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THE FACTORS THAT INFLUENCE THE GROCERY PURCHASE DECISIONS AMONG YOUNG CONSUMERS AT KOTA BHARU.

by

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GROCERIES AT KOTA BHARU, KELANTAN.**

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ABSTRACT

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. The purpose of the study is based on the factors that influence the grocery purchase decisions among young consumers at Kota Bharu, Kelantan. The objective of this study is to examine the relationship between social media marketing, sales promotion, store environment, price of products and family influence towards young consumer's grocery purchase decisions. The researcher observed that social media marketing especially Facebook, sales promotion like coupons and "Buy 1 Get 1 Free", ambience store environment, price and family influences will affect the grocery purchase decisions of young consumers.

In order to examine the factors influencing grocery purchase decisions among young consumers at Kota Bharu, this research was designed as a survey using a constructed survey questionnaire to collect data from young consumers at Kota Bharu. There are 400 respondents have been randomly involves in the questionnaire conducted by the researcher. This study focused on the grocery purchase decision among young consumers at Kota Bharu. This research analysed the relationship connection between social media marketing, sales promotion, store environment, price of products and family influence among young consumers at Kota Bharu by using descriptive analysis. The findings of data are essential in order to improve the grocery purchase decision among young consumers at Kota Bharu.

ABSTRAK

Keputusan pembelian adalah proses yang membawa pengguna untuk mengenal pasti keperluan, pilihan jenama, dan memilih produk tertentu dan jenama. Tujuan kajian ini adalah berdasarkan kepada faktor-faktor yang mempengaruhi keputusan pembelian di kalangan pengguna muda apabila mereka membeli barangan runcit di Kota Bharu, Kelantan. Objektif kajian ini adalah untuk mengkaji hubungan antara pemasaran media sosial, promosi jualan, persekitaran kedai, harga produk dan pengaruh keluarga terhadap keputusan pembelian runcit pengguna muda. Penyelidik mendapati bahawa pemasaran media sosial terutamanya Facebook, promosi jualan seperti kupon dan "Beli 1 Dapat 1 Percuma", persekitaran kedai suasana, harga dan pengaruh keluarga akan memberi kesan kepada keputusan pembelian runcit pengguna muda.

Dalam mengkaji faktor – faktor yang mempengaruhi keputusan pembelian runcit di kalangan pengguna muda di Kota Bharu, kajian ini telah direka dalam bentuk kajian yang menggunakan soal selidik untuk mengumpul data – data dari pengguna muda di Kota Bharu. Terdapat seramai 400 pelajar yang telah terlibat secara rawak dalam soal selidik yang dijalankan oleh pengkaji. Kajian ini memberi tumpuan kepada keputusan pembelian runcit di kalangan pengguna muda di Kota Bharu. Kajian ini telah dianalisis berkaitan hubungan antara pemasaran media sosial, promosi jualan, persekitaran kedai, harga produk dan pengaruh keluarga di kalangan pengguna muda di Kota Bharu dengan menggunakan analisis deskriptif. Pengumpulan data adalah perkara yang penting untuk meningkatkan keputusan pembelian runcit di kalangan pengguna muda di Kota Bharu.

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CHAPTER 1

INTRODUCTION

Groceries are the sustenance that we purchase in a food merchant's shop or general store. It plays vital roles and has an impact on clients' normal lives. Demand for groceries is dynamic in Malaysia, however, much less interest dedicated to the grocery enterprise within the nearby placing in the literature. One primary problem faced by using marketers is purchasers' changing behaviour and choices. The fundamental demanding situations for entrepreneurs is making an attempt to address their behavioural adjustments and expertise their decision making factors and procedures efficaciously and as it should be (Khalilah & Khairul, 2018). Consumers don't think about different factors when choosing to buy food. Inspiration in these studies, researchers at Kota Bharu, Kelantan, focused on the factors that affect grocery buy choices among young customers. From the findings, young consumers make buying decisions based on retailers' social media marketing strategies, regular sales offers such as "weekend discounts" and "Buy 1 Get 1 Free," friendly retail store atmosphere, competitive product prices, and family power. Through recognizing these factors, retail stores could be able to foster their profitability and ensure their long-term sustainability. This chapter will discuss further the background of the study, the problem statements and objectives of the study, significances and limitations of the study.

1.1 Background of the Study

A grocery store is a discount store that sells food mainly. Common food items include bakery items, pasta, frozen food, dairy and other products (Selvam, 2018). As there may be a rising number of recent grocery retail shops in Malaysia in 2016, consumers have evolved to become more discerning and knowledgeable about cost-effective outlets and goods. In other words, as there are now plenty of options and alternatives to choose from, consumers are increasingly selecting and choosing "the best value for money" products. Tesco, The Shop, AEON Mall, Kota Bharu Mall and others are among the options available at Kota Bharu. In the ever-changing and competitive business environment of these days, it has become important for retail managers to recognize and foresee how exceptional types of consumers are behaving when buying unique products and services to meet their needs (Shamsher, 2015). Consumers are the business lords. Any company should fly with customers. All business enterprise sports problems stopped with patron pride. The shopping behaviour of consumers has finally become an imperative part of strategic market planning.

Since grocery retail shops are one of the key contributors to Malaysia's GDP (Inn, 2017), shops are seeking ways to create their own competitive advantage and improve overall quality in their retail shops to keep them consistently on the market. Several researchers found that data about the factors that influence the option of grocery purchase for consumers is crucial to improving overall sales performance in their retail shops. Purchase decision requires a series of choices made by a customer before making a purchase that begins when he or she is willing to meet a need. Decision-making has become more complex today and is considered very important for customers. This is due to the rapid changes in the global business environment that is highly competitive. Young customers primarily have their own personal characteristics in determining and making purchase decisions (Yin-fah, Syuhaily and Yeoh, 2011). We are exposed to campaigns of ads, media outlets, and direct mailing providing rich statistics; and most of them are very informative messages. Therefore, they ought to decide about the area of purchasing, the preferred logo, and version, purchase amount, time to shop for, cash sum to be paid and compensation strategy (Hanaysha, 2018). Therefore, in handling their retail operations, the factors shaping such buy choices are critical to shops.

Markets in the three spending areas still had a lot of potential to wait to be filmed because each nation has a very large young population (Si, 2017). The study found that our everyday spending on food, clothing, electronic items such as smartphones and laptops and, ultimately, educational or skills education, including learning foreign languages, are three main things. Si (2017) said, "Young consumers are very involved in comparison with other consumers; they have created golden Market prospects for many sectors and businesses." We can easily conclude that many of Malaysia's product segments mark a critical stage for young customers. Knowing this audience, specifically their purchasing habits and buying preferences, is essential for marketers to increase their targeting techniques. Therefore, this take a look at pursuits to study the elements that have an effect on the grocery buy selections amongst younger clients at Kota Bharu.

For particular, young consumers are those between the ages of 15 and 25 (Kowalska, 2012). As the younger consumer's population and buying power grows, it's vitally important for entrepreneurs to understand and get closer to those customers. They play an essential part inside the market as they exert sizable influence over the allocation of spending power across a developing range of product classes which include grocery retail enterprise (Gharlegghi, 2013). The ways to understand younger consumers encompass studying the symbolism of intake, as

this phenomenon will increase in adolescence and affects younger clients' choice behaviours whilst they are searching for groceries.

Young consumers have played a major role in family decision-making in recent decades, and their purchasing power has increased rapidly relative to other population segments. For their own needs and the needs of their parents, most young people are actively involved in grocery shopping. We are in the stage of increased self-reliance and independence and many of them step away from their homes and father and mother, becoming more unbiased for their food and drink choices as well as their purchasing decisions (Niraj Kumar, 2017).

Nearly all companies now use social media as an advertising tool to promote their products and services, make online purchases, attract new customers, communicate with existing buyers and sellers, help brands, connect with businesses, etc. It also makes it easier and quicker for clients, customers and consumers to connect to the availability of modern digital smartphones. Users always use social media to share thoughts, viewpoints, emotions, and perceptions on the use of products and services. However, social media also provides customers with the opportunity to compare prices, quality, features, services and reliability of the products and services offered by different similar companies (Yasir & Hafiz, 2017). Therefore, we trust that social media advertising and marketing at Kota Bharu will be able to influence young consumers' purchasing decisions.

Promotion is a tactic that motivates the patron to buy the product. The principles of the marketing method are the delivery of the manufacturer's advertising message to the patron. In the main short term, sales promotion consists of a variety of incentive tools that could be used to stimulate buyers or sellers to accelerate and boost the purchasing process or to increase sales portions (Kotler & Armstrong, 2016). A marketing campaign is aimed at attracting new consumers, maintaining existing customers who are considering switching brands, and giving incentives to customers who are about to purchase competing products. Sales offers have a direct impact on the purchasing of goods which vary depending on the needs and circumstances.

To stay competitive, retailers are transforming their static in-store environments into dynamic and interactive spaces to capture the essence of experiential shopping (Frontczak, Loveland, & Daughtrey, 2014). Several studies have focused on the effect of various store environment

elements on impulsive buying behaviour, and it has been found that various visual and auditory signals may produce sudden interest or cognitively convince consumers about certain needs and then serve as triggers for purchasing impulses (Geetha et al., 2013; Hyo, Ruoh-Nan, & Molly, 2014; Dawson & Kim, 2009; Tendai & Crispen, 2009).

In addition, price perception has a major impact on the decision of a consumer to purchase a product. Price understanding illustrates product information and gives consumers a deep meaning (Kotler & Keller, 2016). Price is therefore an important factor in the purchasing decision, particularly for frequently purchased products, and in effect influences the choices to patronize that store, product, and brand (Faith & Agwu, 2014). Consumers are very fair in assessing the benefits they want from purchasing products or services for which they pay (Al-Mamun & Rahman, 2014).

Finally, the family may be an individual's most important feature. At first, the impact on parents is massive because of how father and mother help their children increase their political and spiritual beliefs, lifestyle choices, and consumer options. Many citizens are because of their father and mother who they are (Lumen, 2019). Entrepreneurs are therefore looking for the responsibilities and having an impact on family, loved ones, husband or even wife.

1.2 Problem Statement

Consumer purchasing behaviour is the study of how people, groups, and organizations purchase and dispose of products, services, ideas, or interactions to meet their needs and desires (Kotler & Keller, 2016). At the same time as modern-day consumer behaviour studies broaden the theory and analyse impacts on consumer choices, the conventional consumer behaviour directed at the customer and the spot effects of the purchasing process. Consumer behaviour emphasizes information about individual customers' purchase decision processes and how they use their existing assets, including time, money and effort to acquire a product or service (Schiffman & Kanuk, 2015).

Consumer behaviour is a subject that has been studied extensively. It cannot be fully understood because it is closely connected with the human mind. Preceding purchasing decisions, however, can help predict the factors that influence human behaviour in buying conditions. It is possible to describe the product decision-making process because the stages these consumers experience in producing a very last range of purchases. A marketer's project

is to consider the full shopping cycle as opposed to totally emphasizing a buying choice due to the fact that consumers show themselves at one-of-a-kind rates before reaching a conclusion (Basil et al., 2013). Every day, consumers make purchasing decisions and many people don't even know the factors that drive them to make this decision (Lautiainen, 2015). Kotler et al (2016) said that it is very difficult to determine the exact reasons why a customer buys a specific product or service rather than another, despite a great deal of effort by advertisers to learn and understand consumer purchases. This is because customers often make buying decisions that they don't really care about based on their subjective convictions.

Being a younger customer is difficult, particularly when they can be terrific lazy, and buying grocery can be a real battle without the help of father and mother to navigate the shop and pay for the whole lot at the stop (Darrell, 2011). But, while they live a long way away from their mother and father by themselves, they prefer to make their own decision to buy grocery as grocery is a must for our everyday lifestyles. The sampling population of this can then look at the young customers at Kota Bharu.

However, from time to time, young customers are becoming more diverse and constantly changing. Because of stiff competition from non-traditional players, the aspirations of young consumers have risen. They have some expectations of retailers' products and services, such as product quality, competitive price, product design, packaging, convenience, delivery service, and other value-added attributes. Like many other items, food products are made up of many physical features that are viewed differently by various customers. Young consumers tend to compare and analyse incentives goods made from different combinations of attributes while thinking about buying a brand (Thu Ha, 2014). The purchasing of foodstuffs such as washing goods, cosmetics, hygiene products, dairy products and housewares includes a number of factors that may influence the decision of young consumers (Sanjana, 2015).

Previous study stated that social media marketing plays a major role in shaping the purchasing behaviour and attitude towards a product of a customer (Duffett, 2015). Numerous researchers also take into account income merchandising (Andreti et al., 2013) as primary predictors of customer behaviour and selection of logo. Retailers were also curious about what makes their chain stand up to the different other chains at the same time. "An excited store environment that creates high-quality buying revel in order to obtain better profits has become essential for shops" (Gutierrez, 2014: Michon et al., 2015: Schiffman & Kanuk, 2015). In his study,

Jayasinghe (2016) notes that price remains the key purchase decision engine, with 50% of consumers identifying it as one of their top three considerations. Besides this, the relationship of a person with his parents, friends, relatives and acquaintances affects a large number of purchase decisions (Ahmad, 2014).

Nonetheless, limited studies have examined the role of marketing and sales promotion of social media, store climate, price as well as family factors that affect purchase decision. In other words, researchers have already done extensive work to analyse consumer purchasing decisions in different business sectors, but there is no mutual agreement on factors that influence consumer purchasing decisions (Hanaysha, 2017). Thus, this research is designed to examine the effects of social media marketing, sales promotion, store environment, price and family influences among young consumers' grocery purchase decision at Kota Bharu, Kelantan.

1.3 Research Questions

The aim of the research is to examine the factors that influence the purchase decisions among young consumers at Kota Bharu, Kelantan when they shop for groceries. Following are the research questions:

- What is the relationship between the social media marketing and young consumers' grocery purchase decisions?
- What is the relationship between the sales promotions by retailers and young consumers' grocery purchase decisions?
- What is the relationship between the store environment and young consumers' grocery purchase decisions?
- What is the relationship between the price and young consumers' grocery purchase decisions?
- What is the relationship between family influences and young consumers' grocery purchase decisions?

1.4 Objectives of the Study

The objectives of the study are as follows:

- To examine the relationship between the social media marketing and young consumers' grocery purchase decisions;
- To examine the relationship between the sales promotions by retailers and young consumers' grocery purchase decisions;
- To examine the relationship between the store environment and young consumers' grocery purchase decisions;
- To examine the relationship between the price and young consumers' grocery purchase decisions;
- To examine the relationship between family influences and young consumers' grocery purchase decisions;

1.5 Significance of the Study

Marketers should be made aware of the factors influencing and impacting consumers' purchasing decisions (Solomon, 2006). Marketers may struggle to persuade customers, especially the younger generation, to buy this product or fail to meet consumers' demands if they do not consider the factors that may influence consumers when making purchase decisions. Studying the factors influencing the purchasing decisions of young consumers helps to understand how to make the purchasing decision and how to search for a brand (Kumar, 2004). Knowing why customers buy a product and how it satisfies them can help marketers or organizations, especially retailers, in planning strategic business plan. We need to understand the young customers' likes and dislikes so they can provide them with the goods and services because they are the most important person in a business for advertisers or salespeople (Solomon, 2006).

There are many factors that can affect Kota Bharu's youth buying decision when shopping for grocery stores such as social media marketing, sales promotion, store climate, cost and family influences. Today, social media is becoming an essential part of the life of a person. Social media like Facebook page, Twitter account, Instagram or LinkedIn has a number of users and continues to grow every day. It is estimated that more than 500 million people interact daily with social media (Ostrow, 2010). Such experiences help marketers recognize customer needs

and consider what they might look like in their market. Sales promotion, on the other hand, consists of strategies that aim to increase sales in a short period of time. It offers better value for money and helps to produce immediate responses. Sales promotion has the ability to attract and maintain loyal customers and is a perfect way to persuade consumers to build a viable relationship with the company and contains all the reasons introduced by the manufacturer to encourage channel participants to trade (Ndubisi & Moi, 2006).

When retailers find it increasingly difficult to establish a merchandising-only competitive advantage, the store environment plays an important role in the competitiveness of the market and affects customer buying decisions. According to Kotler (2016), the shopping experience can be designed deliberately to create specific emotional effects in shoppers and thus increase the likelihood of purchasing.

Cost is just one of the many costs faced by customers. Certain purchasing-related costs include shopping time, relocation costs, and psychological costs. Cost, however, is the cost that consumers can better determine and thus plays a significant role in their purchase decision. For example, price was consistently stated as a major influencing factor in a recent study of shoppers' choice of an outlet at which to make a purchase (GFK Shopping Monitor, 2000). Such a finding is consistent with the feelings of retailers themselves, who say that cost is a significant shoppers' choice criterion (Agárdi & Bauer, 2000)

1.6 Limitations of the Study

1.6.1 Availability of the information

The researcher would best try to convince respondents to provide the true information, but some may not be willing to provide the details; this may be due to secrecy, fear and other uncontrollable reasons;

1.6.2 Limited access to data

At Kota Bharu, Kelantan, this study is restricted to young consumers. It may therefore not be possible to generalize the findings of other states and countries to the entire population;

1.6.3 Insufficient sample size for statistical measurement

To infer a valid research result, it is important to have an appropriate sample size when conducting a report. The larger the sample, the more accurate will be the results. Kota Bharu, however, has only a limited number of young consumers willing to respond to my study.

1.6.4 Time constraints

The time available to study this research topic is limited by our assignment deadline. The time is too limited to perform this experiment in the best possible way and gather enough data to draw the correct conclusion; hence the author seeks to use this time available to enhance the analysis.

1.7 Definition of terms

The following terms and phrases are repeated throughout the research study:

Competitive Advantage: Something that makes an entity's goods or services superior to all of a customer's other choices (Amadeo, 2019).

Consumers: Purchasers of specific products or services or a person who purchases goods and services for personal use.

Consumer buying behaviour: The study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants (Kotler & Keller, 2016).

Consumers' purchase decisions: The decisions made about purchasing either products or services from a retailer. The firm can succeed only if consumers see a need that its product can solve, become aware of the products and its capabilities, decide that it is the best available solution, proceed to buy it, and become satisfied with the result of the purchase (Hawkins, Best, & Coney, 2001, p. 22).

Grocery store: A marketplace where groceries are sold.

Marketer: A person or company that advertises or promotes something.

Sales performance: The measurement of the number of sales that an employee makes for a business.

Sales promotion: An action taken to temporarily increase sales or eliminate excess inventory. Such promotions are a standard part of many organizational sales plans, and are needed to achieve or expand profits (Steven, 2018).

Social media marketing: is “online communities formed by Internet users to access information for reading, writing and sharing purposes” (Giunta, 2017).

Store environment: refers to the physical environment of a store, such as the music, lighting, store layout and arrangement of merchandise (Wang & Ha, 2011; Hu & Jasper, 2014).

Price: the amount of money charged for a product or a service.

Family influence: The influence of parents or other family members in two main ways: 1) by acting as role models if they have an addiction themselves; and 2) through the parenting styles that they use (Ahmadi, 2014).

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter addressed the literature review on the theory of consumer purchasing behaviour, consumer purchasing process, consumer purchasing decisions, factors affecting young consumer purchasing decision, and the theoretical context of this research.

2.2 Underpinning Theory

The EKB Model builds on Reasoned Action Theory and describes a five-step process that consumers use when they make a purchase. The first step, input, is where consumers absorb most of the television, newspaper or online marketing materials they see. Once the data is collected, the consumer moves into the processing of information, where the consumer compares the input to past experiences and expectations.

After a period of reflection, buyers move to the decision-making level, choosing to buy on the basis of logical insight. In the decision-making cycle, buyers are influenced by system factors and external influences, including how they see themselves after making the purchase.

Under the EKB model, there are two periods in which marketers have the most valuable input. Marketers must provide customers with sufficient information about the brand during the initial awareness stage to encourage the customer to select the goods of the organization for purchase. In the phase of external influences, marketing becomes a factor again. Based on the EKB model, the study aims to explore the factors influencing the decision in Kota Bharu, Kelantan, to buy grocery among young consumers.

2.3 Previous Studies

2.3.1 Consumer Buying Behaviour

Consumer behaviour refers to the marketplace actions of consumers and the underlying motives for such actions (Chand, 2014). Studies show that product purchasing behaviour is emotional or even irrational; yet, people seem to think our personalities are shown by what we possess (Anon, 2011). Consumers are the business lords. No business organization can work without customers. Both business activities conclude with consumer satisfaction and profitability of the consumer. The analysis of customer behaviour was based on consumer purchasing behaviour, with the customer playing three distinct client, payer and buyer

positions. Purchasing activity by customers has become an integral part of strategic market management (Naranje, 2016).

2.3.2 Consumer Buying Process

Research shows that customers in any purchases made go through a five-stage decision-making process. It is a process whereby a consumer decides what to buy, what quantity to buy, at what price in relation to the factors that affect the attitude of the consumer during the procedure. In order to properly convince the consumer to buy the product, communicate effectively with customers and close the sale, a marketer must consider these measures (Stankevich, 2017). The purchaser decision process consists of five stages; need attention, search for information, analysis of alternative purchase decision, and post purchase behaviour. Consumers may miss a few steps in daily purchasing process and routine purchasing, according to Kotler (2010). Nevertheless, if a customer is considering buying a new item and in a complicated purchase situation, the five steps shown in Figure 2.1 would be used to complete the purchasing process. Clearly, the purchasing process starts long before the actual purchase and continues on long afterwards. Instead of focusing solely on the purchase decision, marketers need to focus on the whole consumer buying process. The individual stages are summarized in Figure 2.1 and followed by brief explanations.



Figure 2.1: Five-Stage Model of the Consumer Buying Process

Source: Kotler (2016)

2.3.2.1 Problem / need recognition

Problems are recognized when the ideal state of affairs of the consumer significantly departs from the actual state of affairs of the consumer. The customer is in a state of chaos when this occurs until he or she finds a way to overcome this disparity (Patrick, 2015, p.683). This is often described as the first and most important step in the purchase decision process of the consumer. If there is no understanding of need, a transaction cannot take place. This stage occurs when customers show a product or service requirement (Kotler et al, 2016). Some precursors, like advertisement and recommendation, may need prompt recognition.

2.3.2.2 Information search

When the consumer decides to buy a product or service, they start searching for product details, according to Kotler et al (2016). This is the buyer's effort to find internal and external business environments to identify and analyse sources of information relevant to the core purchasing decision. In the buyer decision process, the knowledge quest stage tends to change constantly

as buyers need more and more information about goods that can meet their needs. There are various sources of information available to consumers, including, but not limited to, the Internet, print media, ads, personal reviews and an in-store experience where necessary (Solomon et al, 2006). Knowledge can also be gained from people with previous experience with goods by recommendations.

2.3.2.3 Evaluation of alternatives

After collecting the data, consumers can determine alternatives based on their personal understanding. As a customer discovers and processes information about the issue that he or she is attempting to solve, he or she recognizes the viable options for alternative products, services and outlets. The next step is to analyse these alternatives and make a choice if an option that satisfies the financial and psychological criteria of the customer is feasible. Evaluation criteria vary from customer to customer and from purchasing to buying, just as different needs and sources of information vary. One customer may find the most important price while another places more emphasis on quality or convenience (Lumen Training, 2016). The knowledge quest helps inform customers as they assess options and make a final selection about the requirements they should consider.

Solomon et al (2006) also clarify that different factors collected during the information search, such as perceived value, brand value, cost, service speed and likely location, would be given a different personal weight by an individual consumer. The more that a company knows its clients, the more they can help consumers evaluate the alternatives, for example by highlighting a product's features and benefits (Kotler et al, 2016).

2.3.2.4 Grocery Purchase decision

Consumers will decide at this stage what they will buy from the retailers. If a customer has previously received a product or service with which they are pleased, then he is likely to repeat the purchase in the future, which means that he will jump straight to this point in the purchase process (Solomon et al, 2006). Kotler (2016) notes that two factors that are negative feedback from other consumers and the level of willingness to embrace the feedback will 'disrupt' the final purchase decision. In fact, due to unforeseen circumstances such as a sudden job loss or relocation, the decision may be interrupted.

2.3.2.5 Post-purchase behaviour

The post-purchase assessment closes the loop, this occurs when we encounter the product or service we have chosen and determine whether it meets our standards or perhaps even exceeds them (Solomon, 2019). This comes with the final stage after the product is purchased. Consumers assess their purchase decision retrospectively against their initial assessment and purchase requirements, evaluating the degree to which a product has met, surpassed or even failed to meet standards (Lamb et al, 2011). Positive assessment at this point will almost inevitably lead to repeated purchase and potential positive mouth recommendation, according to Solomon et al (2006). Therefore, this stage is critical for customer retention. This can have a significant impact on the decision process of similar transactions from the same company in the future, generating a knock-on effect in the quest stage for data and considering alternatives.

2.3.3 Consumer Purchase Decision

The decision to buy the customer is characterized in various ways. According to Kotler and Levy (2016), customer purchasing decisions are activities exhibited by decision-making units in the purchase, use and disposal of goods and services. Customer purchasing decision is the method of decision-making and individuals participate in physical activity while determining, obtaining, using or disposing of goods and services (David & Albert, 2012). Schiffman and Kanuk (2015) note that consumer behaviour is the conduct that consumers are revealing in their quest for the purchase, use, analysis and disposal of the product, service and concept that they expect to meet their needs. Consumers usually seek relevant information from their past experiences about a specific consumption-related need before looking for external sources of information. In other words, before making a decision, prior buying experience is considered to be an internal source of information on which a customer relies.

Therefore, by combining past buying experience as well as advertising campaigns and non-commercial information sources, many product decisions are most likely to be created (Schiffman & Kanuk, 2015). Prior literature has stressed that customers in their purchase decisions typically try to minimize the risk (Chaipradernsak, 2007). Moreover, Engel, Blackwell, and Miniard (2006) argued that customer purchasing decision is activities directly related to the procurement, use, and disposal of products and services, including the preceding and following decision processes.

Consumer decision is the active factor in the theories of competition. Consumer decision-making research for any brand is essential to marketers in shaping their organizations' assets. Marketers need to go beyond the specific customer pressures to develop an understanding of how buyers are actually making their purchase decision. Schiffman and Kanuk (2015) claimed that a marketer familiar with the prevailing decision principle would be able to prepare a marketing message in a format to promote the processing of consumer information. An organization needs to identify its target customers and the type of decision process they are going through before preparing their advertising campaigns. It is important to have knowledge of consumers and their purchase decision for effective market segmentation and target marketing.

Consumer purchase decision can be made, according to Tanja Lautiainen (2015), by using different decision-making steps during purchasing. Nevertheless, there was evidence that when the steps of the decision-making process are skipped, consumers still make impulse decisions. Meanwhile, Bing Xu and Jianhui Chen (2017) reported that while some views are based on psychological characteristics described in marketing strategies, these theories are lack of relevance and internal consistency in consumer purchase decisions.

Mai Ngoc Khuong and Hoang Thi My Duyen (2016) stated that consumer purchase decision for the product is growing on the market but not much research has focused on the related issue. In addition, they stated that the research also contributes to enforcing the level of individual variables relevant to any product's consumption.

2.3.4 Social Media Marketing

Based on Adilova's (2017) study, social media marketing is a modern tool for marketers trying to get their message across to their target markets with every means. He also said the tool has many advantages and disadvantages depending on their business, and many businesses are still trying to use it in the right way. Social media provides inexpensive ways to meet large populations, according to Jindoliya (2017). She also added that online social media campaigns can take advantage of the persuasive features of interactive multimedia systems.

Companies need to focus primarily on social media as a marketing strategy to remain competitive in today's challenging business environments. Erdoğan and Cicek (2012) clarified that global companies hire a number of social social media experts and consultants to

gain better feedback on their promotional material and features before posting them on social media to optimize the efficacy of the marketing program. Consumers actually view the engagement with social media as a platform to communicate at any time with different brands.

The way consumers connect has changed in recent advances in communication technologies. Through encouraging social media, businesses may enhance their ability to communicate with loyal and active consumers, influence their views of their goods or services, and exchange data with others, according to Brodie et al. (2013).

During the product purchase decision process, Fauser, Weidenhofer and Lorenz (2011) conducted research on the effects of social media. They noted that while engagement was the essence of any social media platform, it was necessary to support ongoing communication by sharing information, collaboration, and building relationships. The study concluded that social media marketing is an essential tool to support brands and products as a result of rapid growth in social media and shifts in consumer behaviour. The results showed that throughout the product purchase decision process, social media can be successful in influencing consumers.

2.3.5 Sales Promotion

In theoretical literature, sales promotion is seen as a key element of an advertisement mix that seeks to inform, inspire and remind the target market of a service offer product in an attempt to influence consumers' feelings, preferences or purchasing decisions (Stanton et al., 2007). In other words, companies used marketing campaigns to promote the quality of certain products or services to a group of potential and existing customers (Reibstein, 2015). Sales promotion is widely accepted as an important part of marketing campaigns aimed at encouraging and promoting faster and more effective response to sales of particular products or services such as buying quantity and buying speed. According to Kotler and Keller (2016), sales promotion is a strong incentive tool for attracting customers and growing sales volumes. Agrawal (2015) conceived marketing promotions as an aggressive strategy used by many companies to retain profitable customers and avoid problems with other competitors.

In previous studies, sales promotion is the main strategy commonly used by a number of marketing managers to increase their revenue and performance (Zoellner & Schaefer, 2015). In reality, promotional offers that can be grasped by different techniques including brand discounts, ads, and price reductions are widely used in various department stores around the

world. Sales offers can be made in a variety of ways, such as buying one and then getting the other free, reward packs and cash-off coupons (Mullin & Cummins, 2010). Today, customers are considered price-sensitive and continue to be highly aware of and actively check for promotional deals (Yeshin, 2006).

Several research and studies have widely reported the effect of sales advertising on consumer buying behaviour, showing that there are many variables that can influence consumer buying behaviour, whether to purchase or not (Nagar, 2009; Smelser & Baltes, 2014). Sales promotions also have a major impact on customer purchasing habits such as buying time, product quality, quantity and brand switching (Nijs, Dekimpe, Steenkamps & Hanssens, 2011). In addition, consumer buying decisions are sometimes focused on price sensitivity, and individuals are more drawn to goods being advertised (Bridges, Briesch & Yim, 2012).

To establish the relationship between regular purchase price and promotion, a study conducted by Mulhern and Padgett (1995) was planned. They found a strong, positive correlation at the individual level between regular price and promotion purchase. More than three-quarters of shoppers consider sales promotion as a reason to visit one or more regular price items purchased from the store. Retailers have used various forms of price promotions and short-term price cuts (Madan & Suri 2001) to boost short-term demand for their products and services. Compared to other forms of price advertising, such as coupons and rebates, price discounts are more popular with retailers and customers as they are easy to execute and give shoppers the opportunity to reduce or save costs quickly.

2.3.6 Store Environment

Retailers turn their static in-store environments into dynamic and immersive spaces that capture the essence of experiential shopping in order to remain competitive (Frontczak, Loveland & Daughtrey, 2014).

A very important factor affecting impulsive buying is the business environment. Store volume, ambience, architecture and in-store promotional practices are examples of the store setting (Muruganantham & Bhakat, 2013). Sound, lighting, product show, smell, brand advertising and prices in-store background music will create a unique atmosphere for enjoying customers (Zhou & Wong, 2013). Pun and Maya (2014) claimed that, while creating a positive emotion

for customer satisfaction, uniquely designed store atmosphere can create a different shopping experience.

Mattila & Wirtz (2008) found that the experience of a store' more than expected anticipation' can have a positive impact on the purchasing of impulses. Sharma & Stafford (2000) found out that atmospheric stores can positively influence the views of customers on salespeople's reputation. It can be inferred that store atmosphere is a store appearance feature that could draw market interest and was designed to increase customer moods to make them buy. Bohl (2012) researched "The impact of store atmosphere on shopping behaviour" believed the environmental stimuli had an effect on behaviour moderated by the emotional states of the customer (PAD). In the dominance aspect of behaviour, personal control of the service cape is considered important. This study presumed that enjoyment is closely correlated with behaviours of approach, too high levels of excitement such as anxiety, stress can lead to avoidance. It also reported that the atmospheric effect is mediated by the personality traits of the user. Since environmental signals can change significantly along the shopping path and there may also be a time lag between service experiences and evolving emotional states, marketers need to consider how behaviours change throughout the shopping phase.

Depending on demographic profiles, store environmental factors such as colour design features, social factors or friendly staff can affect customer satisfaction (Theodoridis & Chatzipanagiotou, 2009). Nonetheless, previous researchers tend to concentrate on the management dimension of the store environment, customer satisfaction and demographics of the consumer. Subsequently, the effect of the retail environment on these mental stages will impact store assessments, its product and service, and hence shopping habits or outcomes (Hui, Micheal, Chebat, 1997).

2.3.7 Price of products

Nagle and Holden (2002) states that price can be used as a monetary value by consumers to trade it with the services or products sold by the sellers. When making any purchasing decision, cost will always be the key concern of consumers. Price has a relative effect: some customers are price sensitive when making a purchase decision, while others do not consider the price (Sangadji & Sopiah, 2013). Furthermore, Djatmiko and Pradana (2015) have shown that the image and price of the brand are strong factors that influence buying decisions of consumers.

Prices have an impact on the image and brand positioning strategy, according to Tjiptono (2008), so price is an important element. Consumers tend to associate value with standard of good, i.e. a perceived high price represents high quality and vice versa. Price is also one of the factors that increase the popularity of the product (Buehler & Halbherr, 2017). Therefore, both the picture of the product and the cost are important factors that determine the buying decisions of consumers. Price awareness greatly affects a customer's decision to purchase a product. Price comprehension defines product information and offers a profound meaning to customers (Kotler & Keller, 2016). Therefore, price is an important factor influencing buying decisions, particularly for frequently purchased goods, and in turn influences the choices to patronize store, product and brand (Faith, D.O. and Agwu, M.E., 2014).

While most customers are relatively price sensitive, other variables such as brand image, position of the shop, service, quality and efficiency are also found (Tjiptono, 2008). Many consumers use price as a quality metric in line with the common maxim "you get what you're paying for" (Lien, Wen, Huang & Wu, 2015). Tajdar, Ahmad and Khan (2015), on the other hand, suggested that a product would come at a reasonable price.

The price of a commodity is divided into three dimensions: a fair price, a fixed price and a relative value. Fair price refers to a price adjustment that provides a mix of quality and sufficient services at a reasonable price. The fixed price for all goods is a fixed price (Kotler & Keller, 2016). Relative price is the price dictated by the retailer's quality and service (Kotler & Armstrong, 2014). Many respondents were suggested to see price as an important factor influencing their purchasing decisions, especially among young consumers.

2.3.8 Family Influence

Glynn (1981) conducted a study of drugs and found that the pattern of abuse of a parent was the most influential factor affecting the abuse of substances by a son. He clarified this using the social learning theory of Bandura, suggesting that if a parent-child-related adolescent was healthy, the child would be more likely to abuse the same substance as the behaviour of their parent. Therefore, their family members continue to control the grocery purchase decisions of young consumers. Of example, if one's mother likes to buy food at the Tesco hypermarket, her children will most likely buy food at Tesco in the future.

Over the years, a lot of research has highlighted the importance of the family in the socialization of children. According to Melanie Wiese and Liezl-Marie Kruger (2016), the family is an important reference group that influences consumer attitudes. Family influence is therefore viewed as an expert member of the household and one whose expertise is respected, and parents often serve this function.

Kiriinya (2014) found out that family members can have a strong influence on young consumers ' purchasing behaviour. According to Kumar's (2013) study, children are not only passive observers, but they have taken a significant position in families and have a significant influence on parental purchasing decisions. By applying the theory of social power, she added to that evaluated parental and peer influences on the purchase decisions of young consumers. She also discussed how family socialization activities could affect the expectations of teenagers about the effects of social power from parents and peers.

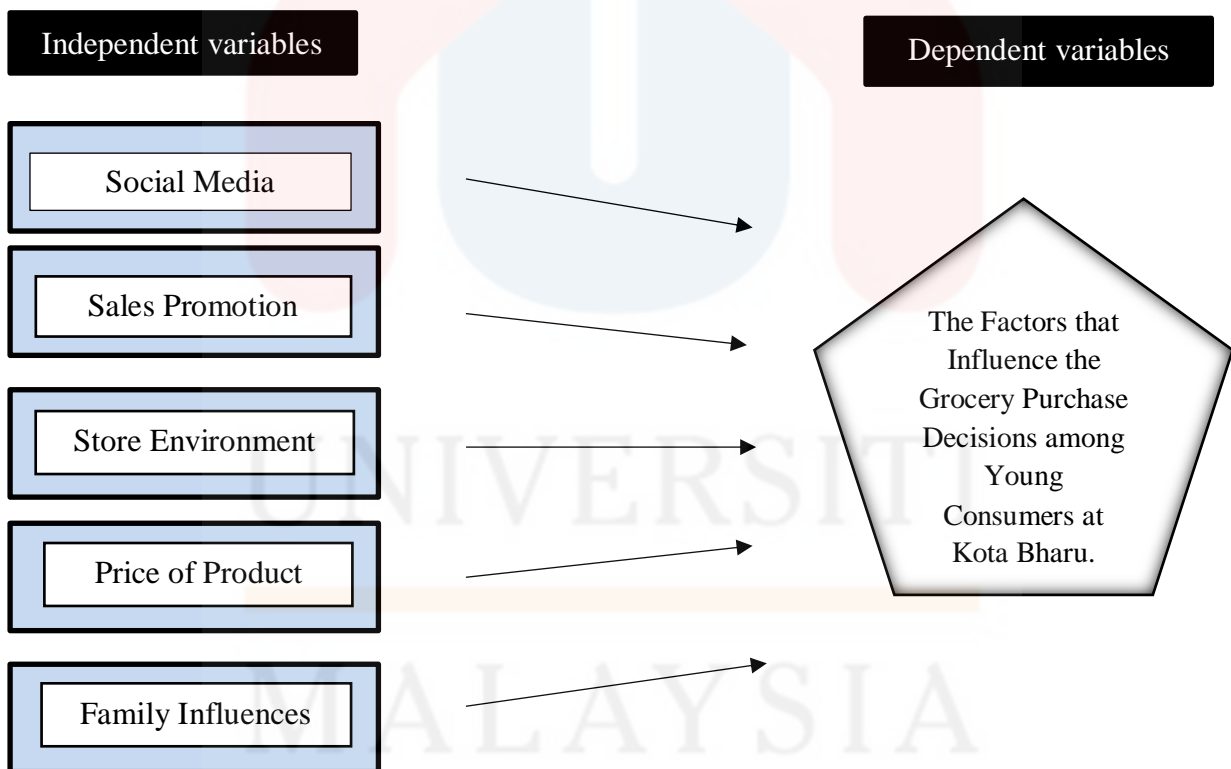


Figure 2.2: Conceptual Framework

Sources: Ajibola (2009)

2.5 Hypotheses Statements

The hypotheses generated in the light of theoretical background are presented below:

Hypothesis 1: There is a positive relationship between the social media marketing and young consumers' grocery purchase decisions.

Hypothesis 2: There is a positive relationship between the sales promotions by retailers and young consumers' grocery purchase decisions.

Hypothesis 3: There is a positive relationship between the store environment and young consumers' grocery purchase decisions.

Hypothesis 4: There is a positive relationship between price and young consumers' grocery purchase decisions.

Hypothesis 5: There is a positive relationship between family influence and young consumers' grocery purchase decisions.

2.6 Summary

Figure 2.2 presents the conceptual framework of factors affecting the decision to buy grocery among young consumers, which are social media marketing, sales promotions, store environment, price and family influence. Therefore, the conceptual framework shows the relationship between independent and dependent variables. Independent variables are social media advertising, sales promotion, store climate, cost and family impact, while dependent variable is Kota Bharu's decision to buy from young consumers when shopping for food.

CHAPTER 3 RESEARCH METHODS

3.1 Research Design

Research is a scientific method of inquiry and study (Collis & Hussey, 2009) through the use of data collection, interpretation and deciphering (Leedy & Ormrod, 2005). Obtaining an expertise and a better understanding of phenomena being studied is the main objective of conducting a study (Collis & Hussey, 2009). The characteristic of the studies layout is to ensure that evidence generated from the records might be able to solution the studies query confidently and convincingly (Vaus, 2001).

The research technique in this study is based on quantitative analysis to comprise objectivity, reliability and transparency. Selecting this method has become important as it uses numbers and these numbers can be analyzed statistically. This method is all about accumulate and run with reliant documents that can be scrutinized without problems. This method will have the right outcomes and therefore have stronger conclusions, but it also has its challenges, including various research techniques (Burns and Burns, 2008; Matthew and Ross, 2010).

In this look at, each number one and secondary studies may be used. Primary research is a good manner to locate direct facts about a studies subject matter and can be taken into consideration to be reliable due to the fact the responses can be amassed from the desired target institution. It provides new statistics and is in particular accumulated to acquire the desires and targets of the studies subject matter. Secondary research is also considered valuable because it provides a better know-how on what's already known about the subject and also makes it possible to explore more deeply the concern (Walliman, 2001).

In order to observe the factors influencing younger clients' grocery buy selections at Kota Bharu, Kelantan, this research become designed as a quantitative take a look at using a built survey questionnaire to gather facts from purchasers among younger consumers at Kota Bharu.

3.1.1 Descriptive Research Design

In descriptive studies design, a researcher is solely interested by describing the situation or case below the studies take a look at. It is a concept-based research layout which is created by means of collecting, analysing and supplying accumulated statistics. By implementing an in-depth studies design, a researcher can offer insights into the why and how of studies (Adi Bhat, 2018).

3.2 Data Collection Method

3.2.1 Secondary data

Secondary statistics used for this research are accumulated from diverse assets which include applicable books, preceding researches, journals, articles and other resources on internet. This facilitates the researchers to save time and reduce value (Mark, Philip, Adrian, 2009, p. 272). Secondary records are statistics which turned into gathered from unique written files concerning the research hassle. The key-phrases have been used at the search engines like google for data collections are: consumer buying behaviour, consumer decision-making process, social media marketing, sales promotion, store environment, family influence, price, consumer intention, consumer perception and consumer purchase decision.

3.2.2 Primary Data

Churchill and Lacobucci (2010) cautioned researchers to use a method in which secondary research is consulted first reviewed and then recommended that primary behaviour experiments be conducted with the know-how acquired studies. For this observe, constructed survey questionnaire designed on Google Form is shared in Facebook and WhatsApp institution to collect number one records. Besides, we go to to Kota Bharu Mall, Tesco, Aeon Mall and Pantai Timor Hypermarket at Pengkalan Chepa a good way to gather records for our look at. Questionnaire is an information gathering method by which a researcher plans a couple of research questions about the research issue that could be placed into questionnaires. The questionnaires are organized in English and divided into 3 important components as following;

Section A: Consist of questions asking approximately personal information together with the demographic traits.

Section B: Consist of questions asking approximately the respondent's behaviour consisting of the frequency of purchasing grocery from retail shops at Kota Bharu.

Section C: Consist of questions asking respondents on the factors influencing buy choices which can be social media marketing, sales promotion, store environment and family influence once they store for groceries at retail shops at Kota Bharu.

3.3 Population and Sampling Frame of the Study

A goal populace is described as the totality of cases that agree to a few particular specs (Churchill & Iacobucci, 2005, p. 321). It consists of all objects of interest in an investigation (Evans, 2007). The population for this examine protected young purchasers elderly between 15 and 26 who were primarily based in Kota Bharu, Kelantan. Since individuals within this age category have the intellectual and cognitive ability to respond to survey-type questionnaires (Shoham & Dalakas, 2003, p. 243) this cohort has been settled on and has a strong buying power in addition to buying propensities (Bakewell & Mitchell, 2003, p. Ninety seven: Kim & Park, 2005, p. 111). The population of this look at is estimated at a hundred and ten, 000 (Malaysia Demographics Profile 2010). A body of trends is a master list of all sample units within a population (Tustin, Ligthelm, Martin, & Van Wyk, 2005, p. 342). In the current observe, Pantai Timor Hypermarket at Pengkalan Chepa, Tesco, KB Mall and Aeon Mall placed at Kota Bharu are used because the sampling frame.

3.4 Sample Size

A populace typically carries too many people to take a look at effortlessly, so an investigation is often limited to one or extra samples drawn from it. A nicely-selected pattern will incorporate most of the records about a selected population parameter however the relation among the pattern and the populace ought to be including to permit true inferences to be made about a population from that pattern.

Sample size is a subset of the population that is taken to be consultant of the complete populace and gives perception approximately populations (Mugenda & Mugenda, 2003; Evans, 2007). The pattern size consultant in this research is around four hundred young purchasers at Kota Bharu, Kelantan. This is entirely based on the measurement of the sample size of the Krejcie

and Morgan which is equal to the use of the sample length dedication desk of the Krejcie and Morgan.

Table 3.1 is a by-product of the estimation of the sample length expressed as Equation 1 (Krejcie & Morgan, 1970). The Krejcie and Morgan's pattern length calculation become based on $p = 0.05$ in which the opportunity of committing type I errors is much less than five % orp.

$$\text{Equation 1} \quad s = \sqrt{X^2 NP (1 - P) \div d^2 (N - 1)} + X^2 P (1 - P)$$

TABLE 1
Table for Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	1000000	384

Note.—*N* is population size.
S is sample size.

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3.5 Sampling Procedure

Sampling is a subset of the population that represents the population as a whole. It is a method of selecting other people for an examination in which the individuals choose to represent on represent the big group they are chosen from (Mugenda & Mugenda, 2003). The researcher used non-possibility sampling to determine the length of the pattern and the population to be used in the study. For the motive of this research observe, 400 respondents are asked to finish the online questionnaires via social media gear consisting of Facebook and WhatsApp. We will bring our digital gadgets and feature a go to Kota Bharu Mall, Tesco, Aeon Mall and Pantai Timor Hypermarket at Pengkalan Chepa so that it will seek our goal respondents.

3.5.1 Convenience sampling

For this study, the convenience sampling method was chosen. This knowledge sampling method preferential approach was determined based on time availability and other related resources. Human beings are selected for study on the basis of their quality, desire and usability in a convenient sampling method (Bryman & Bell, 2007). Convenience sampling because the name implies is a particular sort of non-probability sampling approach that is predicated on choice of respondents from centred with ease in observe area. All of our organization participants will visit to Tesco, Aeon Mall, KB Mall and Pantai Timor Hypermarket to persuade younger clients to fill up our questionnaires. Therefore, this technique is used in the selection of customers who are to be had at subject during the study and who are inclined to cooperate in respond to some questions.

3.6 Research Instruments

The instrument will be to start with examined for content and face validity. The reason of content material and face validity is to make certain the suitability of questionnaire for respondent in addition to check blunders of the questionnaire in ensuring readability and recognize ability. The questionnaire will only be used administered upon gaining approval from lecturer.

3.6.1 Questionnaire

A web-designed questionnaire for this studies reason turned into designed and made from related theories and former studies via using “Google Form.” It is based totally on a web link that may be accessed in all net running systems inclusive of internet explores, Google Chrome, Firefox, and Mac OS. Primary statistics are accrued to address each established and unbiased variables based on on-line survey making use of a dependent questionnaire in an internet web page format published in the “wall” of my Facebook and WhatsApp group which may be despatched to younger customers at Kota Bharu. The supply of the questionnaires may be defined in Table 3.2.

Table 3.2: Sources of Questionnaire

Variables	Source
Section B (I) Grocery Purchase Decision	Brand Dimension's effect on Jordanian consumer purchasing decision making for shopping goods (Momani, 2015).
Section B (II) Social Media Marketing	Survey Monkey: Impact of social media on consumer purchase decisions.
Section B (III) Sales Promotion	Sales Promotion Tools On Consumer Buying Behaviour: A Case Of Shopping Centrein Mogadishu, Somalia (Ali, 2015).
Section B (IV) Store Environment	The influence of store environment on customer satisfaction within Australian supermarkets across various demographic segmentations of customers (Duong, 2016).
Section B (V) Price of products	Questionnaire survey for the research of cosmetics sales promotions in Boots (Nguyen, 2014).
Section B (VI) Family Influence	Family members’ role in purchase decision making (Ahamad, 2014).

3.7 Measurement Scales

3.7.1 Nominal scale

A nominal scale is a scale of measurement used to degree the respondents' fashionable statistics into discrete categories. This shape of scale does not require using numeric values or categories ranked with the aid of class, but virtually specific identifiers to label each awesome category. It is frequently seemed because the maximum simple shape of dimension, nominal scales are used to categorize and examine information in lots of disciplines (Salkind, 2010).

3.7.2 Likert scale

Likert scale is one of the maximum famous non-comparative score scaling techniques in control of studies. 5-factor Likert scale is used to measure five independent variables (social media marketing, sales promotion, store environment, price of products and family influence) and one dependent variable (grocery purchase decisions). Primary information is collected through proven questionnaires with closed statements calculated with the scale of Likert (1-5 as strongly disagreeing, disagreeing, neutral, agreeing, and strongly agreeing, respectively), based on the results of respondents from the Facebook and WhatsApp community. This rating measure the depth of the unique judgment involved (David, 1996, p. 158), and is used to ask respondents attitude in the direction of the elements that influence the grocery purchase choices among younger consumers at Kota Bharu.

3.8 Pre-testing of the instrument

Pre-checking out is a completely critical step in survey studies. It is used to decide the effectiveness of the survey questionnaire before distribute to the respondents. Pre-testing can assist to decide the strengths and weaknesses of the survey concerning question layout, wording and order. The respondents decided on for the pilot survey must be widely representative of the pattern to be selected for this research. Usually, the respondents selected for pre-test want no longer are massive. Therefore, 10% of the samples required for the studies are selected to look at the validity and correct of the questionnaire. The facts amassed on this first pre-test a look at should offer sufficient facts to provide a second version of the questionnaire for very last pre-testing. This second version of the questionnaire will then be administered in one unmarried shape that allows you to in addition confirm the functioning of the objects and

answer classes, as well as that of the questionnaire average shape, layout and accompanying commands.

3.9 Data Analysis

Data analysis refers to analysing what was collected in a survey or experiment and drawing inferences and deductions (Kombo & Tromp, 2006). Quantitative statistics analysis methods are used to analyse records in this have a look at.

Analysing quantitative facts is different from analysing qualitative information due to the fact that quantitative data is analysed specifically with computer systems, but both want to be processed and analysed in order to be transformed into meaningful facts. The basic reasons for looking at facts are to test assumptions, analyse relationships, and compare the questions asked, and draw conclusions and make suggestions (Walliman 2001). Survey statistics may be processed by way of the use of Excel spread sheet using statistical graphs which are implemented with the aid of using pivot tables to illustrate relationship among variables.

Quantitative records evaluation includes accumulating and changing records into numerical shape in order that statistical calculations can be made and conclusions drawn, in this examine the researcher will examine the data using descriptive records and inferential information.

3.9.1 Reliability analysis

Reliability refers to the degree to which a system creates continuous effects when the measurements are repeated several times. The evaluation of reliability is known as the study of reliability. Reliability evaluation is determined by acquiring in a measure the proportion of the uniform version that can be obtained by determining the relation between the scores acquired from different scale administrations. Therefore, if the correlation is high in the analysis of consistency, the measurements produce consistent results and are therefore correct.

3.9.2 Descriptive analysis

Descriptive facts are brief descriptive coefficients summarizing a given set of data that can be either a total representation or a subset of the population. With large pattern measurements and variability measurements (unfolding), descriptive records are hampered. Central tendency measures include average, mean, and mode while standard deviation, variance, minimum and maximum variables, and kurtosis and skewness are included in variability metrics. Such

metrics use maps, charts, and preferred conversations to help people understand the meaning of research findings (Kenton, 2018).

3.9.3 Inferential analysis

Analysis also uses inferential analysis to assess whether an action is related to an outcome and the strength of that relationship (Taylor, 2018). They are used when the researcher has to move past absolute values and recognize the relationships between variables. Pearson Correlation Analysis and Regression Analysis offers methods used by researchers to analyse the relationships between variables and inferential statistics are thus developed. In this research, researcher will use these analyses to analyse Objective 1 that is (to examine the relationship between the social media marketing and young consumers' grocery purchase decisions), Objective 2 (to examine the relationship between the sales promotion by retailers and young consumers' grocery purchase decisions), Objective 3 (to examine the relationship between store environment and young consumers' grocery purchase decisions), Objective 4 (to examine the relationship between the price of products and young consumers' grocery purchase decisions), and Objective 5 (to examine the relationship between the family influence and young consumers' grocery purchase decisions).

- **Correlation:** It explains the two variables relationship. If a correlation is made, it means that the variables have a relationship. For example, Pearson correlation tests between two continuous variables for the intensity of the association.
- **Regression:** Analysis of regression defines the relation between a set of independent variables and a dependent variable. This analysis includes tests of hypothesis that help determine if the relationships found in the sample data actually exist in the population.

MALAYSIA

KELANTAN

CHAPTER 4

DATA ANALYSIS AND DISCUSSION

4.1 Introduction

This chapter discusses and describes the findings of the study base on the analysed of the data collected according to the requirement set by the research objectives and hypothesis which stated in the previous chapters. The presentation of the findings sequenced according to the research objectives and hypothesis and the testing of each hypothesis as stated. The total number of 400 respondents which is young consumers at Kota Bharu was collected. This section provides adequate information on the demographic structure of the research sample. The information of the respondents was gender, race, and age. The questionnaire that already collected which will be analysed and explained by using Descriptive Analysis, Pearson Correlation Analysis, Reliability Test and Multiple Regression Analysis.

4.2 Findings for Descriptive Analysis

4.2.1 Gender

Table 4.1 Statistic for Gender

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	198	49.5	49.5	49.5
	Male	202	50.5	50.5	100.0
	Total	400	100.0	100.0	

Table 4.1 shows the number of male and female respondents. Based on the samples collected, the number of male respondents was more than the female respondents as shown in Table and Figure 4.1 above. Male respondents made up of 50.5 percent (n=202) while female respondents made up of 49.5 percent (n=198).

4.2.2 Age

Table 4.2 Statistics for Age

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-17	53	13.3	13.3	13.3
	18-20	112	28.0	28.0	41.3
	21-23	170	42.5	42.5	83.8
	24-26	65	16.3	16.3	100.0
	Total	400	100.0	100.0	

Table 4.2 above shows the number of respondents based on the segmentation of age. The highest number of respondents falls under category between 21 to 23 years old with total of age group which is 170 from 400 respondents. The second highest age category is between the age of 18 to 20 years old with a total of 112 respondents, followed by the age 24 to 26 years old with 65 respondents and aged between 15-17 years with 53 respondents.

4.2.3 Race

Table 4.3 Statistics for Race

RACE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	220	55.0	55.0	55.0
	Chinese	68	17.0	17.0	72.0
	Indian	103	25.8	25.8	97.8
	Others: Sabahan & Sarawakian	9	2.3	2.3	100.0
	Total	400	100.0	100.0	

Based on the Table 4.3, in term of race, the majority of respondents are Malay which contributes 55.0 percent (n=220) to the total number of 400 respondents. The Indian and Chinese respondents are contribute the second and third highest which are 25.8 percent (n=103) and 17.0 percent (n=68). There was one part of the respondents who being to others race group such as Iban, Bidayuh and Melanau from Sabah and Sarawak. That area contributes 2.3 percent (n=9) in the survey.

4.3 Reliability Analysis

The important step to measure the general consistency of items which used to define a scale is reliability analysis that needs to be done by researchers. The main reason of reliability test is identify the stability of data gathered from Likert scale questionnaire. Cronbach's Alpha is used to determine stability and consistency of the items and if the variables are reliable in questionnaire. If the value of Cronbach's Alpha is 0.9 and above, it shows that the questions is reliable. If the value is less than 0.60 so the strength of association considered as poor relationship. The result will be based on Table 4.4 presents Rules of thumb about Cronbach's Alpha Coefficient Size to indicate the strength of association of the reliability analysis.

Table 4.4 Rules of thumb about Cronbach's Alpha Coefficient Size

Sources: Hair et al. (1992).

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

4.3.1 Reliability Test for Social Media Marketing

Table 4.5 Reliability Statistics for Social Media Marketing

Reliability Statistics	
Cronbach's Alpha	N of Items
.930	8

According to the reliability analysis in Table 4.5, the reliability test on Social Media Marketing which is the first independent variable is 0.930 it proven that it is excellent in strength of association according to the Rules of thumb about Cronbach’s Alpha Coefficient size. It shows that the consistency and stability of Social Media Marketing is excellent so it is reliable in carry on for the next analysis and the items in the section of this independent variable will not delete. It can conclude that all the items in first independent variable are strongly stable and consistent result.

4.3.2 Reliability Test for Sales Promotion

Table 4.6 Reliability Statistics for Sales Promotion

Reliability Statistics	
Cronbach's Alpha	N of Items
.825	8

According to the reliability analysis in Table 4.6, the reliability test on Sales Promotion which is the second independent variable is 0.825 it proven that it is very good in strength of association according to the Rules of thumb about Cronbach’s Alpha Coefficient size. It shows that the consistency and stability of Sales Promotion is very good so it is reliable in carry on for the next analysis and the items in the section of this independent variable will not delete. It can conclude that all the items in second independent variable are stable and consistent result.

4.3.3 Reliability Test for Store Environment

Table 4.7 Reliability Statistics for Store Environment

Reliability Statistics	
Cronbach's Alpha	N of Items
.868	8

According to the reliability analysis in Table 4.7, the reliability test on Store Environment which is the third independent variable is 0.868 it proven that it is very good in strength of association according to the Rules of thumb about Cronbach's Alpha Coefficient size. It shows that the consistency and stability of Store Environment is very good so it is reliable in carry on for the next analysis and the items in the section of this independent variable will not delete. It can conclude that all the items in third independent variable are stable and consistent result.

4.3.4 Reliability Test for Price of Products

Table 4.8 Reliability Statistics for Price of Products

Reliability Statistics	
Cronbach's Alpha	N of Items
.859	8

According to the reliability analysis in Table 4.8, the reliability test on Price of Products which is the fourth independent variable is 0.859 it proven that it is very good in strength of association according to the Rules of thumb about Cronbach's Alpha Coefficient size. It shows that the consistency and stability of Price of Products is very good so it is reliable in carry on for the next analysis and the items in the section of this independent variable will not delete. It can conclude that all the items in fourth independent variable are stable and consistent result.

4.3.5 Reliability Test for Family Influence

Table 4.9 Reliability Statistics for Family Influence

Reliability Statistics	
Cronbach's Alpha	N of Items
.893	8

According to the reliability analysis in Table 4.9, the reliability test on family influence which is the dependent independent variable is 0.893 it proven that it is very good in strength of association according to the Rules of thumb about Cronbach’s Alpha Coefficient size. It shows that the consistency and stability of Family Influence is very good so it is reliable in carry on for the next analysis and the items in the section of this dependent variable will not delete. It can conclude that all the items in dependent independent variable are stable and consistent result.

4.3.6 Reliability Test for Grocery Purchase Decision

Table 4.10: Reliability Analysis for Grocery Purchase Decision

Reliability Statistics	
Cronbach's Alpha	N of Items
.764	10

According to the reliability analysis in Table 4.10, the reliability test on grocery purchase decision which is the dependent variable is 0.764 it proven that it is positive in strength of association according to the rules of thumb about Cronbach’s Alpha Coefficient size. It shows that the consistency and stability of Grocery Purchase Decision is strong so it is reliable in carry on for the next analysis and the items in the section of this dependent variable will not delete. It can conclude that all the items in dependent independent variable are stable and consistent result.

4.4 Pearson Correlation Coefficient Analysis

Pearson correlation coefficient analysis is used to analyze the direction and significance of relationships between independent variables and dependent variable. In this study, grocery purchase decision were the dependent variables and social media marketing, sales promotion, store environment, price of products and family influence were the independent variables. The correlation coefficient can be either positive direction of the relationship between variables or negative direction of the relationship between variables and the size of correlation coefficient is larger than the level of association is stronger. Besides that, it is used to identify the four of the hypothesis should be accepted or rejected.

Table 4.11: Correlation

Hair, etl. Money, A. H., Samouel, P., & Page, M. (2007).

Coefficient range	Strength of Association
± 0.91 to ±1.00	Very strong
±0.71 to ±0.90	High
±0.41 to ±0.70	Moderate
±0.21 to ±0.40	Small but definite relationship
±0.01 to ±0.20	Slight, almost negligible

As the table 4.11 above showed the Rule of Thumb about Correlation Coefficient Size to characterize the level of the association between variables, based on the size of the correlation coefficient. The correlation coefficient will be between -1 to 1. If the correlation coefficient is 1 which represents that there is a very strong positive relationship between the variables. While, the correlation coefficient is -1 shows that there is very strong negative relationship between the variables.

Table 4.12 Summary of Pearson Correlation

Correlation		
		Grocery purchase decision
Grocery Purchase Decision	Pearson Correlation	1
	Sig. (2-tailed)	
	N	400
Social Media Marketing	Pearson Correlation	.240**
	Sig. (2-tailed)	.000
	N	400
Sales Promotion	Pearson Correlation	.346**
	Sig. (2-tailed)	.000
	N	400
Store Environment	Pearson Correlation	.336**
	Sig. (2-tailed)	.000
	N	400
Price of Products	Pearson Correlation	.317**
	Sig. (2-tailed)	.000
	N	400
Family Influence	Pearson Correlation	.313**
	Sig. (2-tailed)	.000
	N	400

** . Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 1:

H₀: The social media marketing had no significant relation with grocery purchase decision among young consumers at Kota Bharu.

H₁: The social media marketing had significant relation with grocery purchase decision among young consumers at Kota Bharu.

Table 4.12 shows that the correlation coefficient between social media marketing and grocery purchase decision is 0.240 with p-value $0.000 < 0.05$. Hence, hypothesis 1 (H₁) is supported. There is small but definite positive relationship between social media marketing and grocery purchase decisions. The more social media marketing have more grocery purchase decisions among young consumers Kota Bharu.

Hypothesis 2:

H₀: The sales promotion had no significant relation with grocery purchase decision among young consumers at Kota Bharu.

H₁: The sales promotion had significant relation with grocery purchase decision among young consumers at Kota Bharu.

Table 4.12 shows that the correlation coefficient between sales promotion and grocery purchase decision is 0.240 with p-value $0.000 < 0.05$. Hence, hypothesis 1 (H₁) is supported. There is small but definite positive relationship between sales promotion and grocery purchase decisions. The more social media marketing have more grocery purchase decisions among young consumers at Kota Bharu.

Hypothesis 3:

H₀: The store environment had no significant relation with grocery purchase decision among young consumers at Kota Bharu.

H₁: The store environment had significant relation with grocery purchase decision among young consumers at Kota Bharu.

Table 4.12 shows that the correlation coefficient between store environment and grocery purchase decision is 0.336 with p-value $0.000 < 0.05$. Hence, hypothesis 1 (H₁) is supported.

There is small but definite positive relationship between store environment and grocery purchase decisions. The more store environment have more grocery purchase decisions among young consumers at Kota Bharu.

Hypothesis 4:

H₀: The price of products had no significant relation with grocery purchase decision among young consumers at Kota Bharu.

H₁: The price of products had significant relation with grocery purchase decision among young consumers at Kota Bharu.

Table 4.12 shows that the correlation coefficient between price of products and grocery purchase decision is 0.317 with p-value $0.000 < 0.05$. Hence, hypothesis 1 (H₁) is supported. There is small but definite positive relationship between price of products and grocery purchase decisions. The less price of products have more grocery purchase decisions among young consumers at Kota Bharu.

Hypothesis 5:

H₀: The family influence had no significant relation with grocery purchase decision among young consumers at Kota Bharu.

H₁: The family influence had significant relation with grocery purchase decision among young consumers at Kota Bharu.

Table 4.12 shows that the correlation coefficient between family influence and grocery purchase decision is 0.313 with p-value $0.000 < 0.05$. Hence, hypothesis 1 (H₁) is supported. There is small but definite positive relationship between family influence and grocery purchase decisions. The more family influence have more grocery purchase decisions among young consumers.

4.5 Multicollinearity

When inter-correlations among independent variables are very high which multicollinearity happen. According to Malhotra (2010), one of the highly correlated variable should be removed if the inter-correlations among predictors are too high which is >0.70 .

Table 4.13 Summary of Partial Correlation

			Correlations				
Control variables			Social Media Marketing	Sales Promotion	Store Environment	Price of products	Family influence
Grocery purchase decision	Social media marketing	Correlation	1.000	.547	.757	.781	.765
		Significance (2-tailed)	.	.000	.000	.000	.000
		df	0	397	397	397	397
	Sales promotion	Correlation	.547	1.000	.664	.641	.684
		Significance (2-tailed)	.000	.	.000	.000	.000
		df	397	0	397	397	397
	Store environment	Correlation	.757	.664	1.000	.795	.762
		Significance (2-tailed)	.000	.000	.	.000	.000
		df	397	397	0	397	397
	Price of products	Correlation	.781	.641	.795	1.000	.791
		Significance (2-tailed)	.000	.000	.000	.	.000
		df	397	397	397	0	397
	Family influence	Correlation	.765	.684	.762	.791	1.000
		Significance (2-tailed)	.000	.000	.000	.000	.
		df	397	397	397	397	0

The table 4.13 shows the correlation values among all the independent variables in this study are more than 0.70. Thus, the inter-correlations are high. Hence, there is strong of the interaction among the variables.

4.6 Multiple Linear Regression Analysis

Multiple linear regression analysis is used to measure the effects of association between two or more independent variables on a single dependent variable. Thus, the independent variables in this study, which are social media marketing, sales promotion, store environment, price of products and family influence are entered into same regression equation to predict either there is any significant relationship with grocery purchase decision among young consumers at Kota Bharu.

4.6.1 Coefficient of Determination (R²)

Coefficient of determination (R²) is the results from correlation coefficient, and the others values of variables accounted the proportion of all variance of a variable.

Table 4.14 Modal Summary for Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.211 ^a	.044	.032	.46421

a. Predictors: (Constant), social_media_marketing, sales_promotion, store_environment, price_of_products, family_influence

b. Dependent Variable: grocery_purchase_decision

As the table 4.14 above shows R² for this model is 0.044. Thus, there are 4.4% of the grocery purchase decision among young consumers at Kota Bharu can be explained by the five independent variables which are social media marketing, sales promotion, store environment, price of products and family influence.

4.6.2 Analysis of Variance (ANOVA)

ANOVA is a tool of hypothesis-testing to determine if statically significant difference in means that happen between two or more groups. The F-test is to identify the level of variability in the score of one sample to another sample.

Table 4.15 Table of Analysis of Variance (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.947	5	.789	3.663	.003 ^b
	Residual	84.904	394	.215		
	Total	88.851	399			

a. Predictors: (Constant), social_media_marketing, sales_promotion, store_environment, price_of_products, family_influence

b. Dependent Variable: grocery_purchase_decision

Based on the table 4.15, the F-value is 3.663 with a p-values $0.003 < 0.05$ significance level. Thus, the overall regression model for these five predictors, which are social media marketing, sales promotion, store environment, price of products and family influence has significantly explained the variation in grocery purchase decision among young consumers at Kota Bharu.

4.6.3 Regression Coefficient

An equation can be formed for this study to identify the statistical significance of each independent variable on the dependent variable for multiple linear regression analysis. The equation shows the relationship as follow:

$$Y = a + bX_1 + bX_2 + bX_3 + \dots + bX_n$$

Where,

Y is grocery purchase decisions among young consumers at Kota Bharu (dependent variable).

X is social media marketing, sales promotion, store environment, price of products and family influence (independent variables) use to forecast Y.

a is intercept of Y in regression line. It is explaining as invariable model that stand for the mean value of Y when the value of X is zero.

b is the slope of the regression line. It is stand for when there is a unit of X change with the change in value of Y.

Table 4.16 Table of Coefficients Analysis

Sources: Developed for the research

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.445	.224		15.398	.000
	Social media marketing	.021	.056	.034	.373	.709
	Sales promotion	.086	.072	.087	1.198	.232
	Store environment	.031	.075	.039	.412	.681
	Price of products	.003	.085	.003	.033	.974
	Family influence	.055	.071	.075	.773	.440

a. Dependent Variable: grocery_purchase_decision

From the table 4.16 above, the regression equation for the grocery purchase decisions among young consumers at Kota Bharu is:

$$Y = 3.445 + 0.021 (\text{Social Media Marketing}) + 0.086 (\text{Sales Promotion}) + 0.031 (\text{Store Environment}) + 0.003 (\text{Price of Products}) + 0.055 (\text{Family Influence})$$

As the equation above, social media marketing, sales promotion, store environment, price of products and family influence have positive relationship with grocery purchase decision among young consumers at Kota Bharu.

Sales promotion is the predictor variable that contributes the highest to the variation of the grocery purchase decision among young consumers at Kota Bharu. Every unit increase in social factors, it will increase a total of 0.086 unit of grocery purchase decision among young consumers at Kota Bharu provided other independent variables remain constant. The second highest predictor is family influence ($\beta = 0.055$) followed by store environment ($\beta = 0.031$). Social media marketing has a predictor of ($\beta = 0.021$) while price of products has the minimal variation of 0.003 unit.

4.7 Hypothesis Testing

4.7.1 Research Hypothesis 1

The statement below showed the research Hypothesis 1.

H₀: The social media marketing had no significant relation with grocery purchase decisions among young consumers at Kota Bharu.

H₁: The social media marketing had significant relation with grocery purchase decisions among young consumers at Kota Bharu.

Table 4.17 Hypothesis Testing for Social Media Marketing towards Grocery Purchase Decisions among young consumers at Kota Bharu.

		Grocery Purchase Decision	Social Media Marketing
Grocery Purchase Decision	Pearson Correlation	1	.240**
	Sig. (2-tailed)		.000
	N	400	400
Social Media Marketing	Pearson Correlation	.240**	1
	Sig. (2-tailed)	.000	
	N	400	400

**Correlation is significant at the 0.01 level (2-tailed).

Table 4.17 above shows that the Hypothesis Testing 1 which shows the significant value and the number of respondents which are 400. The Pearson Correlation Coefficient between social media marketing and grocery purchase decisions 0.240. While, the p-value is 0.00 which is very significant that lower than the alpha root which represent 0.05. The value of Correlation Coefficient shows there is a small but definite positive relationship between social media marketing and grocery purchase decision. Therefore, the p-value for social media marketing is less than chosen 0.05 level of significant which means the data provide enough evidence to conclude that the positive effect of social media marketing. The result explains that the social media marketing had significant relation with grocery purchase decisions among young consumers at Kota Bharu. Thus, the hypothesis H₁ is accepted.

4.7.2 Research Hypothesis 2

The statement below showed the research Hypothesis 2.

H₀: The sales promotion had no significant relation with grocery purchase decisions among young consumers at Kota Bharu.

H₁: The sales promotion had significant relation with grocery purchase decisions among young consumers at Kota Bharu.

Table 4.18 Hypothesis Testing for Sales Promotion towards Grocery Purchase Decisions among young consumers at Kota Bharu.

Correlations

		Grocery Purchase Decision	Sales Promotion
Grocery Purchase Decision	Pearson Correlation	1	.346**
	Sig. (2-tailed)		.000
	N	400	400
Sales Promotion	Pearson Correlation	.346**	1
	Sig. (2-tailed)	.000	
	N	400	400

**Correlation is significant at the 0.01 level (2-tailed).

Table 4.18 above shows that the Hypothesis Testing 2 which shows the significant value and the number of respondents which are 400. The Pearson Correlation Coefficient between sales promotion and grocery purchase decisions 0.346. While, the p-value is 0.00 which is very significant that lower than the alpha root which represent 0.05. The value of Correlation Coefficient shows there is a small but definite positive relationship between sales promotion and grocery purchase decisions. Therefore, the p-value for social media marketing is less than chosen 0.05 level of significant which means the data provide enough evidence to conclude that the positive effect of sales promotion. The result explains that the sales promotion had significant relation with grocery purchase decisions among young consumers at Kota Bharu. Thus, the hypothesis H₂ is accepted.

4.7.3 Research Hypothesis 3

The statement below showed the research Hypothesis 3.

H₀: The store environment had no significant relation with grocery purchase decisions among young consumers at Kota Bharu.

H₁: The store environment had significant relation with grocery purchase decisions among young consumers at Kota Bharu.

Table 4.19 Hypothesis Testing for Store Environment towards Grocery Purchase Decisions among young consumers at Kota Bharu.

Correlations

		Grocery Purchase Decision	Store Environment
Grocery Purchase Decision	Pearson Correlation	1	.336**
	Sig. (2-tailed)		.000
	N	400	400
Store Environment	Pearson Correlation	.336**	1
	Sig. (2-tailed)	.000	
	N	400	400

**Correlation is significant at the 0.01 level (2-tailed).

Table 4.19 above shows that the Hypothesis Testing 3 which shows the significant value and the number of respondents which are 400. The Pearson Correlation Coefficient between store environment and grocery purchase decisions 0.338. While, the p-value is 0.00 which is very significant that lower than the alpha root which represent 0.05. The value of Correlation Coefficient shows there is a small but definite positive relationship between store environment and grocery purchase decision. Therefore, the p-value for store environment is less than chosen 0.05 level of significant which means the data provide enough evidence to conclude that the positive effect of store environment. The result explains that the store environment had significant relation with grocery purchase decision among young consumers at Kota Bharu. Thus, the hypothesis H₃ is accepted.

4.7.4 Research Hypothesis 4

The statement below showed the research Hypothesis 4.

H₀: The price of products had no significant relation with grocery purchase decisions among young consumers at Kota Bharu.

H₁: The price of products had significant relation with grocery purchase decisions among young consumers at Kota Bharu.

Table 4.20 Hypothesis Testing for Price of Products towards Grocery Purchase Decisions among young consumers at Kota Bharu.

Correlations

		Grocery Purchase Decision	Price of Products
Grocery Purchase Decision	Pearson Correlation	1	.317**
	Sig. (2-tailed)		.000
	N	400	400
Price of Products	Pearson Correlation	.317**	1
	Sig. (2-tailed)	.000	
	N	400	400

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.20 above shows that the Hypothesis Testing 4 which shows the significant value and the number of respondents which are 400. The Pearson Correlation Coefficient between price of products and grocery purchase decisions 0.317. While, the p-value is 0.00 which is very significant that lower than the alpha root which represent 0.05. The value of Correlation Coefficient shows there is a small but definite positive relationship between price of products and grocery purchase decision. Therefore, the p-value for price of products is less than chosen 0.05 level of significant which means the data provide enough evidence to conclude that the positive effect of store environment. The result explains that the store environment had significant relation with grocery purchase decision among young consumers at Kota Bharu. Thus, the hypothesis H₄ is accepted.

4.7.5 Research Hypothesis 5

The statement below showed the research Hypothesis 5.

H₀: The family influence had no significant relation with grocery purchase decisions among young consumers at Kota Bharu.

H₁: The family influence had significant relation with grocery purchase decisions among young consumers at Kota Bharu.

Correlations

		Grocery Purchase Decision	Family Influence
Grocery Purchase Decision	Pearson Correlation	1	.313**
	Sig. (2-tailed)		.000
	N	400	400
Family Influence	Pearson Correlation	.313**	1
	Sig. (2-tailed)	.000	
	N	400	400

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.21 Hypothesis Testing for Family Influence towards Grocery Purchase Decisions among young consumers at Kota Bharu.

Table 4.21 above shows that the Hypothesis Testing 5 which shows the significant value and the number of respondents which are 400. The Pearson Correlation Coefficient between family influence and grocery purchase decisions 0.313. While, the p-value is 0.00 which is very significant that lower than the alpha root which represent 0.05. The value of Correlation Coefficient shows there is a small but definite positive relationship between family influence and grocery purchase decision. Therefore, the p-value for price of products is less than chosen 0.05 level of significant which means the data provide enough evidence to conclude that the positive effect of family influence. The result explains that the family influence had significant relation with grocery purchase decision among young consumers at Kota Bharu. Thus, the hypothesis H₅ is accepted.

4.8 Conclusion

In this chapter, had described the data analysis which conducted for the factors that influence grocery purchase decisions among young consumers at Kota Bharu. Furthermore, reliability test, regression and correlation are conducted to get the result of data analysis for the relationship between independent variables (social media marketing, sales promotion, store environment, price of products and family influence) and dependent variables (factors that influence grocery purchase decision) among young consumers at Kota Bharu.

Social Media Marketing has the highest Cronbach's Alpha which is 0.930 which has proven to be excellent. The second highest independent variable which consists very good alpha coefficient range is family influence (0.893) then followed by store environment which shows the value of 0.868. The fourth independent variable which shows very good result is price of products with value of 0.859 and the fifth independent variable, sales promotion shows the least value among all which is 0.825.

These are the results that we have collected from the survey that has been carried out for past one month. Every respondents has given good response when the survey has being carrying out by us.

CHAPTER FIVE

DISCUSSION AND CONCLUSION

5.1 Introduction

The overall results based on the research goals are summarized in this section. In addition, there will be a discussion about the study's involvement as well as the study's limitation. In addition, at the end of this chapter, the guidelines for future research will be included.

5.2 Discussions

Based on the data analysis in the research, the total number of 400 respondents which comprised of young consumers at Kota Bharu, Kelantan was collected. Male respondents made up of 50.5 percent (n=202) while female respondents made up of 49.5 percent (n=198). Most of the respondents in this research are between 21 - 23 years old in which they are about 170 respondents (42.5%). Based on the data collected, there are 220 respondents (55%) are Malays and 68 respondents (17%) are Chinese.

Table 5.1: The summary of overall findings

Research Questions	Research Objectives	Hypothesis	Findings
What is the relationship between the social media marketing and young consumers' grocery purchase decisions?	To examine the relationship between the social media marketing and young consumers' grocery purchase decisions.	There is a positive relationship between the social media marketing and young consumers' grocery purchase decisions.	There is small but definite positive relationship between social media marketing and grocery purchase decisions. The social media marketing tools used by retailers will influence the grocery purchase decisions among

			young consumers at Kota Bharu in a positive way.
What is the relationship between the sales promotions by retailers and young consumers' grocery purchase decisions?	To examine the relationship between the sales promotions by retailers and young consumers' grocery purchase decisions.	There is a positive relationship between the sales promotions by retailers and young consumers' grocery purchase decisions.	There is small but definite positive relationship between sales promotion and grocery purchase decisions. The sales promotions used by retailers will influence the grocery purchase decisions among young consumers at Kota Bharu in a positive way.
What is the relationship between the store environment and young consumers' grocery purchase decisions?	To examine the relationship between the store environment and young consumers' grocery purchase decisions.	There is a positive relationship between the store environment and young consumers' grocery purchase decisions.	There is small but definite positive relationship between store environment and grocery purchase decisions. The store environment will influence the grocery purchase decisions among young consumers at Kota Bharu in a positive way.

<p>What is the relationship between the price and young consumers' grocery purchase decisions?</p>	<p>To examine the relationship between the price and young consumers' grocery purchase decisions.</p>	<p>There is a positive relationship between price and young consumers' grocery purchase decisions.</p>	<p>There is small but definite positive relationship between price of products and grocery purchase decisions. The price of the products will influence the grocery purchase decisions among young consumers at Kota Bharu in a positive way.</p>
<p>What is the relationship between family influences and young consumers' grocery purchase decisions?</p>	<p>To examine the relationship between family influences and young consumers' grocery purchase decisions.</p>	<p>There is a positive relationship between family influence and young consumers' grocery purchase decisions.</p>	<p>There is small but definite positive relationship between family influence and grocery purchase decisions. The family will influence the grocery purchase decisions among young consumers at Kota Bharu in a positive way.</p>

5.2.1 The Relationship between Social Media Marketing and Grocery Purchase Decisions among Young Consumers at Kota Bharu

The purpose of this research is to find the relationship between social media marketing and grocery buying decisions among young consumers at Kota Bharu. Kota Bharu supports the hypothesis, referring to the research result, which shows a positive relationship between social media marketing and decision-making among young consumers on grocery purchases. The result is same as the outcome of previous researches which illustrate that there is a positive relationship between social media marketing and grocery purchase decisions.

Previously, Fauser, Weidenhofer and Lorenz (2011) conducted research on the effects of social media during the consumer purchase decision process. The study concluded that as a result of rapid growth of social media and shifts in consumer behaviour, social media marketing is an essential tool for promoting brands and products. The results showed that social media can be successful in influencing customers throughout all phases of the product purchase decision process.

Hence, the result from this research concluded that, there is a positive relationship between social media marketing and grocery purchase decisions among young consumers at Kota Bharu. The social media marketing tools used by retailers will influence the grocery purchase decisions among young consumers at Kota Bharu in a positive way.

5.2.2 The Relationship between the Sales Promotions and Grocery Purchase Decisions among Young Consumers at Kota Bharu

Another research objective of this research is to find the relationship between sales promotions and grocery purchase decisions among young consumers at Kota Bharu. According to the outcome of the research, the hypothesis shows that there is a positive relationship between sales promotions and grocery purchase decisions among young consumers at Kota Bharu is accepted. The result is same as the outcome of previous researches which illustrate that there is a positive relationship between sales promotion and grocery purchase decisions.

Sales promotion is a good motivation mechanism to attract buyers and increase sales volumes, according to Kotler and Keller (2016). It is widely accepted as an important part of marketing campaigns to encourage and promote faster and more effective response to the sales of particular products or services like buying quantity and buying rate.

Hence, the result from this research concluded that, there is a positive relationship between sales promotion and grocery purchase decisions among young consumers at Kota Bharu. The sales promotion used by retailers will influence the grocery purchase decisions among young consumers at Kota Bharu in a positive way.

5.2.3 The Relationship between Stores Environment and Grocery Purchase Decisions among Young Consumers at Kota Bharu

Another research goal of this research is to find the relationship among young consumers at Kota Bharu between store environment and grocery purchase decisions. Based on the results of the study, the hypothesis indicates that Kota Bharu acknowledges a positive relationship between store atmosphere and decision to buy grocery among young consumers. The finding is the same as the findings of previous research showing that there is a positive relationship between the atmosphere of the supermarket and the decision to buy grocery.

Pun and Maya (2014) stated that, uniquely designed store environment can create a different shopping experience while inducing a positive emotion for customer's satisfaction at the same time. It can be said that store environment is a characteristic of store appearance that could attract the markets interest and was designed to increase the customer moods in order to make them purchase.

Hence, the result from this research concluded that, there is a positive relationship between store environment and grocery purchase decisions among young consumers at Kota Bharu. The store environment such as in-store background music, lighting, store display, scent and others will influence the grocery purchase decisions among young consumers at Kota Bharu in a positive way.

5.2.4 The Relationship between Price of the Products and Grocery Purchase Decisions among Young Consumers at Kota Bharu

Further the research objective is to find the relationship between pricing and grocery purchase decisions among young consumers at Kota Bharu. According to the outcome of this research, the hypothesis shows that there is a positive relationship between pricing and grocery purchase decisions among young consumers at Kota Bharu is accepted.

Similarly, Djatmiko and Pradana (2015) have shown that cost is a strong factor affecting buying decisions by consumers. In addition, Tjiptono's (2008) study also showed that price is an important variable as it is one of the key determinants of a product value. Price is therefore one of the measurement metrics that consumers use, as is the cost of buying and maintaining or using the product. Consumers tend to associate value with commodity cost, i.e. a high price perceived reflects high quality and vice versa.

Hence, the result from this research concluded that, there is a positive relationship between pricing and grocery purchase decisions among young consumers at Kota Bharu. The price of the products will influence the grocery purchase decisions among young consumers at Kota Bharu in a positive way.

5.2.5 The Relationship between Family Influence and Grocery Purchase Decisions among Young Consumers at Kota Bharu

Another research goal of this research is to find the relationship between family impact and grocery purchasing decisions among young consumers at Kota Bharu. Based on the results of this analysis, the hypothesis shows that a positive relationship between family influence and grocery purchasing decisions is recognized among young consumers at Kota Bharu.

Similarly, Kiriinya (2014) found out that members of the family can have a strong influence on the purchasing actions of young consumers. Kids are not only passive spectators, according to Kumar's (2013) study, but have taken a significant position in families and have a significant influence on parental buying decisions.

The result of this research therefore concluded that Kota Bharu has a positive relationship between family and grocery buying decisions among young consumers. Family members will positively influence the decision of young consumers to buy food at Kota Bharu.

5.3 Implication of the Study

This research focused on the factors that influence the grocery purchase decisions among young consumers at Kota Bharu. There are few major factors that could affect the purchasing decisions on groceries such as social media marketing, sales promotion, store environment, pricing and family influence that been argued to have a relationship with the purchasing decisions among young consumers at Koa Bharu. The implications of the study are discussed as follows.

Based on all the data collected and results obtained from the research on the factors that influence the grocery purchase decisions among young consumers at Kota Bharu, there are various beneficiaries who will benefit from our research such as young consumers, grocery retail stores members and future researchers.

First of all, consumers will benefit indirectly from this research as the accuracy of the research regarding those factors that influence purchasing decision on groceries. Young consumers can understand what they should take into consideration when they purchase groceries. They can plan wisely on where to purchase groceries, which brand of groceries should they purchase and when do they need to purchase groceries. Wise considerations on these factors can help young consumers to avoid unnecessary waste of valuable time and money.

On the other hand, grocery retail stores will receive real and trustful information regarding factors influencing purchasing decisions among young consumers at Kota Bharu. Through this research, these grocery retail stores are able to look through specific issues related to the independent variables and also able to improve their marketing skills and effective strategy to target more audience and log in more consumers. The understanding on the factors that influence the grocery purchase decisions among young consumers is able to stimulate their satisfaction and obtain the competitive advantage. Based on the results from the above analyses, it is surely convenient for them to potentially concentrate on improving those independent variables such as social media marketing, sales promotion, store environment, pricing and family influence. Therefore, marketers and operation managers know what to do to attract and target young consumers in order to boost sales for their retail stores.

Lastly, this study will be one of the reliable references for future researchers provided their topics are cohesively related to this study. This research will be convenient for them to collect data and information and consider this research as a reference of past researches to support their statement since investigating a topic in this field will greatly benefits numerous stakeholders.

5.4 Limitation of the Study

The research was conducted in Kota Bharu, Kelantan, to determine the factors influencing the decision to buy grocery among young consumers. Study, however, has few limitations. The other independent variables will be the study's limitation. This research focus on clarified all the independent variables, including social media marketing, sales promotion, store environment, pricing and family influence. Clearly, there are still many other variables that would influence the purchase decision on grocery stores such as convenience concern and brand image of grocery stores not included in the study.

Secondly, this research is mainly focusing on the factors that influence the grocery purchasing decision among young consumers at Kota Bharu, Kelantan. Since this research had been investigated at Kota Bharu, the findings are only applicable at Kota Bharu, Kelantan, other states of Malaysia or other countries could only treat the results as reference. In simple word, the data and analysis was not represent all the Malaysia and other countries as it may not valid in other countries. Therefore, the results from the research only represent the small region of residents living in that particular area who experiencing or experienced to purchase groceries. In this research, there is also lack of convenience factor, since young consumers like to purchase in the simplest and easiest way such as delivery service to our door.

The sample size of the research is only a small figure in gathering and collecting the data related to the factors influencing the grocery purchase decisions among young consumers at Kota Bharu, Kelantan. Based on Malaysia Demographics Profile 2010, the population of young consumers is around 110,000. But there are only 400 young respondents from Kota Bharu contribute to the research. Therefore, the findings might not include all the main factors that influence the grocery purchase decisions at Kota Bharu.

5.5 Recommendation for the future Study

Future researchers still need more effort to carry out the research to study a research related to factors influencing purchase decisions at Kota Bharu, Kelantan. There are five independent variables on the basis of this study, such as social media marketing, sales promotion, store climate, pricing, and family impact. The authors could include more independent variables as a guideline for future research. Potential researchers, however, will target more respondents, especially those with higher education, divorced, unemployed, and those living under personal savings as the larger sample is, the more accurate information and reliable research will be.

The work area could also be extended by future researchers. They could conduct research in more states in Malaysia, not only focusing on a small area as regional research is not sufficient to indicate the factors that influence the purchasing decisions of young consumers.

The result of the research was get from 400 young respondents at Kota Bharu but it should take more time to obtain more accurate data related to the research topic. As a recommendation, future researchers should spend more times in preparing the research. Therefore, a reliable research or study can be done and beneficial to those who needs.

5.6 Conclusion

In conclusion, the five independent variables and dependent variable had been described in this research. The main purpose of this research is to explore the factors influencing the decision in Kota Bharu, Kelantan, to buy grocery among young consumers. The research background, problem statement, study significance and study scope had been highlighted in Chapter 1. In addition, Chapter 2's first section specified all the concept of dependent variable and independent variables in order to understand the problem and figure out the relationship between these variables. Chapter 3's main purpose is to expand on the research methodological specifics such as pilot study, research design, research calculation and approach to science. Chapter 4, however, is essential for researchers to study the reliability test for all of these variables and to ensure that the linearity test has a correlation between dependent variable and independent variable. Last but not least, the focus of Chapter 5 was on overall findings, study implications, study limitations, and future study recommendations.

Knowledge of purchasing behaviour is needed to develop effective marketing strategies, according to Ahamad and Shekhar (2014). Furthermore, family members control the decision-making process when buying different products; thus, the real target for the marketer is not an individual member, but the family as a whole.

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APPENDIX I



UNIVERSITI
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KELANTAN

QUESTIONNAIRE

We are students of Bachelor of Entrepreneurship (Retailing) with Honours from University Malaysia Kelantan. As a part of this degree programme, we are conducting this research to identify the factor that influence the grocery purchase decision when they shop for groceries among young consumers at Kota Bharu, Kelantan. The purpose of this study is based on the factors that influence the purchase decisions among young consumers when they shop for groceries at Kota Bharu, Kelantan. Your participation in answering and completing this questionnaire are important in the completion of the study. There is no right or wrong answer, therefore please complete the questionnaires as according to your own opinion or perspective. The questionnaire will take about 5 to 10minutes. Your information will be kept confidential and will be used only in this research.

Thank you for your participation.

Kami adalah pelajar mengikuti Ijazah Sarjana Muda Keusahawanan (Peruncitan) di Universiti Malaysia Kelantan. Sebagai sebahagian daripada keperluan untuk program ijazah ini, kami menjalankan kajian ini untuk mengenalpasti faktor yang memengaruhi keputusan membeli barangan runcit apabila mereka membeli barangan runcit di kalangan pengguna muda di Kota Bharu, Kelantan. Tujuan kajian ini adalah berdasarkan kepada faktor-faktor yang mempengaruhi keputusan pembelian di kalangan pengguna muda apabila mereka membeli barangan runcit di Kota Bharu, Kelantan. Pendapat anda dalam menjawab dan melengkapkan soal selidik ini adalah penting kepada kami untuk menyiapkan kajian. Tidak ada jawapan yang betul atau salah, oleh itu sila lengkapkan soal selidik mengikuti pendapat atau perspektif anda sendiri. Soal selidik ini akan mengambil masa kira-kira 5 hingga 10 minit. Maklumat anda akan dirahsiakan dan hanya akan digunakan dalam kajian ini.

Terima kasih atas penyertaan anda.

Your sincerely,

AHISWARYA A/P THENAGOPAL A16A0013

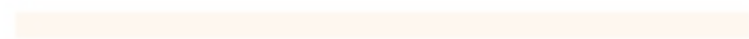
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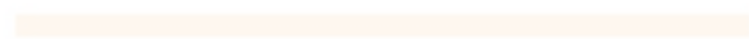
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UNIVERSITI



MALAYSIA



KELANTAN

FYP FKP

A SURVEY ON THE FACTORS THAT INFLUENCE THE GROCERY PURCHASE DECISIONS AMONG YOUNG CONSUMERS AT KOTA BHARU

About the study:

Grocery purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand. The primary objective of this study is to examine the factors that influence the grocery purchase decision among young consumers at Kota Bharu. Hence, this study aims to contribute toward understanding the factor that would influence the grocery purchase decision among young consumers at Kota Bharu.

Section A: Demographic Data

This section aims to gather information on respondents' background. Please answer each question by placing a **tick** (✓) in the appropriate box.

1. Gender

Female

Male

2. Age

15 - 17

21 - 23

18 - 20

24 - 26

3. Race

Malay

Indian

Chinese

Others: _____

Section B: Grocery Purchase Decisions

The section examines your perception towards the grocery purchase decisions among young consumers at Kota Bharu. Please **circle** the number that best reflects the extent to which you agree or disagree with each answer.

Grocery Purchase Decision

Questions	Strong disagree	Disagree	Neutral	Agree	Strongly Agree
I purchase groceries weekly once or monthly once.	1	2	3	4	5
Pantai Timur Hypermarket, Aeon Mall Kota Bharu and Tesco Kota Bharu have fulfilled my purchasing decision.	1	2	3	4	5
I find out that those stores have provided with variety of products, good store environment, sales promotion, reasonable price and good customer service.	1	2	3	4	5
I spend around RM50 to RM150 on grocery items.	1	2	3	4	5
I switch the store beyond my preference.	1	2	3	4	5
I purchase grocery based on my own beliefs and attitudes.	1	2	3	4	5
My purchase decision depends on my need to buy away from the brand.	1	2	3	4	5
I look very carefully to find the best value for money.	1	2	3	4	5
I should spend more times when making grocery purchase decisions.	1	2	3	4	5
Nobody can influence my grocery purchase decisions.	1	2	3	4	5

Section C: Factors Influencing Grocery Purchase Decisions

The section examines your perception towards the factors that influence grocery purchase decisions among young consumers at Kota Bharu. Please **circle** the number that best reflects the extent to which you agree or disagree with each answer.

I. Social Media Marketing

Questions	Strong disagree	Disagree	Neutral	Agree	Strongly Agree
Advertisements on social media can influence my grocery purchase decisions.	1	2	3	4	5
I use social media to find out about new products and services and about specific grocery stores.	1	2	3	4	5
I use social media to discuss products and services.	1	2	3	4	5
I use social media to find unique discounts and promotions.	1	2	3	4	5
I pay a lot of attention to advertisements on social media.	1	2	3	4	5
I would be willing to look at advertisements for retail outlets on social media.	1	2	3	4	5
When I consider new products, I ask my contacts on the social networking websites for advice.	1	2	3	4	5
If I have little experience with a product, I often ask people on the brand page of the grocery store about the product.	1	2	3	4	5

II. Sales Promotion

Questions	Strong disagree	Disagree	Neutral	Agree	Strongly Agree
I buy mostly from the shop which offers regular sales promotion.	1	2	3	4	5
Sales promotions affect my grocery purchase decisions.	1	2	3	4	5
I buy mostly from the shop which has the best rewards for loyal customers.	1	2	3	4	5
I am glad when there are coupons for me to purchase grocery in a store.	1	2	3	4	5
I am more likely to buy a product if I have a coupon discount for it.	1	2	3	4	5
A free sample has effect my buying of grocery in a store.	1	2	3	4	5
Special free sample always makes consumers interested, happy & lucky.	1	2	3	4	5
I am more likely to buy a product if there is a "buy one get one free" promotion	1	2	3	4	5

III. Store Environment

Questions	Strong disagree	Disagree	Neutral	Agree	Strongly Agree
I purchase from the store that is easy to move around.	1	2	3	4	5
I prefer to purchase from the store which has comfortable design of floor, ceiling and wall.	1	2	3	4	5
I prefer to purchase from a good hygiene store.	1	2	3	4	5

I am likely to purchase in store where its in-store displays (texture, pattern) are impressive.	1	2	3	4	5
The lighting in the store affects my purchase decisions.	1	2	3	4	5
I am happy to purchase in a store where its corridors are spacious enough.	1	2	3	4	5
The music plays in the store affects my purchase decisions.	1	2	3	4	5
I prefer to buy from the store that promotes a warm and cosy ambience.	1	2	3	4	5

IV. Price of products

Questions	Strong disagree	Disagree	Neutral	Agree	Strongly Agree
Price of the products is the main criteria when I am purchasing groceries.	1	2	3	4	5
I would not go over budget when purchase groceries.	1	2	3	4	5
I only buy special offer groceries for things I would have bought anyway.	1	2	3	4	5
Bulk buying “necessities” on special offers is a good idea.	1	2	3	4	5
I find myself really drawn to special offers and price reductions.	1	2	3	4	5
I like to compare offers from different stores before I go to make my purchase.	1	2	3	4	5
I will feel like I made a smart choice if the stores are offering discounts items.	1	2	3	4	5

I will purchase more if I found that the price is really affordable and attractive.	1	2	3	4	5
---	---	---	---	---	---

V. Family Influence

Questions	Strong disagree	Disagree	Neutral	Agree	Strongly Agree
I follow my parents whenever we go for grocery shopping.	1	2	3	4	5
My family shared me the tips on how to make grocery purchase decisions.	1	2	3	4	5
I will ask my family if I have no idea with where to shop for groceries.	1	2	3	4	5
I will ask my family if I have no idea with which brand to choose when purchasing groceries.	1	2	3	4	5
I would not follow the purchase decisions of my family.	1	2	3	4	5
I will listen to my family's advice while making purchase decisions.	1	2	3	4	5
I will buy from a retail store that is recommended by my family members.	1	2	3	4	5
Family helps me a lot during the decision-making process.	1	2	3	4	5

THANK YOU FOR YOUR PARTICIPATION.

APPENDIX II

Major activities/ Phase	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sep	Oct	Nov	Dec
Topic Collection												
Acquiring of data from secondary sources												
Designing Layout												
Literature Review												
Election of the appropriate Research Methods												
Primary data collection												
Analysis & Interpretation of Data Assembled												
Finding of the data												
Conclusion of the study												
Formation of Rough Draft												
Submission of final work												

APPENDIX III

SPSS RESULTS

Descriptive Analysis

Table 4.1 Statistic for Gender

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	198	49.5	49.5	49.5
	Male	202	50.5	50.5	100.0
	Total	400	100.0	100.0	

Table 4.2 Statistics for Age

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15-17	53	13.3	13.3	13.3
	18-20	112	28.0	28.0	41.3
	21-23	170	42.5	42.5	83.8
	24-26	65	16.3	16.3	100.0
	Total	400	100.0	100.0	

Table 4.3 Statistics for Race

RACE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	220	55.0	55.0	55.0
	Chinese	68	17.0	17.0	72.0
	Indian	103	25.8	25.8	97.8
	Others: Sabahan & Sarawakian	9	2.3	2.3	100.0
	Total	400	100.0	100.0	

RELIABILITY ANALYSIS

Table 4.4 Rules of thumb about Cronbach's Alpha Coefficient Size

Sources: Hair et al. (1992).

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
> 0.9	Excellent

Table 4.5 Reliability Statistics for Social Media Marketing

Reliability Statistics	
Cronbach's Alpha	N of Items
.930	8

Table 4.6 Reliability Statistics for Sales Promotion

Reliability Statistics	
Cronbach's Alpha	N of Items
.825	8

Table 4.7 Reliability Statistics for Store Environment

Reliability Statistics	
Cronbach's Alpha	N of Items
.868	8

Table 4.8 Reliability Statistics for Price of Products

Reliability Statistics	
Cronbach's Alpha	N of Items
.859	8

Table 4.9 Reliability Statistics for Family Influence

Reliability Statistics	
Cronbach's Alpha	N of Items
.893	8

Table 4.10: Reliability Analysis for Grocery Purchase Decision

Reliability Statistics	
Cronbach's Alpha	N of Items
.764	10

Table 4.11: Correlation

Hair, etl. Money, A. H., Samouel, P., & Page, M. (2007).

Coefficient range	Strength of Association
± 0.91 to ± 1.00	Very strong
± 0.71 to ± 0.90	High
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship
± 0.01 to ± 0.20	Slight, almost negligible

Table 4.12 Summary of Pearson Correlation

Correlation

		Grocery purchase decision
Grocery Purchase Decision	Pearson Correlation	1
	Sig. (2-tailed)	
	N	400
Social Media Marketing	Pearson Correlation	.240**
	Sig. (2-tailed)	.000
	N	400
Sales Promotion	Pearson Correlation	.346**
	Sig. (2-tailed)	.000
	N	400
Store Environment	Pearson Correlation	.336**
	Sig. (2-tailed)	.000
	N	400
Price of Products	Pearson Correlation	.317**
	Sig. (2-tailed)	.000
	N	400
Family Influence	Pearson Correlation	.313**
	Sig. (2-tailed)	.000
	N	400

** . Correlation is significant at the 0.01 level (2-tailed).

PARTIAL CORRELATION

Correlations							
Control variables			Social Media Marketing	Sales Promotion	Store Environment	Price of products	Family influence
Grocery purchase decision	Social media marketing	Correlation	1.000	.547	.757	.781	.765
		Significance (2-tailed)	.	.000	.000	.000	.000
		df	0	397	397	397	397
	Sales promotion	Correlation	.547	1.000	.664	.641	.684
		Significance (2-tailed)	.000	.	.000	.000	.000
		df	397	0	397	397	397
	Store environment	Correlation	.757	.664	1.000	.795	.762
		Significance (2-tailed)	.000	.000	.	.000	.000
		df	397	397	0	397	397
	Price of products	Correlation	.781	.641	.795	1.000	.791
		Significance (2-tailed)	.000	.000	.000	.	.000
		df	397	397	397	0	397
	Family influence	Correlation	.765	.684	.762	.791	1.000
		Significance (2-tailed)	.000	.000	.000	.000	.
		df	397	397	397	397	0

Table 4.14 Modal Summary for Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.211 ^a	.044	.032	.46421

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Table 4.15 Table of Analysis of Variance (ANOVA)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.947	5	.789	3.663	.003 ^b
	Residual	84.904	394	.215		
	Total	88.851	399			

Table 4.16 Table of Coefficients Analysis

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.445	.224		15.398	.000
	Social media marketing	.021	.056	.034	.373	.709
	Sales promotion	.086	.072	.087	1.198	.232
	Store environment	.031	.075	.039	.412	.681
	Price of products	.003	.085	.003	.033	.974
	Family influence	.055	.071	.075	.773	.440

Purchase decision Version 5

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