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Demographic Attitudes and Behavioral Patterns of the Customers in Kedah Supermarket, Malaysia

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Abstract: The purpose of this paper is to identify the demographic attitudes and behavioral patterns of the customers. It would serve as a reliable and effective guide to supermarkets in Kedah, in order to enabling it to precisely understand how their consumers' behavior as well as what it ought to do with regards to the marketing strategies. It utilized survey methods based on questionnaires and the questionnaires were distributed to a sample 35 consumer at five supermarkets in Kedah, Malaysia. The data were analyzed by STATPAC. Different amounts and types of product experience should be reflected by variation in cognitive structure. Theoretically, differences in cognitive structures should influence the cognitive processes and outcomes that involve those cognitive structures and, thereby, should also affect overt behavior. Data from an existing study are used to illustrate these ideas.

Key words: Demographic, Attitude, Behavior, Customer.

INTRODUCTION

The study of behavioral patterns along with responds can be traced to Ajzen and Fishbein (1980) who affirmed that behavior can be predicted from intentions that communicate to a convinced behavior (Baker and Crompton, 2000). Research reveals that a discontented client can conversant their own dissatisfaction to an average of 10 – 20 other people (Shaw – Ching Liu, Furrer, and Sudarshan, 2001). Customers who are discontented with a service that they have experienced, may take a multiplicity of different actions such as treating it as their last visit to the supermarket or worse is by distribution their bad experienced with friends or what we call word of mouth in negative behavior. They can voice their attitude to organization, they can say nothing and just not return to that organization, or they can continue patronizing the organization and not say anything (Susskind, 2002).

Public markets are different from the traditional farmers market in that, they drive on a daily basis and have a permanent indoor site. They offer a wide selection of locally produced farm-fresh produce, various specialty foods, craft and art shops, pursuit activities, and special events. The United States is a multicultural and multiethnic nation and this national trend of variety is expected to constantly increase (Josiam and Monteiro, 2004). One reflection of this cultural and ethnic diversity is the variety and prosperity of ethnic restaurants in the American food service market. The U.S. ethnic food market generates $75 billion in annual sales, around 65% of which is attributed to the foodservice industry (US ethnic food market, 2005). Yet, the fast growth of ethnic restaurants is not driven entirely by the growing number of new immigrants.

Customer satisfaction has held a significant position in the marketing literature over the decades since satisfied customers can generate long-term benefits for companies, including customer loyalty and sustained profitability (Homburg et al., 2006). Researchers have clarified the mechanism of customer satisfaction with a number of distinct theories, such as expectancy-disconfirmation theory (Oliver, 1981), contrast theory (Howard and Sheth, 1969), assimilation or cognitive dissonance theory (Anderson, 1973), equity theory (Oliver and Swan, 1989), and value-percept theory (Westbrook and Reilly, 1983).

Customer satisfaction has long been considered a fundamental determinant of long-term customer behavior (Oliver, 1980; Yi, 1990), so examine firms increasingly dedicate substantial energies to tracking customer satisfaction. Hunt (1977) defined satisfaction as an evaluation rendered that the (product) experience was at least as good as it was supposed to be. Three models of the connection between professed service quality and customer satisfaction focus on the mediator of customer satisfaction: the perceived service quality-to-customer satisfaction model, the customer satisfaction-to-perceived service quality model, and the independent-effects model (Dabholkar, Shepherd, & Dayle, 2000). The perceived service quality-to customer satisfaction model is widely accepted. Baker and Crompton (2000) recognized that detailed sentiments related to service practice might emerge and intervene as a mediator between the two constructs.

The concept of business sustainability has received considerable attention from both practitioners and academicians, and concerns regarding environmental protection have brought about changes in consumer

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demands and behaviors (Mendleson and Polonsky, 1995; Ottman, 1992). A large number of customers show increased environmental consciousness and a preference for green firms and their products, revealing their willingness to purchase and pay more for environmentally friendly products/services (Manaktola and Jauhari, 2007; Mendleson and Polonsky, 1995).

This effort increasingly requires the understanding of Web demographics, with many practitioners interested and willing to pay more for demographically objective advertisements (SEMPO, 2011). Deaux, (1984) postulates that like people act alike, demographically targeted advertising has attracted the interest of online marketers in a variety of areas. Gender has emerged as one of the defining demographics of focus. Gender is a recurrent determinant in devising promotion and advertising policies, with electronic commerce research indicating that gender is a key attribute and predictor of intent to purchase. Gender is also one of these factors, which is the attribute of interest in this research. Gender has been shown to have an influence on information searching tactics (Lorigo et al., 2006). Prior research has identified important gender differences in information processing strategies.

MATERIALS AND METHOD

The respondents had different perceptions about their shopping habits and reflected different patterns which became even more prominent when it came to male and female. It was used with enormous amount of data, and it was successful to come up with the solutions which would have logical marketing implications on the operations of the supermarket of its choice. In non-probability sampling technique it was started with the purposive or judgmental sampling to find out the categories of consumers who goes to the supermarket. It is the following categories on the basis employment are very dominant:

- Working man
- Working woman
- House wives
- Students
- Retired persons
- Few Unemployed but has earning source through business or other sources.

The main challenge was that it had to collect an extensive pool of data from a huge number of respondents. These respondents all were from different areas of Kedah State. So it broadly categorized these areas into four broad categories:

- High class secured residential areas,
- Middle class private residential areas
- Unplanned mass city areas
- Outside metropolitan areas

It reached minimum 35 respondents from five various supermarkets in Kedah State shoppers among those categories. Resource constraints such as research works, time and cost permitted us to select only 35 people that were interviewed using interviewer administered questionnaire. It has been chosen five super markets from Kedah State for this study.

i) Aneka
ii) C-Mart
iii) Giant
iv) Tesco
v) Yawata

Data analysis indicates that there were 31male (88.6%) and 4female represent (11.4). The group age of 40-44 was the highest among other group (31.4) following by age group 35-39. 56% of respondents have a full time work, while 6.7% are not working. Regarding to the income it was found that 54.3% of householder has income between RM 2001-4000. Selecting the samples from the whole population will not answer the question. So it has been decided to follow non-probability sampling technique. Respondents were selected in the location of the shopping and they were having been asked to answer the questionnaire. As a team, it defined the work of this paper among the members and to make sure that the data collection give a good result, each member have distributed 10 questionnaires in different supermarket. The data were analyzed by STATPAC.

RESULTS AND DISCUSSION

Table1: Gender

Gender	Number	Percent
Male	31	88.6 %
Female	4	11.4 %
Total	35	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

This survey consists of 35 respondents. Among them, 31 are male respondents & 4 female respondents. It is found that the male members are more comfortable in super market shopping than the female members. The reason is that the super markets are better organized than the local shops.

Table 2: Age

Age	Number	Percent
18-24	2	5.7 %
25-29	7	20.0 %
30-34	1	2.9 %
35-39	9	25.7 %
40-44	11	31.4 %
45-49	4	11.4 %
50-54	0	0.0 %
55-64	1	2.9 %
65+	0	0.0 %
Total	35	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

All ages of respondents are included within the survey except (50-54) and (+65). But more respondents are found between the ages of 35 to 49. The highest respondents are with the age limit of 40 to 44.

Table 3: Employment Status

Employment status	Number	Percent
Full time	17	56.7 %
Part time	0	0.0 %
Not working	2	6.7 %
Unemployment	0	0.0 %
Student still in education	11	36.7 %
Total	30	100.0 %

Missing Cases = 5
Response Percent = 85.7 %

This survey it did not find respondents working as part time and unemployment. It is found most of the respondents are working as a full time and student still in education. And it is found 5 missing maybe it is effect on the result.

Table 4: Income

Household income	Number	Percent
>2000	8	22.9 %
2001-4000	19	54.3 %
4001+	8	22.9 %
Total	35	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

This survey it is found most of the respondents house hold monthly income is from 2,000–4,000.

Table 5: Marital Status

Marital status	Number	Percent
Married/cohabiting	28	80.0 %
Single/divorced/separated	7	20.0 %
Widowed	0	0.0 %
Total	35	100.0 %

Missing Cases = 0
Response Percent = 100.0 %

This survey it is found most of the respondents are married and(20%) was single.

Table 6: Weekly Grocery Expenditure

Weekly grocery expenditure	Number	Percent
>100	2	5.9 %
101-110	4	11.8 %
111-120	3	8.8 %
121-130	5	14.7 %
131-140	1	2.9 %
141-150	2	5.9 %
151>	10	29.4 %
Don't know	7	20.6 %
Total	34	100.0 %

Missing Cases = 1
Response Percent = 97.1 %

It is found through this project that the majority of consumers spend on grocery per weekly more than RM 150 and more. And the proportion of not a few does not know how much they spend weekly on grocery where the rate was (20.6%).

Table 7: Weekly Supermarket Expenditure

Weekly supermarket expenditure	Number	Percent
>100	1	2.9 %
101-110	6	17.6 %
111-120	5	14.7 %
121-130	8	23.5 %
131-140	3	8.8 %
141-150	1	2.9 %
151+	6	17.6 %
Don't know	4	11.8 %
Total	34	100.0 %

Missing Cases = 1
Response Percent = 97.1 %

The highest proportion of spending in supermarkets as consumers of the respondents answer was between RM (120-130). And after them came in ranked second spend RM (150) & more.

Table 8: Factors Choosing a Supermarket

Factors	Number	Percent
Ability to get weekly	15	14.9 %
Sufficient car parking	13	12.9 %
Easy and convenience	13	12.9 %
Flexible opening hours	15	14.9 %
Extra facility	8	7.9 %
Price	9	8.9 %
Proximity and recreational	6	5.9 %
Large range	14	13.9 %
Always in stock	8	7.9 %
Experience and style image	0	0.0 %
Other	0	0.0 %
Total	101	100.0 %

Number of cases =35
Number of responses =101
Average number of responses per case = 2.9
Number of cases with at least one response =30
Response percent = 85.7 %

Table 9: Type of Products Buy from Supermarket

Type of products	Number	Percent
Confectionary	9	18.0 %
Ready prepared meals	11	22.0 %
Medicines	5	10.0 %
DIY product	3	6.0 %
Wines, spirits, beer etc	0	0.0 %
Toiletries	8	16.0 %
Newspapers/Magazines, books, videos etc	1	2.0 %
Clothing	8	16.0 %
None	5	10.0 %
Total	50	100.0 %

Number of cases =35
Number of responses =50
Average number of responses per case = 1.4
Number of cases with at least one response =34
Response percent = 97.1 %

When it was asked respondents about the factors affecting the choice of supermarkets are close responded that the rates of the most important factors(Ability to get weekly, Flexible opening hours, Large range, Easy and convenience, Sufficient car parking). There is no effect for (experience and style image).

Rates are close, we found that respondents buy from the supermarket (ready prepared meals, confectionary, toiletries, and clothing) (from 16%-22%).

Table 10: Affect Discount/Promotion

Discount/Promotion	Number	Percent
Agree strongly	32	13.8 %
Agree	101	43.5 %
Neither agree nor disagree	57	24.6 %
Disagree	32	13.8 %
Disagree strongly	7	3.0 %
Don't know	3	1.3 %
Total	232	100.0 %

Number of cases =35
Number of responses =232
Average number of responses per case = 6.6
Number of cases with at least one response =34
Response percent = 97.1 %

Through this study, it is found that the vast majority agree that the discount / promotion affect him in the decision-making and help to weighting supermarket promotions that offer a competitive.

Table 11: Compare Prices across different Supermarkets

Compare prices across different supermarkets/stores	Number	Percent
Never	7	20.0 %
Rarely	7	20.0 %
Sometimes	14	40.0 %
Usually	2	5.7 %
Always	2	5.7 %
Don't know	3	8.6 %
Total	35	100.0 %

Number of cases =35
Number of responses =35
Average number of responses per case = 1.0
Number of cases with at least one response =35
Response percent = 100.0 %

It is found that most respondents in some cases sought to compare prices across different supermarkets and very few of them used to compare prices between stores.

Conclusions:

There is an impression that older buyers are normally less inclined to try new products. This has important promotional allegations for the marketer, and it means that messages must be well planned to take benefit of this word of mouth communication. However, given the evident high brand loyalty and retailers who properly serve those can expect team to be loyal, reliable customers. The aim was to inspect the relationships among overall supermarket image, demographic attitude, perceived value, customer satisfaction, and behavioral purposes in the quick-casual segment. The results clearly showed a significant role of overall supermarket image on demographic attitude, perceived value and crucial impact of overall supermarket image and perceived value on customer satisfaction. Overall supermarket image, perceived value, and customer satisfaction were also found to be significant predictors of customers' behavioral intentions. In addition, customer satisfaction is partial mediators in the relationship between overall supermarkets image/perceived value and behavioral intentions in the quick-casual restaurant segment. The findings have several theoretical and managerial implications. From a theoretical perspective, this study makes important contributions to the hospitality and tourism literature on restaurant image. The findings showed that the supermarket's image is not only an indicator of behavioral intentions, but also influences the perception of value and customer satisfaction and demographic attitudes. Thus the supermarket's image has not only a direct but also an indirect effect on value and customer satisfaction, which leads to a higher overall effect on behavioral intentions.

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