SHOPPING DAY AND TIME PREFERENCES OF MALAYSIAN HYPERMARKET CONSUMERS

Hasliza Hassan
Multimedia University, Cyberjaya, Selangor, Malaysia
Muhammad Sabbir Rahman
International Islamic University Malaysia, Kuala Lumpur, Malaysia
Abu Bakar Sade
UCSI University, Kuala Lumpur, Malaysia

ABSTRACT

This research looks at consumer preference concerning shopping day and time within the Malaysian market. There are five main hypermarket players in Malaysia. The analysis of this research is based on cross-tabulation analysis between the hypermarket players and the preferred shopping day and time. Data were collected from hypermarket consumers throughout Malaysia based on proportionate convenience sampling survey technique. The findings from this research indicate that the majority of the respondents do not have any specific preferred day or time to shop. However, a consistently high percentage of the respondents prefer to shop at the weekend and late evening. It is also found that there is a significant association between the hypermarket players and the preferred shopping day and time. Since there is no study on hypermarket consumers within the Malaysian market, this research is a breakthrough discovery for the consumer preference concerning shopping day and time.

JEL Classifications: M10, M30, M31
Keywords: Consumer, Hypermarket, Malaysia, Preference, Shopping
Corresponding Author’s Email Address: hasliza.hassan@mmu.edu.my / liza.hassan@yahoo.com

INTRODUCTION

Hypermarkets are one of the main distribution channels for products (Kaliappan, Alavi, Abdullah and Zakaullah, 2009), especially for household necessities. Hypermarkets can also be considered as a normal retailing industry that sells a huge amount and variety within one outlet. Hypermarkets sell a combination of department store merchandise, groceries (Malaysian Magazines, 2003) and all basic necessities for a household under one roof. This makes hypermarkets one of the modern retail concepts that are highly acceptable to the Malaysian consumers. There are many hypermarket players within the Malaysian market of which the main five are Aeon, Econsave, Giant, Mydin and Tesco. There were 296 hypermarket outlets throughout Malaysia in 2012 (Hassan and Rahman, 2012), which increased to 323 in 2013. Being a developing country, the number of hypermarket outlets is expected to continuously increase from year to year. The higher the density of the population in certain places, the higher is the tendency of more hypermarket players to operate in that particular area. Consumers usually prefer to go to large-scale retailers for major purchases to acquire a better assortment, price, discount and special offers, but go to small retail stores for minor refill trips (Reutterer and Teller, 2009). This makes hypermarkets one of the priority places to purchase basic household necessities.

The day and time allocation for shopping will influence shopping satisfaction (Geiger, 2007) and enjoyment (Shannon and Mandhachitara, 2008). Most people spend around 20 to 30 minutes per day or 3.5 to 5 hours per week shopping for household necessities (ATUS, 2003). Grocery shopping for household tends to be habitually on particular days and times for most people (East, Lomax, Willson and Harris, 1994). This is because most shoppers are working adults and students who have to work and study on weekdays and during the daytime. According to Chetthamrongchai and Davies (2000), the time orientation of past, present and future is not independent. In order to discover how consumers behave towards time, this research looks at the preference of hypermarket consumers concerning the shopping day and time within the Malaysian market since there is still a lack of research conducted in this field.
LITERATURE REVIEW

Hypermarket Consumer Preference

The study on consumer shopping behaviour was first recognized by the marketing scholar, Tauber, in 1972 through the investigation of “why do people shop?” (Wagner, 2007). The focus on consumer behaviour in this research refers to human behaviour towards shopping preference day and time at hypermarkets. Different consumers may have different ways of shopping. This trait is genetically determined, in which some people are ‘born to shop’ while others are more inclined to buy, browse and bargain (Mooradian and Olver, 1996). Consequently, various researchers categorize shoppers differently. Stone (1954) categorized shoppers into four types: 1) economic shopper, 2) personalizing shopper, 3) ethical shopper, and 4) apathetic shopper. Solomon (1994) added another additional category, which is 5) recreational shopper. Boedeker (1995) simplified the categorizations into two categories: 1) new-type shoppers and 2) traditional shoppers. According to the recent finding of Sit, Merrilees and Birch (2003), shoppers can be clustered into six categories: 1) serious, 2) entertainment, 3) demanding, 4) convenience, 5) apathetic, and 6) service shoppers.

The Malaysian lifestyle has become Westernized, sophisticated and cosmopolitan (PricewaterhouseCoopers, 2004; 2005). Most of the shoppers are women rather than men (Pan and Zinkhan, 2006). The middle-aged people from middle-income to high-income prefer to shop at large retail stores for greater product and service variety (Arnold and Luthra, 2000). Rising affluence, education level and mass media have made Malaysian consumers more affluent, sophisticated and cosmopolitan. The majority of Malaysians who purchase at large-scale retail outlets are students with private cars as the main mode of transportation (Mui and Ghafar, 2003). Malaysians who live in urban areas tend to spend 1.5 times more than people who reside in rural areas. The expenditure is more on food, groceries and personal care items (PricewaterhouseCoopers, 2004, 2005), which could be purchased from hypermarkets. There has been a dramatic increase in the number of hypermarket outlets throughout Malaysia, especially in those states where there is high population density. The majority of Malaysian students, especially in urban areas, go shopping at least once every two weeks as the main recreational activity. In fact, this group of people spends more time on shopping compared to Westerners. Parallel to this, a large portion of their monthly allowance is spent on shopping. Instead of avoiding or escaping the consequences of a negative situation, most students go shopping to seek positive rewards. Due to this trend, many shopping places have been built in close proximity to institutes of higher learning. Malaysian students prefer shopping for exploration, meeting friends and as a convenient place to obtain a variety of products and services under one roof. There is also an attraction to the aesthetic interior design with music, decoration and lighting. Therefore, it would be an opportunity for the hypermarket management to attract young consumers through such an attraction strategy (Ahmed, Ghingold and Dahari, 2007).

Hypermarket Consumer Behaviour

Shopping behaviour is dependent on the availability of time and attitude of the shoppers. Some people use the time to shop for recreational enjoyment without planning to purchase any products or services. This group of shoppers is likely to engage in impulse purchases and continue shopping after purchasing desirable products or services (Korgaonkar, 1984). Convenience shoppers with time constraints will shop less frequently and prefer to shop either in the morning or afternoon by car. This type of shopper can usually afford and prefers to dine out and purchase ready-prepared meals. Frequent food shoppers prefer to shop on Monday or Friday and less likely on Sunday. Less frequent shoppers, also known as ‘apathetic but regular’, will seldom shop on a Saturday (Chetthamrongchai and Davies, 2000). The lighting, sound, safety concerns, and social interaction will influence people to shop after normal hours (Geiger, 2007).

Due to lifestyle, the majority of urban consumers tend to have more time pressure than those who are staying in rural areas. Consequently, urban consumers prefer to shop in a place that they already know the layout (Shannon and Mandhachitara, 2008) since the familiarity of the layout will reduce the time to search for the desired products. In addition to layout, the queue at the checkout counter will also affect the purchasing time of the consumers. Consumers tend to continue to shop if number of people is between two to five at the checkout counter. However, if there are over five or under two, the consumers are more likely to join the queue as quickly as possible. The most likely factor for this reason is time constraint (Soars, 2003). Normally, shoppers with time constraint, but, at the same time, looking for convenience, will use the car and seldom shop in the morning or afternoon. The shopping time can be saved if the products are delivered to the doorstep (Ramus and Nielsen, 2005), especially if they are purchased online (Hassan and Rahman, 2012). At present, only Tesco offers this service in Malaysia, with a
delivery charge of RM10, as an alternative for those consumers who have time constraints to go shopping for household necessities (Najumudeen, 2013).

Both the consumer and the hypermarket retailer should take into account of benefits from a given time and context (Arnold, Palmatier, Grewal and Sharma, 2009). Many retailers are extending their business operating hours to ease the access and speed of shopping (Geiger, 2007). Increasing the number of night workers leads to an increasing number of retailers to suit the need (Melbin, 1987). Night consumers socialite night workers and other fellow consumers. Men usually prefer to shop at night than women. At present, in Malaysia, there is still no hypermarket player that operates 24 hours. The normal business operating hours are between 8.30 in the morning and 10.30 in the evening. However, it was found that both time-pressured convenience seekers and apathetic but regular shoppers would be part of the loyal segment of 24-hour shoppers. In the United Kingdom, Tesco introduced 24-hour operations in 1998. Night shopping has an impact on consumers’ lifestyle, in that they tend to be different from day shoppers in terms of shopping motivation, time allocation, shopping context and consumer psychology. Usually, the high peaks for the night shoppers are on Friday nights then other week days (Geiger, 2007). In Malaysia, since the number of organizations operating 24 hours has been increasing, it is highly expected that there will be more consumers who prefer to shop at hypermarkets beyond the existing operating hours. It has also been found that the sociability at the checkout counter tends to be highest at night, then in the morning and evening (Melbin, 1987). Hence, night retail workers seem to enjoy working more since there are more regular consumers (Geiger, 2007).

METHODODOLOGY

The distribution of hypermarket outlets throughout Malaysia is not consistent. In general, there are more hypermarket outlets in the urban and suburban areas than in the rural areas. This is because hypermarket retailers are more attracted to locations with a high population density to gain more consumers, and, at the same time, attract the necessary human resources for the workforce. The modern lifestyle of Malaysians in these particular places has encouraged more hypermarket retailers to invest and operate their business. This research is based on quantitative analysis in which data were collected from hypermarket consumers. Respondents are selected based on proportionate convenience sampling survey technique and data are collected from all states of Malaysia – Johor, Kedah, Kelantan, Melaka, Negeri Sembilan, Pahang, Perak, Perlis, Pulau Pinang, Sabah, Sarawak, Selangor, Terengganu and Wilayah Persekutuan. Necessary explanations and continuous guide were given to the respondents to ensure that precise feedback could be obtained. Although the consumers were encouraged to participate in the survey, none of the respondents was forced to participate. The participation of the respondents in the survey was on a voluntary basis to ensure the sincerity of the feedback.

A total of 1,000 data were collected and screened twice – manually and using the Statistical Package for Social Sciences (SPSS). The samples with more than half a page of missing data and/or having age outside of the main age range of between 15 and 64 were removed from the analysis. This study only focuses on consumers within the specific age range between 15 and 64. This is because 68.8% of Malaysians are within this age group (Department of Statistics Malaysia, 2013). In addition, it is believed that those consumers who are below 15 and above 64 have less purchasing power and require additional support from other family members to do shopping for the household. Expectation and maximization through correlation or the covariance matrix method were used to overcome missing data. After the screening, only 785 data were used for the analysis. The sample size of this data meets the minimum statistical analysis requirement (Awang, 2012; Coakes and Steed, 2003; Green, 1991; Hair, Black, Babin, and Anderson, 2010; Krejcie and Morgan, 1970; Pallant, 2010; Tabachnick and Fidell, 2007).

The data were analysed through cross-tabulation to determine the relationship between the hypermarket players with the preferred shopping day and time. The analysis of cross-tabulation is dependent on the results of the chi-square test. The chi-square test is very sensitive to small sample size. That is, a larger sample size would make the result more stable. The sample data that are used in this research are considered as sufficiently large, since the sample size met the minimum statistical requirement theories. Other than the chi-square value, the degree of freedom and the level of significance are also reported in the contingency table (Field, 2013).

RESULTS AND ANALYSIS

Based on the five main hypermarket players in Malaysia, the majority of consumers prefer to go to Tesco (34.6%), Mydin (24.1%) and Giant (15.9%) to purchase basic daily consumable products for the household, while 7.5% of the respondents prefer to go to Aeon and 6.9% of them prefer to go to Econsave. However, 11% of the total respondents prefer to shop at places other than the five main hypermarket outlets. The preference of consumers for hypermarket
players is very much dependent on the convenience for the consumer to reach the place and the availability of free parking spaces for the consumers. Location is crucial for consumers (Usitalo, 2001), and the success of retailing is dependent upon the location and access by transportation (Shannon and Mandhachitara, 2008). According to PricewaterhouseCoopers (2004; 2005), Malaysians who live in urban areas prefer to go to hypermarkets whereas those who are staying in rural areas will choose to purchase from traditional grocers, convenience stores and mini-marts (Alexander, and Myers, 1999). In general, more consumers prefer to go to Tesco, Mydin and Giant because the distribution of the outlets is more extensive than that of Aeon or Econsave.

Preferred Shopping Day

Table 1 presents the cross-tabulation analysis between hypermarket players and preferred shopping day. As illustrated in table 1, a total of 277 or 35.29% of the total respondents do not have any preferred shopping day. This represents the majority of the total respondents. There are a relatively high percentage of respondents who prefer to go shopping over the weekend. Hence, hypermarkets become more crowded during the weekend. Of the total respondents 211 (26.88%) and 133 (16.94%) prefer to go to a hypermarket on Saturday and Sunday respectively. The number of consumers visiting hypermarket outlets during weekdays remains fewer because the majority of the consumers work or study. Only 78 respondents (9.94%) prefer to go shopping on Friday. This is probably because there is a longer lunch break on Friday and some of the consumers might go shopping after office hours or classes to fill their household grocery basket. The number of respondents who shop on Monday, Tuesday, Wednesday and Thursday is much lower which is represented by 1% to 4% of the total respondents. Hence, there is a significant relationship between the preferred shopping day and preferred hypermarket outlets. This is proven by the Pearson chi-square value of 68.219 with a p-value of 0.001. That is, the preferred shopping day and preferred hypermarket outlets were found to be significantly associated (at p<0.05).

| TABLE 1. CROSS-TABULATION BETWEEN PREFERRED SHOPPING DAY AND HYPERMARKET |
|-------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
|                  | Monday          | Tuesday         | Wednesday       | Thursday        | Friday          | Saturday        | Sunday          | No Preference   |
| Aeon              | Respondent      | 5               | 1               | 3               | 2               | 9               | 16              | 10              | 13              | 59              |
|                   | Percentage      | 19.2%           | 4.0%            | 12.0%           | 20.0%           | 11.5%           | 7.6%            | 7.5%            | 4.7%            | 7.5%            |
| Econsave          | Respondent      | 0               | 2               | 7               | 2               | 4               | 12              | 6               | 21              | 54              |
|                   | Percentage      | 0.0%            | 8.0%            | 28.0%           | 20.0%           | 5.1%            | 5.7%            | 4.5%            | 7.0%            | 6.9%            |
| Giant             | Respondent      | 6               | 4               | 5               | 3               | 12              | 32              | 23              | 40              | 125             |
|                   | Percentage      | 23.1%           | 16.0%           | 20.0%           | 30.0%           | 15.4%           | 15.2%           | 17.3%           | 14.4%           | 15.9%           |
| Mydin             | Respondent      | 7               | 9               | 5               | 1               | 23              | 62              | 18              | 64              | 189             |
|                   | Percentage      | 26.9%           | 36.0%           | 20.0%           | 10.0%           | 29.5%           | 29.4%           | 13.5%           | 23.1%           | 24.1%           |
| Tesco             | Respondent      | 7               | 8               | 5               | 1               | 23              | 69              | 60              | 99              | 272             |
|                   | Percentage      | 26.9%           | 32.0%           | 20.0%           | 10.0%           | 29.5%           | 32.7%           | 45.1%           | 35.7%           | 34.6%           |
| Other(s)          | Respondent      | 1               | 1               | 0               | 1               | 7               | 20              | 16              | 40              | 86              |
|                   | Percentage      | 3.8%            | 4.0%            | 0.0%            | 10.0%           | 9.0%            | 9.5%            | 12.0%           | 14.4%           | 11.0%           |
| Total             | Respondent      | 26              | 25              | 25              | 10              | 78              | 211             | 133             | 277             | 785             |
|                   | Percentage      | 100%            | 100%            | 100%            | 100%            | 100%            | 100%            | 100%            | 100%            | 100%            |

**Pearson Chi-Square**

<table>
<thead>
<tr>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>68.219</td>
<td>35</td>
<td>0.001</td>
</tr>
</tbody>
</table>

Preferred Shopping Time

Table 2 presents the cross-tabulation analysis between hypermarket players and preferred shopping time. The preferred shopping time is divided into six main categories: 1) morning, which is before 12 in the afternoon, 2) afternoon, which is between 12 and 2 in the afternoon, 3) late afternoon, which is between 2 and 5 in the afternoon, 4) evening, which is between 5 and 7 in the evening, 5) late evening, which is after 7 in the evening, and 6) no preference. Similar to the respondents’ preferred day, the majority of respondents do not have any specific preferred time to go to the hypermarket. This is represented by 258 or 32.87% of total respondents. A relatively high percentage of the respondents prefer to go shopping after office hours. Hence, the overall percentage of consumers in the hypermarket is higher after office hours, in which 23.82% of the total respondents or 187 of the respondents
prefer to go to the hypermarket in the late evening, which is after 7 p.m. This is followed by 13.76% or 108 of the respondents who prefer to go to the hypermarket between 5 p.m. and 7 p.m. The percentage of consumers who prefer to go to the hypermarket during office hours, which is from 8.30 in the morning until 5 in the afternoon, is less than 11%. The reason for this is similar to the preferred shopping day in that the majority of the respondents are between the age ranges of 15 and 64 years and they remain in the office or in school during the daytime. Hence, there is a significant relationship between preferred shopping time and preferred hypermarket outlets. This is proven by the Pearson chi-square value of 48.417 with a p-value of 0.003. Therefore, the preferred shopping time and preferred hypermarket outlet were found to be significantly associated (at p<0.05).

**TABLE 2. CROSS-TABULATION BETWEEN PREFERRED SHOPPING TIME AND HYPERMARKET**

<table>
<thead>
<tr>
<th></th>
<th>Morning (before 12 noon)</th>
<th>Afternoon (between 12-2pm)</th>
<th>Late afternoon (between 2-5pm)</th>
<th>Evening (between 5-7pm)</th>
<th>Late evening (after 7pm)</th>
<th>No preference</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aeon</td>
<td>Respondent</td>
<td>8</td>
<td>8</td>
<td>12</td>
<td>7</td>
<td>11</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>9.4%</td>
<td>11.0%</td>
<td>16.2%</td>
<td>6.5%</td>
<td>5.9%</td>
<td>5.0%</td>
</tr>
<tr>
<td>Econsave</td>
<td>Respondent</td>
<td>5</td>
<td>7</td>
<td>8</td>
<td>3</td>
<td>14</td>
<td>17</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>5.9%</td>
<td>9.6%</td>
<td>10.8%</td>
<td>2.8%</td>
<td>7.5%</td>
<td>6.6%</td>
</tr>
<tr>
<td>Giant</td>
<td>Respondent</td>
<td>19</td>
<td>12</td>
<td>10</td>
<td>21</td>
<td>23</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>22.4%</td>
<td>16.4%</td>
<td>13.5%</td>
<td>19.4%</td>
<td>12.3%</td>
<td>15.5%</td>
</tr>
<tr>
<td>Mydin</td>
<td>Respondent</td>
<td>28</td>
<td>19</td>
<td>15</td>
<td>33</td>
<td>42</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>32.9%</td>
<td>26.0%</td>
<td>20.3%</td>
<td>30.6%</td>
<td>22.5%</td>
<td>20.2%</td>
</tr>
<tr>
<td>Tesco</td>
<td>Respondent</td>
<td>22</td>
<td>23</td>
<td>26</td>
<td>31</td>
<td>73</td>
<td>97</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>25.9%</td>
<td>31.3%</td>
<td>35.1%</td>
<td>28.7%</td>
<td>39.0%</td>
<td>37.6%</td>
</tr>
<tr>
<td>Other(s)</td>
<td>Respondent</td>
<td>3</td>
<td>4</td>
<td>3</td>
<td>13</td>
<td>24</td>
<td>39</td>
</tr>
<tr>
<td></td>
<td>Percentage</td>
<td>3.5%</td>
<td>5.5%</td>
<td>4.1%</td>
<td>12.0%</td>
<td>12.8%</td>
<td>15.1%</td>
</tr>
<tr>
<td>Total</td>
<td>Percentage</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

Pearson Chi-Square: 48.417
Asymp. Sig: 0.003

**RECOMMENDATIONS**

The findings from this analysis could be used by hypermarket retailers to boost their business operations. All the sellable products should be placed on the shelves before the peak day and time to ensure their availability for purchase by the consumer. A lack of inventory management strategy will diminish the revenue that could be gained by the hypermarkets. The negative momentum will continue through the loss of those consumers who prefer to purchase everything at the same time and place instead of going to other retail shops to fill their household grocery basket. Since there is an opportunity for the hypermarket retailers to obtain more revenue on a predictable day and time, it would be a great opportunity for the hypermarkets to offer a wider variety of perishable products during the peak day and time.

Although the hypermarket concept is considered a modern self-service retailing concept, the strength of manpower to operate the business is still crucial. Hypermarket retailers should ensure that there are sufficient employees to support the operation during the peak day and time. Hiring more workers will assist the consumers to shop more conveniently, and, at the same time, provide an opportunity for employment, especially for those students, housewives and single parents who are looking for part-time jobs. Sufficient manpower will ensure that all the service facilities, such as shopping trolleys, cleanliness of the premises, consumer security, availability of products and checkout counters can be operated without any trouble.

Queues at checkout counters that are too long and time consuming would frustrate the consumers. Accordingly, the high number of consumers over the weekend and late evening requires more employees, especially at the checkout counters to speed up the operational process. As an effort to speed up the checkout process, it would be beneficial for the hypermarket retailers to provide an automatic checkout counter where the consumers could checkout by themselves without any assistance from the service provider (Hassan, Sade and Rahman, 2014). Parallel to this, providing online facilities for the consumers to purchase their household necessities will also provide
convenience for the consumers (Hassan and Rahman, 2012).

As a momentum for gaining a higher and more stable revenue, the hypermarket retailers can also consider renting out more space, either within or outside the building, for those sub-retailers who would like to sell their product or service through the flea market concept, which is usually held once a week. This would definitely attract more consumers during the peak days on the weekends since there will be a wider variety of products and services from the flea market sub-retailers. This strategy will also assist those young entrepreneurs to have a place to start their business through the flea market concept where the rental is lower and more affordable than that of a permanent shop or kiosk.

SUGGESTIONS FOR FURTHER RESEARCH

Hypermarkets are a modern retailing concept that is highly accepted by Malaysians. The existence of a hypermarket in a particular area is able to drastically change the local socio-economic activities. However, there is still a lack of research that looks at the hypermarket retailing scenario within the Malaysian market. This research is expected to provide a breakthrough to discover new findings in this field. Further empirical research is needed to discover how to boost the existing economic momentum that could be created by the hypermarket retailers.

The strength of revenue for the hypermarket can be more stable through the sub-retailers, and, hence, it is very common to see new hypermarket outlets, which are becoming larger in size and provide more space for sub-retailers. Further research can be made by looking at how to create an enhancement of the shopping experience through sub-retailers. In addition to stable sub-retailers, there are many consumers who are attracted to the flea market concept. This is a flexible retailing concept in which the retailers only sell their products and offer services on a particular day of the week. Some hypermarket retailers already offer the flea market opportunity, especially during the weekend and during certain events. Although the retail concept is highly flexible to change, the availability of this flea market within the hypermarket premises is able to attract more consumers to the outlet. This is because the consumers have greater product and service variety from the flea market retailers. The flea market retailers also have an opportunity to sell their product at a place where there are many potential consumers. Thus, further research concerning how to manage the flea market within the hypermarket premises effectively and efficiently can be explored.

At the moment, a profession or career within the retailing industry is still not perceived as being as good as in other corporate sectors, such as banking, insurance, manufacturing, telecommunication and hospitality. Although there is a retailing course for some business administration programmes in tertiary education, there is still a lack of opportunity for students to pursue their tertiary study by majoring in a business retailing programme. Hence, the majority of the younger generation have overlooked the retailing industry, especially hypermarkets, as a path to develop their long-term career. This is because the majority of people still conservatively perceive that the hypermarket retailing industry is only offering job opportunities for temporary workers instead of a stable long-term career path. As an effort to change this perception, further research concerning how to make this hypermarket retailing industry as good as other corporate sectors from the perspective of the younger generation needs to be explored.

CONCLUSIONS

The main finding of the study is that nowadays the majority of people prefer to go to hypermarkets to purchase daily consumable household necessities. The long operation hours from morning until late night, seven days per week have become the main attraction for people to shop at hypermarkets. Due to the modern lifestyle, many consumers prefer to go shopping at the weekend and late evening since the majority of the shoppers work and/or study during the weekdays and daytime. It is highly recommended for the hypermarket retailers to provide a wider variety of perishable products on peak days and during peak hours. It is also an advantage for the hypermarket retailers to employ more part timers during the particular peak times to smooth out the overall operations.

Hypermarkets serve everyone since they sell a wide spectrum of items. Instead of being a hub for the consumers to purchase the daily consumable products for households, hypermarkets also provide employment and retailing opportunities for those new entrepreneurs who are interested in renting a space within the hypermarket premises. Nowadays, the size of new hypermarket premises is becoming increasingly larger than before and some of the new innovative hypermarket outlets look almost similar to shopping malls. These have been purposely designed to provide additional retailing opportunities for sub-retailers either on a permanent basis or weekly flea market concept. It is also a long-term strategy to gain a consistent and stable income for the hypermarket. Hence, the
The presence of hypermarkets does assist in stimulating a better socio-economic level for society. Since there is high acceptance of the hypermarket retailing concept among the local society, the number of hypermarket outlets in Malaysia is expected to continue to increase, especially in urban and suburban areas. This number is almost proportionate to the population density in a particular place. This is because the majority of hypermarket retailers are more attracted by locations where there is high potential for consumers as well as the manpower to operate the business. Although the scope of hypermarket retailing is very broad and can be continuously extended, this research is based only on cross-tabulation analysis of hypermarket players with the consumers’ preferred day and time. It is expected that this basic finding can lead to further constructive findings through empirical research. The shopping cycle based on day and time will give a further indication that there is an opportunity to obtain more revenue by creating other sub-business operations.

REFERENCES

Najumudeen, F., “Tesco introduces first of a kind service for the convenience of shoppers”, 2013, The Star Online.