

Factors Affecting Shoppers' Behavior in Erbil, Kurdistan – Iraq

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Abstract: The study aims to ascertain the applicable factors which will directly influence the shoppers regarding prevailed organized retail store. The emergence of new formats of retailing has become much organized, more distinct from the conventional formats of retailing. Hypothesis formulated as there is positive association between shoppers' behavior which is dependent factor and independent factors which are motivation, perception, learning and attitude. Quantitative method was used to analyze this paper. Field survey was carried out on shoppers at different retail stores in Erbil. A random sampling method was used to gather data. The researchers distributed 150 questionnaires. 129 questionnaires were received but only 117 questionnaires were valid. The questionnaire was in multiple choice format questions. The findings of this study revealed that the highest value for attitude factor = .708, which indicates that there is strong association between attitude and shoppers' behavior.

Keywords: Attitude, Learning, Motivation, Perception, Shoppers' Behavior

1. Introduction

The environment of retailing in Erbil, Kurdistan which is semi-autonomous, north of Iraq, administered by KRG (Kurdistan Regional Government) underwent tremendous transformation during the past decade. The augmentation in various retail store formats such as hypermarkets & super markets, and non-store formats such as direct selling by factory owned retail outlets, street vendors, e-tailing, and television – shopping had been phenomenal. The activity of retailing has become more organized as blooming of formats are new which is distinct from the conventional retailing formats. The definition of organized retailing as per Arpita and Nitisha (2004) can be understood as any professionally managed retail outlet including family run which has accounting transparency and standards with proper Microsoft Information System (MIS) usage. It also has quality control in a centralized way and organized supply chain management. Sourcing of some parts can be made locally. The noticeable switch of the environment may affect consumer's inclination towards shopping. Shopper's way of doing shopping can be analyzed through orientation of shopping. There is an increasing trend of Kurdish shopping for leisure and spending their free time in shopping malls.

2. Literature Review

According to Brown and Reid (1997) shoppers have been categorized into three categories as he interviewed several women shoppers. Dependent shopper can be understood as a shopper who depends on their children or parents because they don't have source of income. It can also be understood that shopper has money, but depends on his friends or relatives on decision making in buying process.

Compulsive shopper is second category that can be understood as shopper does shopping after entering the store and want to leave the outlet which they can't control. Individualistic shopper is third category which can be understood as a shopper who wants to do shopping individually where he/she enjoys freedom in choosing products.

The extent of patronage concentration of retailers is other way to categorize shoppers. Concentration of shopper and search are two parameters which were considered by Stephenson and Willet (1969). The first category of shopper was categorized as loyalty towards to store with more concentration and less search. Second category of shopper was segregated as Convenience Oriented with less concentration and less search. Third category was categorized as Recreational and Compulsive with more concentration and more search. Fourth category was segregated as less concentration and more search.

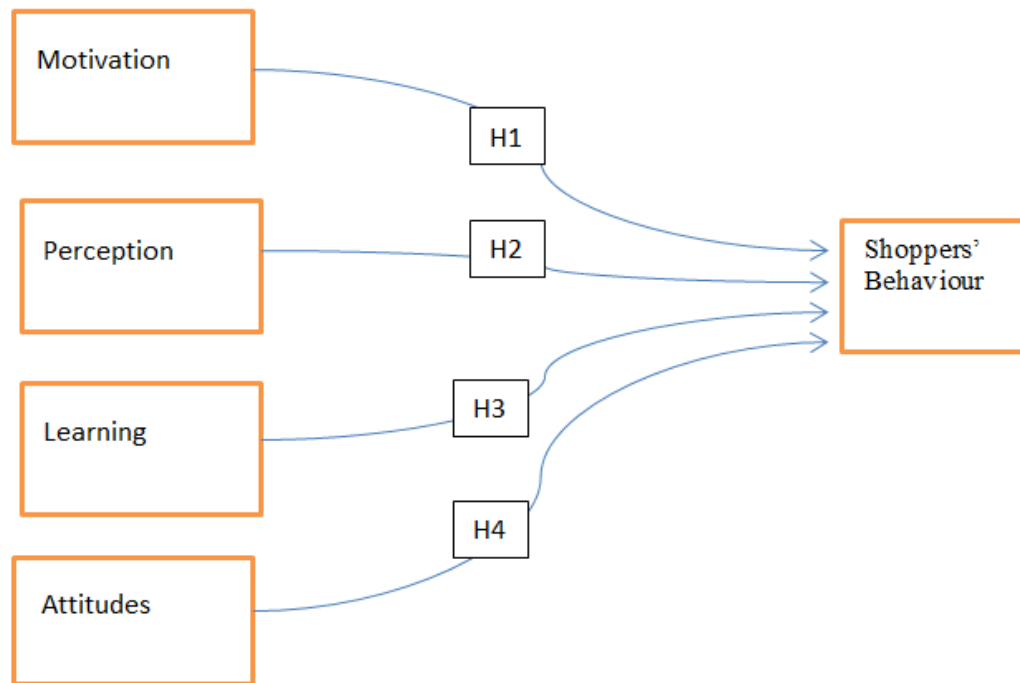
There was research conducted on internet shoppers by Donthu and Garcia (1999) and they concluded that income level of internet shoppers would be more than non-shoppers of Internet and exhibit inclination as Infomercial shoppers. Vast research was performed on male shoppers as well as female shoppers by Jarrat (1996) and he described different retail formats as shopping malls and categorized in six ways. Shopping behavior of shopper reshapes according to retail environment. According to Wakefield and Baker (1998) a shopper performs shopping in a place which is away from his place of living while doing shopping which includes amusement and pleasure. The transformation of several purposes will be fulfilled by shoppers instead of different visits to retail outlets which will be time consuming, shopping centers and malls will be convenient and shoppers utilize their time with wide range of products according to Popkowski et al., (2014). Kurdish environment needs concentration of research which will unveil shopping trend. The research in this area is still proprietary in nature so that it is considered to be outside of public domain.

Another research was made by Venugopal (2001) from presupposition of retailers towards suppliers and intermediaries. Countryside consumers are steered through bargaining with respect to various products and price. They also get steered of markets which are periodic in nature through promotion incentives. Review made by Westbrook and Black (1985) on shoppers. They found six motivations on behavior of shopping as they chose adults for their study as per shoppers' entanglement with shopping which are choice optimizing, negotiation (bargaining), economic role enactment, sensory stimulation, affiliation, influencing and economic role enactment.

Different psychosocial needs which are social and personal motivate shoppers as per Tauber (1972). Customer value is viewed as assessment of benefits of product features, consequences of usage and perception of customers' preferences which allows customers to reach their aspired goal as per Woodruff (1997). According to Argote (1999) the strong driver to learn in an organization is experience. A customer who is learnt about the company, values and products can give better publicity into to the market through word of mouth. According the definition of Hawkins, Best and Coney (2004), attitude is continuous organization of processes which are emotional, cognitive, perceptual and motivational towards to issues related to environment.

3. Conceptual framework

Research Model:



Independent factors

Dependent factor

Figure 1-Research Model, created by the researchers

Research hypothesis:

H1: There is a positive association between motivation and shoppers' behavior.

H2: There is a positive association between perception and shoppers' behavior.

H3: There is a positive association between learning and shoppers' behavior.

H4: There is a positive association between attitudes and shoppers' behavior.

4. Research Methodology

The aim of this study is to investigate the factors influencing shoppers' behavior in Erbil. A quantitative research method was used to analyze the current study. A random sampling method was used to gather data. The researchers distribute 150 questionnaires. 129 questionnaires were received but only 117 questionnaires were valid. The questionnaire was in multiple choice format questions. The respondents were asking to rate each question according to five point likert, ranging from 1=strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree.

5. Data Analysis

Table 1: Reliability Statistics

Factors	Cronbach's Alpha	N of Items
Motivation	.784	8
Perception	.854	8
Learning	.946	7
Attitudes	.926	7
Shoppers' behavior	.857	11

Table (1) shows the reliability statics analysis. The researchers used four independent factors (motivation, perception, learning and attitudes) on the other hand, one dependent factor (shoppers' behavior). In terms of motivation as independent factor, the Cronbach's Alpha =.784 for 8 items, since (.784<.6) therefore 8 motivation questions were reliable. In terms of perception as independent factor, the Cronbach's Alpha =.854 for 8 items, since (.854<.6) therefore 8 perception questions were reliable. In terms of learning as independent factor, the Cronbach's Alpha =.946 for 7 items, since (.946<.6) therefore 7 learning questions were reliable. In terms of attitudes as independent factor, the Cronbach's Alpha =.926 for 7 items, since (.926<.6) therefore 7 attitudes questions were reliable, and the reliability test for shoppers' behavior as dependent factor, the Cronbach's Alpha =.857 for 11 items, since (.857<.6) therefore, 11 shoppers' behavior questions were reliable.

Table 2: Correlations Analysis

Items	Pearson Correlation	Motivation	Perception	Learning	Attitude
Motivation	Pearson Correlation	1	.839**	.872**	.647**
	Sig. (2-tailed)		.000	.000	.000
	N	117	117	117	117
Perception	Pearson Correlation	.839**	1	.861**	.696**
	Sig. (2-tailed)	.000		.000	.000
	N	117	117	117	117
Learning	Pearson Correlation	.872**	.861**	1	.693**
	Sig. (2-tailed)	.000	.000		.000
	N	117	117	117	117
Attitude	Pearson Correlation	.647**	.696**	.693**	1
	Sig. (2-tailed)	.000	.000	.000	

	N	117	117	117	117
	Pearson Correlation	.595**	.685**	.632**	.921**
Shoppers' behavior	Sig. (2-tailed)	.000	.000	.000	.000
	N	117	117	117	117

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

Table (2) shows the correlation analysis. As mentioned previously four independent factors (motivation, perception, learning and attitudes) were analyzed and one dependent factor (shoppers' behavior). As seen in the above table, the Pearson Correlation for motivation = .595** (Correlation is significant at the 0.01 level, 2-tailed), therefore there is a strong positive correlation between motivation and shoppers' behavior. The Pearson Correlation for perception = .685** (Correlation is significant at the 0.01 level, 2-tailed), therefore there is a strong positive correlation between perception and shoppers' behavior. The Pearson Correlation for learning = .632** (Correlation is significant at the 0.01 level, 2-tailed), therefore there is a strong positive correlation between learning and shoppers' behavior and the Pearson Correlation for attitudes = .921** (Correlation is significant at the 0.01 level, 2-tailed), therefore there is a strong positive correlation between attitudes and shoppers' behavior.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.926 ^a	.858	.853	.28625

a. Predictors: (Constant), Attitude, Motivation, Perception, Learning

Table (3), shows the value of R square = .858, which indicates that 86% of the variables have been explained.

Table 4: ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	55.574	4	13.893	169.553	.000 ^b
	Residual	9.177	112	.082		
	Total	64.751	116			

a. Dependent Variable: Shoppers' behavior

b. Predictors: (Constant), Attitude, Motivation, Perception, Learning

Table (4) shows the value of F for four independent factors and a dependent factor is 169.553>1 which indicates there is a significant association between four independent factors and dependent factor.

Table 5: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.345	.179		1.929	.056
1 Motivation	-.066	.092	-.056	-.723	.471
Perception	.216	.075	.222	2.878	.005
Learning	-.131	.087	-.128	-1.507	.135
Attitude	.708	.041	.891	17.378	.000

a. Dependent Variable: Shoppers' behavior

Table (5) shows multiple regression analysis. As seen the results of multiple regression analysis, the value B for motivation factor is -.066 ($-.066 > 0.01$) therefore first research hypothesis was rejected. The value B for perception factor is .216 ($.216 < 0.01$) therefore second research hypothesis was supported. The value B for learning factor is -.131 ($-.131 > 0.01$) therefore third research hypothesis was rejected. The value B for attitude factor is .708 ($.708 < 0.01$) therefore fourth research hypothesis was supported.

6. Conclusion

Interpretation of act of shopping in retailing is becoming tough day by day. Shoppers' acts of shopping patterns impact strategies on Retail Mix. The observations in this study help the retailers to understand the motivation, perception, learning and attitudes that affect shopper behavior. As seen in the table (2), the highest value of the Pearson Correlation was for attitudes is .921^{**} (Correlation is significant at the 0.01 level, 2-tailed), therefore there is a strong positive correlation between attitudes and shoppers' behavior. The researchers used multiple regression analysis to analyze the current study. As seen in the table (5), the value B for motivation factor is -.066 ($-.066 > 0.01$) which indicates that there is no association between motivation with shoppers' behavior; but the first research hypothesis was rejected. The value B for perception factor is .216 ($.216 < 0.01$) which indicates that there is a weak association between perception and shoppers' behavior, and the second research hypothesis was supported. The value B for learning factor is -.131 ($-.131 > 0.01$) which indicates that there is no association between learning and shoppers' behavior, but the third research hypothesis was rejected. The value B for attitude factor is .708 ($.708 < 0.01$) which indicates that there is a strong association between attitudes and shoppers' behavior, accordingly the fourth research hypothesis was supported.

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