

Consumer Buying Behavior Towards Hypermarkets in Oman “Carrefour”

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Abstract—This research investigates the Consumer buying behavior towards hypermarkets in Oman “Carrefour”. The study examines how the company manages its brand, implements marketing strategies, and maintains its reputation for exclusivity and quality. As one of the largest hyper markets chains in the world carrefour would be able to maximize the number of the customers by being able to understand the consumers buying behavior, and the factors that influence the buying process. The research is trying to address in what ways the marketing strategies influence consumer behavior and to resolve the problem of lack of understanding of the relationship between consumer behavior and its purchasing completion.

Index Terms—Influence, Marketing Strategies, Customer Experience, Hypermarket, Consumer behavior, Purchasing

I. INTRODUCTION

One of the most promising and noteworthy markets in the GCC area is Oman’s retailing market. Oman’s retailing industry is still growing and is expected to rise in future. It is one of the many industries that showcases a stable and balanced growth in Oman and is poised for a significant growth in the upcoming years despite the vastly changing market. Correspondingly, consumer awareness is growing meaning that in today’s competitive market they are the decision makers; the kings one might say. Nowadays, the market provides variety of choices, unending range of new categories, and a whole new shopping experience where customer can shop, eat, and find entertainment under one roof. One of the shopping destinations that provide all that and more is Hypermarket. Often a very large establishments, hypermarkets offer a wide variety of products such as appliances, clothing, and groceries. All in all, it is a one-stop shopping experience. Hypermarket is a

retail store that combines between a department store and grocery supermarket. For these retailers to succeed in the competitive market, they must analyze and evaluate the barriers and the enablers in the market. Subsequently, this led them to the most important decision makers, the consumers. Hypermarkets must pay attention to the consumer behavior and analyze it to be able to meet their needs and effectively satisfy them.

This research will be conducted targeting the customers of Carrefour, located in Mall of Oman to identify the physical, psychological, and time-related factors that influence consumers behavior and observe shopping patterns.

II. AIMS AND OBJECTIVES OF THE STUDY

1. To examine various demographic factors that affect the consumer buying behavior.
2. To describe the marketing strategies in order to influence consumer behavior.
3. To establish the relationship between consumer behavior and purchasing action.

III. RESEARCH QUESTIONS

1. Identify what are the demographic factors that affect consumer buying behavior?
2. How will the marketing strategies influence consumer behavior?
3. What is the relationship between consumer behavior and purchasing action?

IV. SCOPE AND LIMITATION

This study focuses on Carrefour located in Mall of Oman, which depends on the behavior of the customer or consumer. We decide to cover only carrefour located in mall of Oman since carrefour is a

large chain of stores so it is difficult to cover all branches. Data will be collected from some consumers and employees at Mall of Oman. This data will be represented and benefited in this study and other problems that were not considered as one of the most important reasons that affect the customer and negatively affect Carrefour. Other employees or customers who are not in the Mall of Oman are not within the scope of this research. The study will be conducted using a questionnaire for employees or customers who completed the questionnaire as a survey and reference for this study. Through their strategy, researchers will be able to learn about the influences and behavior of a consumer or customer.

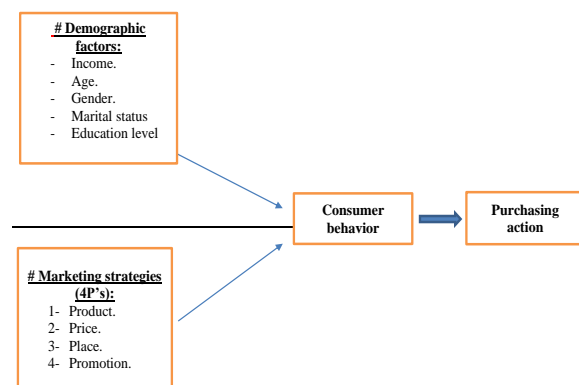
V. SIGNIFICANCE OF STUDY

The research helped us to find answers to things that are unknown, it filled the knowledge gap and helped us to change the way we are thinking. People interested or working in marketing will find this research useful for understanding consumer psychology and the way they behave at Carrefour. This will also help the consumer and create awareness about how marketers design things and settle in Carrefour. In addition, Carrefour employees will get some information from our research, also students and consumers can use our research as a reference or resource in their educational or marketing life.

VI. CONCEPTUAL FRAMEWORK

The framework includes demographic factors (income, age, marital status, education level) and marketing mix (product, price, place, promotion) essential for successful luxury brand management.

Conceptual framework:



Research Gap

The literature lacks sufficient information on one of the challenges that we are facing is the lack of studies on similar subjects in Oman. There are no actual studies or research that discuss the same topic while targeting a specific location in Oman. moreover, Carrefour does not provide any statistics or disclose any information related to the subject in a public medium. This study aims to address these gaps by providing detailed insights into the brand's strategies and management practices.

VII. METHODOLOGY

A. Research Design:

The research design is Descriptive research since it describes the variables, circumstances, and situation of the factors. This design is efficient and more appropriate because this research mostly aims to identify the factors that directly affect the behavior of Carrefour's consumers. Furthermore, this design focuses on answering the "What" instead of the "Why" which is why observation is needed for this study.

B. Data Collection Methods:

Surveys: We used online questioner method using "google form" to collect necessary data that will be used in our study, this questionnaire was sent to a group of students at UTAS from different departments, this group was selected because they have a similar power purchase which is the allowance they receive from the university (45 – 90 OMR), and some employees.

Interviews: Semi-structured interviews were conducted with Carrefour employees to obtain insights into the consumer buying behavior

The data for this research collected directly from customers. The questionnaire includes different questions, for example demographic and marketing strategies question such as, when is the last time they purchased, how much did they spend, how much time did they take to complete purchasing and others question. 70 respondents receive the questionnaire as a base target.

C. Data Analysis:

In this research, we will apply the quantitative method as this method mainly focuses mainly on helping understand people and society better. Usually, it contains the examination or exploration of certain occurrences that affect individuals greatly.

The reason for choosing this method is that we are aiming to observe the “how many” and “what” to assess a problem or an observation. This method is quite effective when collecting data from a large audience. In our case, it will help us understand the consumers' behavior and the factors that led them to make certain decisions. We will be using a mix of close-ended and open-ended questions on the questionnaire/survey to know the consumers' exact needs and to understand the factors that influence their behavior. Furthermore, one of the greatest advantages of using the quantitative method is accuracy and objectivity. For example, the audience will choose a clear-cut answer for the closed-end question which means lesser variables.

D. Treatment of Data.

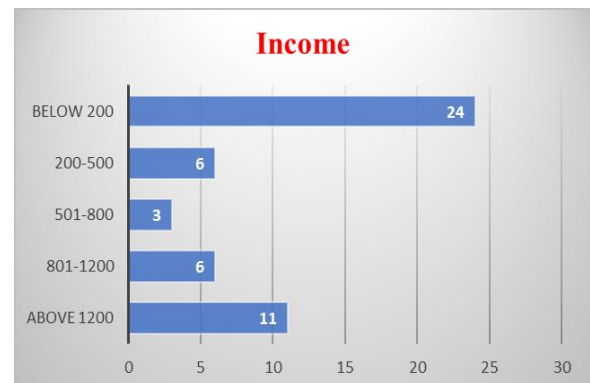
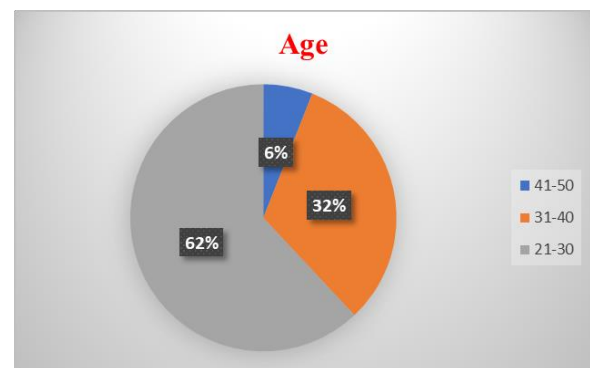
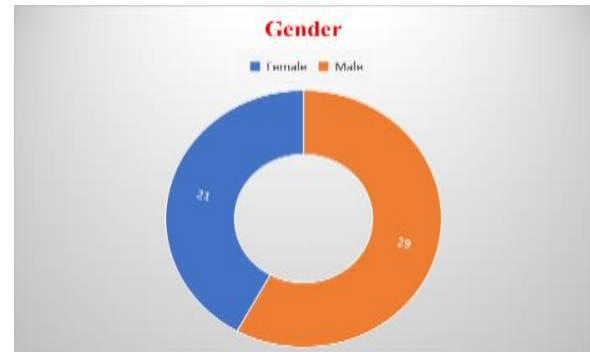
In this study, the researcher uses a questionnaire as a means of data collection. It requires to distribute the questionnaire to some customers or consumers and be chosen randomly to answer the same type of questions, which will help us in the research we are working on and understand the marketing strategies in Carrefour and what are the customer's ideas related with their buying action. The questionnaire comprises of questions that help in gaining the answers to the research linked to the research objectives. After the data collection has to be done, the data collected is analyzed processed correctly and accurately. MS Excel software to analyze the collected data. The statistical tool that will be used is Mean.

VIII. FINDINGS AND ANALYSIS

The findings from the surveys and interviews conducted with Carrefour customers and employees. The data are analyzed to address the research questions and objectives.

Customer satisfaction is very important by knowing there needs and want, what customer like and dislike also, to know customer preferences. So, our team prepared a questionnaire, and it was fifty copies, and our target are students and employees. The main purpose from this chapter is to analyze the data gathered from the respondents and to get rough ideas who are the Carrefour customer and how Carrefour effect on their purchase habits. Also, some scales of why they shop at this market also, their comfort level

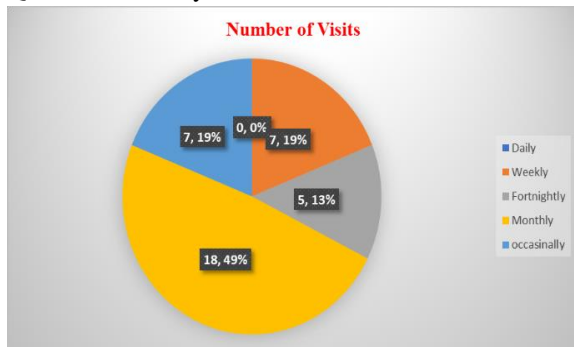
and overall happiness with goods and products available for their daily needs.



Interpretation:

The above charts is picturing a general idea of involved respondents and it gives a range of gender, age, income. Firstly, most of responders were males. Secondly, age group were 21-30 the highest this reflects a more younger and youth group, maybe they prefer to do more shopping because of the variety items they like and enjoy and are available for them. Thirdly, when we addressed the income, most respondents fall under the category of below 200 income. This might be due to the fact that products available are cheap and handy for this group.

Q. How often do you visit Carrefour



Interpretation:

This chart shows number of respondents who often visit Carrefour and 18,49% comes at the highest which represent a monthly visit, we assume the reason might be because of salary at the end of month when people get to do most of their shopping. Then, 7,19% is occasionally visit which could be 3 times per month or more also, 7,19% is a weekly visit which is similarly to the previous percentage and we think it could be shopping for fresh products such as: - fruits, vegetables and maybe bread.

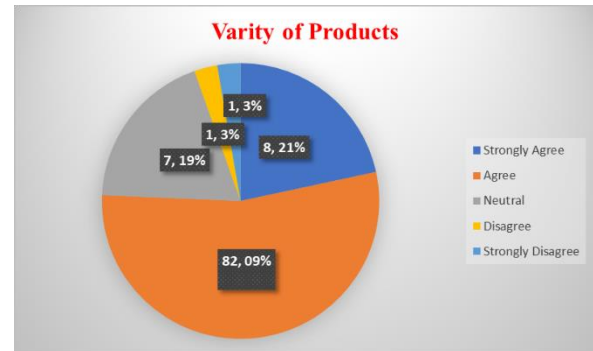
Q. On what basis do you make purchase in Carrefour?



Interpretation:

This chart clarifies the things that attract customer before making a purchase. 81,82% of respondents answered "quality", which means even if the price is high, customer prefer high quality products. However, customer want to use the products for long time and more efficient. To increase the sales for some products, the store has to make discount for product. So, 7,19% of respondents prefer to shopping when there is discount in the store. 3,8% of respondents making their purchase on brand basis, we think thus customer like trendy and luxury products.

Q. Carrefour provide all types of goods that customer needs?



Interpretation:

This pie chart clarifies if Carrefour provides all types of products that customer needs. 82,09% of respondents are agreeing that Carrefour provides all types of goods, that means customer find all his needs in one place and under one roof. 7,19% is the percentage of respondents who selected neutral, and it is not clear exactly why, however, it might be due to some products they usually purchase from somewhere else or even the type of the quality they prefer. We have the same percentage of respondents for both answers "disagree" and "strongly disagree" which is 1,3%.

Q. Do you like shopping in Carrefour in Mall of Oman?



Interpretation:

As it's shown in the chart, 90,76% of respondents liked shopping in carrefour in mall of Oman. While 9,24% of respondents didn't like it.

Q. On which occasions do you make purchase at Carrefour?



Interpretation:

This chart shows most of respondents which are 90.98% make purchases in Carrefour during offers.

Employees response:

How can Carrefour improve?

The majority of the feedback of this question were suggesting to increase offers and discounts. A proper arrangement of cash counters to avoid long lines. Increase in the product assortments and add new brands in shelves.

IX. FINDINGS

Most of the respondents, said that they would recommend Carrefour to their friends because of the availability of products, reasonable prices, and good services they provide.

The cleanliness of the place every time you visit.

Carrefour include all what customers need & its accessible.

X. RECOMMENDATIONS

Enhance Social Media Presence:

One of the important things that Carrefour must consider is to increase the number of shoppers at Carrefour.

Increase engagement on social media platforms to reach a broader audience and reinforce brand exclusivity.

Also, improving the service more among the employees and the way to deal with the customer to make the customer happy and make him comfortable in dealing with the employees.

XI. CONCLUSION

We concluded from this study a number of important things. Most of the shoppers come to the Carrefour to find (quality) goods and products in it, and the comfort for customers is because there is an atmosphere in the Carrefour. As for some of them who come to Carrefour, they find discounts on some goods, and the prices of Carrefour are better and compete with others. All the needs of customers and shoppers are available in Carrefour in an arranged manner and in arranged sections to facilitate the purchase process. Most people are satisfied with the

services and products provided by Carrefour and They agree more with Carrefour services. Most people prefer to shop at Carrefour and find enough time for them to come to Carrefour to shop because Carrefour provides them with sufficient comfort and all the goods are available and they do not need a lot of time to shop. Most customers prefer shopping at Carrefour, which is located in the Mall of Oman, because the location of the mall is in a place that is not crowded and contains a large number of parking lots.

The skill of the sellers in gaining experience was influenced by the importance of distributing and arranging products in different sections, if they are arranged to make it easier for the customer to get them and always attract customers to shopping in Carrefour.

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