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Mega retail businesses and shopping behaviour among consumers in Alimosho local government area of lagos state

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Abstract

The study focused on mega retail businesses and shopping behaviour among consumers in Alimosho Local Government area in Nigeria as its main objective. The population of the study consisted of 1,953 retail customers as provided for by the mega retail owners through their customers records. 390 customers were randomly selected using stratified random sampling. The research instrument used is a validated questionnaire with Cronbach alpha 0.7. Data gathered were analyzed using multiple regression. The study found out that variety of products, price tag, meeting specific needs and promotional offers by mega retail businesses collectively determined change in shopping behaviour of consumers in Alimosho local government area of Lagos state. Also, availability of variety of products, was the most fundamental predictor that attracts consumers to most mega retail business outlets followed by price tag, all the other predictors namely, needs specifications and promotional offers are good predictors.

Introduction

Globally, the leading obstacle affecting shoppers' behaviour around the world has been the rising prices for groceries and about two thirds of physical store shoppers and more than half off online consumers stated they had felt the impact of increased grocery prices

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when shopping (Statista, 2024). In the last decade, the shopping behavior of consumers across the globe has contributed to the growth of retail businesses in the 21st century. Consumers are found to be fundamental and be at the heart of this strategic growth of the sector. Nwokenkwo, Salihu and Ogundeji (2022) argued that understanding consumer behavior has been a great interest among scholars and practitioners. It is observed that deep seated understanding of the consumers would assist businesses to know key determinates that influenced consumers shopping decisions (Zhang, 2018). In Russia, the grocery shopping behaviour by store type in 2021 shows an average expenditure of 85.7 billion Russian rubles in online sales revenue and 5,573 United State Dollars for average household expenditure per capital between 2012-2023 (Statista, 2024). addition Nwokenkwo, Salihu and Ogundeji (2022) indicates that these determinants may transcend individual capacity, but it is imperative to understand it because of the complex nature of consumer. Previous study had earlier stated that knowing these determinant makes organizations understand the buying preferences of consumers regarding products (Mullins, 2017).

Product assortments and design of the store have a larger impact on the store choice with respect to customer's motive and intention that has help reduce considerable risk in customer buying behaviour (shanmuganandavadivel, 2016). Consumer behaviour has been conceptualized as the integration of consumers attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when purchasing a product or service. It is therefore understood that consumer preferences and convenience propelled the retail industry changes, as the sector is gaining popularity among consumers (Adibfar et al., 2011). This method of investigation is however limited to motives and consumer preference which need to be investigated in a mega shopping behaviour in a local regional area for the purpose of the research.

Price tag within many other investment attractions in India compare to metropolitan cities in developed countries has aided shift in taste of most consumers in the past ten year (Dwievedi,2010). In addition, retail industry strategic operations in recent time are been influenced by consumers shopping trend (Gazzola et al., 2022). In this context, the Biere et al. (2021), argued that mega retail stores dominance is prevailing over local vendors through the availability of variety of products, price tag, meeting specific needs a location. Olonade et al. (2021) agreed that a mega retail store is known for convenience, quality, and variety of products at a spot to consumers to create satisfaction. Furthermore, the convenience gained from mega retail stores gives more physiological benefits to customers. Hence, an in-depth investigation into how these items (price tag, meeting specific needs in a location and promotional offers) can affect the shopping behaviour of customers in Alimosho local government area of Lagos State it was this research intend to explore.

Studies such as Qureshi and Vakkassi (2019); Alexnder and Cano (2020); have examined that consumers specific needs been met by these stores in good time are rationale for the changing shopping behavior of consumers in many industries of the world in the past. All these studies are conducted in most developed countries using online survey as its methods. However, there are little or no empirical study to really examined the influence

of mega retail businesses on shopping behaviour among consumers in Alimosho Local Government area in Nigeria which this study intends to carry out.

Literature Review

Most business organsaton are expected to find innovative ways of executing their business based on the ever-evolving nature of consumers' behavour (Sneha Roundhal, 2021; Rani & Catherine, 2023; Eger et al., 2021). In the review of literatures by Gaur and Vaheed (2016) they conceptualized consumers behaviour as individual general thoughts who identifies a need and have desire to purchase and dispose a product in the three stages of consumption process (Gaur & Vaheed, 2016). Previous studies by Kuester (2012), described consumer behavour as the evaluation of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the effect on consumer and the society. It was reported that the three stages of consumption process are the pre- purchase, purchase, and post purchase stages (Khan, 2016). Also, stages of consumption process have been delineated into various dimensions which are product acquisition, ownership, and usage, buying behavior and complaining behavior (De Mooij, 2019). Mega retail businesses are influence by existence of location, price tag, promotion offer, customer care and meeting specific needs. (Gilbert, 2003).

However, despite the consumption process what matter is a good shopping experience because it represents the feelings action or attitude display before products are purchased (Li & Zhang; 2012). To support this, it was said that consumer shopping experience falls within three domains which are psychology; social psychology and cultural anthropology (Ramachander; 2013). However, consumer shopping experience has been found to relate to the psychological state regarding consumer purchase experience (Li & Zhang; 2012). Therefore, the model below depicts those factors that influences mega retail business experience and consumer shopping behaviour.



Figure 1 Conceptual Framework

The model developed for the study the Figure 1 above provides the perception that availability of variety of products, price tag, meeting specific needs and promotional offers by mega retail businesses can affect consumer shopping behaviour. In this context, Marcucci et al. (2021), mentioned that globally the change in consumers' behaviors has activated the innovative and customized services to targeted customers. It was further stated by Olonade et al. (2021), that megastores customized services are not constrained to household but also other retailers that can make bulk purchases. Therefore, Alzoubi and Inairat (2020) contributed by stating that beyond customized services based on quality, and value offered largely keep customers satisfied from the perspective variety of

products found in megastores Ghag (2013) mentioned that making the shopping experience worthwhile involves impacting on the shoppers by creating convenience through store configuration to find stock, save and furnish them with wonderful consumer experience. Whitburn et al., (2020) agreed that range of products has been the strategic tool that improves the image of retail store. This range of products creates consumers convenience and positive store experience (Pantano & Gandini, 2018). This is confirmed by Roggeveen et al., (2020) variety of products with good ambience to select products aimed at influencing consumers through shopping experience. In contrast, Pinto and Hawaldar (2022) argued that store environment becomes less important in the face of long queue, stress, and delay in making payment for stock. Simanjuntak et al. (2020) supported the findings by stating that where customers feel stressed in the store, they will neglect future patronage from the same store. Furthermore, it was reported that in store shopping experience can be leveraged on through the variety of products and promotional incentives (Siregar & Kent, 2019). In addition, making the customer shopping experience worthwhile it is expected that megastores make use of effective promotional offers, which has been found to have a significant effect on shoppers' patronage intentions. This promotional offer has been found to push consumers to buy more but also to builds loyalty and (Sinha. & Verma 2018). In the same vein, price-tag has been found instrumental to less prefer by consumers (Rubio et al., 2019). When this is done, it will increase consumers' frequency of purchase especially when it comes with special price discounts at intervals (Riesenberg et al., 2019). A good price sale offered with good quality by a retail store as well as wide array of products are significantly correlated with each other (Mintel, 2019). More importantly it was pointed out by Conversely et al. (2020) that price offered to customers should match the value otherwise; it is likely to dissatisfy customers leading to a decline in purchase intention.

Besides a price tag Diebner et al. (2020) mentioned that customers will remain loyal to stores that meet their specific needs through creating value experience. Previous studies by Khan (2014) stated that understanding customers' needs are pivotal to making huge patronage achievable based on the variety of items in the retail store. Accordingly, Nastasoiu and Vandenbosch (2019), opined that meeting expectations and creating value for customers is not as easy as it looks. But Thorisdottir and Johannsdottir (2019), stated that although it is not easy, yet retailers should thrive to meet the needs of customers by putting them at the center of the business. These reviews therefore pose certain hypotheses to be tested for the purpose of this study.

Research Hypotheses

H_{o1}: Variety of Products does not have significant effect on consumer shopping behaviour.

Ho1: Price tag does not have significant effect on consumer shopping behaviour.

H_{o2}: Meeting specific needs does not have significant effect on consumer shopping behaviour.

H_{o3}: Promotional offer does not have significant effect on consumer shopping behaviour.

Theoretical Framework

Social penetration theory

The social penetration theory advocates how the process of exchange can lead to interpersonal relationship. The theory supported the need to engage the process that could strengthen two party's relationship (Altman & Taylor, 1973). The theory observed that interpersonal relationship is possible through the provision of satisfactory information about organisation products and services (Derlega, Metts, Petronio, & Margulis, 1993). The theory propounds the ideology of exchange between two parties. The rationale is that when one firm offers better services the other party is expected to respond at the same level to ensure a stronger relationship. In retail businesses, mega stores consumers are obligated to respond by showing their acceptance through the buying the firms offering which is the only way customer relationship can be created. The theory laid theoretical perspective to the real expectations from both the mega retail stores and consumers that would lead to change in shopping behaviour.

Method

The study employed cross sectional survey design, as it is aimed at collecting primary data from precise groups of customers at a single point in time. The population of the study consisted of 1,953 active shoppers in Alimosho area of Lagos State as provided for by the mega retail owners through their customers records. Thus, those that has preference for the likes of Primemart, Grocery Bazaar, Just Right, Prestige and Jendol were selected as the total population for the study. Consumers whose purchase habits reside in the use of Mega retail businesses only. The choice of these consumers is because their purchase experiences on weekly and daily basis make them suitable for the study. 390 customers, which represent the sample size, using Taro Yamane (1967) formula, were randomly selected using stratified random sampling This is to ensure adequate representation of different categories of consumers. The research instrument used was a validated questionnaire with Cronbach alpha test of reliability shows a figure of above 0.7 which makes the instrument to be consistence. The research instrument was validated by giving it to some consumers and marketing experts to carry out the content and face validity of the research instrument. The study adopted closed ended questionnaire on a 1 to 5-point Likert scales allocated from strongly agree to strongly disagree to raised questions using Variety of Products, Price tag, Meeting specific needs and Promotional offer as a measure for the Independent Variable (Sinha. & Verma 2018; Gilbert, 2003) and the feelings action or attitude display before products are purchased are used to measure dependent variable (Li & Zhang; 2012).

Data gathered were analyzed using multiple regression. The study found out that variety of products, price tag, meeting specific needs and promotional offers by mega retail businesses collectively determined change in shopping behaviour of consumers in Alimosho local government area of Lagos state. Some of the limitations of this method is that the population of the study was based on those customers that are captured but other customers may not have been registered by the owners of mega stores in Alimosho local government in Lagos State. This may have some little effect on the outcome of the study.

Results

The data obtained was subjected to statistical analysis through employed SPSS software. To determine the relationship between the two variables; the independent variable is regressed against the dependent variable. Regression is a statistical tool used to estimate the coefficient of linear equation, involving one or more independent variables that best predict the value of the dependent variable.

Table 1. Products variety and consumers shopping behaviour

ANOVA Summary						**Model Summary**		**B**
Model	**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**	**R**	**R^2**	
Regression	36.988	1	36.988	10.731	0.001	0.289	0.083	0.440
Residual	406.712	118	3.447					
Total	443.700	119						

Field work 2024

Table 1 shows there exist a relationship between variety of products and consumers shopping behaviour in Alimosho Local Government ($F(1, 118) = 10.731$; $\rho = 0.001$). The impact value (R^2) of 0.083 shows that variety of products in has an influence of 8.3% on the consumers shopping behaviour in Alimosho. The B value of 0.440% shows that every 1% increase in variety of products offered leads to a corresponding increase of 0.440% in consumers shopping behaviour in Alimosho. This is confirmed by Roggeveen et al., (2020) that variety of products with good ambience to select products aimed at influencing consumers through shopping experience.

Table 2. Price tag and consumer shopping behaviour

ANOVA Summary						**Model Summary**		**B**
Model	**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**	**R**	**R^2**	
Regression	34.416	1	34.416	7.332	0.008	0.242	0.058	0.428
Residual	553.909	118	4.694					
Total	588.325	119						

Source: field work 2024

The table 2 shows there exist a relationship between price tag, meeting specific needs and consumer shopping behaviour in Alimosho Local Government ($F(1, 118) = 7.332$; $\rho = 0.008$). The impact value (R^2) of 0.058 shows that use of price tag, meeting specific needs has an influence of 5.8% on consumer shopping behaviour in Alimosho. The B value of 0.428 indicates that for every 1% increase in use of price tag and specific needs met have corresponding implication increase on 0.440% the shopping pattern of consumers that stays in Alimosho Local Government. This could be corroborated with previous study of Rubio et al., 2019, that price-tag has been found instrumental to consumers buying habits.

Table 3. Promotional offers and consumer shopping behaviour

ANOVA Summary						**Model Summary**		**B**
Model	**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**	**R**	**R²**	
Regression	20.425	1	20.425	5.640	0.019	0.214	0.046	0.327
Residual	427.366	118	3.622					
Total	447.792	119						

Fieldwork 2024

The table 3 above indicates that the existence of relationship promotional offers and consumer shopping behaviour in Alimosho Local Government Ltd ($F(1, 118) = 5.640$; $\rho = 0.019$). The impact value (R^2) of 0.046 shows that promotional *offers* for retail store products has an influence 4.6% on consumer shopping behaviour. The B value of 0.327% indicates that for every 1%, in promotional offers there exists a corresponding increase of 0.327% in consumer shopping behavior in Alimosho Local Government.

Ho: Mega retail business components have no significant effect on consumers shopping behaviour in Alimosho Local Government.

Table 4: Multiple regression analysis

N	**Model**	***B***	**T**	**Sig.**	**ANOVA** (Sig.)	**R**	**Adjusted R²**	**F (3, 303)**
307	(Constant)	5.558	5.027	.000	0.000[b]	0.762[a]	0.576	139.713
	Variety of products	.381	6.086	.000				
	Price tag	.232	3.825	.000				
	Promotional offer	.189	3.049	.003				

a. Dependent Variable: Shopping behaviour

b. Predictors: (Constant), Variety of products, Price tag, Promotional offer.

Table 4. provide the multiple regression analysis results for the Mega retail business components on consumers shopping behaviour in Alimosho Local Government. The results showed that Variety of products ($\beta = 0.381$, $t = 6.086$, $p<0.05$), Price tag ($\beta = 0.232$, $t = 3.825$, $p<0.05$) and Promotional offer ($\beta = 0.189$, $t = 3.049$, $p<0.05$) all have positive and significant effect on consumers shopping behaviour in Alimosho Local Government Shopping behaviour. All three components of mega retail business (Variety of product, Price tag and Promotional offer) have a significant impact on consumers shopping behaviour in Alimosho Local Government, according to the results of the analysis. This suggests that Variety of product, Price tag and Promotional offer are significant predictors of consumers shopping behaviour in Alimosho Local Government. The *R* value of 0.762 affirms this result and it indicates that mega retail business components have a strong and positive relationship with consumers shopping behaviour

in Alimosho Local Government. This implies that shop owners can improve their consumers shopping behaviour by building a mega mall for its business. The coefficient of multiple determination *Adj*. R^2 = 0.576 indicates that about 57.6% variation that occurs in shopping behaviour in Alimosho Local Government can be accounted for by the components of mega retail business components while the remaining 42.6% changes that occurs is accounted for by other variables not captured in the model. It is crucial for the companies to recognise these other factors and take them into account when making decisions.

The study finds out that the mega retail stores have all used use of variety of products, price tag, meeting specific needs and promotional offers in changing the shopping experience of customers in Lagos State. The study practical implication is that these selected mega stores such as Primemart, Grocery Bazaar, Just Right, Prestige and Jendol have effectively deployed means of attracting customers better than the informal stores in Lagos state. This is consistent with the position of Olonade et al. (2021) that Mega retail stores dominance is largely influenced by convenience, quality and variety of products at a spot to consumers.

Specifically, the study findings indicate the significant effect of variety of products on consumers shopping baehaviour in Alimosho Local government. This is consistent with the study of Whitburn et al., (2020) that argued that range of products has been the strategic tool that improves the image of retail store. At the same time, the study agreed with previous empirical study agreed that range of products creates consumers convenience and positive store experience (Pantano & Gandini, 2018). And the study shows these selected mega stores such as Primemart, Grocery Bazaar, Just Right, Prestige and Jendol have effectively deployed use of price tag this agrees with previous study that consumers frequency of purchase is largely determined by the dexterity of the retail store to use price at intervals (Riesenberg et al., 2019). The study findings established that these mega stores have equally used promotional offer, which making consumers to buy more products (Sinha. & Verma 2018). And have equally meets consumers needs at a spot. This agrees with Diebner et al. (2020) position that customers will remain loyal to stores that meet their specific needs of through creating value experience. Previous studies by Khan (2014) stated that understanding customers' needs are pivotal to making huge patronage achievable based on the variety of items in the retail store.

To this end it was find out that mega retail businesses have shown capability to attract consumers using the variables. These mega retail businesses have significant effects on consumer shopping behaviour and it is in line with previous studies by Kuester (2012), that described consumer behavour as the evaluation of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and is affected by the society and environment.

Conclusion

Finally, the study concluded that mega retail businesses component continual affect the growth of consumer shopping behaviour in urban cities and including Alimosho local government area of Lagos State and this can be attributed to variables influencing the

Mega retail businesses earlier analysed shopping. Based on the findings, future research could be carried out in other industries like the oil and gas and a more or different variable in measuring mega retail business could be applied.

Recommendations

The following recommendations were hereby made. First, the study recommended that retail business owners should introduce variety of products in their mega mall in other to give more value and one stop shopping experience for their customer in Alimosho Local Government area. Second, price tag should be made available for all products in mega retail malls to enhance easy decision making and improve self-service for visiting customers. Third, promotional activities especially, free offers should be introduced in mega retail business to create awareness and leave a long-lasting experience in the mind of the consumers that can generate repeated purchase and Finally, mega retail business owners should embrace the above-named variables so as to appeal to potential consumers in areas of patronage and investment choice.

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