

Emerging Markets Queries in Finance and Business

Marketing study regarding the consumers behavior towards the Auchan hypermarkets from Romania

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Abstract

The main objectives of the research work consist in discovering the main consumption habits towards the Auchan hypermarket from Romania: the time spent for shopping, the average amount spent in the Auchan hypermarket, the frequency of buying, the other alternative hypermarket brands, the main reasons for choosing the Auchan hypermarket. The research method consists in verifying the hypotheses making use of statistical functions (descriptive statistics, T test, factor analysis). The gathered data was analyzed using the SPSS informatics program.

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Keywords: consumer behaviour, marketing study, Auchan hypermarket

1. Introduction

The consumers from the post-industrial economies evolved in a culture with omnipresent brands in the market with companies continuously fighting to gain more visibility and attract the consumers towards them.

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The importance of the brands grew. In the '80s, the failing of the advertising and the recession upon the consumers made some people believe that the golden age of the brand had arrived. (Levy et al., 1955) This belief was premature. Today, the brands regain their importance and that's why the practitioners and the researchers are interested in the notion of the "brand capital".

The modern distribution had a real success nowadays perceived mainly by the fortune that the founders of the hypermarkets managed to gain: in Germany – the Albrecht family with Aldi; in Spain – the Koplowitz family with El Corte Ingles; in France the Mulliez family with Auchan, Decathlon etc; in Sweden – the Ingar family with Ikea; in U.S.A. – the Walton family with Wall-Mart. Jean Baudrillard (1970) perceived the imagination supply that "...these new cathedrals of consumption..." would produce.

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2. Research methodology

The marketing research regarding the consumption behaviour of the clients of the Auchan hypermarket took place between the time interval from the 1st of May – the 31st of May 2012. The data collecting method was the questionnaire. The sample method is the simple probabilistic method where we have a level of trust of 90% ($t=1.65$), the maximum error margin is 9% and an estimated proportion of 0.5 (50%). As we can see from the formula 1, the sample is composed of 85 subjects.

$$n \geq \frac{t^2 * p(1-p)}{\varepsilon^2} \geq \frac{1.65^2 * 0.5(1-0.5)}{0.09^2} \cong 85 \text{ persons} \quad (1)$$

The current research is based on the following hypotheses:

1. The consumers buy from the same hypermarket, the same product and the same brand;
2. The consumers usually go shopping to Auchan hypermarket once a week;
3. The consumers spend in Auchan hypermarket around 60 minutes for doing their shopping;
4. The consumers spend 20 euro on average in Auchan hypermarket;
5. The consumers choose the Auchan hypermarket for: the products' diversity, the low prices, the existing promotions, the hypermarket localization, the hypermarket brand;
6. Among other supermarkets/ hypermarkets, the Auchan clients go shopping to: Kaufland, Real, Metro, Lydl, Carrefour and Billa.

The research method consists in verifying the hypotheses making use of statistical functions (descriptive statistics, T test, factor analysis). The gathered data was analyzed using the SPSS informatics program.

The hypothesis no 1. The consumers buy from the same hypermarket, the same product and the same brand. The description of a variable consists in revealing the number of responses associated to the analyzed variable. According the descriptive statistics function, a percentage of 45.9 of the respondents go to the same hypermarket to buy the same product and the same brand. (Table 1)

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