

FACTORS AFFECTING THE DECISION ON CUSTOMERS' RANDOM PURCHASE AT CO.OPMART SUPERMARKET IN HO CHI MINH CITY, VIETNAM

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ABSTRACTS

In the current trends, consumers have formed habits of buying at supermarkets. In addition to the purpose of buying goods according to the determined demand, customers who go to supermarkets also relax and entertain themselves out of the modern supermarkets. A restaurant system and play area, even cinemas are also built in the supermarket area. Therefore, many customers will appear their random purchase behavior when they are in the supermarket with many different causes. Random purchase behavior is considered as an important, popular and hot phenomenon in the context of the current rich commodity economy. Currently, customers' random purchase behavior - especially in supermarkets, is a study which has attracted a great deal of attention from researchers around the world over the years. They have also argued that it is an essential factor of life and that almost consumers have at least once committed this behavior. This is the suggestion for the author to choose the content: "Factors affecting the decision on customers' random purchase at CoopMart supermarket in HCMC".

KEYWORDS:

purchase behavior, random, factors affecting, supermarkets

INTRODUCTION

In the market, consumers can easily find a variety of products including domestic and imported products, at different prices, serving different customer groups. Besides the traditional markets and shops along the streets, there have been more and more supermarket systems and large commercial centers. Changes in the retail system have facilitated random purchase to arise and develop, especially in big cities. Integration and globalization also create changes in values and consumption trends in society as an increase in consumers' individualism and materialism (Nguyen, 2005), and this affects the upward trend in random purchase. In addition to the economic development of the country, the demand for shopping and consumption

of Vietnamese people has been increasingly improved. Currently, with the explosion of supermarket systems that have their own brands and reputations in the market such as BigC, Co-opmart, intimex, Hapro or new retailers of the market such as Vinmart, Lotte, organized retail market (supermarkets) in Vietnam partly meet the shopping needs of Vietnamese people. Moreover, according to government regulations, since the beginning of 2015, foreign retail businesses which will be allowed to establish enterprise with 100% capital in Vietnam (Nguyen Loc, 2015) has appeared in every province and city in the country.

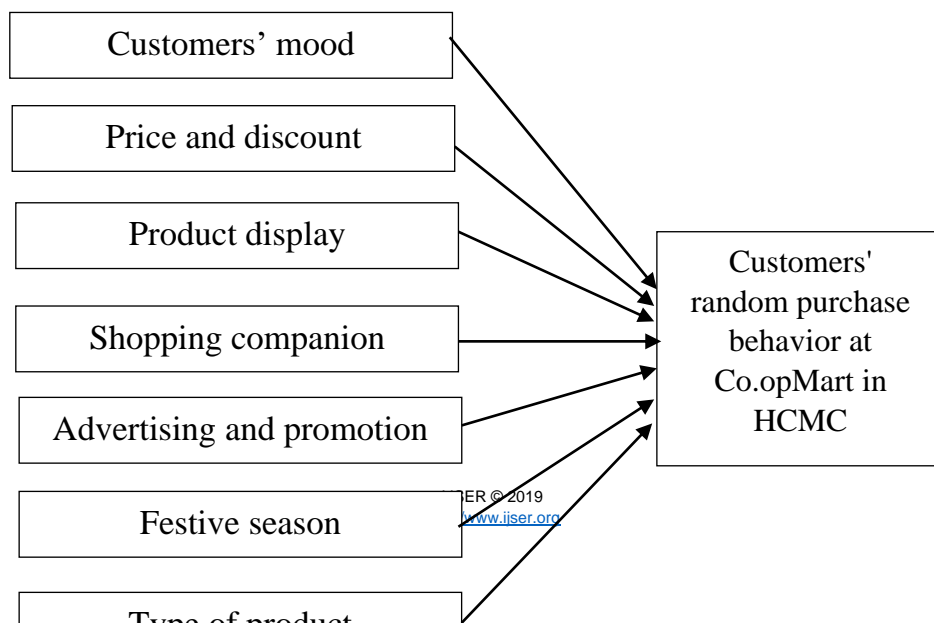
LITERATURE REVIEW

According to Stern (1962), random purchase behavior is a break of normal purchase process. According to D'Antoni and Shenson (1973), random purchases can be distinguished from consumers' behavior patterns in terms of consumers' quickness or impulsiveness through stages of purchase decision. "A decision in which the information processing stage is done in a relatively shorter time than usual for similar products or services." According to Bellenger et al. (1978), random purchase behavior is the result of a purchase decision after entering the store.

Random purchase behavior is an immediate purchase behavior, which is not the result of a search to satisfy a specific need. Therefore, from Stern's point of view (1962), many stages in Churchill and Peter's model (1998) can be completely ignored in the process of random purchases. The nature of random purchases is that it takes place in a short period of time without prior planning. In fact, some consumers are not satisfied with the products they have purchased, but they are still comfortable with their actions (Macinnis and Price, 1987).

Inheritance of some factors affecting customers' random purchase behavior from previous studies in combination with research and understanding customers' purchase behavior at Co.opMart supermarkets in HCMC, the author proposes a model to study factors affecting customers' random purchase behaviors when shopping at Co.opMart supermarkets in Ho Chi Minh City as follows:

Figure of Model of factors affecting customers' random purchase behavior at Co.opMart supermarkets in HCMC.



Source: Own (2019)

RESEARCH RESULTS

3.1. Descriptive statistics of research samples

The author has delivered 400 sheets in the form: delivered directly to the interviewee and delivered to the supermarket staff to the customers. However, the author chose 350 satisfactory samples from test results, accounting for 87.5%. The sample has the following allocation: (Table 4.1)

Table 1. Sample allocation according to statistical criteria

Criteria	Description	Number of observations	Proportion (%)
Range of ages	Under 18	28	8.0
	18 – 25	133	38.0
	25 – 35	119	34.0
	35 – 45	35	10.0
	Over 45	35	10.0
	Total	350	100.0
Gender	Male	98	28.0
	Female	252	72.0
	Total	350	100.0
Marital status	Married	224	64.0
	Single	126	36.0
	Total	350	100.0
Occupation	Pupil, student	63	18.0
	Worker	84	24.0
	Staff	154	44.0
	Housewife	21	6.0
	Others	28	8.0
	Total	350	100.0
Income	Less than 3 million	84	24.0
	3 – 8 million	182	52.0
	8 – 12 million	56	16.0
	More than 12 million	28	8.0
	Total	350	100.0

Number of times going to the supermarket per week	Once	161	46.0
	Twice	84	24.0
	3 times	84	24.0
	4 times	14	4.0
	5 times	7	2.0
	Total	350	100.0
Purpose of random purchase	For themselves	133	38.0
	For family	189	54.0
	For friends	28	8.0
	Total	350	100.0

The situation of sample allocation as stated in Table 1 shows the following characteristics:

- In term of age: Most observations in the sample are the range of ages from 18 to 25 and from 25 to 35. This range of age often occurs random purchase behavior.

- In term of gender: Female respondents are the majority (72%). This allocation is quite appropriate because women often have a habit of going to the supermarket and buying goods more random than men.

- In term of marital status: married interviewees are twice as many as single interviewees in the sample. This rate is consistent with the overall characteristics, because married people often have a need to purchase at supermarkets rather than single people.

- In term of occupation: Respondents are staff with a high rate in the sample, it is appropriate because office staff have a habit of going to the supermarket more than others.

- In term of income: Percentage of people whose income is from 3 to 8 million per month accounts for half of the sample. This is an appropriate rate because most of Phan Thiet people has their average income at this level.

- In term of number of times going to the supermarket per week: Nearly half of the observations in the sample go to the supermarket once a week. The frequency of going to the supermarket once a week is common for Phan Thiet people, which shows the rationality of the sample.

- In term of the purpose of random purchase: Respondents who answer their random purchase for the family account for more than half of the total number of observations in the sample, purchase for individuals accounts for nearly half, and purchase for friends accounts a little (8%).

With the said sample allocation, the sample completely represents the overall. The researcher can use the sample data for testing the research model.

Analysis by Cronbach's Alpha coefficient

The scales of formal research are also assessed through Cronbach’s Alpha coefficient of reliability and shown in the following table:

Table 2. Cronbach’s Alpha of factors

Factors	Number of observed variables	Cronbach’s Alpha
Customers’ mood	3	0.882
Price and discount	3	0.854
Product display	3	0.833
Shopping companion	6	0.774
Advertising and promotion	4	0.823
Festive season	3	0.856
Customers’ random purchase behaviors at CoopMart Phan Thiet	4	0.802

The analysis process takes place as follows: perform analysis of each factor, each factor is performed for the first time and eliminate each variable which does not guarantee the specifications and then re-analyze. The final result (Table 2) has 11 eliminated observed variables, the measurement model in research has 26 observed variables measuring 7 potential variables.

Exploratory factor analysis – EFA

The results in Table 3 show that the factor analysis of the independent variables is appropriate for coefficient data (KMO = 0.555) and the observed variables are correlated with each other in the overall (Sig = 0.000 < 0.05). Based on the Total Variance Explained matrix, it shows that Eigenvalue > 1 has 5 factors given and these 5 factors explain 82.348% variation of data.

Table 3: Barlett test result and average variance extracted - dependent variable (after an analysis)

Specifications	Value	Standard level	Remarks
KMO coefficient	0.725	0.5 - 1	Factor analysis is appropriate
Sig value in Barlett test	0.000	< 0.05	Observed variables are correlated in the overall
Total variance explained	63.086%	> 50%	63.086% variation of data is explained by factors
Eigenvalues	2.523	> 1	Appropriate

Table 4: Measurement variables of outcome factors after EFA

Symbol	Direct measurement variable
FAC1.1 – Customers’ mood	
TT3	I go shopping to change my mood
TT4	I buy the product depending on how I feel at the time
TT5	When in a state of unhappiness, I go shopping to make myself more happy
FAC2.1 – Price and discount	
GC2	Discount prompts me to buy that product

GC3	Discount of a wide range of products prompts me to go shopping
GC5	When shopping, if there are discount activities, I will buy more
FAC3.1 – Product display	
TB2	The color of the products displayed in the supermarket caught my attention.
TB4	Product package at the supermarket is eye-catching
TB5	The supermarket has a convenient signboard for shopping
FAC5.1 – Shopping companion	
NDH1	Comments of shopping companions on products affect my purchase behavior
NDH6	When I buy a product, I often choose a brand that I think others will agree to
FAC4.1 – Festive season	
LH1	Special occasions prompt me to go shopping
LH3	The traditions and customs of the festive days affect my purchase behavior
LH4	On festive occasions, I often purchase more products
FAC1.2 – Customers’ random purchase behavior at Co.opMart Phan Thiet	
HV2	When I go shopping at the supermarket, sometimes I buy things without thinking
HV3	When I go shopping at the supermarket, I often buy things that I do not plan to buy
HV4	When I go shopping at the supermarket, I cannot control myself in purchase when there is an attractive offer
HV6	When I go shopping at the supermarket, I often shop spontaneously

3.4. Estimated regression model

To evaluate the impact of factors on random purchase behavior, the author uses multiple linear regression with the procedure of selecting variables by the method of ENTER (simultaneously), because the aim of this study is to confirm the accuracy of the theoretical model given and in the study, the author hypothesized that the factors: Customers’ mood, price and discount, product display, shopping companion, the festive season has a positive impact on customers' purchase behavior at Co.opMart Phan Thiet supermarket. Results shown in Table 5:

Table 5: Regression analysis result

Model	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity Statistics	
	B	Std. error	Beta			Tolerance	VIF
Independent variables	(Constant)	5.302-17	0.033		0.000	1.000	1.000
	FAC1.1 Customers’ mood	0.440	0.033	0.440	13.331	0.000	1.000
	FAC2.1 - Price and discount	0.338	0.033	0.338	10.230	0.000	1.000

FAC3.1 - Product display	0.249	0.033	0.249	7.547	0.000	1.000	1.000
FAC4.1 - Festive season	0.154	0.033	0.154	4.668	0.000	1.000	1.000
FAC5.1 - Shopping companion	0.482	0.033	0.482	14.595	0.000	1.000	1.000
Dependent variable: FAC1.2 - Customer's random purchase behavior at Co.opMart Phan Thiet							

The model with coefficient $R^2 = 62.5\%$ shows that the correlation between the variables in the model is a positive and close correlation. With the adjusted coefficient of 0.625, this indicates that the model's suitability is 62.5% or in other words, the 5 factors in the model are Customer's Mood, Price and Discount, Product Display, Festive Season, Shopping Companion used as independent variables to explain 62.5% of the variation of the dependent variable, the remaining 37.5% is due to other factors in addition to explain model. Besides, Variance Inflation Factor VIF less than 2 shows that the independent variables do not have a close relationship with each other, so there is no multicollinearity. Through the said model, we realize that the factors affecting customers' random purchase behavior at Co.opMart Phan Thiet supermarket with the highest intensity is the factor of Shopping companion, a little lower factor is Customers' mood, followed by Price and discount, lower is the factor of Product display and the lowest is factor of Festive season.

CONCLUSION

The process of data analysis ends - the model with research hypotheses has the following test results:

Hypothesis H1: Consumers' mood has a positive impact on consumers' random purchase behavior. Accepted with a standardized regression coefficient of 0.440.

Hypothesis H2: Price and discount has a positive impact on consumers' random purchase behavior. Accepted with a standardized regression coefficient of 0.338.

Hypothesis H3: Product display has a positive impact on consumers' random purchase behavior. Accepted with a standardized regression coefficient of 0.249.

Hypothesis H4: Shopping companion has a positive impact on consumers' random purchase behavior. Accepted with a standardized regression coefficient of 0.482.

Hypothesis H5: Advertising and promotion has a positive impact on consumers' random purchase behavior. Rejected because it was removed from the model in the course of analysis, discovery.

Hypothesis H6: Festive season has a positive impact on consumers' random purchase behavior. Accepted with a standardized regression coefficient of 0.154.

Hypothesis H7: Personal use products are more likely to be bought randomly than common use products. Rejected because ANOVA results show that there is no difference in the level of making random purchase behavior among these groups.

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