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# [Shift in Buying Behavior from Kiryana Stores to Hypermarkets: A Case Study of Consumers in Karachi]

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**ABSTRACT**

This research explains the shift of consumers from Kiryana stores to hypermarkets and the main factors that have influenced the shift within our society. Our study is confined to Hypermarkets in Karachi which include Carrefour (Hyperstar), Metro, Chase up, Naheed and Imtiaz. Our target respondents' fall between the age group of 20-60 years and their income bracket starts from 50,000. The main aim of this study is to help entrepreneurs or companies to invest wisely by understanding the demand of consumers and which factors are the most important in consumers' minds and to think where to distribute products for high profits and it will also help to fill the gap between research in academia and industry practices. The factors which we studied in depth and their impact on buying behavior of consumer are price, convenience, quality, information accessibility, environment and social status. Price, convenience and quality have positive impact on consumers buying behavior through which we can conclude that if consumers in Karachi get their products of high quality, deals and discounts in prices and with convenience other factors environment, information accessibility and social status are secondary to them.

**Keywords:** Consumer Buying Behavior, Hypermarkets, Kiryana Stores, Retail Marketing, Consumer Preferences, Value for Money, Karachi

**Introduction**

**Background of the Study**

As the world is constantly growing with the help on industrialization and new innovative product developments, consumers now tend to be more focused towards large departmental stores and online retailing from the conventional retail outlets concept. The consumers are well informed about the choices they are making; therefore, a whole new concept of retailing business has evolved. The retail transformation has shifted the trends from small convenient shops to large departmental stores where the consumers can find everything on one spot satisfying their essential and secondary needs.

Modern retailing is now considered as one of the most specialized businesses in the economy where departmental stores are becoming one of the largest organizations in the world providing employment opportunities, rising profits and revenues and increasing the operations within the economy. The shift from small retail outlets (also called as the Kiryana stores in local language) to supermarkets have now moved to digital markets (in the form of online and e-stores) in the developed countries. People in the developed countries are more technology driven and are considering making their purchases using online platforms and digitalized world whereas in developing countries, supermarkets are still considered as a state-of-the-art feature where the consumers are shifting from small stores to hyper markets. The reasons customers are more fascinated towards hypermarkets is the availability of all necessities with bright lighting, wide aisles for convenience and large assortments, among other factors.

Retailing is considered as a step by step process which mainly involves the marketing and distribution of goods that are provided to the end users for consumption which is the final step of retailing. Retailing does not take into account the interaction of

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manufacturers and producers with the end users; it's just the involvement of buyers and customers directly interacting to buy the products for their personal consumption. Organized retailing is the new term which is being practically implemented in the developed nations which involves categorization of different departments within one large market making it convenient for the consumers to buy everything under one roof providing them with a convenient shopping environment.

Link, Smiddy&Capara(1989) in their study also explained the consequences faced by both the consumers and producers in terms of retailing sector; knowing that technological advancements had made a drastic change in their spending patterns and consumers are more likely to purchase goods from a well-organized store with complete knowledge and variety of the product. Global interactions and advanced media have played a significant role in changing consumer preferences and tastes around the world.

Other factors that drive the changes in the consumer demand may also be developments in the economic and social structure of the society. As explained in the study of Kacker, 1988 the changes in the demographics has also reshaped the demands of the consumers; as consumers are becoming more well aware of the environmental changes, increased income patterns are also driving them to make better purchases, increased education, high concern for health and steps towards betterment of other social issues. All these factors force the consumers to think at a broader perspective making them realize the importance of big marts and their convenience.

Discussing the challenges and opportunities within the Latin American regions (Reardon and Berdegue, 2002) explained that the procurement practices being followed in these big supermarkets are well organized that includes: maintaining quality standards, packaging of the products, safety measures, managing big volumes and consistency. All these factors play a major contribution towards the development of consumerism in terms of departmental stores. The biggest opportunity that lies within the region is the expansion of the consumer market in the urban areas and drastically taking a shift towards the rural areas keeping the consumers informed about the changes and the opportunities associated to it. Taking Pakistan into consideration, the concept of departmental stores is increasing due to globalization and people are moving towards departmental shopping experience rather than going to the conventional small stores to buy their everyday necessities.

#### **Shift in Pakistani Market**

As per a survey conducted by International Field and Tab in June, 2011 consumers in the Pakistani society are influenced by many forces which play an important role in the decision making. The factors include inflation, terrorism and unstable economic conditions. Majority of the respondents from the survey have categorized inflation as the most important factor, especially for commodities, both food and non-food items. Whereas the other factors were given less importance on the consumer buying decision because of the changing external environment. The decisions are also influenced by the strategies used by competitors and also changing customer preferences.

With the rise in urban culture, it has been seen that many multinational companies have come to Pakistan to invest through their projects and industries. Seeing the potential international Super-mart chains have also started to invest in order to make

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their presence felt. The rise in disposable income of the consumers is also on rise because of which now consumers prefer convenience and luxury in their lifestyles; further raising the bar of competition for brands and superstores to stay on top of consumer's minds.

The tradition system of retails stores also known as "Kiryana" stores are found in every part of the country. They can be found across the country and thereby hold a strong position in the market due to their ties with wholesalers, industries and their large-scale presence. Consumers are familiar with them and also prefer buying from them on regular basis for their day to day activities. Understanding the huge dependency of consumers over retailers, they started to open larger stores such as Motta's, Agha's, Paradise, etc. which are also considered as retail stores but equipped with international brands, convenience and work as a one stop solution for consumers for all their buying needs. But since these stores are only limited to metropolitan cities the Kiryana stores in the rural areas still hold their importance and position.

However, the capitalization of hypermarts is said to be highly successful and effective as consumers now prefer convenience with quality over other factors. Also because of low prices charged comparatively, these stores are becoming their first priority for lump-sum buying of products. The hypermarts after their success in one area and city are now opening small chains in other part of either the same city or different cities in order to expand their presence. Due to relaxed government policies and control, the stores have now become the leading hypermarts in the country with highest amount of sales recorded.

MNCs also prefer stocking their products in these hypermarts as they find lots of potential consumers for their products and services which was otherwise difficult in small stores due to their lack of reach in a particular area. Some of the reasons why consumers also shifted from Kiryana stores to super-marts included lack of check and balance by the Government and low quality of products. To keep a check on all Kiryana stores is difficult therefore they are the least regulated which have resulted in charging of high prices by making commodities go low on stock. Low quality of products such as selling expired products or products with less durability were some major concerns raised by the consumers which gave a way to hypermarts to come into the market and place themselves as the viable option over Kiryana stores.

Hypermarts also market themselves as being the better and bigger consumer service provider option which have attracted a lot of consumers who were looking for convenience, good environment, and high quality and on point customer service. These hypermarts are equipped with all kinds of products and thereby are considered as a one-stop solution provider to all consumer needs. The variety is huge so consumers have a lot of options to choose from, and thereby can also compare and experiment occasionally.

The space provided in these stores is larger than usual small shops therefore whole families can come and enjoy shopping without any hassle. This totality of providing an experience which is pleasing and conformable provided a great boost to the concept of hypermarts and also attracted consumers who now go to shopping with their families. The consumer overall buying behavior have also changed a lot in the recent times as now consumers prefer imported items and brands with high quality and efficiency. Since departmental stores and hypermarts now offer family shopping

experience consumers have also started to buy large quantity of groceries and commodities in order to save their time for other activities and work.

However, when consumers started purchasing commodities and necessity items in bulk quantities, departmental stores started to charge additional amounts which made them expensive in comparison, then came the concept of Hypermarts also sometimes called as Supermarts where consumers got the same products in less prices with high quality. Therefore, they preferred doing shopping from them then the local Kiryana stores. The size of the stores also played an important role in making them popular and a first choice for shopping as they are able to line-up many different kinds of products which provided with a lot of variety to consumers. Keeping up with the trend, shopping habits in the Pakistani market have changed and now consumers have molded their shopping habits in order to keep up with the fast-paced life while enjoying luxury and comfort.

#### **Hypermarts and Supermarts in Karachi**

##### **➤ Metro**

It's one of the largest supermart in Karachi which started operations in Pakistan from January, 2006 and now have successfully taken over Makro in 2012. In Karachi it is present at various locations including Shahrah-e-Faisal (Airport side), Gulshan-e-Jauhar, etc. However its core customers include medium sized wholesalers, restaurants, hotels, and caterers. Till date it is operating 9 wholesale centers in various cities across the country.

##### **➤ Chase Up**

A family owned business which started as selling ready-made garments for all classes at very affordable prices. Considered as pioneers in introducing the concept of modern departmental store retailing business in Karachi. Sell a variety of products which include clothes, groceries, fabric (both ladies and men's wear) to name a few and have 6 operating stores in Karachi.

##### **➤ Imtiaz**

Started in 1995 Imtiaz Super Market is considered as the largest of marts in Karachi. Currently operating with 5 outlets strategically located all around the city, namely in Nazimabad, Gulshan-e-Iqbal, Korangi, Zamzama, Baharadarabad and Shahrah-e-Faisal. Among other marts have the largest footfall and therefore have the largest market share as well. Moreover, famous because of high quality with low prices strategy being followed which attracts a lot of customers who prefer to buy from marts then Kiryana stores.

##### **➤ Naheed**

Formed in 1970 as a small grocery outlet in Bahadarabad and is now the most popular among the residents. In order to provide customers with convenience they opened a larger outlet to make shopping a comfortable experience during peak hours.

##### **➤ Carrefour**

One of the most dynamic, fast-moving and happening hypermarket chain Carrefour was introduced in 1995. It offers value for money, convenience and a one stop solution to its customers due to introduction of promotional campaigns, high quality products and super smart system to keep a check and balance. It is located in Dolmen City Mall at Clifton and attract customers from all over Karachi.

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### **Problem Statement**

As we all know that the emerging globalization trends have led to an increase in hypermarkets in the developing nations since 1990s and is continuously increasing as businesses are investing money and resources to attract customers by providing varieties and packages within different hypermarkets using different strategies to gain profit margins. Our study aims to check the effectiveness of the existence of hypermarkets on the buying behavior of consumers as compared to small stores (Kiryana stores). Furthermore, we will be analyzing the factors that lead the consumers to shift from small stores to hypermarkets in depth. Through this research, we are trying to investigate a descriptive analysis of the consumer's perceptions about hypermarkets and supermarkets; how do they make such choices scrutinizing both negative and positive impacts. Our plan is to achieve consumer insights of their perception of supermarkets and hypermarkets and also to analyze which one influences their purchasing decisions.

### **Purpose of Research**

The idea of this research is to analyze the factors that made consumers shift from Kiryana stores to hypermarkets; considering the case of Karachi. It also aims to observe how consumer's buying behavior is influenced by the presence of hypermarkets and why is there such a changing trend.

### **Research Objectives**

Main objectives of this research are as following:

- To examine the recent trends of retail markets in Pakistan and explore its challenging opportunities and threats
- To analyze the factors that influences consumer shift from small convenience stores (Kiryana stores) to big hypermarkets
- To observe the influence of hypermarkets on customer buying decisions or behavior
- To explore which factor is the most influential, by comparing different factors

### **Scope of the Study**

The scope of this research is to understand the changing trends toward hypermarkets due to change in consumer preferences in terms of convenience, environment, and value for money, sociality, information accessibility and other related factors. And what effect will this trend bring to the consumer's lifestyle in terms of shopping preferences, both positive and negative in nature.

### **Definition of Key Terms**

Some of the key terms used for this research are:

#### **Consumer Buying Behavior**

Consumer behavior is the attitude of individuals or groups in order to gratify their essential needs which are driving the demand for a specific commodity that lead to actions such as buying or not buying that specific product. It is also considered a process after one has analyzed the behavior to produce the consumer needs and wants for a product that they want to consume.

#### **Factors Changing Consumer Decisions**

There are a lot of factors that are taken into consideration while purchasing goods from hypermarkets and departmental stores. One of the most important factor can be the convenience of the consumers to purchase the goods from one place, availability of all

the necessary products in one place make it easy for the consumers to compare and contrast, then choosing the best product available to them. Environment also plays a significant role as environment adds value to the shopping experience of the customer. Value for money is another factor that attract customers towards these big departmental stores as there are various ongoing promotional deals going on that attract consumers to make purchases; customers usually go towards good quality at an affordable price. Sociality is another factor that can be taken into account for hypermarkets as people socialize a lot these days and departmental stores within the malls make it easy for customers to make their purchases as compared to visiting small outlets every now and then.

### **Literature Review**

#### **Consumer Buying Behavior**

Consumer buying behavior can be taken as the thinking process of the consumers where they shortlist and finalize the product they want to buy for personal use either in the form of commodities/necessary items or branded items. Such decisions are taken on the basis of the brand names, prices, availability of those brands in particular stores and the shopping stores they would be going to buy the product; all these factors are taken into consideration of the consumer preferences because they also help them budget as per the requirement.

In their book 'Consumer Behavior' (Schiffman&Kanuk, 2000) explained consumer behavior as a characteristic where consumers decide their purchasing decisions on the effort involved, money required and the consumption period of that product, the convenience and availability of the resources; all impacts the consumer's final decision to buy. According to Loudon & Bitta (1993); Solomon et al. (2002); Hoyer & MacInnis (1997) consumer behavior can also be explained as an ongoing process where consumers thoroughly evaluate the product with their respective alternatives so that they can be fully assured about the offerings about the product that can completely satisfy their needs for time being.

The behavior of buying is a series of chronological activities that help consumers to make their final decisions regarding the purchase of the product. This process chain is further categorized to 5 various stages explaining the purchasing decisions in depth:

The first stage elaborates on the consumer needs where the person identifies the need of a specific product based on the importance of that necessity in their life. After recognizing the need for that product, they start evaluating the product with their alternatives so that they can know about the product specifications in detail; this would ease their decision making process for the final purchase. If the consumer is satisfied with their final purchases, they go for post purchases depending on the perceived satisfaction levels that product.

David Wells (2006) in one of his researches explained the sequential process identifying all the factors that the consumer experience while deciding the purchase of a product. The cycle initiates when the consumer gathers information about the product either by family or peer groups, or through the help of various pamphlets & brochures that the company uses for promotion of their product. They can also seek information through specific dealers instead of the sales people who are there in the hypermarkets to

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guide or create awareness about that product. After the information about the product is engrossed in the consumer minds, the consumer designate importance levels to the product based on factors such as functional attributes, unique design & features, product design, durability & reliability and the past purchase experiences & reviews of different consumers.

### **Consumer Buying Behavior Model**

Consumer's purchasing decision is dependent on various factors which are further explained in the black box model of buying behavior model, the buyer's black box explains the relation between the attributes of consumers, their decision making process and the response of the buyer towards the product. The model gives a general perspective of the buyer's behavior towards the purchase decision of a particular product; the consumer is first stimulated with the marketing efforts of the product that positions the product in consumer minds which appeals the consumer to a particular response. The insights from the consumer towards the product later convinces them to engage in the buyer response in terms of choices for the product, brand, timing and the quantity (Kotler et al, 2004).

### **Factors of Marketing Mix on Consumer Buying Behavior**

Kotler and Armstrong (2007) explains the marketing tools that are utilized by companies to serve their product or service to the target groups in terms of elements of marketing mix. One of the most important factor of the marketing mix is "Promotions" that influence buyer's decision to a great deal, therefore companies allocate a lot of budget towards the promotion of the product in order to attract consumers and create awareness of their brand product in consumers' minds. These promotional tactics may include trade discounts, couponing, rebates, premium offers and other such deals (Deborah L Owens et al, 2001). The development of this segment is also emerging with time due to the evolving lifestyle patterns of consumers.

Oladosu (1993) taking an example of Cadbury Nigeria PLC from the FMCG industry is one of the most appropriate case in this regards as the company functions in food processing business, they have to spend budget on their promotional tools in order to increase profit margins; such promotions in Cadbury's case were providing gift hampers, giveaway materials and sales promotion to their consumers in order to attract and retain them.

Sales promotion is considered to be one of the most helpful tools from the marketing mix as it directly impacts the sales of the brand; therefore, it the most powerful marketing stimuli used by the marketers. Sales promotions include attracting new customers through providing trial samples of their product; increasing their satisfaction level. It may also include running various campaigns and activities where they award the customers with certain gifts and incentives for utilizing their product which would ultimately lead to customer loyalty; thus increasing the company's strength and positions in comparison to other competitors (Totten & Block, 1994).

A consumer can be educated about the product through variety of sources including advertising; social media marketing tools, etc. but product trial is one of the biggest success in terms of understanding the consumer response towards the product and is more effective than other sources (Smith, 1993).



### **Changing Consumer Preferences**

(Ajzen, 1991) in this study analyzed a theory named Theory of Planned Behavior, which explained that the purchase intentions of a consumer are based on three factors; the social and environmental factors that influence the consumer's behavior, the attitude and interests of an individual consumer, and the mechanism of perceived behavior over the intended behavior. This theory can be validated in terms of predicting the customer's behavior towards the cultural shift of hyper marts in Pakistan.

(Woodruffe, Eccles & Elliott, 2002) explained in their research that the three factors which influence consumers buying behavior in terms of shopping, mainly are:

#### **Shopping Environment**

Shopping environment explains the physical existence of a shopping place where the products can be easily observed and evaluated. In relation to our study, shopping environment is a factor that plays an influential role in the consumer purchasing decision; as consumers find it easy to physically evaluate the product in the shopping markets before making the final decision. Online shopping or asking the shopkeeper for a specific product reduces chances to physically observe the product. Therefore, modern hypermarts have made it easy for consumers by providing them such experience as compared to traditional stores.

#### **The Socio-Cultural Context of Shopping**

It is said that all learned attitudes and behaviors that have an influence how we behave and think when it comes to shopping preferences and experiences. It is a universally accepted fact that the environment and lifestyle of a consumer influences their purchasing decisions; therefore, they engage in certain activities that connects them to their environment engaging them to their social context. As per Johnson's article people always want to have a feeling of belonging to a community, group and segments because this allows them to get the feeling of being accepted and being oneself. The socio-cultural context also influences how we interact, behave and the attitude we have towards life, other people and situations. These determinants of behavior play an important role in determining the behavior of consumers toward the changing trends which influence their day to day lives. The trend of shopping from hypermarts and hypermarts is also at rise due to the influence it has on the consumers due to peer pressure and being part of a group, class or segment.

#### **Shopping Motivation**

Lawson et al (1996) in their research defined motivation as the inner state that mobilizes to behave in a manner in order to achieve certain goals and objectives set to remain productive and over par from others. Whereas, Schiffman and Kanuk (1997) defined motivation as the force which helps one keep focus until unless the set goals are fulfilled so that they feel satisfied with their needs and wants. The basic needs and wants of every human are the same which include food, water, stable economic conditions, etc. However, acquired needs also address to different needs which also are important and need to be fulfilled for satisfaction and growth.

To further clarify the concept let's look at it with the help of an example. Whenever we feel hungry we buy something to eat whether it be a pack of chips, a burger or anything available. Sometimes we also make choices as per our preferences

which vary from person to person. The choices consumers make over a product in any category helps them attain the acquired needs and wants that can be fulfilled through choice of preferences. A number of variables which include culture, span of power, experiences both positive and negative also help in developing and sustaining acquired needs (Kanuk, 1997).

It is very important to understand the concept of acquired needs as it helps in identify why people behave and act in different ways in various similar situations. However, in context to our study it helps to understand why people choose a variety of product from specific stores and marts and why they have started to move from traditional Kiryana stores to hypermarts which are becoming very popular especially in the metropolitan cities.

Shopping motivation and its variants can be gauged by the typology proposed by Arnold and Reynolds in 2003 which are given below as following:

- Adventure shopping in which shopping is considered as more of an adventure and experience
- Social shopping is done to socialize with people. The main purpose more than shopping is making connection with people and getting to know what they are up to in their lives
- Gratification shopping is more like reward shopping where the consumer wants to reward himself/herself for all the hard work he/she did throughout the time and therefore deserve a treat in the form of shopping
- Idea shopping which is done to get to know about the new trends which are popular and can be used in one way or the other
- Value shopping the main purpose of this type of shopping is to find some meaning and value
- Anticipated utility is the one in which the objective behind shopping is to fulfil some need or want, done basically for day to day used commodities (food and non-food items)

The above mentioned motivation forces will help us identify different buying behaviors and how they vary as per the situation, especially in the local context which is the main aim of this research as well. They will also be taken as the basic factors for survey questionnaire in order to identify in a more focused and determined way that which factors motivate consumers more while shopping, where they tend to go for shopping and what are the current trends which play an important role in defining the shift in shopping patterns.

#### **Social Factors Affecting Buying Behavior**

Consumers are unique when it comes to their buying decisions therefore we see changes in terms of shopping patterns and products. Customers get incentives from the surroundings and it depends on them to respond to these incentives by buying a product or not. This whole process of stimuli and to respond to it is known as decision making (Kotler and Armstrong, 2008). The factors that depend on decision making are culture, personal, social and psychological. Now we will discuss these factors that have an impact on decision making of consumers while shopping.

With the change in life style of customers their preference and patterns of buying are

also changing. In today's time shopping has also become a culture to socialize with others, and it is kind of source of entertainment in places like Pakistan as here for entertainment sources are limited. So people prefer to spend their weekends or even weekdays in shopping malls and shop with friends and family. Consumers buying decision is also influenced by their social groups and their feedbacks like quality, ambience, convenience and specially price comparisons (Rook, 2006). And there are some groups who have same interest and preferences. Therefore, customers who like to socialize, for them socializing with groups with common involvement, behaviors and interests also turn into random spree moments and plans. Consumers who prefer socializing mostly shop from super and hypermarkets; most of their time is spent in window shopping because their motive is not shopping rather socializing (Roslow et al. 1973).

#### **Types of Values during Buying Pattern**

Some studies on this topic state that two types of buying patterns exist: one is social and another is personal (Tauber, 2002). These studies explain that there are two values which exist for customers for their buying pattern. First one is utilitarian value which means that consumers are looking for availability of the required product at the mart or store and another is hedonic which is to satisfy emotional part of consumers and depends on observable portion of a mart or store which are different attributes of that shop like quality, outlook, convenience or attitude of working staff members and prices of products. To understand behavior of consumers these values are measured (Mehrabian and Russell, 2004). Researchers proposed that consumer shopping behavior is based on both experiential and utilitarian drive. Though most of the consumers prefer experiential shopping as this type of shopping gives them enjoyment and feeling of satisfaction (Nicholas et al, 2000).

#### **Effects of Psychological Factors**

Consumers keep environment as an important factor in their mind and make perception about service or product through it. In any type of store the first thing a consumer observes is the overall environment of the stores which also includes the physical appearance of the store and then evaluate it as per the set criteria in his/her mind. After evaluating all factors, consumer makes the decision of buying products from that particular store or not (Batteson and Holfman, 2001).

Atmosphere is that one factor provided by retailer for emotional needs of a consumer so that they buy from that particular shop (Kotler, 1973). Retailers in order to make its product sell make an effort to provide an atmosphere which is satisfying customer needs with facilities like staff members' exceptional services, convenience, reasonable pricing and hassle free parking areas to remain competitive.

Customer is able to make differentiation on the basis of two attributes which are both tangible and intangible in nature, when it comes to choosing a particular mart or store for shopping. To create a good and strong image and perception in consumer's mind both attributes should be given high preference by the store management in order to attract more customers (Lindquist, 1974).

As compared to other factors pricing is one of the most important factor and if retailers are able to satisfy pricing then it would ultimately lead to higher customer satisfaction as customers always prefer products which are of high quality but with

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reasonable price(Diller, 1998). The pricing of products is directly proportional to satisfaction and pleasant experience of customers, as most of their purchasing decision rely on pricing of products (Verhoef et al, 2005). This factor is considered in all stages of buying decision. A consumer decides to go for shopping where they are sure that they will get good quality on cheaper price as compared to other shops. And if any shop is providing them both so they would not consider other shops.

Other factors like shopping behavior, attitudes, values and lifestyle are considered important while selecting a mart or store. Hypermarts are best for consumers who prefer variety in brands and are price and time conscious. And if any consumer wants all these factors and are seeking good experience too while shopping they prefer hypermarts. In researches it is found that customers don't judge pricing of products absolutely whereas they assess them on the standard pricing of that product, which means how much profit or loss with respect to standard pricing(Pohl, 2004). A theory suggests that consumers when looking for a product already have an idea about its standard price and they differentiate between standard price of that product with the available and new prices. And we all know from our experience that prices of products at hypermarts are less in comparison to retail stores so in terms of pricing customers prefer to buy from hypermarts.

#### **Importance of Other Factors**

Lightning is an important factor in a lot of industries so even in consumer buying bright lightning has positive and important effect on buying process. Researches also suggested that bright lightning effects plays an important role to attract a customer to their shops and involve them to buy (Summers and Herbert, 2001).

Lightning is important as it has a direct impact on consumer's mood because when lightning is illuminated so the whole atmosphere is more exciting and cheerful and it has positive impact on consumers (Lewison 1997). Music and colors in a shop also impact consumer's psychology in buying process. Fragrance or ambiance is designed in a way that it reflects or relate to the product also has a positive impact on sales of one product but one negative side is that it can have a negative impact on sales of other products available in that store (Chebat and Mechon 2003).

#### **Survey Results in Other Countries**

Customer mindset is changing with globalized economy throughout the world, whether it be developed or under developed countries. This have also broadened their product knowledge so now they compare products on the basis of prices, quality and endurance. Due to economic crunch, new generation is more price conscious and are concerned about value of money due to rise in single families and luxurious lifestyles. Therefore, by looking at this shift in lifestyle hypermarts are increasing as compared to retail stores. These kind of shifts are visible in nonfood segment also. Now customer's preference is changing from price sensitivity to ambiance for environment and socializing, convenience as value for time has increased and they expect efficient sales members.

- In Beijing a survey was conducted about environment and atmosphere of store and it suggests that their consumers are more concerned with services and qualities provided and store's name compared to prices of products. Image of store is really important in consumer's mind. And goods quality's perception is made because of

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services provided by staff to consumers.

- Research in France suggests that customers there prefers shopping once in a week (Robert, 2005)
- Russian hypermarkets have extensive opening hours for customer convenience, free parking, low prices, set up of trolleys and free bus services (Robert, 2005)
- To increase hypermarkets trend in Russia they provide facilities to customers like for customer convenience they have extensive opening hours, low prices, parking facility for free, bus services for free and trolleys set up (Robert, 2005)
- Research in Portuguese suggests that now consumers are educated and are way more practical as compare to before therefore they are more demanding and they allocate their time and money in a proper way where they are getting all facilities with their product. So Portuguese consumer's preference is quality of products. This study also compares European customers to Portuguese that European prefers fresh products and high quality and also shop's cleanliness.

### **Stores as Patronage Choices**

It has been said that consumers always look for image and persona of the stores to get influenced and put them in the list for purchasing decision. The criteria set by consumers vary as per the preferences and also the experience they have had in the past from the overall experience (Varley, 2005). Customers also link their loyalty and purchasing decision with the image a store or a mart holds in their mind. Since image is directly linked with stores overall services, which include its appearance and satisfying attributes which help in putting the store in a good position in comparison to other marts and stores. Also it helps in repurchasing decisions and creating positive advocacy for the stores by loyal customers (Wong et al, 2003).

It has also been experienced that stores with all service facilities are mostly likely to yield high customer satisfaction and majority purchasing decisions more frequently. If the experience is positive on majority of the visits then this leads to formation of a positive image in the minds of the customers which despite any mishap will become loyal to the store and will also prefer buying from there than any other option (Kaul, 2005). Customers who feel pleased and satisfied also turn into loyal customers and advocates will result in high equity and brand awareness among their circle of friends and family (Sohal and Wong, 2003).

### **Hypothesis and Research Questions**

#### **Hypothesis**

Below given hypothesis will be tested through this research:

#### **Price**

H<sub>0</sub>= Price have no impact on consumer buying behavior

H<sub>A</sub>= Price have a significant impact on consumer buying behavior.

#### **Convenience**

H<sub>0</sub>= Convenience have no impact on consumer buying behavior.

H<sub>A</sub>= Convenience have a strong impact on consumer buying behavior

#### **Quality**

H<sub>0</sub>= Quality have no impact on consumer buying behavior.

H<sub>A</sub>= Quality have a strong impact on consumer buying behavior.

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### **Information Accessibility**

Ho= Information Accessibility have no impact on consumer buying behavior.

H<sub>A</sub>= Information Accessibility have a strong impact on consumer buying behavior.

### **Social Status**

Ho= Social status have no impact on consumer buying behavior.

H<sub>A</sub>= Social status have a strong impact on consumer buying behavior.

### **Environment**

Ho= Environment have no impact on consumer buying behavior.

H<sub>A</sub>= Environment have a strong impact on consumer buying behavior.

### **Research Questions**

Through this research, following research questions will be answered:

- What is the effect of Hypermarts on consumer buying behavior?
- What are the factors that influence consumers to shift from retail to Hypermarts?
- Which factors has the most effect to drive that shift?

### **Research Methodology**

#### **Variables**

#### **Independent Variables**

- **Value for money:** It means that consumers can compare different brands or different deals offered by brands so that they can go for best product while staying in their budget.
- **Convenience:** Having different brands and products available under one roof providing a one stop solution to all buying needs.
- **Quality:** Is defined as the standard against which other similar products are measured.
- **Information accessibility:** Providing all relevant information to customers so that they can compare and contrast among various products and brands.
- **Environment:** The overall ambiance provided to customers in order to make their experience a positive one with the help of facilities such as valet parking, food courts, entertainment parks, etc.
- **Social Status:** Social status for this research will be the economic class a person falls in and how on the basis of that lifestyles change.

#### **Dependent Variable**

- **Shift in Consumer Buying Behavior:** Customers now prefer shopping from Hypermarts than Kiryanastores due to the impact of various factors.

### **Research Paradigm**

For this research, the research paradigm used is “Positivism” in nature. As per Research Sociology (2015) this paradigm is used for quantitative researches as it helps in compare different variables via correlation. Since with this research, we are trying to gauge the shift of consumer buying behavior from Kiryana stores to Hypermarts with the help of different variables, therefore this research falls under the research paradigm of Positivism.

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### Research Approach

Since the nature of this research falls under the category of quantitative research therefore deductive research approach will be used to derive results with the help of SPSS software. The shift will be explained through explanatory nature as the effect of independent variables will be shown on the dependent variable.

### Research Type

This research is further classified as an explanatory research; it will help in identifying different dimensions associated with the shift in the buying behavior of the consumers. The data was collected with a structured questionnaire in which respondents were given options to choose from. The collected data will be analyzed in the following chapter and will be explained in the form of bar charts and descriptive statistics.

### Participants and Sampling

For this research 20,000 respondents were taken from which 12,000 were females and the remaining 8000 were males. The age range was from 20 onwards. All information was collected through survey method by paying personal visits to Hypermarts.

Quota sampling which is a part of non-probability sample method was used for this research. As participants were from different areas quota sampling was used to bring out variation in the analysis (Crossman, 2016).

### Research Instrument

The research instrument for this research was a structured questionnaire, in which respondents were asked to choose among the various options given. This method was used in order to facilitate both researchers and participants. For researchers, it was less time consuming whereas for participants it was easy to understand and therefore required minimum supervision.

### Validity and Reliability

A pilot study was conducted to gauge the validity of the questionnaire through which the consistency among questions was checked and how well they linked with one another. Whereas the reliability was authenticated through Cronbach's Alpha analysis which showed .826 making the questionnaire authentic.

### Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.826	.835	37

### Data Analysis Technique

All the information gathered from questionnaires was examined through SPSS. The main aim was to test the hypotheses which were derived on the basis of past researches. The outcomes from SPSS were investigated in the form of tables, descriptive statistics, etc. which will be further discussed in the following chapters.

### Data Analysis and Interpretation

### Discussion

After analyzing data on SPSS, the following discussion will help in determine the factors which have brought about the shift in consumers buying behavior from Kiryana stores to hypermarts. The six factors which we used as independent factors for this research are Value for Money, Convenience, Environment, Social Status, Quality and Information

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Accessibility were identified from the past studies and had shown significant impact on the shift of consumers buying behavior which for our research have been taken as the dependent variable. Highlights from the results show a positive relation of price, convenience, environment and social status with the shift. The findings of this research also indicate that consumers give importance to environment, social status and price whereas quality and environment are considered as secondary.

Jehanzeb et al (1999) concluded in his study that price is an important factor which most of the consumers give high preference to due to competitive markets and economic crunch. Consumers prefer products which are cheap and therefore are looking for options which fulfil their needs without much price value. Therefore, it is important that the price of products should be kept reasonable in order to attract consumers. Chebat and Mechon (2003) in their study also concluded that frequent fluctuation in prices have a negative impact on consumers, as they are not able to trust the store or brand.

Price is one factor on which most of the buying decision rely upon, Verhoef et al (2005) concluded that the price of products is directly proportional to satisfaction and pleasant experience of customers, as most of their purchasing decision rely on pricing of products. Reasonable prices help in sustaining consumers and also result in frequent purchases thereby increasing loyalty and equity. Therefore, most marts and stores keep prices at minimum or come up with seasonal sales and promotions in order to attract maximum number of customers.

In another study the results indicate that environment nowadays is given high importance as consumers prefer to go shopping in groups and as a family tour. Socialization also takes place during these trips, so it is important that the environment is kept healthy and have something to offer to consumers in order to make them conformable and at ease (Cong and Van, 2002). Since the world is now moving at a fast pace consumer prefer to shop in large variety either from stores or marts so that they are able to save time by buying in bulk quantities from one place rather than going to different shops or making multiple visits in order to get all their basic necessities (Arnold and Reynolds, 2000).

### Demographic Statistics

#### Frequency Distribution

##### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	8000	40.0	40.0	40.0
	Female	12,000	60.0	60.0	100.0
	Total	20,000	100.0	100.0	

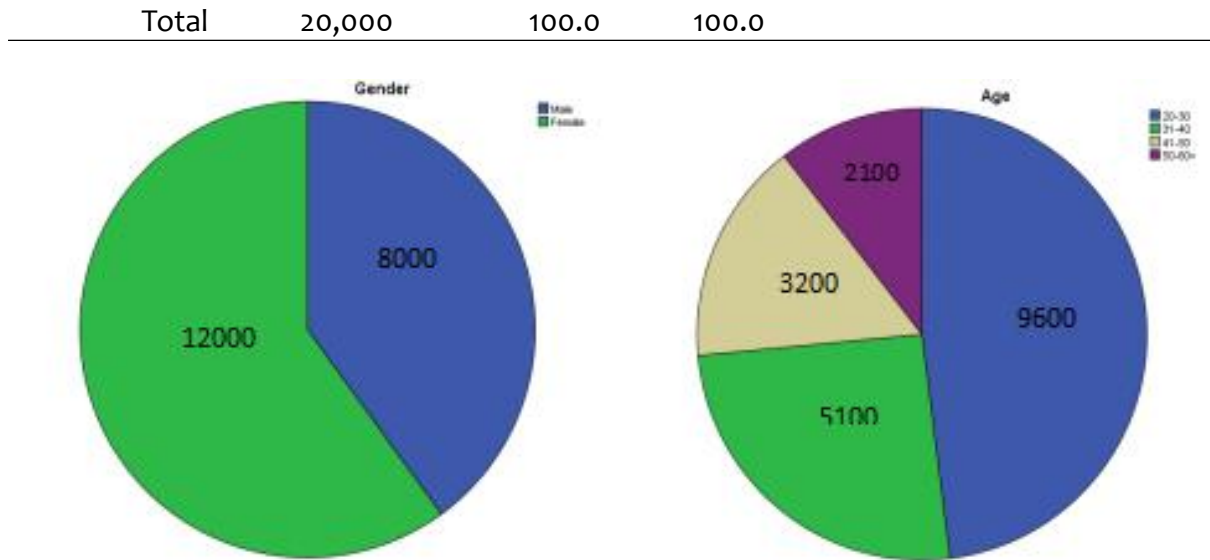
##### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	9600	48.0	48.0	48.0
	31-40	5100	25.5	25.5	73.5
	41-50	3200	16.0	16.0	89.5
	50-60+	2100	10.5	10.5	100.0



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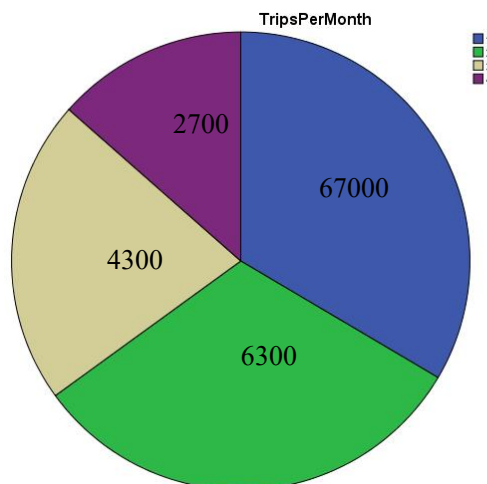


### Interpretation

The pie chart shows that us of 20,000 sample size, 8000 were male respondents while 12,000 were females. From the sample size, 9600 were from the age bracket of 20-30 years, 5100 fall between the ages of 31-40, 3200 were from age bracket of 41-50 whereas 2100 were from 51-60+ age group.

### Trips per Month

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	6700	33.5	33.5
	2	6300	31.5	65.0
	3	4300	21.5	86.5
	4	2700	13.5	100.0
Total	20,000	100.0	100.0	



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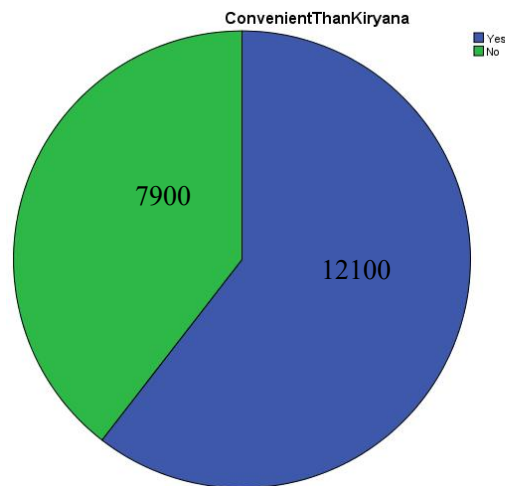
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### Interpretation

When asked about the number of trips they made per month, out of 20,000, 6700 said they visited once in a month, 6300 visited twice, 4300 visit 3 times in a month, whereas 2700 even visited 4 times in a month.

### Convenient than Kiryana Stores

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	12,100	60.5	60.5	60.5
	No	7900	39.5	39.5	100.0
	Total	20,000	100.0	100.0	



### Interpretation

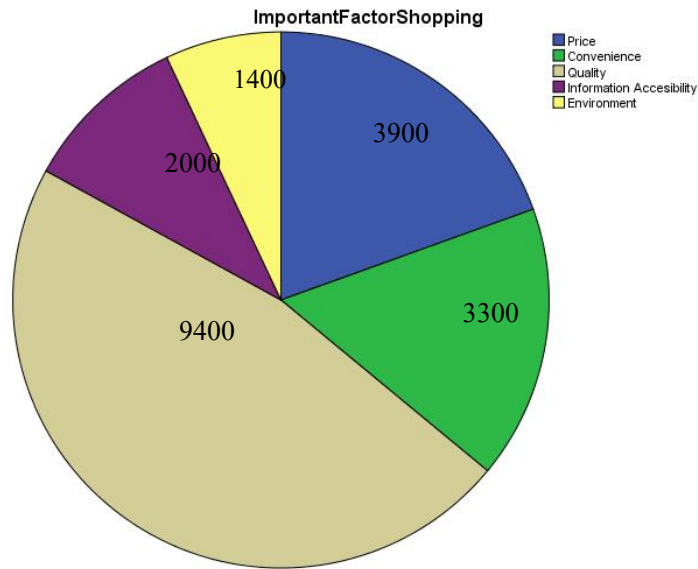
Majority of the respondent considered Hypermarts as more convenient than Kiryana stores. 12,100 said yes whereas only 7900 said no.

### Important Shopping Factors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Price	3900	19.5	19.5	19.5
	Convenience	3300	16.5	16.5	36.0
	Quality	9400	47.0	47.0	83.0
	Information	2000	10.0	10.0	93.0
	Accessibility				
	Environment	1400	7.0	7.0	100.0
	Total	20,000	100.0	100.0	

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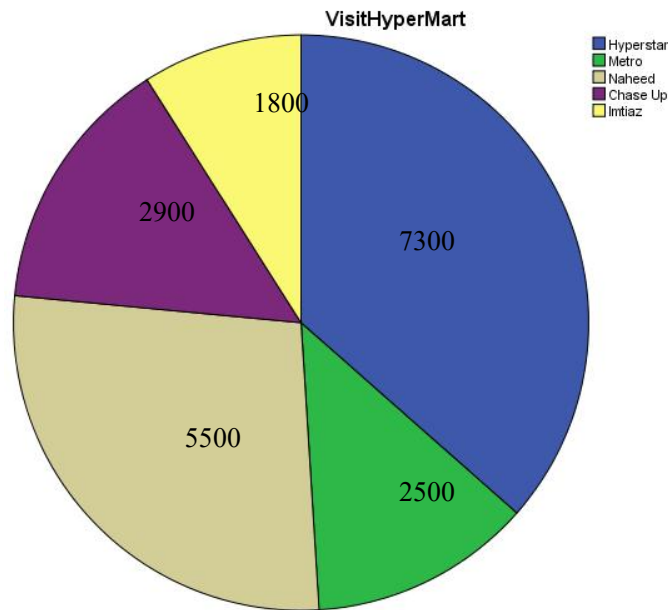
### Interpretation

From all the given factors quality was given high preference with 94 respondents in favor, 33 chose convenience, 39 marked on price, whereas 20 respondents preferred information accessibility and 14 gave preference to environment.

### Frequently Visited Hypermarts

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hyperstar (Carrefour)	7300	36.5	36.5	36.5
	Metro	2500	12.5	12.5	49.0
	Naheed	5500	27.5	27.5	76.5
	Chase Up	2900	14.5	14.5	91.0
	Imtiaz	1800	9.0	9.0	100.0
	Total	20,000	100.0	100.0	

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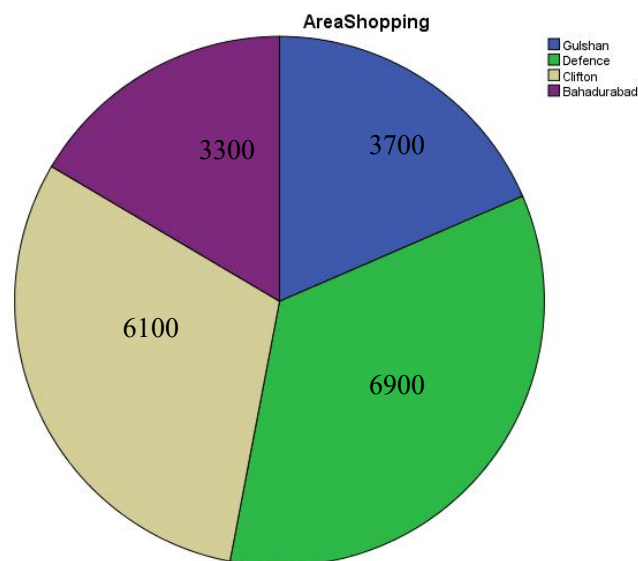


**Interpretation**

Most of respondents purchased from Hyperstar(Carrefour) a total of 7300, 5500 from Naheed, 2900 from Chase Up, 2500 from Metro Cash and Carry and 1800 from Imtiaz.

**Preferred Area for Shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gulshan	3700	18.5	18.5	18.5
	Defence	6900	34.5	34.5	53.0
	Clifton	6100	30.5	30.5	83.5
	Bahadurabad	3300	16.5	16.5	100.0
	Total	20,000	100.0	100.0	



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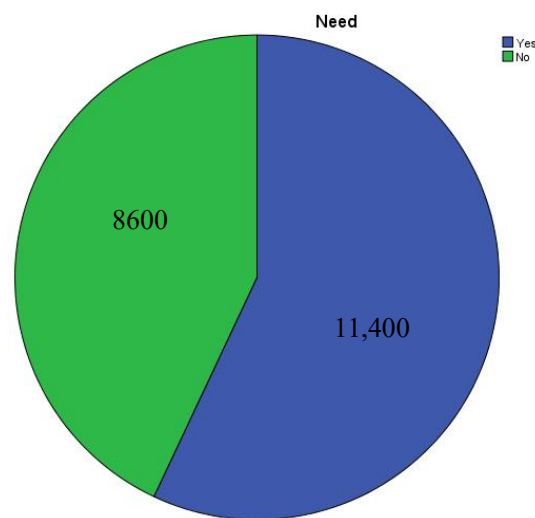
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### Interpretation

When asked from which area they preferred shopping from 6900 said Defence, 6100 from Clifton, 3700 from Gulshan-e-Iqbal and 3300 from Bahadurabad.

### Need for More Hypermarkets

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	11,400	57.0	57.0	57.0
	No	8600	43.0	43.0	100.0
	Total	20,000	100.0	100.0	



### Interpretation

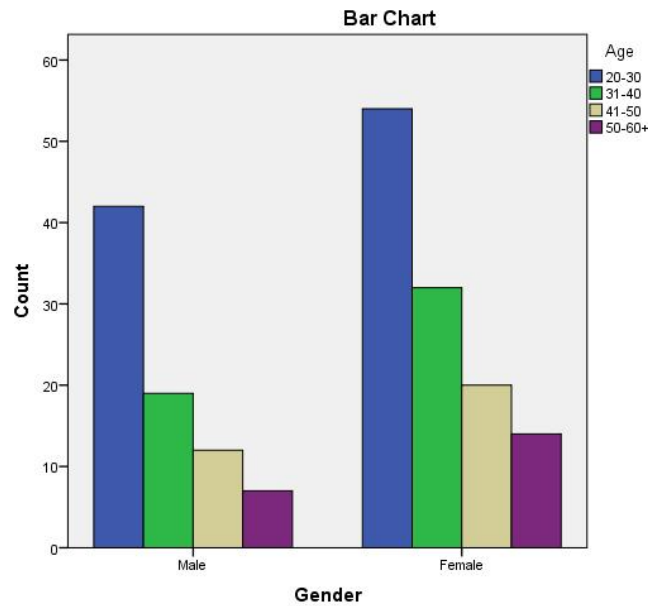
Out of 200 respondents, 11,400 said that they are a need for more Hypermarkets in Karachi, whereas 8600 respondents said otherwise i.e. no need for other Hypermarkets.

### Cross Tabulation – Gender and Age Groups

		Age				Total
		20-30	31-40	41-50	50-60+	
Gender	Male	4200	1900	1200	700	8000
	Female	5400	3200	2000	1400	12,000
Total		9600	5100	3200	2100	20,000

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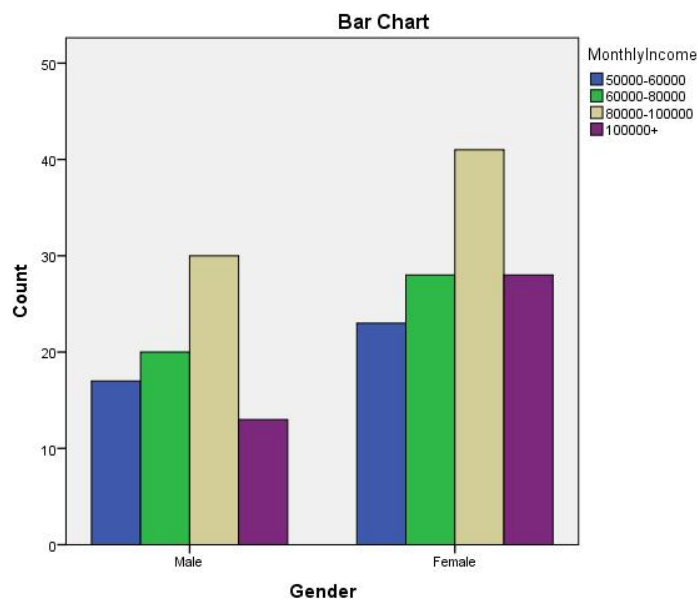


### Interpretation

4200 males fall between the age group of 20-30, 1900 in 31-40, 1200 in 41-50 and 700 in 50-60+. 5200 females fall in the age group of 20-30, 3200 in 31-40, 2000 in 41-50 and 1400 in 50-60+.

### Cross Tabulation - Gender and Income Level

		Monthly Income				Total
		50000-60000	60000-80000	80000-100000	100000+	
Gender	Male	1700	2000	3000	1300	8000
	Female	2300	2800	4100	2800	12,000
Total		4000	4800	7100	4100	20,000



### Interpretation

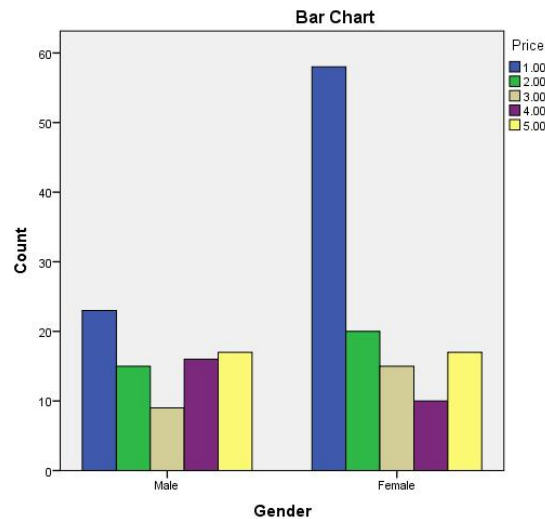
1700 male had a monthly income of 50K-60K, 2000 had 60K-80K, 3000 had 80K-100K and

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1300 marked 100+K. 2300 Females had monthly income of 50-60K, 2800 had 60K-80K, 4100 had 80K-100K and 2800 marked 100+K.

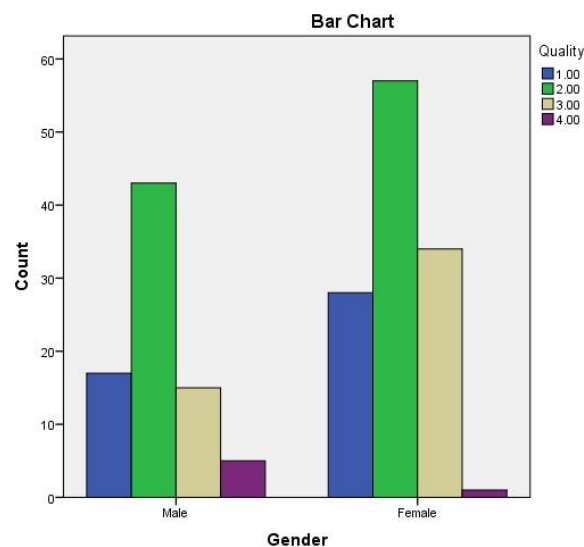
### Cross Tabulation - Gender and Price



### Interpretation

Most number of females (5800) gave high preference to price when choosing from where they prefer to shop from. Same was for the males (2200 males) as well. However, a certain percentage of males (1600) and females (1600) also considered price as secondary.

### Cross Tabulation - Gender and Quality



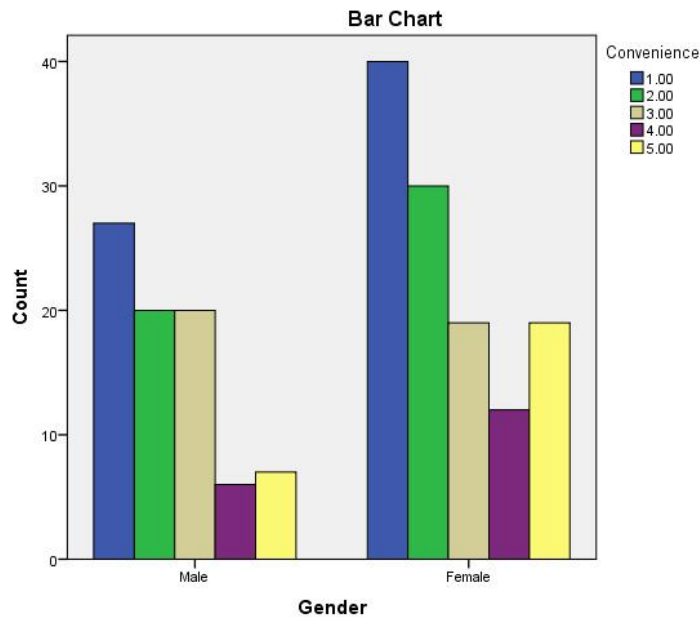
### Interpretation

Quality was one factor which both genders, 4200 males and 5800 females gave high importance. They were willing to pay more if the product was of superior quality.

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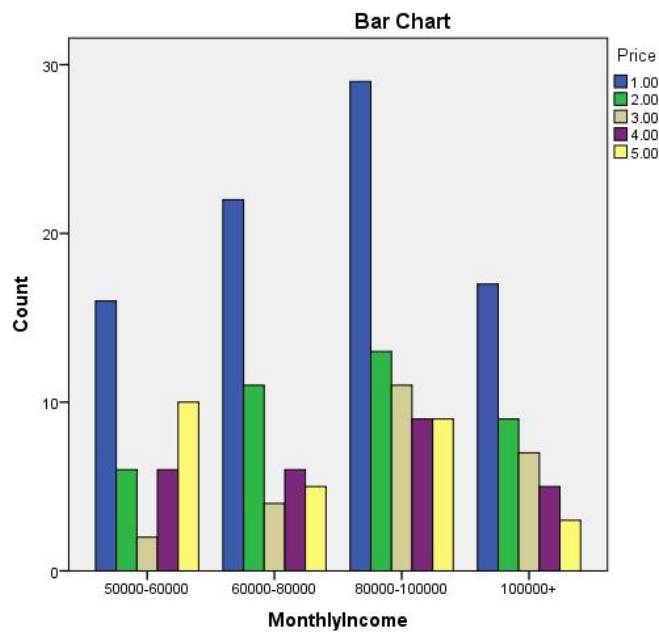
### Cross Tabulation - Gender and Quality



### Interpretation

Most number of males and females gave high preference to convenience whereas some of them also gave it least preference due to long queues and prolonged waiting time at Hypermarkets.

### Cross Tabulation –Income Level and Price

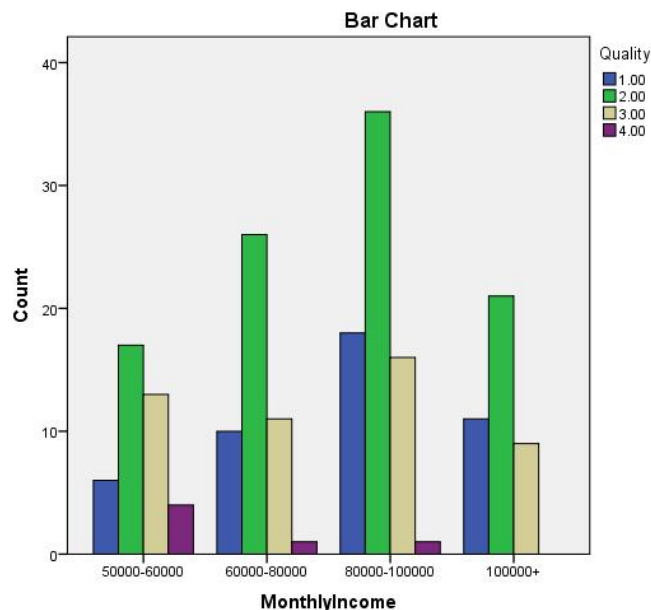




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### Cross Tabulation – Income Level and Quality



### Inferential Statistics

#### Multiple Regression Analysis

To derive results multiple regression analysis were run on the data collected from the respondents in order to test the effect on multiple independent variables on a single dependent variable and also to accept or reject the hypotheses derived from literature review. Regression model will help us predict the change in variable of a single dependent variable over independent variables.

#### Model Summary

		Change Statistics								
		R	Adjusted	Std. Error	theR	SquareF			Sig.	F
Model	R	Square	R Square	Estimate	Change	Change	df1	df2	Change	
1	.630 <sup>a</sup>	.398	.379	.69447	.398	21.223	6	193	.000	

a. Predictors: (Constant), Information Accesibility, Convenience, Quality, Environment, SocialStatus, Price

#### Interpretation of Model

H<sub>0</sub>: Convenience, price, quality, environment, information accessibility and social status do not explain variation in consumer buying behavior

H<sub>A</sub>: Convenience, price, quality, environment, information accessibility and social status explains variation in consumer buying behavior

The significance value of regression model is 0.000 i.e.  $0.000 < 0.05$ ; so whole model is significant and F value is 21.223 indicating the model significance is stronger. The value of R is 0.630 which is average of all 6 correlations of independent with dependent variables and it is positively correlated. The value of adjusted R square equals to 0.379 or 37.9% indicating that all independent variables such as Convenience, price, quality,

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environment, information accessibility and social status creates only 37.9% variation in consumer buying behavior. The remaining 60.2% variation in consumer buying behavior is still unknown; therefore, it opens as an opportunity for testing further variables.

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.413	6	10.235	21.223	.000 <sup>b</sup>
	Residual	93.082	193	.482		
	Total	154.495	199			

a. Dependent Variable: BuyingBehavior

b. Predictors: (Constant), SocialStatus, Quality, Convenience, Environment, InformationAccesibility, Price

From the Anova table it entails us to not accept the null hypotheses and acknowledge the alternative hypotheses as the significant is at  $p < 0.000$ . Since the significance is strong therefore it can be said that the shift in consumers buying behavior being the dependent variable for this research is affected by the independent variables which are Price, Social Status, Information Accessibility, Quality and Convenience.

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.615	.621		.990	.323
	Convenience	-.328	.132	-.155	-2.475	.014
	Price	.373	.099	.258	3.787	.000
	Quality	.040	.060	.039	.661	.509
	InformationAccesibility	-.120	.086	-.094	-1.385	.168
	Environment	.436	.108	.263	4.043	.000
	SocialStatus	.418	.053	.516	7.889	.000

a. Dependent Variable: BuyingBehavior

### Interpretation of Price

H<sub>0</sub>= Price have no impact on consumer buying behavior

H<sub>A</sub>= Price have a significant impact on consumer buying behavior.

The sig value for the coefficient of price = 0.000 which is  $0.000 < 0.05$  therefore we can accept the alternate hypothesis that there is a significant positive impact of price on consumer buying behavior. The Beta value is 0.373; hence if price will increase by 1, consumer buying behavior will change or increase by 37.3%

### Interpretation of Environment

H<sub>0</sub>= Environment have no impact on consumer buying behavior.

H<sub>A</sub>= Environment have a strong impact on consumer buying behavior.

The sig value for the coefficient of environment= 0.000 which is  $0.000 < 0.05$  therefore we can accept the alternate hypothesis that there is a significant positive impact of environment on consumer buying behavior. The Beta value is 0.436; hence if environment will increase by 1, consumer buying behavior will change or increase by 43.6%.

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### **Interpretation of Social Status**

Ho= Social status have no impact on consumer buying behavior.

H<sub>A</sub>= Social status have a strong impact on consumer buying behavior.

The sig value for the coefficient of social status = 0.000 which is  $0.000 < 0.05$  therefore we can accept the alternate hypothesis that there is a significant positive impact of social status on consumer buying behavior. The Beta value is 0.418; hence if social status will increase by 1, consumer buying behavior will change or increase by 41.8%

### **Interpretation of Quality**

Ho= Quality have no impact on consumer buying behavior.

H<sub>A</sub>= Quality have a strong impact on consumer buying behavior.

The sig value for the coefficient of emotional appeal = 0.509 which is  $0.509 > 0.05$  therefore we reject alternate hypothesis and accept null hypothesis that there is no significant positive impact of quality on consumer buying behavior. The Beta value is 0.040; hence if emotional appeal will increase by 1, consumer buying behavior will change or increase only by 4%.

### **Interpretation of Information Accessibility**

Ho= Information Accessibility have no impact on consumer buying behavior.

H<sub>A</sub>= Information Accessibility have a strong impact on consumer buying behavior.

The sig value for the coefficient of music appeal = 0.168 which is  $0.168 > 0.05$  therefore we can reject the alternate hypothesis and accept null hypothesis that there is no significant positive impact of information accessibility on consumer buying behavior. The Beta value is -0.120; hence if information accessibility will increase by 1, consumer buying behavior will decrease by 12%

### **Interpretation of Convenience**

H<sub>o</sub>= Convenience have no impact on consumer buying behavior.

H<sub>A</sub>= Convenience have a strong impact on consumer buying behavior

The sig value for the coefficient of convenience = 0.014 which is  $0.014 < 0.05$  therefore we can substantiate the alternate hypothesis that there is a significant positive impact of convenience on consumer buying behavior. The Beta value is -0.328; hence if convenience will increase by 1, consumer buying behavior will change or decrease by 32.8%. They both have an inverse relationship with each other.

### **Formation of Equation/Regression Line**

Consumer Buying Behavior:  $0.615 + 0.373 \text{ price} + 0.436 \text{ environment} + 0.418 \text{ social status} + (-0.328) \text{ convenience}$

### **Prediction**

The strongest predictor in this regression equation is environment with a value of 43.6% and the weakest predictor is quality with a value of only 4% whereas value of social status is 41.8%, price is 37.3%. Also the consumer buying behavior will still occur if other variables are not present because of the presence of constant with a value of 0.615 or 61.5%. Thus it can be said that consumers give more preference to environment, social status and price of products in order to make a purchase decision, whereas other factors are given secondary importance and can be ignored if they get what they are looking for with low price complimenting their personalities in a more presentable and clean hypermarkets of Karachi. The results show that the consumers do not give high preference to

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convenience as there are factors such as parking issues, product visibility is a concern and product variation is not available in the store. The missing or rejected variable which affects the buying behavior could possibly be globalization, economic growth, individual characteristics etc.

### Correlation Analysis

#### Correlations

		Conveni ence	Price ty	Quali ty	Enviro nment	Social Status	Information esibility	Acc BuyingBeh avior
Convenience	Pearson							
	Correlati1	.354**	.214**	.330**	-.093	.138		-.031
	Sig. (2-tailed)	.000	.002	.000	.190	.052		.667
	N	199	199	199	199	199	199	199
Price	Pearson							
	Correlati.354**	1	.222**	.330**	.231**	.437**		.377**
	Sig. (2-tailed)	.000	.002	.000	.001	.000		.000
	N	199	200	200	200	200	200	200
Quality	Pearson							
	Correlati.214**	.222**	1	.264**	.082	.231**		.153*
	Sig. (2-tailed)	.002	.002	.000	.250	.001		.031
	N	199	200	200	200	200	200	200
Environment	Pearson							
	Correlati.330**	.330**	.264**	1	-.170*	.222**		.199**
	Sig. (2-tailed)	.000	.000	.000	.016	.002		.005
	N	199	200	200	200	200	200	200
SocialStatus	Pearson							
	Correlati-.093	.231**	.082	-.170*	1	.406**		.510**
	Sig. (2-tailed)	.190	.001	.250	.016	.000		.000
	N	199	200	200	200	200	200	200
InformationAcc esibility	Pearson							
	Correlati.138	.437**	.231**	.222**	.406**	1		.274**
	Sig. (2-tailed)	.052	.000	.001	.002	.000		.000

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N	199	200	200	200	200	200	200
BuyingBehavior Pearson							
Correlation	-.031	.377**	.153*	.199**	.510**	.274**	1
Sig. (2-tailed)	.667	.000	.031	.005	.000	.000	
N	199	200	200	200	200	200	200

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

\* . Correlation is significant at the 0.05 level (2-tailed).

H<sub>0</sub>= There is no significant relationship between buying behavior and convenience.

H<sub>A</sub>= There is a significant relationship between religious buying behavior and convenience.

The sig value for correlation between buying behavior and convenience is 0.667 > 0.05 thus we reject the alternate hypothesis and accept null hypothesis i.e. there is no significant relationship between buying behavior and convenience. Further, the negative sign indicates that people consider convenience as a negative factor while making their purchasing decisions. The correlation value 0.031 indicates a very weak correlation.

H<sub>0</sub>= Price have no association with consumer buying behavior

H<sub>A</sub>= Price have considerable association with consumer buying behavior.

The sig value for correlation between buying behavior and price is 0.00 < 0.05 thus we accept the alternate hypothesis i.e. there is a significant relationship between buying behavior and price. Further, the positive sign indicates that people consider price as an important factor during the buying decision patterns. The correlation value 0.377 indicates a weak-to-moderate correlation.

H<sub>0</sub>= Quality has no significant relationship with consumer buying behavior

H<sub>A</sub>= Quality has a significant relationship with consumer buying behavior

The sig value for correlation between quality and consumer buying behavior is 0.031 < 0.05 which explains that alternate hypothesis is accepted i.e. quality has a significant relationship with consumer buying behavior. Moreover, the correlation value is 0.153 which shows a very weak moderation between the variables.

H<sub>0</sub>= Environment has no association with consumer buying behavior

H<sub>A</sub>= Environment has association with consumer buying behavior

The sig value for correlation between both the variables is 0.005 < 0.05 therefore we accept the alternate hypothesis i.e. environment is associated to the consumer buying behavior, as the atmosphere, cleanliness and accessibility plays an important role for consumers. Hence the correlation value 0.274 indicates a weak moderation.

H<sub>0</sub>= Social Status has no strong relationship with consumer buying behavior

H<sub>A</sub>= Social Status a strong relationship with consumer buying behavior

The sig value for correlation between consumer buying behavior and social status is 0.00 < 0.05 thus, alternate hypothesis is accepted stating that social status has a strong relationship with buying behavior. The positive sign indicates that people places a high importance about themselves when purchasing from hyper arts. Also the correlation value is 0.510 which depicts a moderately acceptable correlation.

H<sub>0</sub>= There is no significant relationship between information accessibility and consumer

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buying behavior

H<sub>A</sub>= There is no significant relationship between information accessibility and consumer buying behavior

The sig value for the relationship between information and buying behavior is  $0.00 < 0.05$  thus, accepting the alternate hypothesis i.e. there is a significant relation between both. Also the positive sign indicates that people can relate to their purchasing decisions based on the information provided to them in terms of the products, innovative features and other such related information. The correlation value is 0.274 depicting a weak correlation.

### **Key Findings**

Some of the key findings derived from this research are as following:

- Environment play an important role in buying decision, consumers highly prefer cleanliness, presentation and pleasant ambiance as they want to have good shopping experience.
- Second, social status plays an important role in buying decisions, consumers always prefer self-importance highlighting their needs as top most priority.
- Price of the products is an equally important factor however it falls secondary, consumers always prefer value for money over other factors
- Quality is the least considerable variable in the shift of consumers from Kiryana stores to Hyper marts
- Fourth, due to the issues faced by the consumers in hypermarts related to parking issues, physical display of products, they give low importance to convenience as it makes their shopping experience difficult.

### **Conclusion**

Our research aimed to target on the most effective factors that drives customers to make purchases from hypermarts instead of the Kiryana stores. Our research findings indicated that environment, social status and price were the factors that played a major role in the drastic shift of hypermarts from Kiryana stores. Convenience plays a negative association with consumer buying behavior. The least important factors according to our research findings included quality and information accessibility. The research we conducted tells that environment and social status has a significant impact while consumers make their purchasing decisions of store selection.

In conclusion of our analysis, around 60% of our surveyed population found hypermarts more convenient as compared to Kiryana stores. Therefore, there's a high probability that people would prefer modern trade stores over small Kiryana stores for their grocery shopping in near future; this revolution will take a shift gradually and the customers will shift from Kiryana stores to Hypermarts for their convenience.

In order to increase the customer's shift from Kiryana stores to Hypermarts, these hypermarts should improve their facilities in terms of quality and convenience. Hypermarts can offer product visibility and other ease facilities to increase the customer base. Moreover, increasing the quality and product variation can also significantly impact the purchase intent of the customers; shifting the traffic from Kiryana stores to Hypermarts. If hypermarts can provide quality products at competitive prices to the customers in their stores as compared to small Kiryana stores, the target customers will

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definitely shift from to the Hypermarts on the basis of their convenience and value base pricing strategy.

Hypermarts can also initiate loyalty cards and programs in order to make customers feel important and special through providing value proportion, thus encouraging them to make purchases from specific modern stores. Some of the issues addressed by the respondents included parking issues, no praying or rest room facility within the store; improvements in this areas can increase the customer shift to hypermarts if such issues are tackled efficiently by the hypermarts.

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