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A Cross Border Framework Study on Shopping Behavior Patterns of Consumer Goods

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Abstract

This study proposes a cross-border framework for consumer goods and shopping behavior patterns, focusing on African consumers in Malaysia. A mixed methodology was adopted in this investigation. A cross-sectional study was conducted. Most of all replies came from the following seven (7) African nations: Nigeria, Cameroon, Zambia, Malawi, Sudan, Tanzania, and Zimbabwe. The researcher used statistical techniques to extrapolate findings from the instrument used. The study found that established brands, quality, price, product information, and informational influence from significant others such as friends, spouses, and family members influenced buying decisions. In particular, factors that influenced consumers repurchase intentions were influential for high-involvement products.

Keywords

Shopping behavior, Consumer goods, mixed methodology

JEL Classifications: J11, F43

1. Introduction

This research focuses on customers seeking a product or commodity because it provides utility (satisfaction). Expected satisfaction drives demand.

Consumers buy to satisfy their wants, which may not be essential to existence. When consumers make purchase decisions and repurchase intentions for low and high involvement items, organisations must know what's on their minds. Several approaches have been tried to assess these problems and predict the player's response.

Given their ideas, desires, and history, customers' reactions to certain products might be thought of as exhibiting "consumer behaviour." "Utility Hypothesis" can be used to trace the history of the consumer behaviour (CB) theory. According to Bentham, pleasure and suffering can be used to determine what is good and bad, right and wrong.

For many years, the core of economics has been utility theory. Jevons and Walrus created a model of Marginal Utility of Value to replace the Labor Theory. The influence of "Utility Theory" on society in the traditional economy has been praised since consumers are solely concerned with how to obtain maximum utility from a bundle of a product, without considering other advantages, in both locally and globally created items. "Consumer behaviour" refers to how individuals seek for, select, buy, use, evaluate, and dispose of items and services to meet their requirements and wants. They entail purchasing, consuming, and disposing of things and services, as well as the decision processes that precede and follow (Blackwell, Miniard, & Engel, 2004).

"Consumption behaviour" (CB) is the manner and process of acquiring and disposing of consumer items and services, including the subsequent shift in sentiments, mood, and attitudes towards a product/brand and services. Any organization's ability to influence consumers' purchase behavior/repurchase intent depends on how well they grasp consumer behaviour theory's "response"

2. Research Question

(A) Among consumers, what is their general shopping behavior when it comes to selecting specific goods (high involvement and low involvement)?

(B) Is there a relationship between the importance of product attributes, the selection of consumers, demographic variables, interpersonal influence, and repurchase intentions?

3. Literature Review

Peter Drucker argued that the pivot of "Consumer Behavior" rests on the primary reason why company entities are developed and built, which is to produce a "consumer". When a consumer or customer's needs are well understood and met by the business owners, the true essence of establishing a business will be known and realized (Aggarwal, 2004; Brady, Bourdeau, & Heskell, 2005). This is because the business owners will know who the consumer is, his or her behaviour, and this will ensure that a continued or permanent consumption of these products by the said consumer(s). According to Peter Drucker, this is an essential and good

development for business endeavours' eventual competitiveness and survival. Despite all of these ambiguities, it appears that marketers are unfazed, and they tend to invest into their marketing plans and strategies to ensure that consumers purchase their products and services. This is the issue that they will need to be addressed to ensure continued consumption of the various products. In light of strong competition and in reaction to the Asian financial crisis caused by the 1997-1998 economic downturn, companies have revised their strategies (Aaker, 1997; Aggarwal, 2004).

Bloch (1981, 1986) stated that "the world is a marketplace for business people". Consumer behaviour is the study of how people, communities, and organisations choose to acquire, consume, and dispose of products, services, ideas, or experiences to meet their needs and wants (Dickson & Sawyer, 1990; Kotler & Armstrong, 2004) further defined consumer behaviour as the actions of individuals during the exchange of goods and services. According to Belch & (Blackwell et al., 2004; Bloch, 1986), consumer behaviour is the process and behaviours individuals participate in while looking for, choosing, acquiring, utilising, reviewing, and discarding items and services to meet their wants and preferences. Because human wants are inexhaustible, the procedures involved in selecting between options differ to varying degrees. Kotler and Armstrong (2004) observed that while making a purchase, the customer often experiences a learning process. According to them, the process begins with the formation of beliefs, followed by a deliberate buying decision. Frequently repeated purchases are frequently motivated by the need for variety (Brown, 1950).

Hal Dean (2004) observed that the process by which a customer might establish habitual preferences for a product is a learning phenomenon and, as such, a dynamic process. Similarly, purchasing depends on a variety of circumstances; although some purchases are based on predefined criteria, others are made when the object is seen or touched. All of this occurs because the buyer has access to information Al-Hawari and Ward (2006). According to their research, customers do both internal (memory) and external searches. Perception is the internal psychological process that involves receiving, selecting, organizing, interpreting, and integrating information. According to Clarke (2006), the customer purchasing process involves four steps: identifying a want/need, searching for information, assessing, and buying. Marketers must enable e-marketing technology to assist customers in transitioning from recognition of needs to shopping/purchasing, as more customers use online channels for shopping/purchasing (Alreck & Settle, 1999; Bristow & Asquith, 1999).

Ataman & Ülengin (2003) noted that gender role is comprised of gender schema, which is the manner in which the mind organises conscious and unconscious memories into networks and structures, in this case relative to gender perception, so as to determine attitude, behaviour, and reactions in the most efficient manner. In their own version, argued that while adopting a gender perspective, emphasis must be given to changes in the content of gender role

preconceptions, as was the case many decades before, without anticipating the complete elimination of gender categories. In addition, note that virtual store layouts and atmospheres are pushing customers to change their buying habits in order to engage more fully with the online channel.

Findings, addressable branding and marketing, contextual marketing, community marketing, and transactional marketing can influence economic and commercial activities. (Dahlén, Rasch, & Rosengren, 2003; Malhotra & King, 2003) opined that economic and social changes such as credit cards, cash machines, 24-hour retailing, and impulse shopping opportunities are on the rise (Avery, 1996). Defined it as the behaviour that consumers exhibit in their search for purchasing, utilising, and evaluating products and ideas that they anticipate will satisfy their needs, as it has become imperative for the global population as a whole to increase their consumption of leading products available to them globally. Increased competition has also influenced the decisions of customers and consumers. Patriotism suggests that commitment and allegiance to other nations cannot be overstated, according to. Consumer behaviour is defined by Erasmus, as the activities immediately engaged in getting, consuming, and discarding things and services, as well as the choice processes that precede these behaviours (Blair & Innis, 1996).

Blackwell et al. (2004) argued that in order to effectively understand consumer behaviour, two elements must be streamlined: Firstly, how distinctive a product or service appears to customers; and secondly, how engaged they become in the purchase process. It is the goal of consumer purchasing behaviour research to understand the entire behavior and purchasing patterns of consumers, according to (Banks, 1950; Bloch, Sherrell, & Ridgway, 1986). Many consumers are assumed to have a fundamental understanding of what to consider when making a purchase. Shim, (Bloch, 1986) also believed on understanding how a customer reacts in their purchasing choice, which would make the future buyer knowledgeable. Shim and (Baker, Hutchinson, Moore, & Nedungadi, 1986); in the same line, attested to the facts enumerated above, that consumer purchasing behaviour is rolled out in such a way as to impart to society how consumers tend to behave when acquiring products and services.

The increasing emphasis on price, quality, value, and customer satisfaction is one of the main difficulties most firms face today due to choose decision and repurchase intention. Today's shoppers place a higher emphasis on quality as a factor in their purchasing decisions. Customers and customers are expected to play a crucial part in the success of the firm (O, 2002). Several studies have refuted this view (Kotler & Armstrong, 2004) describes consumer buying decisions as a continuous process with three broad categories. Machine response behavior is also known as habitual decision making, limited decision making, and extensive decision making. (Kotler & Armstrong, 2004) states that when consumers purchase expensive items, they are significantly affected, while when they buy frequently, they are less motivated (Bearden & Etzel, 1982; Brown, 1950). It is evident, based

on choice decision or repurchase intent, that consumers place a series of variables on the sets of choices they make or that would motivate them to purchase a product, and that these elements are ranked in order of significance and relevance. Price and quality are included in this collection of criteria or traits, and buyers tend to prioritize price over quality.

If a customer tends to identify the distinctions in a certain brand, the name of that brand will be communicated to other consumers in such a way that the buy decision/repurchase intention of those consumers will continue to rise. Moreover, other factors, including brand name, previous experience, attitude, and product information, should also be considered while learning about a product. In addition, it is considered that a product's brand name, prior experience, attitude, and product information are also significant. Some researchers feel that when the price of a product is separated from the brand name, the price tends to be more effective (Dodds & Monroe, 1985). Consumers who believe that there is a difference between brands rely on the brand name as the final source of information for their purchase and repurchase intentions, according to (D. Bristow, Schneider, & Schuler, 2002). This will also lead to a constant increase in the search for the brand or product in question, and consumers will use search as a form of communication to boost their self-esteem or status. (Aaker, 1997) concurs with O' Cass and assertion that customers are influenced by the knowledge that their brand preference would lead to a link with the brand's producer.

Alreck & Settle (1999) concluded that brand name also brings about economic benefit and gives prestige to the customer. According to George Curry and Riesz (1988), the market has price disparity, for both seller and buyer, and that the information available to them was insufficient; as a result, consumers seek out information regarding the products and their prices. (Avery, 1996) in his own article, asserted that a rational consumer will search for a product's information and its price to the extent that the marginal benefits accrued to the search will also equal the marginal cost for the search of the product.

When a consumer discovers that the price of a particular product is excessively on the higher side, and the quality level variance of the product is also on the higher side, he/she is left with no choice but to search for alternative prices and quality that will satisfy his/her needs (Avery, 1996).

Purchase/repurchase intention of a consumer for a product or service is motivated by a variety of factors, including emotional arousal. argued that different customers and consumers may use a brand name to boost their self-image, to demonstrate their pride, status, and ego to others, and this product's brand image must correspond with their intended group or groups. (Bearden & Etzel, 1982) identified these groupings to include their friends, neighbours, relatives, and co-workers. The pressure of price, quality, brand, gender and family, taste, personal influence, education, and some of the very good attributes tends to act as a catalyst to change the perception of the customer/consumer or to enable them to decide on a particular product; this was also discussed by Al-Hawari & Ward (2006).

4. Research Methodology

4.1 Research Design

This study used a mixed methodology approach. A cross-sectional personal interview was performed; the questionnaires had two (2) parts: part 1 and part 2. All respondents were from seven (7) African countries, including Nigeria, Cameroon, Zambia, Malawi, Sudan, Tanzania, and Zimbabwe. The researcher applied statistical methods to draw conclusions from the utilised instrument. Most of the research activity is exploratory in nature. It is utilised to comprehend fundamental causes, viewpoints, and motives. It helps understand and make sense of consumer experiences and the environment in which they live, as well as explore on the problem leading to hypotheses for the quantitative study. Within the broader context of this sort of study, a variety of methodologies exist, but the majority of them have the same objective: to comprehend the social reality of individuals, communities, and civilizations and to test the resulting conceptual model.

4.2 Sampling Methodology

The study's target audience consisted of customers residing in one of East Malaysia's cities. The city has a total population of 422,240, with 210,034 males and 212,205 females. The surveys were provided to a targeted demographic of 160 respondents, who were from African nations. These respondents were staying in Malaysia for several years either for study or for work. Frequency distribution was utilised to characterize the general purchasing activity pattern of customers and to profile the responses. To analyse the patterns in the analysis, the researcher calculated the reliability correlation and conducted Regression analysis. The samples gave adequate accuracy for most judgments (Alreck & Settle, 1999; Brucks, 1985) .

4.3 Data Collection

Researcher's discretion was used to select respondents, who were free to fill out forms provided to them. In order to tailor the surveys to each respondent, each survey was given based on personal effort. After the individual 1.5-hour interviews with the respondents, questionnaires were sent out to the same respondents to complete the research process.

5. Result Analysis

According to Hypothesis 1, repurchase intentions are related to the quality of the product. Results show evidence that those repurchase intentions are positively and significantly affected by product quality. Product quality is a contributing variable towards the repurchase intention level ($r = 0.933$, $R^2 = 0.871$, $F = 1067.891$). The hypothesis is supported and accepted as it confirms that

product quality is positively correlated with repurchase intentions. found that product quality is an important factor related to repurchase intention.

Hypothesis 2 examines the impact of price towards repurchase intention. Result infers that price has positive and significantly impact on repurchase intention ($r = 0.132$, $R^2 = 0.017$, $F = 2.787$). As price is positively correlated with repurchase intention, this hypothesis is supported and accepted. (Dodds, Monroe, & Grewal, 1991; Kotler & Armstrong, 2004) also found that prices are always the key element, when it is on its own, then when it is merged with the brand name. This creates a positive impact on consumers' behavior.

Hypotheses 3 postulates the associations between brand name and repurchase intention. Results show that repurchase intention were found to have positive and significant impact on the brand name perception ($r = 0.137$, $R^2 = 0.019$, $F = 3.044$). This hypothesis is supported and accepted. (Kotler & Armstrong, 2004), found that brand name was positively related to repurchase intention of consumers using manufacturing organizations.

Hypothesis 4 supports the impact of product information towards repurchase intention. Repurchase intention is positive and significant influenced by the product information ($r = 0.231$, $R^2 = 0.053$, $F = 8.867$). Thus, the hypothesis is supported and accepted. This finding implied that, product information has a positive and significant relationship with repurchase intention. (O, 2002), found that there is a positive and significant relationship between product information and repurchase intention.

Table 1.0 Summaries of Hypotheses Testing

		Coefficient	Results	Supported literatures
H1	Product quality has a significant and positive relationship with repurchase intention.	0.933	Supported and accepted	Sultan & Simpson Jr, (2000)
H2	There is a positive and significant relationship between price and repurchase intention.	0.132	Supported and accepted	(Kotler & Armstrong, 2004) and (Doddset al., 1991)
H3	There is a positive and significant relationship between brand name and repurchase intention.	0.137	Supported and accepted	Taiwo and clement, (2011) (Kotler & Armstrong, 2004)
H4	Repurchase intentions are positively correlated with product information.	0.231	Supported and accepted	(O, 2002)
H5	Normalization influences repurchase intention positively and significantly.	0.125	Supported and accepted	Rehman, Tirmizi and Salf (2009) & Karen and Lee (2002)

6. Discussions

Based on the results, it is clear that the conclusions drawn from the result analysis are based on the various hypotheses, which were carefully examined to ensure that errors were kept to a minimum and that an accurate conclusion was reached, paving the way for further study to take precedence. Hypothesis one,

showed that there is positive relationship between products and repurchases intent, which interprets that brand consciousness influences a repurchase intention of the products (Al-Hawari & Ward, 2006; Bearden & Etzel, 1982). Consumer behaviour may have the same concept all over the world, they have regard for quality of high involvement products, but scrutinizes product with low involvements, on other side would prefer local products with low involvement. Consumers always purchases products during sale promotion, gaining discount value from the sales and the awareness arising from the advertisement in magazines, catalogues and in the brochures, low and high involvement product were influenced, by television. It was seen in the concept, that price was a factor relationship with the repurchase intention, indicating that, at any price a product is tagged, hence consumer would still purchase the product cleaved to the fact that, some of the consumer prefers a product, when it is costlier, insinuating class difference (Corfman & Lehmann, 1987; Dodds & Monroe, 1985; Dodds et al., 1991; Kotler & Armstrong, 2004). Its significant we note that, quality and price is the mode drive of repurchase Intention, however, brand name is in tandem with repurchase intention; this is another driving force in consumer repurchase intention. Showing that the null hypothesis was accepted, Brand name has a major influence on the repurchase intent, consumers will insist on brand name because of class bond, taste, pre-knowledge, past experience observed in product, it could also be culture and religion etc. that influences, this makes a consumer maintain a standard of repurchase intent (Beatty & Smith, 1987; Curry & Riesz, 1988) .

Product Information is another factor that exhibits a relationship with repurchase intention. The null hypothesis demonstrates that consumers are extremely sensitive to product information. They carefully examine products with low and high levels of involvement, making sure that their religious beliefs about knowing what kind of product to purchase are considered. It appears that the aforementioned factors have caused consumers to plan to buy the products again. Additionally, it was discovered that, according to regression results, the null hypothesis was accepted when considering the relationship between product quality and intention to make another purchase. The demographic values determined that majority of the consumer were female having the point of 107, about 66.9% of the population and remaining 33.1% on 53 male consumer totalling 160 consumers who respondent appropriately. Consumers repurchase intention is only pivoted on quality of product and price as we mentioned earlier. It was also gathered that the 160 respondents cut across Africa, were the largest of the respondents came from Nigeria with 34.4%, Cameroun, 6.3%, Zambia 16.9%, Malawi 14%, Sudan 9.4%, Tanzania 6.3% and Zimbabwe 12.5%, totalling 100% (Beharrell & Denison, 1995; Biswas & Sherrell, 1993).

7. Implications

The study wants to draw a clear conclusion that any economy, like that of Malaysia, needs a dynamic understanding of consumer behaviour to conduct

business with the rest of the globe. The study aimed to examine how African customers view imported goods in the food and household goods categories and to investigate the relationship between purchasing habits and product preferences. As a result of these findings, domestic manufacturers and foreign importers will need to consider the influence of the country of origin when evaluating products for consumers. When there is no domestic alternative to the foreign product, the most apparent implications are decision situations and repurchase intentions. In this scenario, foreign importers from countries classified as culturally similar, such as African nations, may find the country-of-origin information strategically advantageous. Therefore, focusing on imported products from culturally similar countries will not harm sales or benefit them. This study absolutely must be carried out on a larger scale and scope, as doing so will encourage more accurate results in this regard. After a modest beginning by tapping seedlings from Nigeria, which is now rich in natural resources but has been overtaken by the Malaysian economy in this area, Malaysia is now one of the top producers and exporters of palm oil.

8. Applications

Every aspect of human life—management, medicine, science, technocrats, journalism, etc.—requires consumer behaviour, as Drucker noted in article, which claimed that the entire world serves as a marketplace for entrepreneurs. According to (Kotler & Armstrong, 2004), consumer behaviour is the study of how people choose to purchase, use, and discard products, services, ideas, or experiences to meet their needs and desires. In these terms, it would be a great and significant thing if people, managers of great companies, marketers, businesses, and the government took advantage of this research for serving the consumer better.

9. Conclusion

Based on the findings of this study, managers, marketers, and business leaders can benefit from this approach. In terms of repurchase intention, established brands, quality, price, and product information are factors driving the intention of consumers to repurchase, particularly for high involvement products (Fridges, Phones, Bags, and Shoes) and for low involvement products like KFC (Kentucky Fried Chicken). Managers, marketers, and business leaders should benefit from this subject matter (consumer behaviour). Consequently, it is crucial to understand the consumer purchasing process, their prior knowledge, and even post-purchase behaviour; the importance consumers place on some essential products, managerial inputs, marketing decisions, continuous learning processes, methodology application of consumer behaviour, and marketing management to make sound market decisions.

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