20
2.4.2 Escape dimension	23
2.4.3 Flow dimension	24
2.4.4 Exploration dimension	24
2.4.5 Role enactment dimension	25
2.4.6 Social dimension	26
2.4.7 Convenience dimension	27
2.5 Conclusion	29
2.6 Theoretical Framework	30
2.7 Hypotheses	31

3.0 RESEARCH METHODOLOGY AND DESIGN.....	33
3.1 Introduction	34
3.2 Population of Study	34
3.3 Sampling Frame	35
3.4 Sampling Technique	36
3.5 Questionnaire Design	37
3.6 Data Collection Method	39
3.7 Data Analysis Method	40
4.0 ANALYSIS AND DATA INTERPRETATION.....	41
4.1 Introduction	42
4.2 Reliability Analysis	42
4.3 Descriptive Statistical Analysis	45
4.4 Descriptive Analysis of Dependent Variables	48
4.4.1 Crosstabulations Analysis and Chi-Square Test	49
4.5 Pearson Correlation Analysis	73
4.6 Multiple Regression Analysis	76
5.0 CONCLUSION AND RECOMMENDATIONS.....	78
5.1 Introduction	79
5.2 Overview of Research Process	79
5.3 Summary of Findings	81
5.4 Recommendation	85
REFERENCE	86
APPENDIX	93

LIST OF TABLES

Table in Main Body	Page
Table 4.1: Reliability Statistics for Dependent and Independent Variables	43
Table 4.2: Reliability Statistics for Shopping Behavior	43
Table 4.3: Reliability Statistics for 7 Dimensions of Shopping Motives (IV)	44
Table 4.4: Demographic Background of the Respondents	45
Table 4.5: Frequency Analysis of Respondent's Shopping Behavior	48
Table 4.6: Chi Square Tests (Respondent's gender* shopping behavior)	50
Table 4.6a: Crosstabulations analysis for respondent's gender vs average time spent in mall per visit	51
Table 4.6b: Respondent's Gender * Number of different stores visited (per trip)	52
Table 4.6c: Respondent's Gender * Number of different malls visited (in the past 30days)	53
Table 4.6d: Respondent's Gender * Frequency of visiting malls	53
Table 4.6e: Respondent's Gender * Monthly expenditure spent in malls	54
Table 4.7: Chi Square Tests (Respondent's age* shopping behavior)	55
Table 4.7a: Respondent's Age * Number of different stores visited (per trip)	56
Table 4.7b: Respondent's Age * Number of different malls visited (in the past 30days)	57
Table 4.7c: Respondent's Age * Frequency of visiting malls	58
Table 4.8: Chi Square Tests (Respondent's ethnic* shopping behavior)	59
Table 4.8a: Respondent's Ethnic * Average time spent in mall (per visit)	60
Table 4.8b: Respondent's Ethnic * Number of different stores visited (per trip)	61

LIST OF TABLES

Table in Main Body	Page
Table 4.8c: Respondent's Ethnic * Number of different malls visited (in the past 30days)	62
Table 4.8d: Respondent's Ethnic * Frequency of visiting malls	63
Table 4.8e: Respondent's Ethnic * Monthly expenditure spent in malls	64
Table 4.9: Chi Square Tests (Respondent's level of education* shopping behavior)	65
Table 4.9a: Level of Education * Number of different malls visited (in the past 30days)	66
Table 4.9b: Level of Education * Frequency of visiting malls	67
Table 4.10: Chi Square Tests (Respondent's marital status* shopping behavior)	68
Table 4.10a: Marital Status * Number of different malls visited (in the past 30days)	69
Table 4.10b: Marital Status * Frequency of visiting malls	70
Table 4.11: Chi Square Tests (Respondent's monthly personal income* shopping behavior)	71
Table 4.12: Chi Square Tests (Respondent's source of income* shopping behavior)	72
Table 4.13: Correlations of Independent Variables towards Dependent Variable Correlations	74
Table 4.14a: Multiple Regression Model Summary	76
Table 4.14b: Coefficients (a)	76

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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