

**THE EFFECT OF HYPERMARKETS VISUAL
APPEALS TO IMPROVE CUSTOMER
SATISFACTION**



PUTRI BATRISYIA BALQIS BINTI ZAWAWI

اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2024

**THE EFFECT OF HYPERMARKET VISUAL APPEALS TO IMPROVE
CUSTOMER SATISFACTION**

PUTRI BATRISYIA BALQIS BINTI ZAWAWI



**A report submitted in partial fulfilment of the requirements for the degree of
Bachelor of Technology Management and Technopreneurship**



اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Faculty of Technology Management and Technopreneurship

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2024

DECLARATION

I declare that this thesis entitled “THE EFFECT OF HYPERMARKETS VISUAL APPEALS TO IMPROVE CUSTOMER SATISFACTION ” is solely the result of my own work and research except as cited in the references. The thesis has not been accepted and submitted for any other degree or professional qualification except as specified. Any contributions in the collaboration such as diagram and figures are explicitly referenced in the text.



SIGNATURE :

NAME : PUTRI BATRISYIA BALQIS BINTI ZAWAWI

DATE : 16 JANUARY 2024

APPROVAL

I hereby declare that I have checked this report entitle “THE EFFECT OF HYPERMARKETS VISUAL APPEALS TO IMPROVE CUSTOMER SATISFACTION” and in my opinion, this thesis it complies with the partial fulfilment for awarding the award of the degree of Bachelor of Technology Management (Supply Chain Management and Logistics) with Honours.

Signature : _____

Supervisor Name : PROFESSOR DATUK DR IZAIDIN BIN ABDUL MAJID

Date : 16 JANUARY 2024

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

Signature : _____

Panel Name : TS. DR. NURHAYATI BINTI KAMARUDIN

Date : 16 JANUARY 2024

DEDICATIONS

In the name of Allah, the Most Merciful and Merciful. The sincerest sense of thankfulness to the Almighty provides the strength and ability to successfully complete this PSM 1.

First and foremost, I would want to express my heartfelt gratitude to my supervisor, Professor Datuk Dr Izaidin bin Abd Majid, as well as the professors at Universiti Teknologi Malaysia Melaka, for accepting me as a student. It is an honour to receive helpful advice and direction in order to complete this research. This thesis would not have been completed without their ongoing assistance and attention.

To the guiding light of my life, my dearest mum, Puan Zurinanorhani binti Sebran. Your unwavering love and ceaseless prayers have been my source of strength and inspiration. In every challenge, your heartfelt duas have paved the way for my success and well-being. Your dedication to my happiness is a beacon that lights up my path, and I am endlessly grateful for the warmth of your love.

Also, did not forget my lovely aunties, Puan Noor Hazlin binti Sebran, Puan Noor Haida binti Sebran and all my family members that are always there for my family and gives the endless love and thoughts, thank you for everything. There is nothing that I could every repay your kindness and love towards my family and I and for their constant support and encouragement throughout this study adventure.

To my friends, who have helped and taught me to be strong without the support of my family, even when we are not on good terms or have endless conversations.

Last but not least, I wanna thank me. I wanna thank me for believing in me. I wanna thank me for doing all this hardwork. I wanna thank me for having no days off. I wanna thank me for not giving up. I wanna thank me for always trying to be a giver and trying to give more than I receive. I wanna thank me for doing right than wrong and I wanna me for just being me.

ACKNOWLEDGEMENT

I would like to express my deepest appreciation and gratitude to the people who helped me throughout this journey. They have helped me with guiding, expertise, and continuous support during this research project. Their valuable experience and feedback have been instrumental in shaping the direction and quality of this study. In particular, I also wish to express my sincere appreciation to my project supervisor, Prof. Datuk Dr Izaidin bin Abdul Majid and my panel Ts. Dr Nurhayati binti Kamarudin for the encouragement and guidance critics. Without their continuous support and interest, this project would not have been completely done and be presented here.

I would like to extend my appreciation to the staff and the Faculty of Technology Management and Technopreneurship (FPTT) for the endless assistance in various aspects of this research, including data collection, administrative support, and their assistance in supplying the relevant literatures.

I would like to express my heartfelt appreciation to my family and friends for their endless encouragement and understanding throughout this research journey. Their continuous support and belief in me have been a constant source of motivation.

Last but not least, I wanna thank me. I wanna thank me for believing in me. I wanna thank me for doing all this hardwork. I wanna thank me for having no days off. I wanna thank me for not giving up. I wanna thank me for always trying to be a giver and trying to give more than I receive. I wanna thank me for doing right than wrong and I wanna me for just being me.

ABSTRACT

Customer satisfaction is a benchmark of a hypermarket whether they can compare their services with another company. To understand whether the customer can feel the experience in the store, or even experience while purchasing. It is a matter of time to ensure that every customer expectations are being highlighted so that the hypermarkets in Malaysia can improve their business. The satisfaction also can come in multiple ways such as the availability of products in the store, staff responsiveness on customer service and the convenience while shopping at the store. It is a crucial process to create an engaging and visually appealing environment to meet customers' satisfaction. The layout and product placement within a store plays a significant role in shaping the overall customer experience. This thesis aims to explore the effect of hypermarket visual appeals to improve customer satisfaction and the level of customer satisfaction based on hypermarket visual appeals.

ABSTRAK

Kepuasan pelanggan ialah ukuran keupayaan pasar raya besar untuk membandingkan perkhidmatannya dengan syarikat lain. Untuk menentukan sama ada pelanggan boleh merasai pengalaman di kedai, atau semasa membeli-belah. Hanya menunggu masa sebelum semua keperluan pelanggan diberi penekanan, membolehkan pasar raya besar Malaysia meningkatkan perniagaan mereka. Kepuasan juga boleh datang dalam pelbagai bentuk, seperti ketersediaan produk di kedai, responsif kakitangan terhadap perkhidmatan pelanggan, dan kemudahan membeli-belah di perniagaan. Adalah penting untuk mewujudkan suasana yang menarik dan menarik secara visual untuk memastikan kebahagiaan pengguna. Susun atur dan penempatan produk dalam kedai mempunyai impak yang besar pada keseluruhan pengalaman pengguna. Tesis ini bertujuan untuk meneroka kesan daya tarikan visual pasar raya besar untuk meningkatkan kepuasan pelanggan dan tahap kepuasan pelanggan berdasarkan daya tarikan visual pasar raya besar.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

TABLE OF CONTENTS

DECLARATION	i	
APPROVAL	ii	
DEDICATIONS	iii	
ACKNOWLEDGEMENT	iv	
ABSTRACT	v	
ABSTRAK	vi	
TABLE OF CONTENTS	vii	
LIST OF APPENDICES	x	
LIST OF TABLES	xi	
LIST OF FIGURES	xii	
CHAPTER 1	INTRODUCTION	1
1.1 Introduction		1
1.2 Background of The Study		1
1.3 Problem Statement		4
1.4 Research Questions		7
1.5 Research Objectives		7
1.6 Scope of Study		7
1.7 Significance of Study		8
1.8 Summary		9
CHAPTER 2	LITERATURE REVIEW	10
2.1 Introduction		10
2.2 Store Image Attributes		10
2.3 Store Ambience		12
2.4 Product Placement on Shelf		13
i. Horizontal Positioning		14
ii. Vertical Positioning		14
iii. Product Adjacencies		15
2.5 Relationship Between Store Image Attributes and Customer Satisfaction		15
2.6 Research Framework		16
2.7 Hypotheses Development		17
2.8 Summary		18

CHAPTER 3	RESEARCH METHODOLOGY	19
3.1 Introduction		19
3.2 Research Design		19
3.3 Methodologies Choice		20
3.4 Data Collection		20
3.4.1 Primary Data		21
3.4.2 Secondary Data		21
3.5 Research Strategy		21
3.6 Time Horizon		22
3.7 Research Instrument		23
3.8 Research Hypothesis		23
3.8.1 Questionnaire Design		24
3.9 Research Population and Sampling		25
3.9.1 Target Population		26
3.9.2 Sampling Size		27
3.10 Data Analysis		28
3.10.1 Statistical Package for Social Science (SPSS)		29
3.10.2 Demographic Analysis		30
3.10.3 Regression Analysis		30
3.11 Validity		30
3.12 Reliability		31
3.13 Summary		31
CHAPTER 4	DATA ANALYSIS	32
4.1 Introduction		32
4.2 Pilot Test		33
4.3 Reliability Analysis for Pilot Test		33
4.4 Demographic Analysis		34
4.4.1 Gender		35
4.4.2 Race		36
4.4.3 Age		37
4.4.4 Level of Education		38
4.4.5 Employment status		39
4.4.6 Frequent of Going to Hypermarket		40
4.4.7 Distance of Going to Hypermarket		41
4.4.8 Shopping list		42
4.5 Descriptive Analysis		43
4.5.1 Independent variables 1 (Store Image Attributes)		45
4.5.2 Independent variables 2 (Store Ambience)		46
4.5.3 Independent Variables 3 (Product Placement)		47

4.5.4 Dependent Variable (Product Placement) \	48
4.6 Reliability Test	49
4.7 Inferential Statistics	50
4.8 Pearson's Correlations Coefficient	50
4.9 Multiple Regression Analysis	51
4.10 Hypothesis Verification	54
4.10.1 Hypothesis 1	54
4.10.2 Hypothesis 2	55
4.10.3 Hypothesis 3	55
4.11 Summary	56
CHAPTER 5 CONCLUSION AND RECOMMENDATIONS	57
5.1 Introduction	57
5.2 Discussion	58
5.3 Discussion of Research Objectives	59
5.3.1 Objective 1	59
5.3.2 Objective 2	61
5.3.3 Objective 3	62
5.4 Limitation Of Study	62
5.5 Recommendation for Future Study	63
5.6 Contribution to The Industry	64
5.7 Summary	65
5.8 Conclusion	65
REFERENCES	67
APPENDIX A	75
STATEMENT OF CONFIDENTIALITY	76
APPENDIX B	79
APPENDIX C	80

LIST OF APPENDICES

APPENDICES	TITLE	PAGES
A	Questionnaires	77-80
B	Gantt Chart 1 st Semester	81
C	Gantt Chart 2 nd Semester	82



اونيورسيتي تيكنيكل مليسيا ملاك

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

LIST OF TABLES

Table 1: Description of Sections in Questionnaire.....	25
Table 2: Likert Scale	25
Table 3: Reliability Analysis for Pilot Test	33
Table 4: Reliability Statistics based on Pilot Test	34
Table 5: Gender	35
Table 6: Race.....	36
Table 7: Age	37
Table 8: Level of Education	38
Table 9: Employment Status	39
Table 10: Frequent of Going to Hypermarket	40
Table 11: Distance of Going to Hypermarket	41
Table 12: Shopping list.....	42
Table 13: Likert Scale	43
Table 14: Reliability Analysis	43
Table 15: Descriptive Analysis.....	44
Table 16: Descriptive Analysis on Store Image Attributes	44
Table 17: Descriptive Statistics for Store Image Attributes	45
Table 18: Descriptive Statistics for Store Ambience.....	46
Table 19: Descriptive Statistics for Product Placement	47
Table 20: Descriptive Statistics for Product Placement	48
Table 21: Case Processing Summary	49
Table 22: Reliability Statistics	49
Table 23: Pearson's Correlations Coefficient.....	50
Table 24: Model Summary	52
Table 25: ANOVA	52
Table 26: Coefficients	53

LIST OF FIGURES

Figure 1: Low and High-Contrast Lighting Condition	12
Figure 2: Research Framework for The Effect of Hypermarket Visual Appeals to Improve Customer Satisfaction.....	16
Figure 3: Example of Demographic Analysis	26
Figure 4: Sample Size	27
Figure 5: Sample Size of Known Population (Krejcie & Morgan 1970).....	28
Figure 6: Gender	35
Figure 7: Race	36
Figure 8: Age.....	37
Figure 9: Level of Education	38
Figure 10: Employment Status.....	39
Figure 11: Frequent of Going to Hypermarket.....	40
Figure 12: Distance of Going to Hypermarket.....	41
Figure 13: Shopping list.....	42



CHAPTER 1

INTRODUCTION

1.1 Introduction

The title of the research is The Effect of Hypermarkets Visual Appeals to Improve Customer Satisfaction. On this chapter, researcher will be explaining about the store image attributes that helps to improve customer satisfaction and will including the background of the company, research problem and questions, scope of study, limitations from the research and significance of the research.

1.2 Background of The Study

Store layout design is connected to customer satisfaction. By having an efficient store layout can make the consumer be more comfortable and easier for them to choose our store rather than being uncomfortable being in a messy and unorganized shelf. A great and powerful strategy of attracting consumer to choose our store are based on store layout design that create a positive shopping experience and encourage repeat visits. Lotus's Malaysia is one of the leading retailers in Malaysia as they have 65 stores, 74 outlets for Mydin and 41 outlets for TF Value Mart across the country.

Hypermarket is a combination between supermarket and department store that offer a vast selection of products such as foods, beverages, apparels, electrical

appliances, and household appliances (Kenton, 2022) that will help the customer to save time and effort to visit multiple stores. Retail has become a public attraction as they provide almost everything for daily needs under one building (Cliquet, 2006). Retail is a connection between two parties which are between retailer and consumer (Valerie Severin, 2001) and what they aim is to sell and buy products from one place (Shu-Hsein Liao, 2007). According to (Maharjan, 2017), customer satisfaction will only be acquired when the customer experienced itself within the surrounding of the store, any opinions regarding the products or services that has been served by the company or the organization.

In this research, researcher will relate between two variables which are the effect of hypermarket visual appeals and improving customer satisfaction. It is due to a fact that if the customer can only say they were not satisfied when the performance did not tally with the expectations but can be highly satisfied if the customer experienced their expectations (Franklin, 2023).

Malaysia Retail Sector is predicted to rise from USD 84.63 billion to USD 112.93 billion by 2028, according to Malaysia Retail Market Analysis. It is because Malaysia's Gross Domestic Product (GDP) has included the retail industry as one of the main contributors to it. Tesco and Aeon Co (M) Bhd are two Malaysian retail market giants projected to drive market expansion. It is due to a fact that they have encountered few biggest challenges like fulfilling all customers' needs while sustaining contribution of each customer. Hypermarket can lead a market growth as they offer a wide array of products under one roof, catering to diverse consumer needs that eventually capturing a larger share of consumer spending (Parag Desai, 2014).

Hypermarkets also utilise marketing tactics such as the four P's: product, pricing, promotion, and place, which can help them meet the expectations of customers who pick their services (Twin, 2023). Customers are significantly more comfortable buying things at hypermarkets since they produce their own products, which are known as private labels. Some items are significantly less expensive than other brands in retail stores (Siti Nurafifah Jaafar, 2012). It is also known as an umbrella brand or a store brand (Wang, 2017). For example, product categories for groceries like canned goods and dairy products, household items like cleaning supplies and home essentials and health and beauty that covers skincare products, toiletries, and accessories. For an

instant, Topvalu is a private brand under AEON and NaxNax is a tasty snacks brand that can only be found at Lotus's Hypermarket.

Not only that, (Muhammad Raqib Aiman Bin Rosnizam, 2020) said that hypermarket like Lotus that has strategized store layout design that makes them as one of the most go-to hypermarket in Malaysia that serves a high-quality household essentials. Additionally, to make retail store survive in this competitive environment, the most important part is to acquire consumer satisfaction and gather as much loyal consumers as possible so they will always come back to our store. The satisfaction also can lead to make customer more loyal to the retailer (Nwamaka A. Anaza, 2013). Retail is important for both between manufacturers and consumers as they have different focus on achieving goals. The manufacturers can focus on producing goods and the retail stores can focus on interacting with the consumer that will purchase every good inside the retail store. Store image attributes plays a crucial role in acquiring customer satisfaction.

According to (Moore, 2021), any details that retailers put into their retail store like lighting, colour and music can attract customer to come. Both tangible and intangible factors that has been put inside the store will help retailers to know and evaluate either they are making the right or bad choices to compete with another retail stores (Akter, 2022). Not just that, in business retailing, they also need to know their target customers, either the place is really suitable for the population in that area or consumer demographic and behaviours that will increase buying behaviour despite of losing any customers that are not willing to go to the retail store (Christopher M Moore, 2010)). Customer will choose their favourite store based on the store attributes (Cullen, 2022).

This research aims to define visual appeals that can help hypermarket in Malaysia to increase consumer satisfaction based on case studies and evaluate whether consumers are really satisfied with the experiences of buying goods Malaysia's retail stores that eventually becomes one of the loyal consumers. Therefore, it will also help the management of hypermarket to improve any of their services so that they can minimize any mistakes within what the consumer expects and what they have delivered every day (Lomendra Vencataya, 2019). The type of store image attributes and other variables also will be explained to gain understanding and proves that it can help to achieve customer satisfaction.

1.3 Problem Statement

Hypermarkets have emerged as undeniable leaders in Malaysia, delivering convenience and a wide choice of options, capturing the hearts and preferences of discriminating shoppers nationwide. These massive retail can easily merge the charm of marketplaces with shopping sophistication, providing an unrivalled shopping experience that has grown popular among consumers. Malaysian hypermarkets are busy places where people from all walks of life come together to shop. For the past decades, one of the largest industries that has been contributing to the country's gross domestic product (GDP) is retail industry. Based on the Gross Domestic Product (GDP) of Department of Statistic Malaysia in the first quarter of 2023, wholesale and retail trade has been increased to 9.4%. Since then, several local and worldwide brands have entered the market, giving the retail store a huge competition that provides the same or even better experience for the user. Store image qualities are important in attracting customers to shop at hypermarkets because they affect customer loyalty (Boon Chui Teo, 2020).

According to (Yina Lu, 2013), the rising prevalence of waiting times at hypermarket checkout kiosks has become a source of aggravation for 66% of shoppers. This is especially visible during peak shopping hours or during popular seasons such as Hari Raya Aidilfitri and Christmas. It raises questions regarding hypermarket shopping experiences and client happiness. These long lines do not impair the flow of customers, but they do cause frustration, which may have an impact on the reputation and loyalty of hypermarkets (Maharjan, 2017). In Malaysia's changing retail business, it is critical to solve this challenge in order to improve the customer experience, optimise processes, and preserve competitiveness.

A badly designed store layout has been noted as a source of irritation for customers who struggle to locate certain products, effecting the whole shopping experience (Hnna Bjorkman, 2015). This problem not only impedes the optimal use of client time, but it also reduces the satisfaction obtained from the purchasing process. The issue of inadequate store layouts requires quick attention because it has the ability to discourage repeat visits and undermine client loyalty (Ghaffarkadhim et al., 2019). By doing this, they can increase customer satisfaction based on the organized layout (Calvo et al., 2021). Based on the research, there are a connection between the store

image attributes and customer needs (Newman & Foxall, 2003). If the store is planning to increase their customer satisfaction, it is better for organizing a proper layout.

The predominance of bad customer service appears as a key issue with potential ramifications for customer satisfaction in the hypermarket retail industry (Kannan, et al, 2023). Unhelpful or unskilled staff interactions have the potential to detract from the shopping experience, leaving customers disappointed and frustrated (Denise, 2013). The provision of timely and effective support is a cornerstone of excellent customer encounters, and a lack of it raises worries about the overall level of service given by hypermarkets. For example, customer expectations for great service continue to climb, hypermarkets must address the issue of inadequate customer service in order to build a welcoming and customer-centric atmosphere. Failure to address this issue may result in decreased consumer loyalty, negative word-of-mouth, and a detrimental influence on the hypermarket's reputation in Malaysia's competitive retail sector (Nitin Rane et al., 2023).

In today's competitive retail landscape, product placement is crucial for the customers to gain optimal shopping experience. But it is up to the management of hypermarkets to enhance visual appeals that will increase customer engagement (Kerrie Gill, 2023). Not only that, to strategically increasing visibility of the product, they must ensure the placement can trigger a cross-selling techniques so the sales can be increased and making the customer loyal to the brand and the hypermarket itself (Hanson Cheng, 2023). The product placement that are greater than anything else is when the product is reachable, accessible and on "eye-level" as customers will attracted by the brand that are most well-known rather than unusual products that are on their shopping list (Colin Chiakpo, 2022). Product placement in every aisles are crucial and must be strategic in order to fulfil customer satisfaction. The lack of a systematic product placement can affect the overall shopping experience, leading to congested areas and overlooked sections. It can also affect missed cross-selling opportunities for additional products that customers did not plan to buy (Buck et al., 2020).

Moreover, the prevalence of low cleanliness standards within hypermarkets constitutes a key challenge that directly influences customer happiness. Instances of unclean or unkempt retail areas add to a subpar shopping environment, lowering the

overall customer experience (Jabbar & Admassu, 2009). Cleanliness is a critical component in creating a positive and comfortable environment for shoppers (Ahmedi et al., 2023), and the ongoing issue of inadequate hygiene standards raises questions about hypermarkets' commitment to maintaining a high degree of service (Zajác et al., 2021). Addressing this issue is critical for hypermarkets to not only exceed customer expectations, but also to protect their reputation and competitiveness in Malaysia's evolving retail scene (Azmi et al., 2023). Nevertheless, a failure to address low hygiene standards may result in decreasing customer satisfaction, decreased foot traffic, and negative views that could harm the hypermarket's reputation among discriminating Malaysian consumers (Martínez-Ruiz et al., 2010).

In store ambience, it is crucial for the customers to feel relaxed and attracted by the interior and exterior of the store design (Shunmugavel et al., n.d.). Nowadays, every hypermarket has put a lot of efforts in order to plan their store layout well including focusing on the store ambience characteristics like music and lighting (Triantafillou et al., 2017). A good lighting not only can increase customer satisfaction but also can impress the customers to shop there when the lighting highlighted the most products choices in the market (Johansson et al., 2020). An impulse buying also can happen when the hypermarket is putting a soothing and relax music as it relates with the emotions and feelings of the customer (Ma et al., 2017). This shows the relationship between music and customer behaviour when shopping at hypermarket (Zeeshan et al., 2013).

Last but not least, promotions and discounts are one of the most important aspects that can attract customers going to hypermarket. According to (Weerathunga A.K., et al., 2015), advertising and marketing campaigns can influence customer to go to hypermarket and it works as one of marketing tools that can boost sales. It is also the way customers see value for money when they receive a good deal and save money that might influence their pleasure with the shopping experience (Ali Khan Scholar & Sohaib Zubair, 2019). Based on promotions and discounts, customer involvement can be increased with engaging customers with appealing incentives (Bylund & Lindgren, 2017), whether through in-store promotions, digital advertising, or loyalty programmes, builds a connection and keeps them interested in the hypermarket's goods (Farheen Gani, 2020).

1.4 Research Questions

After identifying the problem statement, there are few questions that have been made to solve the issue:

- 1) What are the visual appeals which consists of store image attributes, store ambience and product placement to help improve consumer satisfaction towards hypermarkets in Malaysia?
- 2) What is the level of customer satisfaction in hypermarkets in Malaysia?
- 3) What makes the customer feel satisfied while shopping at a hypermarket?



1.5 Research Objectives

The purpose of this research is to study the efficiency of store layout design of Lotus's to improve customer satisfaction.

- 1) To identify types of visual appeals which consists of store image attributes, store ambience and product placement of hypermarket in Malaysia to improve customer satisfaction.
- 2) To measure the level of customer satisfaction when shopping at hypermarket
- 3) To determine the importance of visual appeals in hypermarket store

1.6 Scope of Study

The research was to analyse the contribution of hypermarkets visual appeals which consists of store image attributes, store ambience and product placement in Malaysia to improve consumer satisfaction. The scope of the research will be hypermarkets in

Malaysia. And the independent variable, the effect of store image attributes that only be studied in this research are the characteristics of the store layout itself such as pleasing store decoration, music that are being played inside the retail store, in-store lighting that is pleased by the eyes of consumers and finally, the organized shelves for increasing time of purchasing behaviour. Meanwhile, the dependent variable will be consumer satisfaction that are based on their experiences shopping at the store and their expectations of walking inside the store.

The respondent for the research will be the customers that has experienced shopping in hypermarket. The age range can be from 18 years to more than 65 years old that are mostly had experience buying goods at hypermarket. Moreover, in order to get a better understanding of the factors that influence better consumer satisfaction is by gathering data from people who are participated in the retail industry itself. Through that, they can portray the answer in questionnaire according to their satisfaction choosing hypermarket to purchase any essential products.

1.7 Significance of Study

This research is significance for students to gain more knowledge and information about the effectiveness of the store layout design that helps to improve customer satisfaction. Due to a fact that we as a students can learn more about the store layout design that we did not notice the effectiveness of it, but also can help the company to improve their strategy to fulfil customer needs and wants.

Besides, this research will give so much benefit to the logistics and supply chain students for the purpose of any business plan that links to the operation of the company. They can learn on how a right floor plan and store layout design can influence customer behaviour and their purchasing behaviour whenever they enter the retail store. It is also connecting the dots between the store design and customer flow that helps customer to choose our company rather than any other hypermarket.

Lastly, through this research, the result of the consumer experience as they have been inside the retail store for quite some time and realize how much time they spent choosing products, how easy and accessible for them to go to the targeted items, how much varieties of brand that are available inside the store and lastly is it worth to come back to the store for another time. The results from the surveys are valuable for the students and even public as they can have more understanding why some of the retail stores are being design like how it was, and they can also learn new knowledge about all details of the store are important in making customer choosing the retail store and keep on choosing their stores.



1.8 Summary

This chapter included the background of study, problem statement, research questions, research objectives, scope and limitations of study and significance of study. In the background, the definition of hypermarket, retail and store layout design has been stated, problem statements have been detected and the objectives have been formulated. Since this research was focused on Malaysia, the statistic will only records depends on Malaysian consumers that are in the age range between 18 to more than 65 years old.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Literature review presenting the perspective of researcher and gathering data from previous research regarding the topic of the effect of store layout design of hypermarket in Malaysia to improve consumer satisfaction. This chapter consists of definitions of store layout design, details of store layout design specially for retail store and the connection between the efficiency of the floor plan that can improve consumer satisfaction. Details of the information in this chapter are gathered from secondary data collection which are from books, journals, and internet. This literature section can be divided into two sections which are the first section is for previous research and the second discussion is about the current research.

2.2 Store Image Attributes

Retail store image is important to the customer. The characteristics of the stores can create a bond between the customer and the retailer. Based on the research (Singh et al., 2021), creating empathy is playing the crucial role of the retail store like Lotus's that has been one of Malaysian's chosen hypermarket. Customers experiences while shopping at hypermarket also will determine the effectiveness of the store image itself. According to customers that are experiencing being inside the store and use the

services itself will be only consider as an important aspect of the store's image. (Nafees et al., 2010) also agrees with the statement that only personal experience can be considered as store image attributes.

For instance, slogans that hypermarket always use can be useful to improve brand identity (Rybaczewska et al., 2020). For example, Giant 'Hypermarket uses Everyday Low Prices, Big Variety' and TF Value-Mart uses 'Your Everyday Savings'. Another campaigns and logos that are being held from the Lotus's also can increase the customer's memories when shopping at Lotus's (Arun D. Kulkarni, 2007). Another example is Purchase by Purchase that is one of the Lotus's campaign that with every RM50 will get 50% discount that will make the customer feel excited and having a memory on this campaign.

Another factor that can lead to customer satisfaction is when customer can really focus on the store attributes which are the location of the retail store, the customer service that are available to assist customers, the advertising of the store and also the store atmosphere (Sean Tarry, 2023). Cleanliness and tidiness of the store that can also be experienced by the customer that come to the store can also be considered as store image attributes.

Services supplied by the hypermarket allow customers to be more social while reviewing products and seeking a better option based on pricing and product quality. This is an evidence of why employees should be more communicative and helpful in order to attract more consumers (Evelyn Toh, 2017). Friendly employees not only create a pleasant environment, but they also help the consumer feel more comfortable asking about the promotion or resolving any difficulties that have arisen to avoid unhappiness (Khadka et al., 2017). Consumer expectations and preferences are influenced by previous experiences with a service (Johnson et al., 2018) and can be increased when they are satisfied with it.

2.3 Store Ambience

It refers to the overall atmosphere and sensory environment that encompasses various elements such as lighting, music, scent, décor, layout, and overall design (Vinish et al., 2020) that contribute to the overall shopping experience and influence customer behaviour. We, as a customer will prompt to choose any shopping places that are comfortable and have various elements that helps us to feel relax by the way it looks, manage and our feelings when entering the store. For example, lighting plays a significant part in contributing to the visual quality of the retail store. Consumer behaviours are influenced by the lighting of the retail store (Quartier et al., 2008). This gives a living proof that retail store that use higher and brighter lighting will influence customer to choose their retail store rather than low lighting of the store (Lin & Yoon, 2015).

The senses stimulation that are caused by the music, lighting, and smell, according to (Teo et al., 2019) can be described as atmospheric. To have a better experience at a retail business, it is preferable for the consumer to go inside the 'brick-and-mortar' store itself to witness the experience firsthand rather than hearing about it from others. By observing the differences between low-light and high-contrast lighting, you can not only make your vision clearer, but you can also boost any impulsive buying behaviour when the consumer walks from one aisle to another.



Figure 1: Low and High-Contrast Lighting Condition

Based on Figure 1, for every retail store, lighting is playing a major role that contributes on the customers' influences (Faleria Indry Korompis, 2015). Besides

lighting, music also plays a crucial role as it will influence customer's emotions towards playing songs that they recognized (Andersson et al., 2012). The atmosphere and ambience that combines between lighting and music will create the right combination that can more desirable mood and customer's amenity. The buying and choosing products also can be convenient for everyone and will improve enjoyment tendency of choosing their retailers on retail store (Vinish et al., 2020).

Customers will be more attracted to the chosen retail outlets if retailers pay more attention to the store's image, according to (Laurent et al., 2012). From the colour, store surroundings, its identity of the company and the environment. However, retailers must also did not forget on how the functionally of every aspect of the retail store so that it will give a maximum satisfaction to the customer (Ian MacKenzie, 2013). For example, the variety of products and the arrangements in racking section that convenient to the customer.

2.4 Product Placement on Shelf

4P which are Product, Place, Promotion and Price is a marketing mix that helps to reach customers' needs and effectively reach their target audience (Dominici, 2009). When retailers have successfully delivered this method to the customer, it makes the customer feel attracted and have multiple choices they need to decide on what products they want to buy, what brands they want and where they should buy it. Store layout design plays a crucial role in product placement. According to (Tlapana, 2021), it will boost sales of the store and potentially improve customer shopping experiences. There are two types of product placement, which are horizontal positioning, vertical positioning, and product adjacencies.

i. Horizontal Positioning

It refers to the strategic arrangement and placement of products within the strategic arrangement and placement of products within the store to maximize customer engagement and sales. It involves organizing products on the shelves in a way that is visually appealing and encourages customers to navigate the aisles and discover new items. Based on the study, customers are more likely to give attention to the products that are at the end of the shelves rather than at centres of the aisle (Elbers, 2016) that are horizontally positions.

Not only that, considering the natural flow of customer movement within the supermarket and strategically placing high-traffic items or promotional displays in areas where shoppers are likely to spend more time. Impulse buying also makes the sales increase. Entrance or exit is the most potential position for items that are low-cost is candy, bar, chips, ice-cream, and soft drinks (Meredith Hiliard, 2014). For example, kids that are coming to the retail store and follows their parents until at the counter will influence their parents to buy candy or chocolate (Duyff et al., 2015).

اونيورسيتي تيكنيكال مليسيا ملاك
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

ii. Vertical Positioning

Vertical Positioning is an arrangement and placement of products in a way that takes advantage of the vertical space available on store shelves or displays. It involves organizing products from top to bottom, utilizing different shelf levels or heights to optimize visibility and accessibility. In spite of that, vertical positioning is twice more powerful than horizontal positioning (Valenzuela & Raghubir, 2007). For high-demand items, they will place it at eye-level, within easy reach and in prominent positions to increase their visibility and enhance customer satisfaction (van Herpen et al., 2012). It is because the customer does not have to put an extra effort to look at the aisle and choose their selected products (Sigurdsson et al., 2010). Retailers also should consider essential products that must be placed at eye-level as due to a fact that women and children are shorter than men (Czerniachowska, 2021).

For example, vertical positioning will stack on top of each other with multiple rows or levels while horizontal positioning will place products side by side in horizontal shelves or displays. The strategies also can increase impulse purchases as it will have lesser impact or impulse products, as the packaging of products or higher levels as it is not be as visible.

iii. Product Adjacencies

The category adjacency also organizing related products within the same category or complementary items in close proximity to each other. For example, breakfast cereals might be positioned near the milk and bread to encourage cross-purchasing and boost store efficiency (Çakiroğlu & Uçar, 2018). Cross-over aisle is helping customers to minimize time of walking from one aisle to another (Czerniachowska, 2021). Another strategy is that in each aisle, retailers will put one essential product to another product so that customer can do “unplanned purchasing” (Kacen et al., 2012).

2.5 Relationship Between Store Image Attributes and Customer Satisfaction

The relationship between hypermarket visual appeals and customer satisfaction is significant and can greatly impact a customer’s shopping experience. The store image attributes refer to the arrangement of different areas, departments, aisles, and product display. There are some aspects of this relationship which are easy to navigate, visual appeal, product placement and accessibility and efficient flow and waiting time. The moment that stores image attributes has been formed within the help of consumer behaviours and store loyalty (Ellis et al., 2022). The highlight of the store that appears in costumer’s mind also included in the store image that can build positive consumer

purchasing behaviour. The more they think of the store images, the more likely the consumers would stop and buy products at the store (M Dhurup, 2010).

An effective store layout design makes it easy for customers to navigate through the store, find what they are looking for, and move around without frustration or confusion. Clear signage, well-organized sections, and logical placement of products contribute to a positive shopping experience. When customer can easily locate desired items, they are more likely to feel satisfied with their visit. Next, a visually appealing store layout design displays, well-designed products with attractive According to (Habibollah Javanmard, 2016), he also stated that there is strong relationship between store image and customer relationship.

2.6 Research Framework

Previous research has guided the researcher to understand about the research topic and propose the research framework. The main focus of this research is to know the effect of store image attributes on hypermarket in Malaysia to improve customer satisfaction. Researcher will propose a research framework that weaves together the characteristics of store layout design that influences customer satisfaction of this hypermarket.

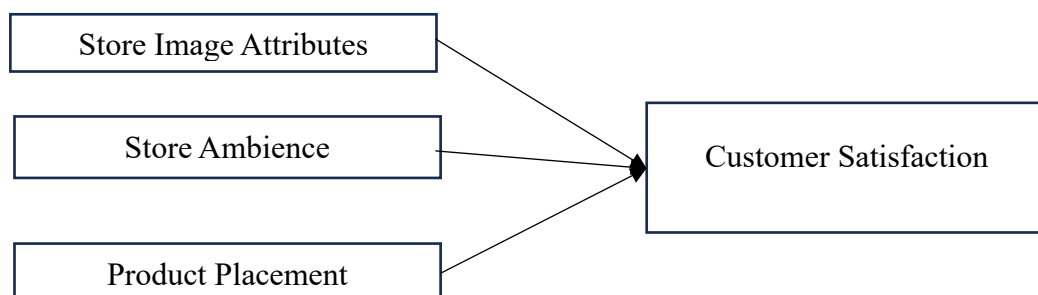


Figure 2: Research Framework for The Effect of Hypermarket Visual Appeals to Improve Customer Satisfaction

2.7 Hypotheses Development

Based on the study, several hypotheses were developed to address the research question:

Store Image Attributes:

H_0 : There is no positive effect between store image attributes and its effectiveness to improve customer satisfaction.

H_1 : There is positive effect between store image attributes and its effectiveness to improve customer satisfaction.

Store Ambience:

H_0 : There is no positive effect between store ambience and its effectiveness to improve customer satisfaction.

H_1 : There is positive effect between store ambience and its effectiveness to improve customer satisfaction.

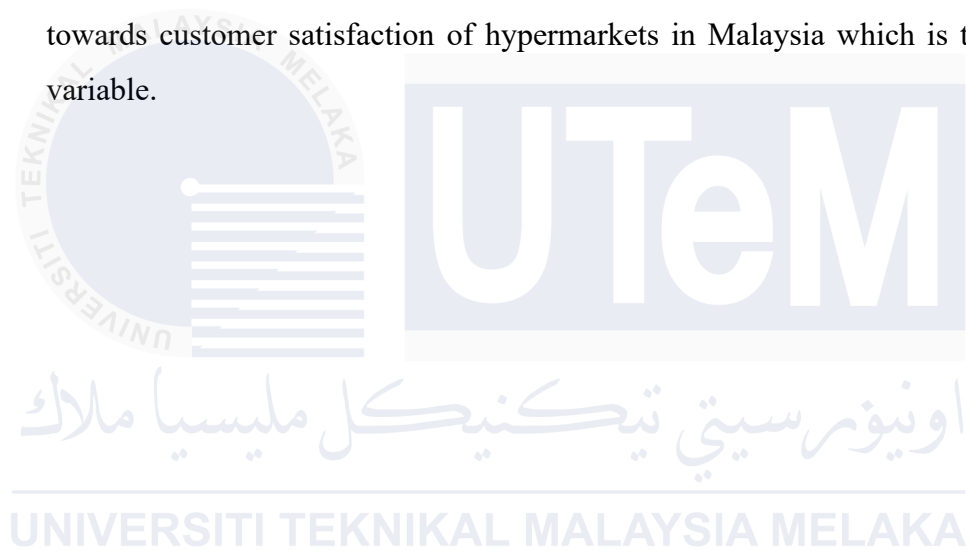
Product Placement:

H_0 : There is no positive effect between product placement and its effectiveness to improve customer satisfaction.

H_1 : There is positive effect between product placement and its effectiveness to improve customer satisfaction.

2.8 Summary

To sum up, this chapter encompasses all of the literature review on regards of research of study, research framework together with hypothesis derived from the framework. The literature review was collected and gathered from secondary data which includes previous research, unpublished and published journals. The main overall was criticized, compared to each other in order to aid the researcher making analyzation on the data collected, and summarized. All of the information was purposely searched and analysed to be used as references in investigating the effect of independent variable: store image attributes, store ambience, and product placement towards customer satisfaction of hypermarkets in Malaysia which is the dependent variable.



CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, researcher decided to choose quantitative research method in order to collect data and related between independent variables and dependent variables. This chapter consists of hypotheses, research design, research strategy, methodological choices and data collection, population and sampling, questionnaire construction and validity and reliability.

3.2 Research Design

Research design is crucial in the research of the hypermarket's visual appeals as it will provide a systematic framework for conducting the study. It also ensures that the research objectives are effectively addressed (Yashvi Jain, 2022). It serves as a road map for carrying out the research, directing data collection, analysis, and interpretation in order to address the research objectives or questions. It is also a planning method for gathering pertinent data (Kassu Jilcha Sileyew, 2019). There are four types of research design which are experimental, correlational, descriptive, and diagnostic.

The researcher chose a correlational design for this study. This is due to the fact that this method may investigate the relationship between variables of the effect on hypermarkets visual appeals and how it improves customer satisfaction. It will also

be useful for spotting patterns and trends, as well as for researching the store layout design of hypermarkets and its impact on customers' happiness.

The researcher also uses descriptive design as a second method of the research design. It focuses on accurately describing characteristics, behaviours, or attitudes of individuals for any selected issues from a group of people. Age, education level and their gender are the examples of descriptive method that can be used in order to provide an overview of customer's perceptions of store layouts and their satisfaction levels. This design can be achieved when researcher use online survey to gather data.



3.3 Methodologies Choice

There are three categories of research methodologies: quantitative, qualitative, and mixed approaches that include both quantitative and qualitative components. Customer satisfaction study necessitates the researcher locating a large number of respondents depending on their criteria and attributes. It is also quicker for researchers to use quantitative methods instead of qualitative methods. Furthermore, the researcher would use a quantitative method in this study to produce results with a high degree of validity, precision, and reliability. As a result, the research will be more efficient and effective in terms of data collection, as well as more suitable for the researcher.

3.4 Data Collection

Data collecting is an essential aspect of conducting research. The information and data for this study were gathered and developed using primary and secondary data collection. Both primary and secondary data should be derived from relevant research in order to meet the requirements of the research being conducted.

3.4.1 Primary Data

The interviews, surveys, and observations will provide primary data. A survey questionnaire was utilised to collect data for this study by a researcher, allowing for the collection of firsthand information specific to the research questions. It is more dependable, and the researcher will have more confidence in any decision-making process as a result of the trusted analysis having direct connection with the timing of the occurrences.

3.4.2 Secondary Data

Secondary data is information aimed at providing a better knowledge and explanation of the research problem. The secondary data that was used in this study will be gathered. Secondary data that researchers have used include journals, books, reports, scholarly articles, and some management papers. Websites and online articles are also included in secondary data.

3.5 Research Strategy

Research strategy refers to the approach or plan used to investigate and analyse various aspects of the store layout. It outlines the methods and techniques employed to gather data, evaluate customer behaviour, and make informed decisions regarding the design and arrangement of a retail space. Not only that, (Kassu Jilcha Sileyew, 2019) concludes that research strategy gives an advantage to the researcher to get a specific data to support any argument.

In order to successfully meet research objectives, the researcher chose survey. Survey strategy is crucial in the research of store image attributes as it allows researchers to gather valuable data directly from customers. By providing variety of questions related to the hypermarket's visual appeals characteristics and also what level of satisfaction that customers had during shopping at hypermarket can be evaluate. Researchers also can gain insight and feedback that help to identify areas of improvement and guide decision making for store owners and managers.

3.6 Time Horizon

There are three types of time horizon which are cross-sectional, longitudinal, and retrospective. A cross-sectional study will collect data from a sample of individuals at certain time. Longitudinal study involves collecting data from the same individuals over an extended period of time. Last but not least, retrospective study that collects data on event, behaviour, or conditions that have already been occurred.

For this research, researcher will use cross-sectional due to a fact that the data will be collected based on systematic approach. In this research, all respondents will be gathered in a short space of time in order to relate between two relationships between variables at a particular point in time. The survey also will be gathered when the respondents are answering those questions through self-administrated. In this research, the time horizon for this research will be conducted for only 1 year.

3.7 Research Instrument

Research instrument refers to the tool or technique that researcher used to collect data and information in a research study. The researcher has already chosen the questionnaire to gather information from the respondents. The selected respondents will answer the survey questions through online platform Google Form that has 3 sections which are Section A, B and C by 402 respondents.

3.8 Research Hypothesis

Research hypotheses are statements that propose a relationship between two or more variables. The research hypotheses will be conducted through research objectives and research questions.

Hypothesis 1

H_1 : There is positive effect and significant relationship between store image attributes and its effectiveness to improve customer satisfaction.

H_0 : There is negative effect and no significant relationship between store image attributes and its effectiveness to improve customer satisfaction.

Hypothesis 2

H_1 : There is positive effect and significant relationship between store ambience and its effectiveness to improve customer satisfaction.

H_0 : There is negative effect and no significant relationship between store ambience and its effectiveness to improve customer satisfaction.

Hypothesis 3

H_1 : There is positive effect and significant relationship between product placement and its effectiveness to improve customer satisfaction.

H_0 : There is negative effect and no significant relationship between product placement and its effectiveness to improve customer satisfaction.

3.8.1 Questionnaire Design

For questionnaire, it will be divided into 3 sections:

1. Section A: Researcher will make questionnaire that are asking for personal information or demographic information. Demographic information such as gender, race, age, level of education and employment status will allow researcher to understand the characteristics and diversity of the sample. By doing so, it helps the researcher to identify any potential differences or patterns based on demographic factors.
2. Section B: Researcher will seek information about the effect of hypermarket's visual appeals based on respondent's shopping experience. From that, researcher can evaluate their interest and the feedback from the respondents based on their answer.
3. Section C: Researcher will ask about an improvement to increase customer satisfaction.

Overall classification of section in questionnaire is shown on Table 1 below.

Table 1: Description of Sections in Questionnaire

SECTION	DESCRIPTIONS
A	Demographic Information
B	Level of Customer Satisfaction that are based on: - <ul style="list-style-type: none"> • Store Image Attributes • Store Ambience • Product Placement
C	An improvement to increase customer satisfaction

Researcher will use Likert scale that is commonly used as a rating scale in research to measure individual's opinions based on the questionnaire that has been prepared. These options are typically labelled, such as "Not Satisfied", "Less Satisfied", "Satisfied", and "Very Satisfied". Table below described the arrangement of the Likert Scale.

Table 2: Likert Scale

Score	1	2	3	4
Scale	Not Satisfied	Less Satisfied	Satisfied	Very Satisfied

3.9 Research Population and Sampling

The research population is the group of people or subjects from whom researchers are investigating or obtaining data in a certain research study. In order for the survey to function smoothly, the population must be picked. Researchers can focus on only a few aspects of the population, which are gender, race, age, level of education and employment status. Researcher also gives 3 more questions regarding customer's shopping experience in hypermarket. Its purpose is to guarantee that the survey is

conducted in accordance with the targeted respondents and to improve the study's validity.

As stated by (Schmidt & Hollensen, 2006), the element from the selected population is the most convenient if data collection is simple and the least expensive way. The simplest technique to obtain data for Lotus's Store study is through the Lotus's customers themselves (Kay Tze et al., 2021).

3.9.1 Target Population

The term "target population" refers to the specific group of people on whom researchers aim to focus and draw conclusions in a research project. The target demographic in the context of hypermarket visual appeals to promote customer satisfaction would be the consumers or shoppers who visit the store.

Gender, race, level of education, employment status will be the focus of the researcher. Male and female are the genders. Age is defined from 18 years old and below and 60 years old and above. Malay, Chinese, Indian, and other ethnicities are represented. It is best to do it at the hypermarket itself as they already have an experienced buying products at hypermarkets like Aeon and Lotus's.

GENDER	a) Male b) Female
RACE	a) Malay b) Chinese c) Indian d) Other
AGE	a) 18 To 28 b) 29 To 39 c) 40 To 50 d) 60 And Above
LEVEL OF EDUCATION	a) SPM b) STPM/Diploma/Foundation/Matriculation c) Degree d) Master e) PHD f) Other
INCOME LEVEL	a) Less Than RM 3,000 b) RM 3,000 – RM 5,000 c) RM 5,100 – RM 10,000 d) RM 10,000 And Above

Figure 3: Example of Demographic Analysis

3.9.2 Sampling Size

For a better research outcome, researcher must fix the sampling size so that the data can be gathered from a whole population. There are also few problems that researcher should consider during surveying which are classifications of sample like cost of surveying, analysis, and availability. Qualitative method is mostly will be used by researcher so that any failure can be minimized. Nevertheless, researcher must prepare a large sampling size that are using qualitative method so that there will be more opinions from the customer itself to improve better staff performance and increase customer satisfaction during shopping at hypermarket.

Sample size is defined as data gathered from a whole population with an organize-able size as what to refer to (Memon et al., 2020). The population of hypermarkets customers is around 600 thousand in which the suitable size sample is around 384 respondents as for data collecting. Figure 4 and 5 shows the table of sample size (Bin Ahmad & Binti Halim, 2017).

	Confidence level = 95%			Confidence level = 99%		
	Margin of error			Margin of error		
Population size	5%	2,5%	1%	5%	2,5%	1%
100	80	94	99	87	96	99
500	217	377	475	285	421	485
1.000	278	606	906	399	727	943
10.000	370	1.332	4.899	622	2.098	6.239
100.000	383	1.513	8.762	659	2.585	14.227
500.000	384	1.532	9.423	663	2.640	16.055
1.000.000	384	1.534	9.512	663	2.647	16.317

Figure 4: Sample Size

Table for Determining Sample Size from a Given Population					
N	S	N	S	N	S
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368

Figure 5: Sample Size of Known Population (Krejcie & Morgan 1970)

3.10 Data Analysis

In research, data analysis is the act of analysing, changing, and interpreting data in order to discover relevant patterns, draw conclusions, and make educated judgements. When collecting qualitative data via surveys, all data will be collected via

questionnaires and processed. A variety of analyses have been captured, and descriptive statistics will be calculated.

Throughout the research procedure, the researcher has decided to employ the qualitative research approach. This is owing to the fact that researchers conduct surveys to acquire and collect data from respondents. According to (Perspect Clin Res, 2013), the qualitative research approach is also linked to the analysis throughout the study process. Surveys will be utilized as a data collection tool in qualitative research to capture qualitative information such as opinions, experiences, and narratives.

Researchers may also include open-ended questions that allow respondents to provide thorough comments in their own words, as well as a combination of open-ended and closed-ended questions. The dependent and independent variables from the literature review so that the researcher may see the relationship between these two. Researchers can also concentrate on representing data with bar and pie charts. Problems can be formed from a collection of in-depth findings, according to (Johanna Samuelsson. Evelina Tornhed, 2020).



3.10.1 Statistical Package for Social Science (SPSS)

SPSS is a data analysis software programme that is utilised by the majority of researchers. SPSS can also be used to validate hypotheses for each research methodology. SPSS is used by researchers to examine any data acquired through surveying respondents. It also provides numerous choices for visualising data, such as charts and graphs, to assist academics better comprehend correlations between variables.

The researcher can also reduce errors because he or she will count the questions numerous times. It is also to confirm that all respondents have successfully answered all questions and completed the survey. Following the collection of all total numbers of respondents, the researcher will employ descriptive statistics such as percentage. The researcher will employ bar and pie charts for graphic content.

3.10.2 Demographic Analysis

The respondents are being chosen based on their gender, age, race, employment status, and level of education. According to (Steven Tenny, 2022), the research will be more effective and easier to get targeted respondents if the research focuses on the demographic. Due to a fact that Lotus's have customers that are from different background, it is advisable that the questionnaire that researcher has prepared will use demographic analysis. For gender, male and female. For age, it is considered from 18 years old and below and 60 years old and above. The ethnicity is Malay, Chinese, Indian and others. Employment status is student, government sector, private sector self-employed, housewife, unemployed and retired. For location, it is advisable to do at the hypermarket itself as it will help to gather more respondents that already have experience buying products at hypermarkets like in Melaka that has Aeon Bandaraya Melaka and Aeon Ayer Keroh and Lotus's at Cheng and Peringgit.

3.10.3 Regression Analysis

This research requires researchers to use statistical techniques to examine the relationship between a dependent variable and one or more independent variable. According to (Set Foong et al., n.d.), independent variables will give a major impact on dependent variables.

3.11 Validity

Validity is a tool to measure whether the questionnaire that researcher do is valid or not (Set Foong et al., 2018). It is a critical aspect of research that ensures that the findings are reliable and trustworthy (Zohrabi, 2013). According to (Set Foong et al.,

2018), validity will increase transparency in any research, and it is known that if the qualitative method is being used by the researcher, it is better to do questionnaire.

3.12 Reliability

Reliability can be defined as the consistency and stability of the measurements or data collection procedures. It focuses on the extent to which the data and measurements yield consistent and reproducible results when repeated under similar conditions (Kubai, 2019). This reliability is crucial in ensuring the trustworthiness and accuracy of the data analysis (Satyendra Nath Chakrabartty, 2013). Researcher also will ensure that every information that are being gathered are legally and trustfully.

3.13 Summary

Based on observations and research for hypermarkets visual appeals, the researcher can conclude that every part of the retail store is vital for attracting customers' attention. Even music played through the speaker will make the customer feel welcomed and thrilled to shop. There are also a few store layout design aspects, such as lighting, that will boost consumer happiness when the location they wish to shop is brighter and clearer than any other retail shop. This study will employ a research method that will be detailed later.

CHAPTER 4

DATA ANALYSIS

4.1 Introduction

This chapter reveals the findings, the characteristics of hypermarket visual appeals to improve customer satisfaction. The researcher will analyse the quantitative questionnaires that has been distributed among the respondents. The results of the study are also shown in the form of tables, graphs, and charts to improve the effectiveness of information delivery. The discussion based on the objectives follows:

RO1: To identify types of visual appeals of hypermarket in Malaysia to improve customer satisfaction.

RO2: To measure the level of customer satisfaction when shopping at hypermarket.

RO3: To determine the importance of visual appeals in hypermarket store.

Total of 402 questionnaires were distributed. Throughout the research, 200 questionnaires were successfully collected mostly from meeting up with respondents rather than online surveys.

4.2 Pilot Test

To distribute the actual questionnaire and survey to the respondents, the Pilot Test must be done first to ensure the questions are valid or not. The purpose of pilot test is to make sure that the respondents are fully understand the questions. In the research, the researcher takes 30 respondents to do the pilot test.

4.3 Reliability Analysis for Pilot Test

In this study, reliability is conducted using Cronbach Alpha to determine the extent to which variable related to each other. Reliability must be done with the purpose to check whether the data obtained from the survey is reliable or not for the research. To measure the value of Cronbach Alpha, the value that show 0.6 till 1.0 are considered strong and acceptable.

Table 3: Reliability Analysis for Pilot Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.966	0.968	20

(Source: SPSS)

Table 4.3.shows the value of Cronbach's Alpha which is 0.966 which is more than 0.6 for 20 questions in the questionnaire. Hence, the reliability analysis for all the items is acceptable and strong.

Table 4: Reliability Statistics based on Pilot Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.966	0.968	20

(Source: SPSS)

Table 4. shows the value of Cronbach's is 0.966 which is more than 0.6 for 20 questions in the questionnaire. Hence, the reliability analysis for all the items is acceptable and strong.

4.4 Demographic Analysis

Demographic analysis allows researchers to measure the dimensions and dynamic of the population that includes the sets of method. This section analysed the demographic profile of respondents. The researcher focuses on the gender, race, age, level of education, income level and employment status. The number of respondents is 402 (N=402). The demographic analysis of the respondents was on the first section in the questionnaire . The frequencies for all questions of occurrence in score value will be shown in the demographical analysis from the data of 402 respondents that answer the questionnaire.

4.4.1 Gender

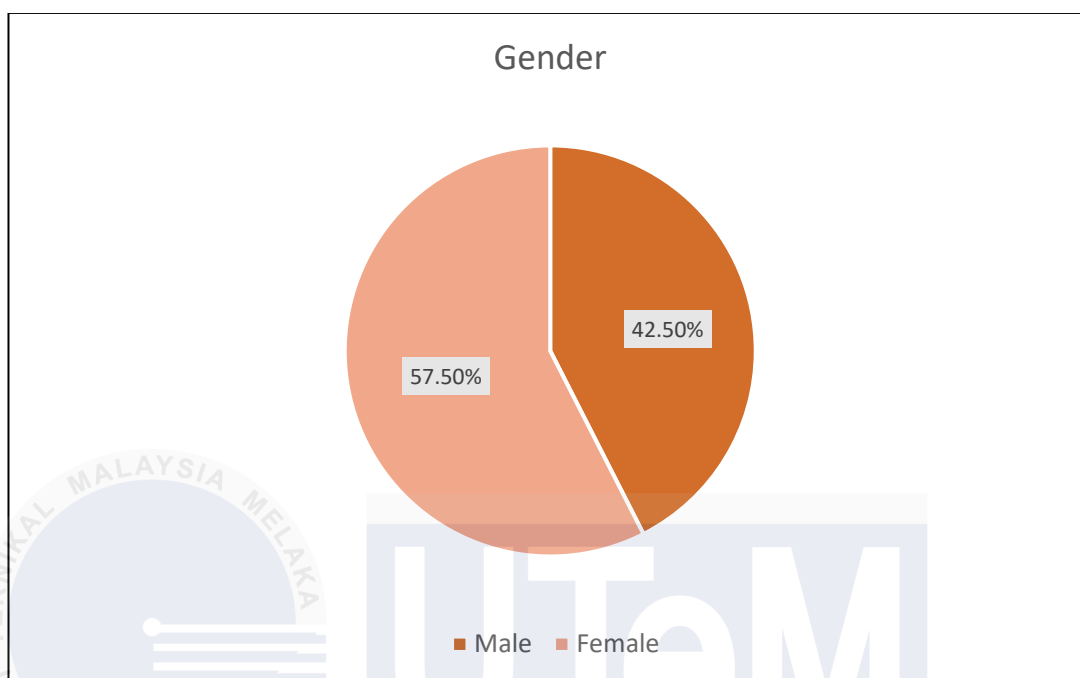


Figure 6: Gender

Table 5: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	171	42.5	42.5	100.0
	Female	231	57.5	57.5	57.5
	Total	402	100.0	100.0	

(Source: SPSS)

Table above shows the distribution of male and female representatives. Through the pie chart above, female dominates the study. The respondent of this survey is 42.5% for male which is 231 respondents and 57.5% for female which is 171.

4.4.2 Race

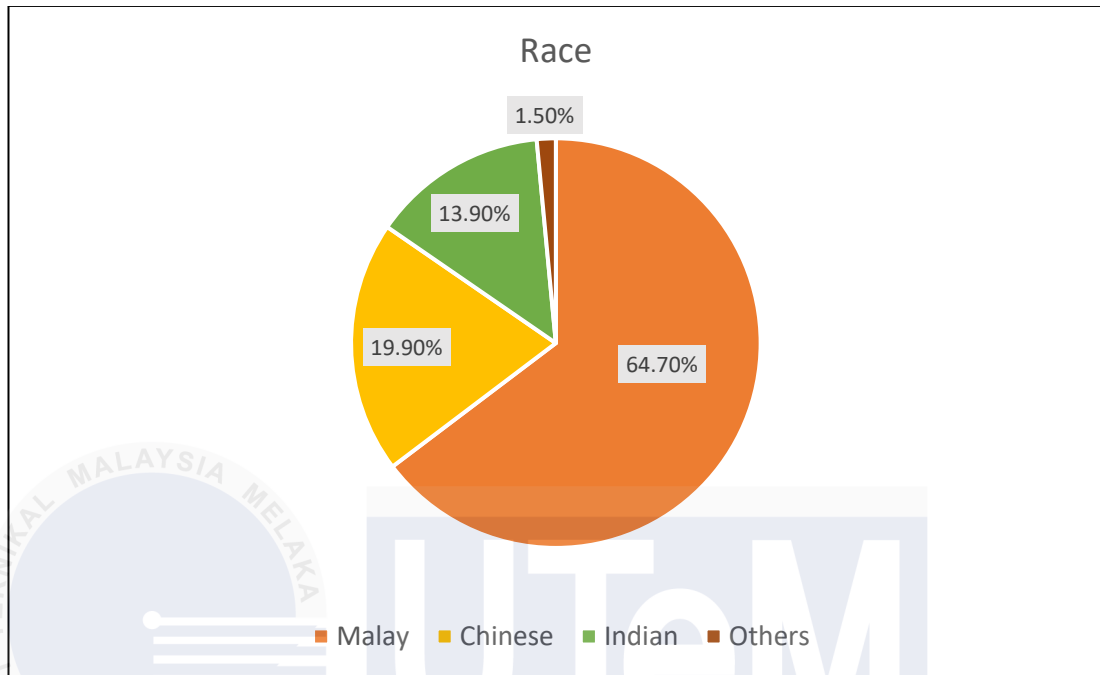


Figure 7: Race

Table 6: Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	260	64.7	64.7	98.5
	Chinese	80	19.9	19.9	19.9
	Indian	56	13.9	13.9	33.8
	Others	6	1.5	1.5	100.0
	Total	402	100.0	100.0	

(Source: SPSS)

The table above shows the classification of the respondents. There are four group of race involved in the study. Among them, there are one group of race that has highest respondent which is Malay (64.7%) and the lowest is Others (1%).

4.4.3 Age

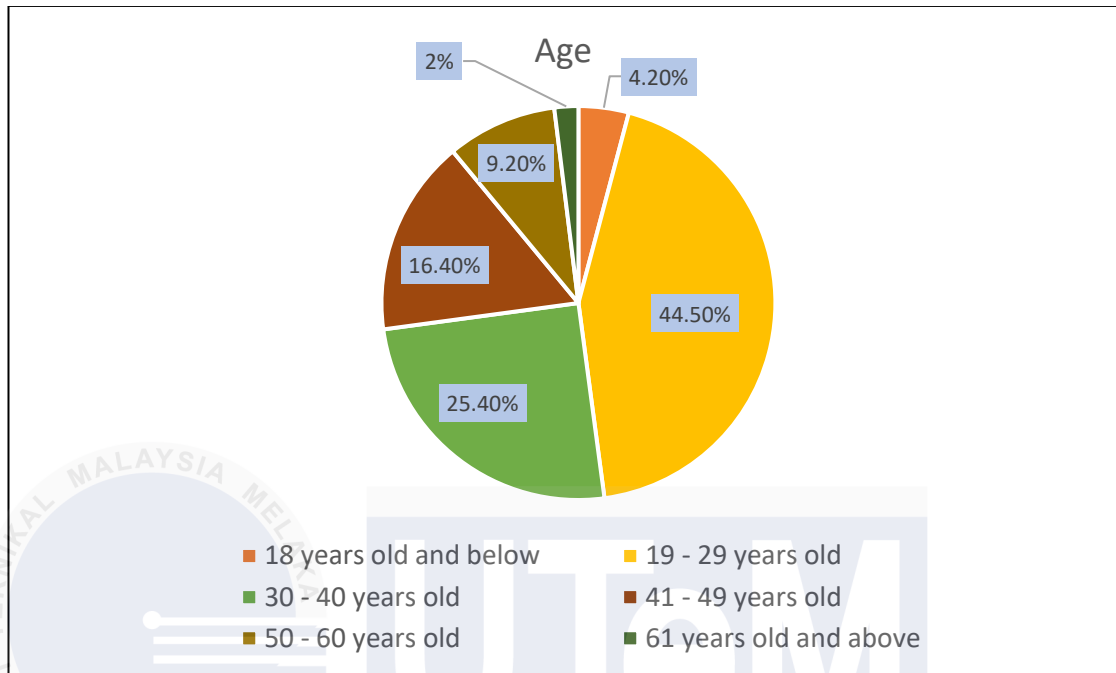


Figure 8: Age

Table 7: Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 years old and below	17	4.2	4.2	4.2
19 - 29 years old	179	44.5	44.5	48.8
30 - 40 years old	102	25.4	25.4	74.1
41 - 49 years old	66	16.4	16.4	90.5
50 - 60 years old	37	9.2	9.2	99.8
61 years old and above	1	2	0.2	100.0
Total	402	100.0	100.0	

(Source: SPSS)

Table above shows the classification of the respondents. There are six groups ages involved in the study. The highest respondent that are involved in the survey is from age 19-29 years old (44.5%) following by 30-40 years old as the second highest of the respondents (25.4%). The lowest respondent for age has been acquired is 1 frequency which is 61 years old and above (2%).

4.4.4 Level of Education

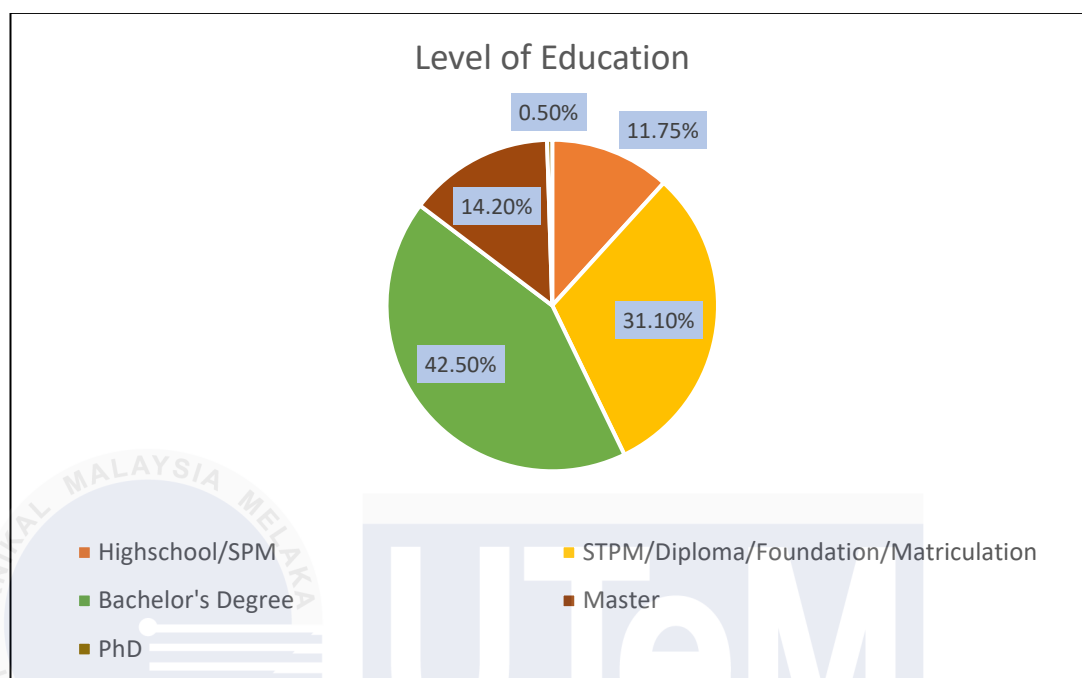


Figure 9: Level of Education

Table 8: Level of Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highschool/SPM	47	11.7	11.7	54.2
	STPM/Diploma/ Foundation/Matri culation	125	31.1	31.1	100.0
	Bachelor's Degree	171	42.5	42.5	42.5
	Master	57	14.2	14.2	68.4
	PhD	2	0.5	0.5	68.9
	Total	402	100.0	100.0	

(Source: SPSS)

Table above shows that the highest respondent for level of education is Bachelor's Degree which are 171 respondents, following by STPM, Diploma, Foundation and Matriculation which are 125 respondents while the lowest has been recorded is from PhD which is 2 respondents.

4.4.5 Employment status

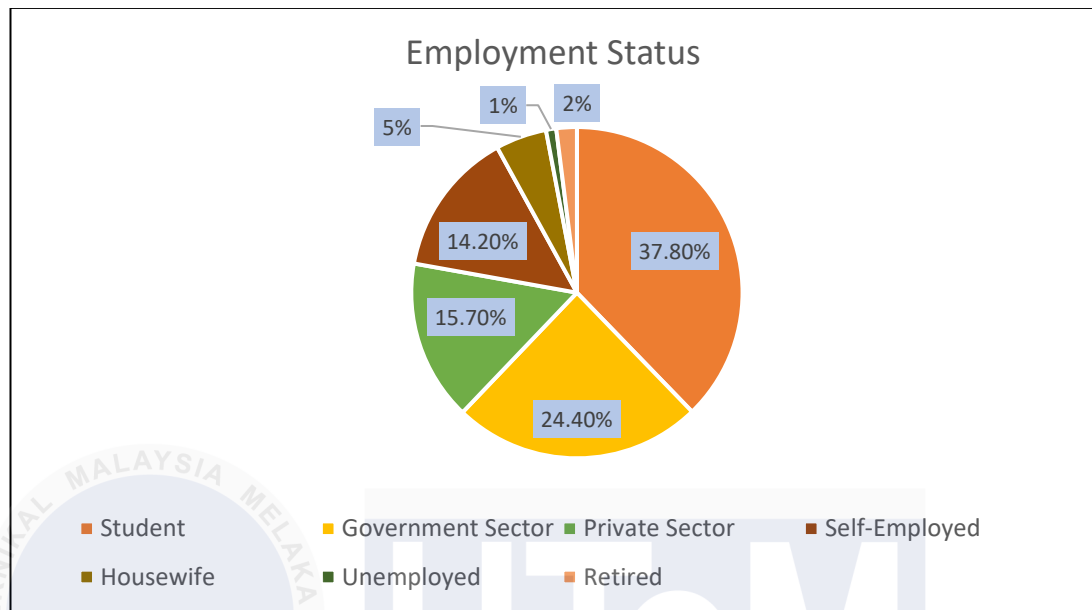


Figure 10: Employment Status

Table 9: Employment Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Student	152	37.8	37.8	99.0
Government Sector	98	24.4	24.4	24.4
Private Sector	63	15.7	15.7	45.0
Self-Employed	57	14.2	14.2	61.2
Housewife	20	5.0	5.0	29.4
Unemployed	4	1.0	1.0	100.0
Retired	8	2.0	2.0	47.0
Total	402	100.0	100.0	

(Source: SPSS)

Table above shows that for the employment status that are from students which is 37.8% from 152 respondents has the highest respondents recorded, followed with Government Sector 24.4% from 98 respondents, private sector 15.7% from 63 respondents, self-employed 14.2% from 57 respondents, housewife 4% from 20 respondents, retired 2% from 8 respondents and the lowest is unemployed which is 1% from 4 respondents.

4.4.6 Frequent of Going to Hypermarket

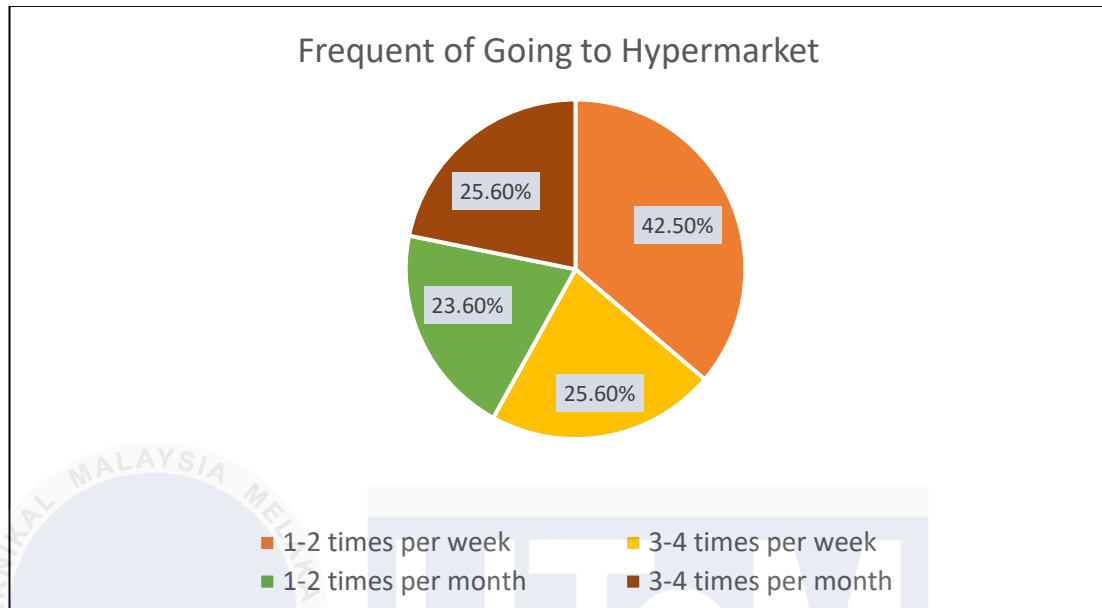


Figure 11: Frequent of Going to Hypermarket

Table 10: Frequent of Going to Hypermarket

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1-2 times per week	171	42.5	42.5	66.2
3-4 times per week	103	25.6	25.6	100.0
1-2 times per month	95	23.6	23.6	23.6
3-4 times per month	33	25.6	25.6	100.0
Total	402	100.0	100.0	

(Source: SPSS)

Table above shows that there are 4 groups of how frequent of the respondents is going to hypermarket. The highest respondents were collected are from 1-2 times per week which is 171 respondents (42.5%), followed by 3-4 times per week which is 103 respondents (25.6%), 1-2 times per month which is 95 respondents (23.6%) and the lowest is 3-4 times per month which is 33 respondents (25.6%).

4.4.7 Distance of Going to Hypermarket

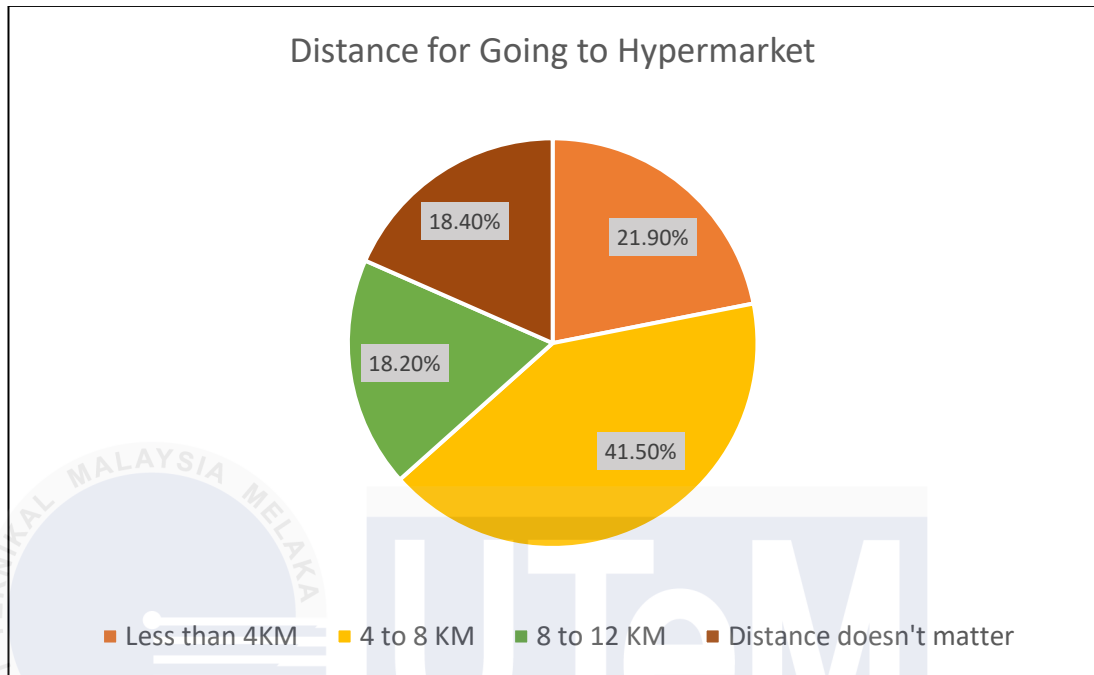


Figure 12: Distance of Going to Hypermarket

Table 11: Distance of Going to Hypermarket

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 4KM	88	21.9	21.9	100.0
	4 to 8 KM	167	41.5	41.5	41.5
	8 to 12 KM	73	18.2	18.2	59.7
	Distance doesn't matter	74	18.4	18.4	78.1
	Total	402	100.0	100.0	

(Source: SPSS)

Table above shows the distance of how far respondents can go to the hypermarket. These questionnaire has four range of distances that they can choose, and the majority of the respondents chose 4-8KM which is 167 respondents (41.5%). While less than 4KM has 88 respondents (21.9%), followed by 8-12KM 73 respondents (18.2%) and last but not least, 74 respondents are choosing distance does not matter when they go to hypermarket.

4.4.8 Shopping list

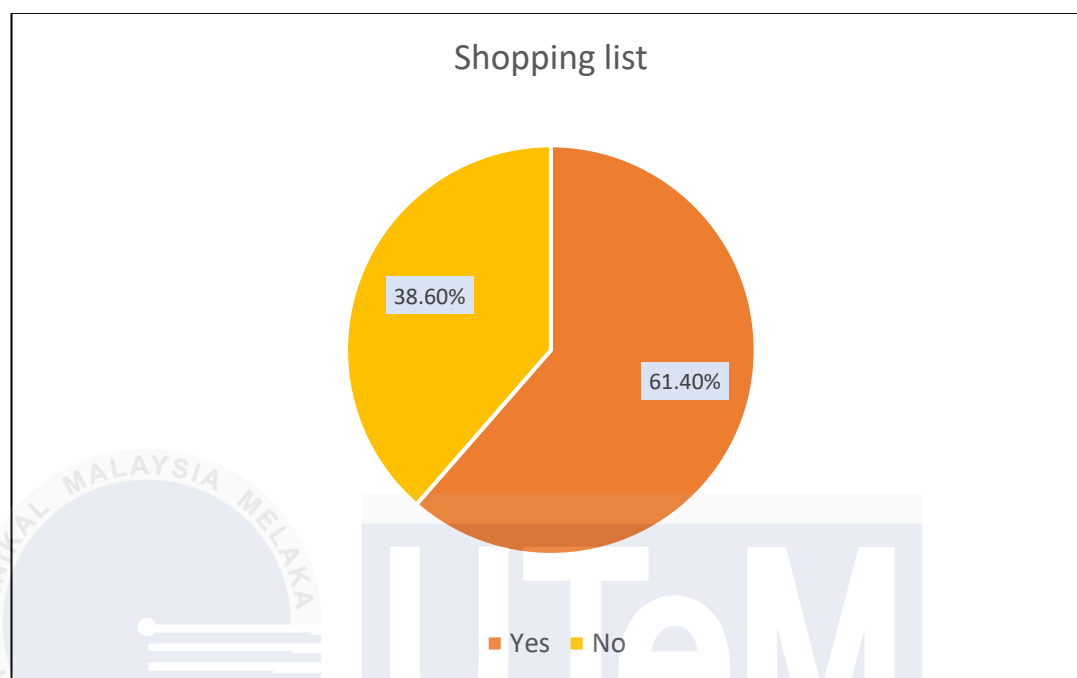


Figure 13: Shopping list

Table 12: Shopping list

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	247	61.4	61.4	100.0
	No	155	38.6	38.6	38.6
	Total	402	100.0	100.0	

(Source: SPSS)

Table above shows whether the respondents are making a shopping list before the go to hypermarket. From the table, 247 respondents are choosing Yes (61.4%) while another 155 respondents are choosing No (38.6%).

4.5 Descriptive Analysis

Descriptive analysis represents the maximum, minimum, mean and standard deviation that were obtained from the independent and dependent variables to be analysed. All of this vital information was acquired from questionnaires completed by respondents. It may be mentioned that all variables were appointed on four-point of Likert Scale as described below:

Table 13: Likert Scale

Score	1	2	3	4
Scale	Not Satisfied	Less Satisfied	Satisfied	Very Satisfied

The descriptive analysis discussed the result of descriptive statistics for the groups of variables. Table 14 below showed Cronbach's Alpha value for three independent variables. First variable is Store Image Attributes (SIA) which is 0.813. Next variable is Store Ambience (SA) which is 0.814. Lastly, Product Placement (PP) with 0.877. All of the value of Cronbach's Alpha gained between 0.8-1.0. This will result that the variables are strongly reliability and acceptable.

Table 14: Reliability Analysis

Variable	Cronbach's Alpha	Items
Store Image Attributes	0.813	5
Store Ambience	0.814	5
Product Placement	0.877	5

(Source: SPSS)

Table 15 below showed the mean and standard deviation of each variable. The range of mean score for all items is vary from 3.23 to 3.34 which describes the majority of the respondents' statements regarding the items that represents the variables for store image attributes, store ambience and product placement.

Table 15: Descriptive Analysis

Variables	N	Mean	Std. Deviation
Store Image Attributes	402	3.2970	0.49278
Store Ambience	402	3.2274	0.49892
Product Placement	402	3.3373	0.50775
Customer Satisfaction	402	3.3453	0.45241
N	402		

(Source: SPSS)

Table 16 below showed descriptive analysis in each item on store image attributes that act as independent variables in this research. The highest mean was on the 3rd item which is 3.35, meanwhile the lowest item is on the 4th item which is 3.25.

Table 16: Descriptive Analysis on Store Image Attributes

Label	N	Mean	Std. Deviation
The cleanliness and tidiness of the store	402	3.34	0.636
The quality and variety of products available	402	3.34	0.566
The friendliness and helpfulness of store staff	402	3.35	0.686
The availability of promotions and discounts	402	3.25	0.706
The atmosphere and ambience of the store	402	3.26	0.652
Valid N (listwise)	402		

(Source: SPSS)

4.5.1 Independent variables 1 (Store Image Attributes)

Table 17: Descriptive Statistics for Store Image Attributes

	N	Minimum	Maximum	Mean	Std. Deviation
The cleanliness and tidiness of the store	402	1	4	3.34	0.636
The quality and variety of products available	402	1	4	3.29	0.566
The friendliness and helpfulness of store staff	402	1	4	3.35	0.686
The availability of promotions and discounts	402	1	4	3.25	0.706
The atmosphere and ambience of the store	402	1	4	3.26	0.652
Valid N (listwise)	402				

(Source: SPSS)

Table 17 illustrated the results for descriptive statistics for all of the questions in the independent variable which specifically states Store Image Attributes. From the results, it can be determined the highest mean value was 3.35 which indicates that the respondents agreed to the statement of “The friendliness and helpfulness of store staff”. The second highest mean was valued at 3.34 that describes the statement of “The cleanliness and tidiness of the store”. The third highest valued is 3.29 from “the quality and variety of products available”. Second last is valued at 3.26 with statement of “the atmosphere and ambience of the store and the lowest ranked mean is “the availability of promotions and discounts” valued at 3.25.

4.5.2 Independent variables 2 (Store Ambience)

Table 18: Descriptive Statistics for Store Ambience

	N	Minimum	Maximum	Mean	Std. Deviation
Lighting in the store	402	1	4	3.35	0.614
Music and background sounds	402	1	4	3.03	0.633
Store temperature and comfort	402	1	4	3.45	0.654
Visual appeal and aesthetics of the store	402	1	4	3.25	0.657
The use of scents or fragrances in the store	402	1	4	3.07	0.729
Valid N (listwise)	402				

(Source: SPSS)

Table 18 illustrated the results for descriptive statistics for all of the questions in the independent variable which specifically states Store Ambience. From the results, it can be determined the highest mean value was 3.45 which indicates that the respondents agreed to the statement of “Store temperature and comfort”. The second highest mean was valued at 3.35 that describes the statement of “Lighting in the store”. The third highest valued is 3.25 from “Visual appeal and aesthetics of the store”. Second last is valued at 3.07 with statement of “The use of scents or fragrances in the store” and the lowest ranked mean is “Music and background sounds” valued at 3.03.

4.5.3 Independent Variables 3 (Product Placement)

Table 19: Descriptive Statistics for Product Placement

	N	Minimum	Maximum	Mean	Std. Deviation
Visibility and accessibility of products	402	1	4	3.49	0.644
Organization and categorization of products	402	1	4	3.19	0.573
The use of endcap displays and promotional areas	402	1	4	3.32	0.643
The arrangement of products in aisles and shelves	402	1	4	3.34	0.596
Signage and labelling for product identification	402	1	4	3.34	0.640
Valid N (listwise)	402				

(Source: SPSS)

Table 19 illustrated the results for descriptive statistics for all of the questions in the independent variable which specifically states Product Placement. From the results, it can be determined the highest mean value was 3.49 which indicates that the respondents agreed to the statement of “Visibility and accessibility of products”. Next, both statement from “The arrangement of products in aisles and shelves” and “Signage and labelling for product identification” this question has indicated the same mean value which are 3.34 as the second highest. Next, valued is 3.32 from “The use of endcap displays and promotional areas”. The lowest ranked mean is “Organization and categorization of products” valued at 3.19.

4.5.4 Dependent Variable (Product Placement) \

Table 20: Descriptive Statistics for Product Placement

	N	Minimum	Maximum	Mean	Std. Deviation
How satisfied are you with your overall shopping experience in hypermarket?	402	1	4	3.24	0.591
Do you recommend any hypermarket in Malaysia to your family relatives and friends?	402	1	4	3.28	0.632
How likely is it that you will continue to shop at hypermarkets in the future?	402	1	4	3.44	0.614
Do you recommend if the hypermarket gives more brand and variety of products to choose to the customer?	402	1	4	3.33	0.572
Do you recommend if the hypermarket gives more promotion to the customer?	402	1	4	3.43	0.584
Valid N (listwise)	402				

(Source: SPSS)

Table 20 illustrated the results for descriptive statistics for all of the questions in the dependent variable which specifically states Customer Satisfaction. From the results, it can be determined the highest mean value was 3.44 which indicates that the respondents agreed to the statement of “How likely is it that you will continue to shop at hypermarkets in the future?”. The second highest mean was valued at 3.43 that describes the statement of “Do you recommend if the hypermarket gives more promotion to the customer? The third highest valued is 3.33 from “Do you recommend if the hypermarket gives more brand and variety of products to choose to the customer?”. Second last is valued at 3.28 with statement of “Do you recommend any hypermarket in Malaysia to your family relatives and friends?” and the lowest ranked mean is “How satisfied are you with your overall shopping experience in hypermarket?” valued at 3.24.

4.6 Reliability Test

Reliability must be done with the purpose of checking whether the data is obtained from the survey is reliable or not for the research. According to (Livingston, 2018), reliability encompasses the details of consistencies and inconsistencies in the scores for the researcher based on the questionnaires. Every reliability has measurement and ensures that the data is positively correlated to one another. The relationship between Cronbach's Alpha and internal consistency can be seen in the table 21 below:

Table 21: Case Processing Summary

		N	%
Cases	Valid	402	100.0
	Excluded ^a	0	.0
	Total	402	100.0

a. Listwise deletion based on all variables in the procedure.

(Source: SPSS)

Table 22: Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.939	0.939	20

(Source: SPSS)

The table above shows the reliability test of this research. There were one dependent and three independent variable (factors). As shows, each of the variables carried few questions and details were shown above and overall 20 questions were used in the research. The independent variables were store image attributes, store ambience and product placement while the dependent variables were customer satisfaction. Hence, the Cronbach's Alpha of this research was 0.939 where it shows very good and high reliable research.

4.7 Inferential Statistics

Inferential Statistics is using the sample data from a research study to make inferences or predictions to more general population (Ernesto F. L. Amaral, 2018). Inferential statistics were utilized to make the estimations and tested the hypothesis by using the given data. There are few categories of inferential statistics would be discussing which were Pearson Correlation, Multiple Regression Analysis and ANOVA to conclude result and to test the hypothesis of this research.

4.8 Pearson's Correlations Coefficient

Table 23: Pearson's Correlations Coefficient

		Mean SIA	Mean SA	Mean PP	Mean CS
Mean SIA	Pearson Correlation	1	0.725**	0.769**	0.671**
	Sig. (2-tailed)		<0.001	<0.001	<0.001
	N	402	402	402	402
Mean SA	Pearson Correlation	0.725**	1	0.679**	0.647**
	Sig. (2-tailed)	<0.001		<0.001	<0.001
	N	402	402	402	402
Mean PP	Pearson Correlation	0.769**	0.679**	1	0.725**
	Sig. (2-tailed)	<0.001	<0.001		<0.001
	N	402	402	402	402
Mean CS	Pearson Correlation	0.671**	0.647**	0.725**	1
	Sig. (2-tailed)	<0.001	<0.001	<0.001	
	N	402	402	402	402

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

(Source: SPSS)

The relationship between independent variables which are Store Image Attributes (SIA), Store Ambience (SA) and Product Placement (PP) and dependent variables which is Customer Satisfaction demonstrated in the table above.

Based on the results, the p-value for each dependent variable is less than 0.08. These indicate all variables are positively correlated with the effect of hypermarket visual appeals in Malaysia. The sign for ** represent the probability of this correlation coefficient is less than 0.001 and significant. So, all the variables are significant.

Based on the Correlation table, the correlation value in range 0.10-0.29 is weak correlation, 0.30-0.49 is medium correlation and 0.50-1.0 is strong correlation. There is strong correlation for Product Placement which is 0.769. The (**) highlight shows the probability of correlation is statistically significant.

Next, there is medium correlation between store image attributes and customer satisfaction (0.671), store ambience and customer satisfaction (0.647), product placement and customer satisfaction (0.725). Hence, the correlation coefficient between two variables for hypermarket visual appeals and customer satisfaction can be strongly measured and accepted (Fernando, 2023).

4.9 Multiple Regression Analysis

Regression analysis is used in order to determine the hypothesis for the research and a method on examine the relationship between dependent variables and dependent variables that are more than one (Sebastian Taylor, 2023). This statistical method can be used to understand how the independent variable contributes to variations in the dependent variable. The multiple regression analysis was carried out between the independent variable (Store Image Attributes, Store Ambience and Product Placement) and dependent variable (Customer Satisfaction).

Table 24: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig.
1	0.761 ^a	0.579	0.576	0.29451	0.579	182.759	3	398	<0.001

a. Predictors: (Constant), Store Image Attributes, Store Ambience, Product Placement

Table 24 above showed the value of R square is 0.579 or 57.9% is significant. Hence, the correlation coefficient (R) value is 0.761 which indicates the moderate correlation between independent variables and dependent variable for this research. In addition, there are only 57.6% that are affected by the relationship between the effects of hypermarket visual appeals to improve customer satisfaction and this means another 42.1% that are affected by other than variables that are used in this study.

Table 25: ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	47.555	3	15.852	182.759	< 0.001 ^b
	Residual	34.521	398	0.087		
	Total	82.076	401			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Store Image Attributes, Store Ambience, Product Placement

F-test is used to find out the overall probability of the relationship between dependent variable and independent variables occurring by chances. It is also often used to assess the overall significance of a regression model (Rachel Webb, 2023). Table 25 above showed ANOVA table which can evaluate the significance of the overall model. The overall significant for F-test was 182.759 and significant of relationship value was below than 0.001 means that the questionnaire were accepted, and researcher was supporting the significance of relationship between the independent variables and the dependent variable.

Table 26: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.862	0.108		7.976	<0.001
	Store Image Attributes (SIA)	0.152	0.052	0.166	2.937	0.004
	Store Ambience	0.205	0.045	0.226	4.592	<0.001
	Product Placement	0.396	0.047	0.445	8.408	<0.001
a. Dependent Variable: Customer Satisfaction						

Table 26 above showed the constant coefficients for regression equation where beta (constant) was 0.862, beta for store image attributes was 0.152, beta for store ambience was 0.205 and beta for product placement was 0.396. Based on the data on the table above, the equation of multiple regression in this study was formed as below. Therefore, Product Placement gives impact on acquiring customer satisfaction based on hypermarket visual appeals with β -0.396. Followed by Store Image Attributes with β -0.152 and Store Ambience with β -0.205.

Both t-values and p-values are crucial because t-values help to distinguish between the sample mean and the population mean, and the higher the t-value, the bigger the difference. While p-values represent the likelihood of receiving the observed result, the lower the p-value, the more likely the null hypothesis will be rejected. (Zach, 2021).

Based on the result, Product Placement was the strongest determining factor among other independent variables while Store Image Attributes was the least factor that influenced customer satisfaction based on the hypermarket visual appeals.

4.10 Hypothesis Verification

4.10.1 Hypothesis 1

From this research, the researcher can analyse the relationship between independent variables and dependent variable are based on its level of significance. It means that if the significance value is less and equal to 0.05 then, the hypothesis is significant and accepted.

Hypothesis 1 (Store Image Attributes)

H_1 : There is positive effect and significant relationship between store image attributes and its effectiveness to improve customer satisfaction.

H_0 : There is negative effect and no significant relationship between store image attributes and its effectiveness to improve customer satisfaction.

According to Pearson's Correlation Coefficient at table 4.9.3, the significant value for this variable is <0.001 . Therefore, it indicates positive relationship between store image attributes and customer satisfaction for the hypermarket visual appeals. However, the p -value for this variable is 0.004 that is less than 0.05, researcher can conclude that there is a significance difference regarding customer satisfaction towards hypermarket visual appeals.

This result in line with the research from the availability of the hypermarket will influence the customer to get a better shopping experience or not (Ivana Štulec, 2016). The friendliness of the staff also can be one of the characteristics in store image attributes that can enhance customer satisfaction towards hypermarket (Singh et al., 2021).

4.10.2 Hypothesis 2

Hypothesis 2 (Store Ambience)

H_1 : There is positive effect and significant relationship between product placement and its effectiveness to improve customer satisfaction.

H_0 : There is negative effect and no significant relationship between product placement and its effectiveness to improve customer satisfaction.

According to Pearson's Correlation Coefficient at Table 4.9.3, the significant value of this variable is <0.001 . This mean, there is a positive relationship between store ambience and customer satisfaction for hypermarket visual appeals. In addition, based on Multiple Regression Analysis, the p -value is <0.001 which is less than 0.05. Therefore, there is significant relationship between store ambience and customer satisfaction for hypermarket visual appeals. Hence, the hypothesis is supported and significant.

According to (Tshepo Tlapana, 2021), stores characteristics with a music background and lighting can influenced customer to be more effective in maximizing overall customers engagement, and profitability of the hypermarket (Colin Chiakpo, 2022). It is also can be increasing the engagement of the customer when the most customers feel ease and comfortable to shop (Eduardo Santaella, 2021).

4.10.3 Hypothesis 3

Hypothesis 3 (Product Placement)

H_1 : There is positive effect and significant relationship between product placement and its effectiveness to improve customer satisfaction.

H_0 : There is negative effect and no significant relationship between product placement and its effectiveness to improve customer satisfaction.

According to Pearson's Correlation Coefficient at Table 4.9.3, the significant value of this variable is <0.001 . This mean, there is a positive relationship between product placement and customer satisfaction for hypermarket visual appeals. In addition, based on Multiple Regression Analysis, the p -value is <0.001 which is less than 0.05. Therefore, there is significant relationship between product placement and customer satisfaction for hypermarket visual appeals. Hence, the hypothesis is supported and significant.

According to (Tshepo Tlapana, 2021), product that has been arranged in aisles and shelves can influenced customer to be more effective in maximizing overall customers engagement, and profitability of the hypermarket (Colin Chiakpo, 2022). It is also can be increasing the engagement of the customer when the most selected product is being placed on eye-level (Eduardo Santaella, 2021).

4.11 Summary

In conclusion, it can be summarized that this research is focused on the hypermarket visual appeals that can improve customer satisfaction. The main objective is to know whether the customer can be satisfied with the types of visual appeals from the hypermarket management. Based on the analysis, the most influencing for the hypermarket visual appeals that can improve customer satisfaction is product placement.

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

In this chapter, discussion and suggestions will be provided to overcome and improve this research study. The discussion and hypothesis testing result also be discussed. Not only that, limitation of studies will be elaborated to list out the challenges that will be faced when doing this research. The research questions and research objectives will be verified in this chapter.

The aim of this chapter is to identify the effectiveness of hypermarket visual appeals to improve customer satisfaction. Towards these research, we can know the impact of the hypermarket visual appeals from the management itself to improve customer satisfaction.

This research is constructed in a few steps with a systematic flow that will enhance customer satisfaction through the key factors that influencing customer satisfaction in the retail environment and steps that helps to understanding more on studies.

The study will begin with the Chapter 1 that concern and discuss more on the purpose of the research, describing the research problems, and research objectives that can identify the characteristics of hypermarket visual appeals that are in the hypermarket.

In chapter 2, researcher will be focused more on literature review on general information about hypermarket and its visual appeals. The related components on the study that have been found on the previous research will be analysed and reviewed for

a better understanding for the selected elements. In chapter 3, researcher will have focused on addressing the methodologies that have been chose in the study to obtain the data analysis from the data collection.

In chapter 4, researcher will be collecting data and results from the survey and online surveys that have been collected to ensure every finding will be presented with the specific analysis. It can also help to identify whether the research objectives can be answered. Last but not least, chapter 5 will conclude the entire thing that have been studied and followed by recommendations that are suitable for the research.



5.2 Discussion

There are 402 respondents has been participated in this research. This study provides a better understanding of which hypermarket visual appeals that can improve customer satisfaction. Generally, there are few characteristics of customers that can affect the satisfaction when buying at hypermarket rather than other physical store. Store image attributes, store ambience and product placement are the three variables that has been chosen in this research to represent the characteristics of hypermarket that give result to the customer satisfaction.

Based on the demographic results, there are 231 female respondents (57.5%) and 171 male respondents (42.5%) that has participated answering the questionnaire. There are 260 respondents that are Malay (64.7%), Chinese (19.9%), Indian with 56 respondents (13.9%) and 6 from other races (1.5%).

The relationship between the hypermarket visual appeals has indicated as independent variable while customer satisfaction that are indicated as dependent variable in this study. It will be analysed using Pearson's Correlation Analysis and Multiple Regression Analysis.

From the Pearson Correlation Analysis, the relationship between independent variables and dependent variable will be significant at value below 0.05 ($p < 0.05$).

While ANOVA testing from Multiple Regression Analysis shows the dependent variable has a significant result on these three independent variables.

5.3 Discussion of Research Objectives

5.3.1 Objective 1

To identify types of visual appeals of hypermarket in Malaysia to improve customer satisfaction.

The first objective is about to identify types of visual appeals of hypermarket in Malaysia to improve customer satisfaction. The researcher will study about different types of hypermarket that are in Malaysia and the characteristics of the hypermarket visual appeals by referring the descriptive statistics Table 4.5.2.

Based on Table 4.5.2, the highest mean is product placement which is 3.3373. Majority of the respondents agreed with the statement from items in the independent variable. They agree that product placement in hypermarket visual appeals has been improving customer satisfaction. Product placement is a crucial for a business to maximize sales and engagement as it will be easy for the customer to reach the products and look closely at it before purchasing it. (Katharina Vilimsky, 2022)said product placement is how the management focuses on the product to visualize it to the customer and the way they organize it according to the category of product like detergent and biscuits sections are separated. In this way, customer can feel more comfortable to go to the hypermarket that are organized even though the distance from house is quite far.

The second highest mean has been recorded is store image attributes which is 3.2970. Many respondents agreed that one of the contribution of customer satisfaction is from the statement from items in this section. It is due to a fact that customer will be eased to shop at hypermarket as the characteristics from the store, and staff itself can contribute to it (Mohd et al., 2019). According to (Dinesh P, 2018), the more

positive engagement between store staff and customer has created, the better satisfaction customer will get. Another characteristic that are in store image attributes is the ambience in the store. According to (Htwe, 2020), the store itself can be one of the reason on why the customer can satisfied with the hypermarket. As hypermarket is bigger than usual retail store, the management can focus on the interior and exterior of the store with a sufficient budget.

For the last independent variable, the lowest mean that has been recorded is store ambience which is 3.2274. Respondents agree that store ambience is the least importance while choosing hypermarket to shopping and customer are most focus on their willingness to buy things from the hypermarket (Poluan et al., 2018). This means that lighting and music are least important for customers who has real intention on buying products rather than customers who are just want to eye-sighting but can pleased the eyes of the customer (Srinivasan & Srivastava, 2010). For example, product placement characteristic of visibility and accessibility of products has the highest mean from the total of five characteristics. It is due to a fact that there are many categories of customers, not only from age differences but also from their abilities. So, the overall buying behaviours are depending on the product placement that are customer-friendly (Srinivasan & Srivastava, 2010). Based on research, customers also will do an impulse purchases whenever they entered hypermarket due to endcap displays that are easily to grab (Kathy Heil, 2019).

For dependent variable which is customer satisfaction, the mean is 3.3453. Majority of them agree the statement of the questionnaire about the customer satisfaction from hypermarket visual appeals can related and acceptable. Based on 5 items in the Table 4.5.4, most of the respondents agree in the statement about “How likely is it that you will continue to shop at hypermarkets in the future?” that shows they will continue to go to hypermarkets at Malaysia. They agreed with the characteristics of visual appeals in hypermarkets in Malaysia that can fulfil their satisfaction when buying at hypermarkets. According to (White & Yu, 2005), although there are more characteristics that can influence customer satisfaction, but it cannot deny a fact from the customers who already experienced it which produces multiple mood and expectations from the services they got.

5.3.2 Objective 2

To measure the level of customer satisfaction when shopping at hypermarket

The second objective is to measure the level of customer satisfaction when shopping at hypermarket. For this research question, Pearson's Correlation Coefficient has been used.

Based on Table 4.8, the correlation between store image attributes (IV) and customer satisfaction (DV) is 0.671. The coefficient shows strong correlation. The (**) highlights show that probability of coefficient is <0.001 . This correlation is therefore statistically significant. According to (Demirgüneş, 2014), customer satisfaction lies between store image attributes and the atmosphere of the store. The personality of the store that ensures the customer can remember their experiences going to hypermarket and the availability of looking products that were displayed on the aisle (Habibollah Javanmard, 2016).

Next, the correlation between store ambience (IV) and customer satisfaction (DV) is 0.647. The coefficient shows strong correlation. The (**) highlights show that probability of coefficient is <0.001 . This correlation is therefore statistically significant. According to (Kelechi Okeke, 2017), customer tend to remember the store and how they experienced it for the first time that can be pleasant or otherwise. A loyal customer can be created when the store is highly comfortable and reach customer's standard (Madzharov et al., 2014). The music background and scents chosen by the hypermarket also can stimulate new shopping environment that can improve customer satisfaction.

Lastly, the correlation between product placement (IV) and customer satisfaction (DV) is 0.725. The coefficient shows strong correlation. The (**) highlights show that probability of coefficient is <0.001 . This correlation is therefore statistically significant. Product placement can maximize brand awareness, beside of contributing to a sense of convenience to the customers (Sharif, 2012). The relevant sections or aisles will make the customer easy to locate what they need, reducing frustration and enhancing satisfaction (Manisha Khandelwal, 2023).

5.3.3 Objective 3

To determine the importance of visual appeals in hypermarket store

In third objective, researcher wants to find the factor that has the highest characteristics that can determine the importance of visual appeals in hypermarket store. According to table 4.8, the highest Beta value in standardized coefficient among three variables in hypermarket visual appeals is $\beta=0.445$, $t=8.408$ with the lowest of significant value. Therefore, it indicates that the most contributing to the customer satisfaction is product placement.

Indeed, visual appeals can give huge advantages for the hypermarket to increase customer attention. According to (Tsai & Huang, 2002), in shaping customers loyalty and engaging more new customers, it is crucial for the hypermarket store to enhance retail environments. It is due to a fact that customers are more likely to attract to something that are clean, tidy, and well-arranged. It also can trigger customers to maximize impulse buying in order to increase profit and satisfaction.

5.4 Limitation Of Study

There are a few limitations in the study. The first limitation is to identify the preferences of customers that has different background and buying behaviour that can be changed over time. It may not be applicable to hypermarkets in different locations like in city, urban and sub-urban locations that has different types of expectations and self-preferences. The economic condition that has totally different hypermarket characteristics makes the limitation of study. The study findings may be inconsistent within a specific timeframe that can cause the result is not from overall condition or experience.

Secondly, it is hard to determine and have understanding on how visual appeals can influence specific aspects of customer behaviour, with just a few population. It may need a more in-depth analysis and without it, the research will be limited. The

limitations might arise if the study does not delve into the underlying mechanisms of decision-making.

Last but not least, the researcher assumes all respondents answer the survey logically and honest. Some respondents that are just picking the answer will somehow affect the research findings of validity and reliability that requires their own preferences to improve customer satisfaction towards characteristics of the hypermarket. It can also lead to misleading data that supposedly represents the customer's attitudes, behaviours, or preferences.

5.5 Recommendation for Future Study

There are several potential direction for the future research. Firstly, it is recommended to increase the sample size to improve the findings in this study. The recommendation can be made if the time to do the research can be lengthened.

Next, this research would be good in measure using qualitative method. The respondents answer might be more honest and meaningful. Thus, there will be a huge explanation and new information can be discovered about this research. For example, the new characteristics of hypermarket visual appeals can be discovered during interview and how it can give impact to the repurchase intention.

This research should consider on the new independent variables. New independent variables can help in addressing gaps in existing studies. The researcher can explore new aspects of characteristics that have not entirely be explored that contributing to the overall knowledge base in the field. This approach also can lead to identification of unexplored relationships and generate new insights.

Lastly, the research can be improved by choosing more specific respondents. Researcher must choose the scope of respondents to gain more understanding accurately to measure the relationship between independent variables and dependent variable. For example, researcher that choose respondents who are competed to

participate in the study can give a better honest and accurate understanding based on their experience.

5.6 Contribution to The Industry

The increase of customer satisfaction towards hypermarket visual appeals can lead to recommendations for optimizing the layout and design of hypermarkets. This include the arrangement of aisles, product display, signage and other characteristics of the hypermarkets that are in or outside the country. It is also can be a benchmark for the industry to keep up with the new technology like scan-and-go technology by scanning product barcodes using their smartphones and not relying on the cashier that probably slow and has long queue. It can also improve a new ways on restocking product in shelves so that the products are available every time it ran out of stock.

Furthermore, with this research, hypermarkets can improve training programs so that customer will be more satisfied with the services and the staff can be highly confident with what they are working. The importance and maintaining an excellent staff can improve customer satisfaction towards the service. By training all staff, it can empower them with an excellent problem-solving skills to address customer concerns or complaints effectively. A well-trained staff can terminate any negative experience and increase positive experience that enhancing overall satisfaction.

Last but not least, well-planned visual appeal can optimize the use of space to create a comfortable and spacious shopping environment. The hypermarket not only can improve the overall look of the store but also can prevent overcrowding, making it easier for customers to move around.

5.7 Summary

In this chapter, it is basically an overall explanation for the results achieved from previous chapter. Firstly, the demographic information of respondents has been described clearly. Then, the three constructed research objectives have been discussed. Lastly, the limitations, recommendations for future research and contributions of the research for industry have been mentioned in this chapter.

5.8 Conclusion

To sum up, this research was focused on identifying the effect of hypermarket visual appeals that can improve customer satisfaction. First of all, researcher will construct the research objectives for this study. After that, researcher tried to find the data from previous journals, articles and other references and gained broad information in this research. The independent variables for this research is store image attributes, store ambience and product placement. While dependent variable is customer satisfaction.

The data collection has been done by distributed the questionnaire to the targeted respondents by using Google Form. The target respondents for this research are among customers in hypermarkets in Malaysia. The data that has been collected was analysed using SPSS software version 23. The data will be measured using reliability analysis, descriptive analysis, Pearson's Correlation Coefficient and Multiple Regression Analysis method.

Based on analysis method, there is an agreement among the hypermarket visual appeals that contribute to the customer satisfaction. In addition, there is positive correlation between three independent variables and dependent variables. Based on the survey, we can identify product placement is the highest role that can give impact in improving customer satisfaction when buying in hypermarket. For hypothesis verification, all three hypothesis has been answered through statistical methods and are proven supported by data through multiple regression analysis. This research has

fully met research objectives and answered research questions. After analysing the data, the recommendation and contribution for research have been stated. This research has brought meaningful knowledge and interesting experience that can help researcher to complete it.



REFERENCES

- Adam P Vrechopoulos, R. M. (2004). Virtual Store Layout: An Experimental Comparison in the Context of Grocery Retail. *Journal of Retailing* .
- Adriana V. Madzharov, L. G. (2014). The Cool Scent of Power: Effects of Ambient Scent on Consumer Preferences and Choice Behavior . *Journal of Marketing, Ahead of Print* , 1.
- Akter, R. (2022). The Impact of Brand Image on Customer Satisfaction: An Empirical Study of Departmental Store in Bangladesh. *Global Mainstream, Journal of Business, Economics, Development and Project Management*.
- Amaral, E. F. (2018, February 12-14). *Lecture (Chapter 6): Introduction to Inferential Statistics: Sampling and the Sampling Distribution*. Retrieved from Texas A&M University : <https://www.ernestoamaral.com/docs/soci420-18spring/Lecture06.pdf>
- Andrew J. Newman, G. R. (2003). In-Store Customer Behaviour In The Fashion Sector: Some Emerging Methodological and Theoretical Directions. *International Journal of Retail & Distribution Management*.
- Baker, J. H. (2013). Emotional Connections in Retailing . 4.
- Baveja, S. S. (2009). The Value of Online Customer Loyalty. 6.
- Boon Chui Teo, K. N. (2020). Store Image Attributes and Customer Satisfaction of Convenience Store and Implications on Retail Innovation: The Malaysian Shopper Experience. *Malaysian Journal of Consumer and Family Economics*, 180.
- Calvo-Porrà, C. (2021). Examining the Influence of Store Environment in Hedonic and Utilitarian Shopping. *Retailing and Customer Satisfaction: From an International Perspective*.
- Cheng, H. (2023, July 6). *Cross-Selling and Up-Selling Tactics: Increasing Revenue from Existing Customers*. Retrieved from Freedom to Ascend : <https://www.freedomtoascend.com/sales/sales-strategies/cross-selling-and-up-selling-tactics/>
- Chiakpo, C. (2022, January 20). *Repsly*. Retrieved from The Ultimate Guide to In-Store Product Placement in 2020: <https://www.repsly.com/blog/the-ultimate-guide-to-in-store-product-placement>
- Chiakpo, C. (2022, January 20). *The Secret to Supermarket Product Placement in 2020*. Retrieved from Repsly: <https://www.repsly.com/blog/the-secret-to-supermarket-product-placement>
- Christopher M Moore, A. M. (2010). Flagship Stores as a Market Entry Method: The Perspective of Luxury Fashion Retailing. *European Journal of Marketing*.

- Cliquet, D. R. (2006). Past, Present and Future of a Retail Concept: The Hypermarket . *Rennes University* , 1.
- Cullen, A. J. (2022). Doing Organized Garment Retailing Business in India: A Critical Analysis. *American Journal of Industrial and Business Management* .
- Czerniachowska, K. (2021). Merchandising Rules for Shelf Space Allocation with Horizontal and Vertical Positions. *Journal of Business Informatics*, 16.
- D.W., K. R. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement* .
- Damen, A. (2021, June 2). *Retail Store Layouts: An Expert Guide to Store Design* . Retrieved from Shopify : <https://openstax.org/books/principles-marketing/pages/18-3-retailing-strategy-decisions>
- Damodaran, S. S. (2020). A Study on Influence of Store Ambience on Consumers Purchase Behavior. *International Journal of Advance Research, Ideas and Innovations in Technology*, 681.
- Demirtas, B. K. (2014). The Antecedents of Store Image and Customer Satisfaction. *International Journal of Research in Business and Social Science* , 48.
- Dinesh. P, N. A. (2018). Customer Satisfaction and Retention Towards Retail Store In Malaysia . *Universiti Teknikal Malaysia Melaka* , 59.
- Dominici, G. (2009). From Marketing Mix to E-Marketing Mix: A Literature Overview and Classification. *International Journal of Business and Management*, 23.
- Dr K Ramorabha, D. M. (2019). Analysing The Key Attributes of Store Image and Store Loyalty That Influences Consumer Shopping Behaviour and Identifying the Relationship Between Store Image and Store Loyalty -An Investigative Study. *Journal of the Gujarat Research Society*, 153. Retrieved from Research Gate.
- Elbers, T. (2016). The Effects of In-Store Layout and Shelf Designs on Consumer Behaviour . *WAGENINGEN UR*, 4.
- Farly Poluan, S. J. (2018). The Effect of Store Ambience and Value for Money on Consumer Purchase Intention. Case Study of Indomaret Tomohon. *Jurnal EMBA* , 4084.
- Fernando, J. (2023, October 18). *Investopedia* . Retrieved from The Correlation Coefficient: What It Is, What It Tells Investors: <https://www.investopedia.com/terms/c/correlationcoefficient.asp>
- Franklin, A. (2023, November 14). *What is Customer Satisfaction? Definition + Importance* . Retrieved from Zendesk Blog: <https://www.zendesk.com/blog/3-steps-achieving-customer-satisfaction-loyalty/>

- Gani, F. (2020, December 11). *Grocery & Hypermarket Loyalty Program Strategies*. Retrieved from Capillary: <https://www.capillarytech.com/blog/grocery-hypermarket-loyalty-program-strategies/>
- Gill, K. (2023, July 21). *Product Positioning in Retail Stores: A Comparative Analysis*. Retrieved from It's All Goods: <https://www.itsallgoodsinc.com/insights/product-positioning-in-retail-stores-a-comparative-analysis>
- Heil, K. (2019, June 10). *Palmer Retail Solutions Blog*. Retrieved from How to Increase Sales with End Cap Displays : <https://www.palmerretailsolutions.com/blog/merchandising-end-caps>
- Heri Prabowo, B. K. (2023). Purchasing Decisions in Terms of Perceived Quality, Perceived Price and Digital Marketing Through Brand Image in Non-Star Hotels. *International Journal of Professional Business Review*, 3.
- Hilliard, M. (2014). Food Products in Impulse Buying Areas of Grocery Stores: Is Temptation Making Americans Obese? *Undergraduate Research Scholar Thesis*, 9.
- Hinna Bjorkman, P. E. (2015). Retail Experience Marketing- A Study on Customer Perceptions of Successful in-Store Experience Marketing Within Retailing. *Bachelor's Thesis in Business Administration*, 1.
- Hollensen, M. J. (2017). *Marketing Research - An International Approach*. Copenhagen: Prentice Hall Financial Times.
- Hong Kay Tze, N. S. (2021). Does CSR Image Matter to Hypermarket's Consumers in Malaysia? Perspective from Persuasion Knowledge Model. *International Journal of Economics and Management*, 52.
- Htwe, K. T. (2020). The Effects of Retail Marketing Mix on Customer Retention of Sein Daung Supermarket . *International Journal of Business, Economics and Law* , 62.
- Huang, W.-C. T.-M. (2002). Mechanisms Linking Employee Affective Delivery and Customer Behavioral Intentions . *Journal of Applied Psychology* , 1001.
- Ian MacKenzie, C. M. (2013, October 1). *How Retailers Can Keep Up with Consumers*. Retrieved from McKinsey & Company: <https://www.mckinsey.com/industries/retail/our-insights/how-retailers-can-keep-up-with-consumers>
- Ivana Štulec, K. P. (2016). The Role of Store Layout and Visual Merchandising in Food Retailing . *European Journal of Economics*, 139.
- Jacqueline J Kacen, J. D. (2012). Spontaneous Selection: The Influence of Product and Retailing Factors on Consumer Impulse Purchases. *Journal of Retailing and Consumer Services*, 579.

- Jain, Y. (2022, July 28). *5 Types of Research Design – Elements, Needs and Characteristics*. Retrieved from Emeritus: <https://emeritus.org/in/learn/types-of-research-design/>
- Javanmard, H. (2016). Relationship between Store Image, Customer Satisfaction, Behavioral Intention and Fast Distribution in Retails . *Journal of Distribution Science* , 7.
- Jia-Yin Ma, T. L. (2017). The Impact of Background Music Rhythm on Impulsive Buying: Moderating Effect of Shopping Attitude. *Journal of Business and Psychology*.
- Kadhim Ghaffarkadhim, A. H. (2005). The Effect of Corporate Social Responsibility Activities on Customer Satisfaction Towards Hypermarkets in Kuala Lumpur Malaysia. *International Journal of Advanced Science and Technology* , 3975.
- Kannan, M. S. (2023). A Study on the Customer's Perception and Satisfaction towards Hypermarkets with Special Reference to Malappuram District. *Journal of PhD*, 2.
- Karlay, E. C. (2018). Impact of Service Quality on Customer Satisfaction. *Master Thesis in Business Administration* , 5.
- Katelijan Quartier, K. V. (2008). The Influence of Lighting In the Build Environment: A Study to Analyse Human Behaviour and Perception as Measured by Mood and Observation. *Proceedings of Measuring Behavior* , 367.
- Kenton, W. (2022, December 28). *What Is a Hypermarket? Definition, Advantages, and Example*. Retrieved from Investopedia: <https://www.investopedia.com/terms/h/hypermarket.asp>
- Kevin P. Gwinner, M. J. (2005). Service Customization Through Employee Adaptiveness . *Journal of Service Research: JSR; Thousand Oaks*.
- Khandelwal, M. (2023, July 5). *Creating Memorable In-Store Experiences for Retail Customers* . Retrieved from Survey Sensum : <https://www.surveysensum.com/blog/in-store-experience>
- Kokturk, L. H. (2012). Effects of Visual Merchandising on Young Consumers' Impulse Buying Behaviour. *Bachelor Thesis C-level*, 16.
- Kopp, C. M. (2020, November 30). *Perceived Value Explained: What It Is, Why It's Important*. Retrieved from Investopedia: <https://www.investopedia.com/terms/p/perceived-value.asp>
- Korompis, F. I. (2015). The Effect of Store Environment and Brand Image on Consumer Buying Decision at the Body Shop Manado. *Scientific Periodical Journal of Efficiency* , 310.
- Livingston, S. A. (2018, January). *Test Reliability- Basic Concepts*. Retrieved from Educational Testing Service : <https://www.ets.org/Media/Research/pdf/RM-18-01.pdf>

- Lomendra Vencataya, S. P. (2019). Assessing the Impact of Service Quality Dimensions on Customer Satisfaction in Commercial Banks of Mauritius. *Studies in Business and Economics* , 268.
- M.G.S, W. A. (2015). Impact of Sales Promotion on Consumer's Impulse Buying Behavior (IBB); Study in Supermarkets in Anuradhapura City. *International Research Symposium Rajarata University of Sri Lanka*, 323.
- Maharjan, K. K. (2017). Customer Satisfaction and Customer Loyalty. *Business Management* , 5.
- Mammen, A. S. (2010). Building Store Brands Using Store Image Differentiation. *Journal of Indian Business Research*, 169. Retrieved from Tarjomefa.
- Maria Rybaczewska, S. J. (2020). Slogans, Brands and Purchase Behaviour of Students. *Young Consumers* , 316.
- Meyer, A. S. (2007, February). *Understanding Customer Experience* . Retrieved from Harvard Business Review: <https://hbr.org/2007/02/understanding-customer-experience>
- Mohajan, h. (2017). Two Criteria for Good Measurements in Research: Validity and Reliability. 14.
- Mohammad A. Jabbar, S. A. (2009, August). Assessing Consumer Preferences for Quality and Safety Attributes of Food in The Absense of Official Standards: The Case of Beef in Ethiopia. Retrieved from Contributed Paper prepared for presentation at the International Association of Agricultural Economists Conference.
- Moore, K. (2021, August 3). *7 Ideas for How to Attract Customers to your Store* . Retrieved from Shopify: <https://www.shopify.com/my/retail/ideas-to-bring-customers-in-store>
- Muhammad Raqib Aiman Bin Rosnizam, D. M. (2020). Market Opportunities and Challenges: A Case Study of Tesco. *Journal of the Community Development in Asia*, 1.
- Mumtaz Ali Memon, H. T.-H. (2020). Sample Size for Survey research: Review and Recommendations . *Journal of Applied Structural Equation Modelling*.
- Nwamaka A. Anaza, J. Z. (2013). Encounter-Based Antecedents of e-Customer Citizenship Behaviors. *Journal of Services Marketing*, 20.
- Okeke, K. (2017, September 14). *Great Ambience is Important in Customer Experience* . Retrieved from CXService 360: <https://www.cxservice360.com/great-ambience-important-customer-experience/>
- Oosthuyzen, M. D. (2010). Salient Store Image Attributes in Consumer Store Selection Decisions and the Relationship with Store Satisfaction and Loyalty . *Journal of Contemporary Management* , 382.

- Osmcartonline. (2022, September 20). *Medium*. Retrieved from How Supermarket Ambience Influences Customer Satisfaction:
<https://medium.com/@osmcartonline/how-supermarket-ambience-influences-customer-satisfaction-3d545fe208be>
- Padmalini Singh, R. P. (2021). Service Quality Dimension and Customers' Satisfaction: An Empirical Study of Tesco Hypermarket in Malaysia . *International Journal of Applied Business and International Management (IJABIM)*, 106.
- Parag Desai, A. P. (2014). *Retail 4.0: The Future of Retail Grocery in a Digital World*. Retrieved from Studocu: <https://www.studocu.com/vn/document/dai-hoc-kinh-te-quoc-dan/digital-marketing/file-20210929-103235-the-future-of-retail-grocery-in-digital-world/29866338>
- Pernille K. Andersson, P. K. (2012). Let The Music Play or Not: The Influence of Background Music on Consumer Behavior. *Journal of Retailing and Consumer Services*.
- Pihl, J. (2018). An Accessible Grocery Store for Low Vision Customers . *Lulea University of Technology*, 12.
- Raghubir, A. V. (2010). Are Consumers Aware of Top-Bottom but not of Left-Right Inferences? Implications for Shelf Space Positions. 4.
- Ramya N, D. S. (2016). Factors Affecting Consumer Buying Behavior. *International Journal of Applied Research*, 78.
- Res, P. C. (2013, July 4). *Qualitative Research*. Retrieved from National Library of Medicine (NIH): <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3757586/>
- Richard Mfundu Ndengane, R. B. (2021). The Influence of Store Atmospheric on Customer Satisfaction at Selected South African Retail Outlets. *Business Perspectives*, 26.
- Roberta L Duyff, L. L.-B. (2015). Candy Consumption Patterns, Effects on Health, and Behavioral Strategies to Promote Moderation: Summary Report of a Roundtable Discussion. *Journal of Advances in Nutrition* , 1415.
- Sharif, K. (2012). Impact of Category Management Practices on Customer Satisfaction - Findings from Kuwaiti Grocery Retail Sector. *Journa of Targeting, Measurement and Analysis for Marketing* , 17.
- Sharma, R. (2017). Understanding the Role of Store Image in Influencing Customer-based Brand Equity and Its Dimensions in Indian Sportswear Industry. *Journal of Management and Labour Studies*, 167-189.
- Sher Akbar, A. P. (2011). Determinants of Customer's Loyalty for Hospitality Industry . *Information Management and Business Review*, 19.
- Shu-Hsein Liao, C.-M. C.-H. (2007). Mining Customer Knowledge for Product Line and Brand Extension in Retailing . *Expert Systems with Application* , 1.

- Sileyew, K. J. (2019, January 23). *Research Design and Methodology*. Retrieved from Cyberspace: <https://www.intechopen.com/chapters/68505>
- Siti Nurafifah Jaafar, P. L. (2012). Consumers' Perception, Attitudes and Purchase Intention Towards Private Label Food Products in Malaysia. *Asian Journal of Business and Management Sciences*, 74.
- Sling, B. M. (2016). Effect of Service Quality and Marketing Stimuli on Customer Satisfaction: The Mediating Role of Purchasing Decisions. *Journal of Business and Management Sciences*, 76.
- Souček, D. D. (2023). The Level of Shelves and Space Solution as One of the Key Factors for Consumer Attention. 1.
- Srinivasan, S. R. (2010). Creating the Futuristic Retail Experience Through Experiential Marketing: It Is Possible? An Exploratory Study . *Journal of Retail and Leisure Property*, 4084.
- Steven Tenny, J. M. (2022, September 18). *Qualitative Study*. Retrieved from National Library of Medicine (NIH) : <https://www.ncbi.nlm.nih.gov/books/NBK470395/>
- Tarry, S. (2023, January 11). *Top Five Factors That Influence Retail Customer Satisfaction*. Retrieved from Axonify: <https://axonify.com/blog/top-five-factors-that-influence-retail-customer-satisfaction/>
- Taylor, S. (2023, December 19). *Corporate Finance Institute* . Retrieved from Regression Analysis: <https://corporatefinanceinstitute.com/resources/data-science/regression-analysis/>
- Tlapana, T. (2021). The Impact of Store Layout on Consumer Buying Behaviour: A Case of Convenience Stores from a Selected Township in Kwazulu Natal. *International Review of Management and Marketing*, 1.
- Top, B. A. (2021). Customer Satisfaction in Online Meeting Platforms: Impact of Efficiency, Fulfillment, System Availability, and Privacy. *Revista Amazonia Investiga*, 72.
- Twin, A. (2023, March 28). *The 4 Ps of Marketing and How to Use Them in Your Strategy*. Retrieved from Investopedia: <https://www.investopedia.com/terms/f/four-ps.asp>
- Ucar, F. P. (2018). Consumer Attitudes towards Purchasing Functional Products. *Journal of Progress in Nutrition*, 1.
- Ulani, E. P. (2020). The Effect of Product Placement on Customer Interests in Mediation by Brand Awareness . *Atlantis Press*, 177.
- Ulani, E. P. (2020). The Effect of Product Placement on Customer Interests in Mediation by Brand Awareness . *Atlantis Press*, 178.
- Valdimar Sigurdsson, G. F. (2010). In-Store Experimental Approach to Pricing and Consumer Behavior. *Journal of Organizational Behavior Management*, 235.

- Valerie Severin, J. L. (2001). The Stability of Retail Shopping Choices Over Time and Across Countries. *Journal of Retailing*, 10.
- Vilimsky, K. (2022). The Impact of Product Placements on Brand Attitude . *Modul University Vienna* , 17.
- Vinish P, P. P. (2020). Impulse Buying Behavior Among Female Shoppers: Exploring the Effects of Selected Store Environmental Elements. *Journal of Innovative Marketing*, 56.
- Vinish Pallikkara, P. P. (2020). Impulse Buying Behavior Among Female Shoppers: Exploring the Effects of Selected Store Environment Elements . *Journal of Innovative Marketing* , 56.
- Wang, H.-Y.-C. a.-Y. (2017). Hypermarket Private-Level Products, Brand Strategies and Spokesperson Persuasion. *European Journal of Marketing*, 1.
- Webb, R. (2023, March 13). *LibreTexts* . Retrieved from The F-Distribution : [https://stats.libretexts.org/Bookshelves/Introductory_Statistics/Mostly_Harmless_Statistics_\(Webb\)/09%3A_Hypothesis_Tests_and_Confidence_Intervals_for_Two_Populations/9.04%3A_Two_Variance_or_Standard_Deviation_F-Test](https://stats.libretexts.org/Bookshelves/Introductory_Statistics/Mostly_Harmless_Statistics_(Webb)/09%3A_Hypothesis_Tests_and_Confidence_Intervals_for_Two_Populations/9.04%3A_Two_Variance_or_Standard_Deviation_F-Test)
- Yina Lu, A. M. (2013). Measuring the Effect of Queues on Customer Purchases. *Journal of Management Science*, 1743.
- Yoon, Y.-F. L.-Y. (2015). Exploring the Effects of Lighting on Consumer Responses in a Retail Environment using 3D Walk Through Animation. *Archives of Design Research* , 7.
- Yu, C. W.-T. (2015). Satisfaction Emotions and Consumer Behavioral Intentions . *Journal of Services Marketing* , 411.
- Zach. (2021, August 30). *Statology*. Retrieved from The Difference Between T-Values and P-Values in Statistics: <https://www.statology.org/t-value-vs-p-value/#:~:text=For%20each%20test%2C%20the%20t,null%20hypothesis%20is%20actually%20true.>
- Zeeshan, M. (2013). Impact of Music on Consumer Behaviour: A Perspective on Retail Atmospheric. *Asian Journal of Business and Management Sciences*, 57.
- Zinkhan, Y. P. (2006). Determinants of Retail Patronage: A Meta-Analytical Perspective. *Journal of Retailing*, 230.
- Zohrabi, M. (2013). Mixed Method Research: Instruments, Validity, Reliability and Reporting Findings. *Theory and Practice in Language Studies*, 256.

APPENDIX A



RESEARCH PROJECT SURVEY QUESTIONNAIRE: THE EFFECT OF HYPERMARKET VISUAL APPEALS TO IMPROVE CUSTOMER SATISFACTION

Purpose of survey :

- 1) To study visual appeals which consists of store image attributes, store ambience and product placement to help improve consumer satisfaction towards hypermarkets in Malaysia?
- 2) To study the level of customer satisfaction in hypermarkets in Malaysia

Notes :

The researcher has been carefully considered and selected the questionnaires for this study. The responses are vital as it will contribute towards the hypermarket visual appeals to improve customer satisfaction in Malaysia.

For further clarifications and/or instruction, please contact:

Putri Batrisyia Balqis Binti Zawawi

Email:

Tel:

Supervisor: Prof Datuk Dr Izaidin Bin Abd Majid

Email:

Tel:

Address: Faculty of Technology Management and Technopreneurship Universiti Teknikal Malaysia Melaka, Hang Tuah Jaya, 76100, Durian Tunggal, Melaka

Fax: 06-2833131

STATEMENT OF CONFIDENTIALITY

The information you provide will be held strictly confidential. We will neither publish, release nor disclose any information on or identifiable with individual persons, organization or companies.

This questionnaire is consistent of 3 sections. Section A, B and C. You are kindly required to answer all the questions. Your time and responses are highly appreciated.

SECTION A: DEMOGRAPHIC INFORMATION

The following questions are designed to collect personal information that will be used to determine the profile of the respondents.

Gender	Male Female
Race	Malay Chinese Indian Others
Age	18 years old and below 19 - 29 years old 30 - 40 years old 41 - 49 years old 50 - 60 years old 61 years old and above
Level of Education	High School/ SPM STPM/Diploma/Foundation/Matriculation Bachelor's Degree Master PhD
Employment Status	Student Government Sector Private Sector Self-Employed Housewife Unemployed Retired
Frequent Going to Hypermarket	1-2 times per week 3-4 times per week 1-2 times per month 3-4 times per month
Distance to go Shopping	Less than 4 KM 4 to 8 KM 8 to 12 KM Distance doesn't matter
Shopping List	Yes No

SECTION B: THE EFFECT OF STORE IMAGE ATTRIBUTES FOR LOTUS'SMALAYSIA

This section which consist 3 sections which are store image attributes, store ambience and productplacement.

Instructions: Please tick the appropriate scale to indicate your level of agreement with each ofthe following statements. The respondents' level of opinion is scaled from 1 to 4 consists of:

Table: Likert Scale

Score	1	2	3	4
Scale	Not Satisfied	Less satisfied	Satisfied	Very satisfied

*Please rate or tick the item using the following scale:

STORE IMAGE ATTRIBUTES	1	2	3	4
1. The cleanliness and tidiness of the store				
2. The quality and variety of products available				
3. The friendliness and helpfulness of store staff				
4. The availability of promotions and discounts				
5. The atmosphere and ambience of the store				

STORE AMBIENCE	1	2	3	4
1. Lighting in the store				
2. Music and backgrounds				
3. Store temperature and comfort				
4. Visual appeal and aesthetics of the store				
5. The use of scents or fragrances in the store				

PRODUCT PLACEMENT	1	2	3	4
1. Visibility and accessibility of products				
2. Organization and categorization of products				
3. The use of endcap displays and promotional areas				
4. The arrangement of products in aisles and shelves				
5. Signage and labelling for product identification				

SECTION C: AN IMPROVEMENT TO INCREASE CUSTOMER SATISFACTION

Instructions: Please tick the appropriate scale to indicate your level of agreement with each of the following statements. The respondents' level of opinion is scaled from 1 to 4 consists of:

Table: Likert Scale

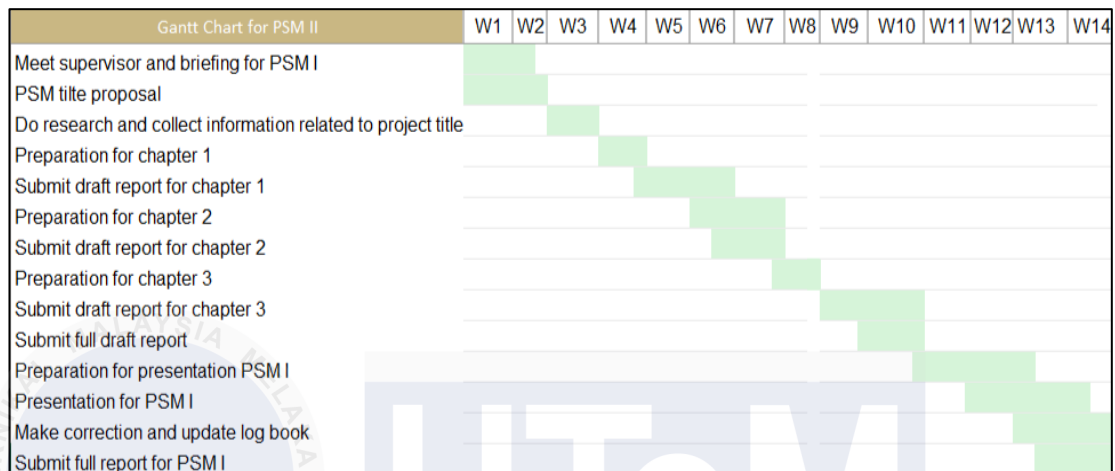
Score	1	2	3	4
Scale	Not Satisfied	Less satisfied	Satisfied	Very satisfied

*Please rate or tick the item using the following scale:

CUSTOMER SERVICE	1	2	3	4
1. How satisfied are you with your overall shopping experience in this hypermarket?				
2. Do you recommend this hypermarket to your family relatives and friends?				
3. How likely are you to continue at shopping at this hypermarket in the future?				
4. Do you recommend if this hypermarket gives more brand and variety of products to choose to the customer?				
5. Do you recommend if the hypermarket gives more promotion to the customer?				

APPENDIX B

GANTT CHART FOR PSM 1



APPENDIX C

GANTT CHART FOR PSM II

