

Factors Influencing the Economic Impact of Small Retailers in Malaysia

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Abstract: *The retail industry in Malaysia is one of the fastest-growing industries. The existence of big supermarkets is gaining a place in the hearts of consumers. Since recent times the establishment of hypermarkets or hypermarkets can be like mushrooms growing after rain. The overwhelming response from local customers has prompted more foreign investors to build more supermarkets in the country. As a result, competition in the retail industry will also increase. This indirectly affects local retailers. This study was conducted to identify the impact of the economic impact on local retailer geologies due to the presence of large supermarkets in Malaysia. In addition, the study also aimed to identify respondents' perceptions of government policy, the existence of supermarkets, and current business patterns. The questionnaire was used as a data collection method and was distributed to 121 respondents from retailers across Malaysia. The data obtained were analyzed using Statistical Packages for Social Science (SPSS) software. This indicates that most respondents feel that their business position is economically disadvantaged by the existence of hypermarkets. The same is true of the impact of the current business model but not the government policy. Future research suggestions and study limitations have also been suggested.*

Keywords: government policy, Existence of supermarkets, current business patterns, Economic Impact

1. Introduction

The supermarket is a self-service shop offering a wide range of food and household products, organized into the aisle. It is larger and has a wider selection of previous retail outlets, but is smaller and more limited in the range of goods than the supermarket market or large (Clark, Royal, West, Clothier, Smith, Chui, & Bagnall, 2020).

A larger full-service supermarket combined with department stores is sometimes called a hypermarket. Other services may include banks, cafes, children's / care centers, insurance (and other financial services), mobile phone services, photo processing, video rentals, pharmacies, or gas stations. If the restaurant in the supermarket is large enough, the facilities can be called "grocery", portmanteau "retail" and "restaurant" (Schwartz, Schneider, Choi, Li, Harris, Andreyeva, & Appel, 2017).

Therefore we can categorize grocery markets into 3 types, Hypermarkets, supermarkets, and small retailers or we called grocery stores (Marques, Trindade, & Santos, 2016). For supermarkets with an area of more than 80 thousand square feet, it is classified as a hypermarket. Whereas a modest supermarket is a supermarket with a size of 50 thousand to 80 thousand square feet and a small supermarket is a supermarket with a size of about 30 thousand to 50 thousand square feet. The retail industry sector, in fact, was formed through the merger of retailers, wet markets, and small businesses (Vignoli, Depolo, Cifuentes, & Punnett, 2018).

Thus, the retail sector is a catalyst for the growth of the Malaysian economy, as it is one of the industries that help to boost the Gross Domestic Product (GDP). In addition, the sector is also a merger between unified cooperatives, shops, and supermarkets that sell certain items and are then placed in a shopping mall in the urban area (Ismail, Kumaran, Sarifuddin, Gorondutse, & Sabarudin, 2018). Therefore, the retail business is actually the easiest or most fun business to run in Malaysia, for example, food-based businesses and

retail outlets are the most popular retail business concept in the country.

Expectedly, large and relatively modern retail businesses are expected to continue to grow in the future, while traditional businesses are expected to record slower growth. Therefore, the supermarket is actually an option and is gaining more and more attention in terms of infrastructure and transport facilities. Large supermarkets are also expected to continue to strengthen their position in the country.

However, the Malaysian government's policy of stating that supermarket shelters by foreign investors is actually not completely blocked and the construction of local supermarkets is still allowed today. In Malaysia, many large supermarkets owned by foreign investors are the focus of customers. However, despite the rapid pace of the construction of hypermarkets in Malaysia small retailers' fate noteworthy (Tan, 2013). It's obvious when small retailers previously were indeed quite difficult to compete with dealers not wither or non-indigenous, and now when the boost and Development hypermarkets grew by highlighting the pattern of today's business environment where they do business, it is certainly more to add difficulty and pressure on the foreign retailer in competition.

Therefore, a study should be conducted to assess whether factors influencing the economic impact of Small retailers in Malaysia Thus, this study actually is expected to help and be beneficial to the authorities in the design and build a strategy in producing small retailers who have the competitiveness and resilience in carrying out business activities in their own countries before they can compete in the international arena.

A large Business Center that provides convenience and provides almost half the need for consumers under one roof is known as a Supermarket. Today's supermarkets are growing like mushrooms and competing with each other to win customers' hearts by giving consumers more choice and more. Most major supermarkets will offer lower prices, a cleaner, and more comfortable and secure environment. It

makes consumers feel more valued and has more choice for individual items (Armstrong, Kotler, Harker, & Brennan, 2018). Therefore, when it comes to the perspective of the ownership and capabilities of Bumiputera entrepreneurs who need to penetrate the shelves in the marketplace, it is important to pay close attention so that the Bumiputera entrepreneurs can compete in a healthy and positive manner (Khan, 2018).

The existence of a supermarket around the consumer community will also in some cases give small traders an uncomfortable atmosphere which has sparked complaints from several small traders' associations. But there are also small traders who supply supplies from the supermarket to trade with their users or customers. Now in smaller towns, there is also a Mini Market where it indirectly gives fierce competition to the small traders around it. Mini stores with a neat and clean image, are equipped with a wider selection of goods and an array of attractive items and most of them offer lower prices than small retailers making Mini Supermarkets attractive or attractive to their surrounding customers. It is still being researched and it is not known how many Bumiputera products dominate the mini retail space, (Serbera, & Paumard, 2016).

The goal of this ongoing study is aimed at identifying the impact or effect of government policy, the existence of large supermarkets, and Pattern business today to the small retail shops in Malaysia

2. Literature Review

By definition, a retailer, or a merchant, is an entity that sells goods such as closures or groceries or cars directly to consumers, through various distribution channels with the goal of making a profit. That's the definition of a "clinical" retailer (Govindarajan, & Rajkumar, 2017). So think about it this way, a retailer is a store that provides you with the goods or services you need. These stores can be physical or online buildings. In the case of big retailers such as Wal-Mart and Target, the goods they sell are purchased from manufacturers or wholesalers and sold to end-users at a marked price (Martínez, Galván, & Alam, 2017).

The supermarket also offers a variety of products and goods under one roof. In contrast to small-scale retailers. Retailers only offer products needed by the community near its premises. Sometimes products that were a necessity for people's lives had run out, so they had to go out for groceries. This has caused the local people to turn their backs on shopping malls everywhere (Iwuchukwu, Amoakoh, & Chipunza, 2019).

The first negative impact is that the supermarket has the potential to impact the sustainability of small-scale retailers in the country. At first, this retailer could compete with other retailers but the emergence of big supermarkets could hardly match them. Usually, supermarkets buy bulk products and can sell them at very low prices (Beitzen-Heineke, Balta-Ozkan, & Reefke, 2017). At the same time, the cost of operating the supermarket is also low compared to local retailers who have no choice but to roll over. As a result,

more and more of these supermarkets are becoming less profitable for local retailers to profit from.

According to Haidi et.al (1990), Supermarkets in Malaysia were introduced in 1941 but only in the 70s did supermarkets begin to expand to major cities across the country. As a result, the supermarket industry is becoming more competitive with foreign companies entering the domestic market. This has resulted in a shortage of traditional retailers and independent retailers. The country's economic growth has led to the growth of the modern supermarket industry in Malaysia.

From an economic and trade perspective, wholesale or bulk purchases are a major driver of the supermarket's ability to offer far lower prices than nearby retailers (Reardon, Henson, & Gulati, 2010). The strength of this small group of entrepreneurs depends only on their ability to capitalize on capital and their trade tolerance in offering products to customers. The issue of the existence of this fast-growing supermarket has also been a concern for governments in the country, where the government also imposes stringent requirements to ensure a supermarket is allowed to open its branches.

2.1 Hypothesis development on the factors affect the economic impact of Small retailers

2.1.1 Government Policy

According to Reardon, and Hopkins (2006) most retailers will agree that the government should regulate the minimum number of hypermarkets in the area. This is because the government is not serious about addressing hypermarket competition against local retailers where it is at a high level. But he also thinks that the government needs to implement policies to protect local retailers from hypermarket competition. The present situation in Malaysia, local business people having serious problems in business mainly Malay traders. Government policies related to the existence of hypermarkets need to be re-evaluated and implemented fairly so that both the interests of local retailers and hypermarket operators are mutually protected. The results of the study by Ghaffarkadhim, Harun, and Othman, (2019) also gave the opinion that the government should also support local retailers to stay in the Malaysian retail industry.

2.1.2 Current Business Patterns

In today's information-sharing age, it is important for an entrepreneur to grow partnerships to enhance his business image and increase his credibility. One is through the implementation of e-commerce in business. As the value chain of the business can be pushed to the next level through innovation, innovative approaches and techniques, it is capable of generating new and fresh ideas, which can be translated into viable commercial products and services. By incorporating ingenuity, creativity, and originality, business through e-commerce, will benefit from high value-added activities, resulting in high revenue (Chang, Jackson, & Grover, 2003).

Online business can expand the market to the rest of the world by making the world economy a system of interdependence. Buyers do not have to leave the house in hot weather, save on congestion but save time and cost while also seeing the product for sale with the information included. • Reduce travel costs: use of cell phones, e-mails and other ICTs to replace travel demands. Reduce cost of materials such as better information delivery from suppliers at more competitive prices. Reduce marketing and distribution costs for example, publishing brochures online can reach an unlimited number of customers both domestically and abroad. Reducing the cost of sales as an example of the internet provides a tremendous opportunity for businesses to reduce domestic and export business costs. More efficient supply chain management for example can eliminate the role of intermediaries leading to reduction in transaction costs including marketing, sales, transaction processing, overhead reduction, and inventory and labor costs (Chaffey, Hemphill, & Edmundson-Bird, 2019).

2.1.3 The existence of a supermarket

An exploratory study was conducted in a Portuguese country where according to Wagner, Kunze, Welzel, & Nimmermann, (2014) in the mid-1980s, the emergence of the supermarket was a symbol of Portugal's modernization and it has dramatically changed not only the retail structure in the country but also the buying behavior of people. Portuguese. To better understand this change, a private interview was conducted with 500 Braga users. In addition, the postal survey was administered in the same market to 204 traditional retailers. The results of Feng, Sun, Zhu, & Sohal, (2012) show that, for consumers, the supermarket is the preferred type of grocery store for packaged goods that are often purchased, due to the low prices and convenience of local shopping. The traditional retailer's perception is that supermarkets are negatively influencing them. Comparative analysis shows that, while consumers do not have a negative opinion of traditional retail, they do not share the same opinion that traditional retailers have about their own.

3. Methodology

In this study, the study population was comprised of Small retailers who conduct their business in major cities in Malaysia that are in areas where there is a large supermarket. The distance of the target population is small retailers dealing in a range of 10 kilometers of a hypermarket? The sample size of this study was determined using cluster sampling - 'convenient sampling'. Thus, a total of 121 Small retailers has been selected as sample through the sampling method (Sekaran, & Bougie, 2016).

In this study, researchers will do research to find data that no one else has. Therefore, the primary data is the original data collected by the researcher, which is derived from the questionnaire feedback distributed to traders in Malaysia

The questionnaire is the primary data which contains questions organized in order for the respondents to respond easily. Therefore, through this study, researchers have used questionnaires to distribute to traders who conduct their business in large cities located near the supermarkets in Malaysia As a researcher, a questionnaire is an important

instrument or instrument in conducting a study. This is because the quality of the questionnaire will determine the value of the research as a whole. It is clear that the answers obtained may not make any sense and may affect or damage the results of the study if the question posed to the respondents in the questionnaire is vague. (Sekaran, & Bougie, 2016).

3.1 Instrument of Study

In this study, the Instrument or measuring instrument used for the primary data collection method is through the questionnaire form. The questionnaire was divided into five sections as Section A Personal & business information of respondent, B Government Policy Market Existence / Hypermarket and D Current Business Patterns. This section A is intended to collect information about respondents' background and business related information. A total of 7 questions were asked to the respondents including the gender of the respondent, duration of business, type of business / enterprise involved, capital used when respondent commenced, distance of respondent's business premises to nearest market, number of respondent workers and assessment of total profit earned by respondent.

Section B contains questions aimed at identifying the factors influencing government policies Economic Impact small retailers. A total of 4 questions were asked and respondents were asked to select an answer based on the Likert Scale

Section C contains questions aimed at identifying the factors of the existence of the supermarket / hypermarket retailer Economic Impact small retailers. A total of 7 questions were asked and respondents were asked to choose an answer based on the Likert .Section D contains questions aimed at identifying the factors to affect the current business trend Economic Impact small retailers. A total of 5 questions were asked and respondents were asked to select an answer based on Likert Scale

3.2 Data Analysis Methods

In the data analysis method all data were analyzed using Statistical Package for Social Science (SPSS) version 25 software. Quantitative methods are used to analyze all data collected or collected. The data were analyzed using descriptive statistics method where descriptive statistics are the methods used by researchers to compile and interpret raw data (Sekaran, & Bougie, 2016). Thus, statistics are a technique used to extract raw data or materials and are processed or summarized in a simpler or simpler form. Standard deviations, frequency values, percentages and mean are among the techniques used to translate or interpret discrete statistics. An average value is taken as a value representing the value known as Min which is also a measure of central tendency (Sekaran, & Bougie, 2016). To explain the average value of the number of respondents who agreed with the factors that influence the Economic Impacts small Retailer in Malaysia and to assess their perceptions in terms of business pattern of the present, the existence of supermarkets and government policies towards economic small retailers in Malaysia, then the Min used in this method. In addition, to determine the number of respondents

who gave feedback on the Economic Impact of small retailers, background characteristics of respondents and business information respondents, the frequency distribution and percentage used. To address the objectives of the study, frequency and percentage distributions will be used.

4. Results

Linear regression analysis is a method that uses more than one independent variable to describe the variance in the dependent variable.

Table 1: Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.867 ^a	.752	.745	.08202	2.151
a. Predictors: (Constant), Hypermarket existence, Government Policy, Business Pattern					
b. Dependent Variable: Economy impact					

Source: Developed for research

The r square value is the correlation coefficient between the independent variable and the dependent variable taken together. According to table q, the correlation coefficient value (R value) is 0.752. This is a positive and a high correlation between dependent variables (economic impact) and independent variables. R Square shows the percentage or degree of independent variable that can explain the variation in the dependent variable. In this study, independent variables accounted for 75.2% of the variance in dependent variables (retailer economic impact). However, it still leaves 24.6% (100% - 75.2%) that cannot be explained in this study. In other words, there are other additional variables that are important in explaining the economic impact of retailers who have not wither considered in this study.

Table 2: ANOVA

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2.380	3	.793	117.950	.000 ^b
Residual	.787	117	.007		
Total	3.167	120			
a. Dependent Variable: Economy impact					
b. Predictors: (Constant), Hypermarket existence, Government Policy, Business Pattern					

Source: Developed for research

Based on table 2 (ANOVA), the p-value of 0.000 is less than the alpha value of 0.05. Therefore, F-statistics are important. The model for this study is a good description of the relationship between dependent variables and predictors. Therefore, independent variables are important to explain variants in the retailer's economic impact. Alternative hypotheses are supported by data.

Table 3: Coefficients

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients		Correlations			Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	.788	.024		33.494	.000					
Government Policy	.088	.060	.119	1.454	.149	-.675	.133	.067	.319	3.138
Business Pattern	-.529	.065	-.730	-8.161	.000	-.852	-.602	-.376	.266	3.763
Hypermarket existence	-.225	.066	-.273	-3.401	.001	-.767	-.300	-.157	.329	3.044
a. Dependent Variable: Economy impact										

Source: Developed for research

By table 3, Pattern Business now is an important time to predict the dependent variable, the economic impact to retailers to study. This is because the p-value for the current business pattern is 0.000 which is less than the alpha value of 0.05. The existence Supermarket or Hypermarket is also important to predict the dependent variable, the economic impact to retailers wither for this study. This is because the p-value for Supermarkets is 0.010 which is less than the alpha value of 0.05. While government policy is important not to predict the dependent variable, the economic impact to retailers to study. This is because the p-value of Government Policy is 0.149 which is greater than the alpha value of 0.05.

The linear regression equations are represented below:

$$Y = a + B1 (X1) + B2 (X2) + B3 (X3)$$

X1 = Independent variable 1

X2 = Independent variable 2

X3 = Independent variable 3

$$\text{Economic impact} = 788 + .088 (\text{Government Policy}) - .0529 (\text{Current business pattern}) - 0.225 (\text{Hypermarket existence})$$

5. Discussion of the results of the study

5.1 Hypothesis One

Hypothesis 1

H0: There is no significant negative relationship between government policy and economic impact to small retailers

H0: Accepted

H1: There is a significant negative relationship between government policy and economic impact to small retailers

H1: Rejected

Based on Table 5.5 shows that the negative relationship between government policy and the impact of the Small retailers that has a positive correlation to the level of 0.149 (p = 0.000). Therefore, the null hypothesis suggests

government policy does not have a significant and positive impact on the economic impact of small retailers and traders. Thus, the results show that the target government does not have a significant and positive and can give a strong impact on the economy wither retailers in the states of Malaysia.

5.2 Second Hypothesis

Hypothesis 2

H0: There was no significant correlation between the pattern of current business and economic impact of small retailers.

H0: Rejected

H1: There is a correlation between the pattern of current business and economic impact of small retailers.

H1 Accepted

Based on the above hypothesis, the Researcher accepted hypothesis H1. The findings of the results is inconsistent with the findings Chaffey, Hemphill, & Edmundson-Bird, (2019) stated that today's business Pattern economic impact in the state of Johor small retailers but studies in Malaysia impact is insignificant. This is possible because the business pattern in Malaysia is different from the business pattern in Malaysia. Business patterns in Malaysia are probably different because there are more Hypermarkets in Malaysia compared to other countries.

The discovery of Table 3 shows that a good relationship between the pattern of current business and economic impact of small retailers who have 0.529 at 0.00 levels ($p = 0.000$). Therefore, hypothesis 1 shows the trend in business today have a significant and positive impact on the economic impact of small retailers. Thus, the results show that the pattern of business nowadays a strong impact on the economy wither retailers in Malaysia

5.3 Third Hypothesis

H0: There was no significant relationship between the perception of the existence of hypermarket retailers and the economic impact small retailer

H0: Rejected

H1: There is a correlation between the perception of the existence of hypermarket retailers and the economic impact small retailer

H1: Accepted

Based on the results in Table 3 there is a positive relationship between the perception of the existence of hypermarket retailers and the economic impact of small retailers as a negative value of the correlation coefficient. The existence of a variable correlated Hypermarket -0.225 to meet the economic impact of Small retailers. Therefore, an increase in the presence of hypermarkets will increase the economic impact of small retailers. This means that when many hypermarkets are built, many economic impact on retailers.

The relationship between the perception of the existence of hypermarkets and small retailer's economic impact is important because the p-value is 0.000 which is smaller than the alpha value of 0.01. These data can support the alternative hypothesis (H3) as there is a significant

relationship. According to Selvaraju, Beleya, and Sundram, (2017) which evaluated the perception of small retailers towards their ability to compete effectively in the multinational retail industry gave negative connotations. This means that this study makes the same decision.

In addition to a case study in Selvaraju, Beleya, and Sundram (2017) measured traditional retailers' perceptions of supermarkets and shocking decisions that led to Negative perceptions. In this article, the researchers investigated whether the existence of Hypermarket business economic impact on small retailers. The negative impact is also where the existence of a hypermarket will have a negative impact on retailers wither as a positive correlation relationship. This means that as the hypermarket grows, the retailer's losses will also increase, which will have a negative effect.

6. Implications of the study

6.1 Perceptions of Government Policy

According to the perceptions of retailers wither, the process of globalization and increased by the government's policy does not provide any significant changes in their retail market. On the other hand, the emergence of supermarkets and hypermarkets has created some degree of competition to small retailers and conventional wither. Retailers in urban areas are more likely to be affected as more consumers move their shopping centers from conventional retailers to supermarkets and supermarkets for reasons mentioned in the results of this study. The study also found that retailers will not be affected by government policies based on their views.

6.2 Current Business Patterns

The study also shows that retailers wilt require support from government agencies and authorities. This is because retailers wilt lack of information. This information can be found in most departments and trade and marketing agencies. They should acquire or acquire more knowledge of retail and skills by attending marketing and retail courses provided by the government and private training providers. With assistance from the government through relevant agencies, market information can improve the marketing skills of traditional retailers and Malay traditional retail sector needs to be re-branded to modern, as in developed countries. By the same token, the government agencies involved need to be more proactive in facilitating the process of modernization of the Small retailers.

6.3 Hypermarket Existence

The growth of the retail sector in the country has definitely been influenced by supermarkets, especially supermarkets. Most supermarkets are owned by foreign companies while small retailers are owned by locals. This will be synergistically capitalized on revolutionizing the retail sector, especially for increasing the competitiveness of small or conventional retailers and wholesalers. Therefore, consumers are provided with products or products that are of good quality and fresh or safe at reasonable prices. However, the Small retailers must keep pace with changing consumer trends to be competitive in the retail sector. They

should be given greater exposure and access to market information and the use of information in their marketing or retail strategies. They need to be more informed, improve communication and IT-based technologies. This could improve their market-oriented and IT-oriented retail consumer operations.

7. Limitation of the study and future suggestions

There are some obstacles involved in the process of conducting this study, although the results of this research are acceptable. However, there are some limitations during this research process, which may affect the accuracy of the research results. Limitations are time constraints, limited study space, small sample size and inadequate surveys due to poor journal availability.

This research study is necessary to obtain primary and secondary data through questionnaires and to do a limited review of the literature. The researcher used two trimester to prepare it but there was not enough time for the researcher to obtain sufficient information. Literature from the internet and libraries is considered 'uncountable', so researchers need more time to read and identify important points mentioned by previous researchers. If the time allotted is longer, this research study will be more comprehensive. Thus, the researcher can only obtain a limited sample of the study because the researcher does not have enough time to gather information from the entire target as they still need to work and complete other subject course work.

The goal of the research is the study of small retailers in the states of Malaysia. Researchers are having trouble finding information from all retailers after MCO was established. Researchers can only go to nearby places. Most retailers do not have the time to answer these research questions. Additionally, researchers are unable to travel to all parts of Malaysia due to the time and cost of transportation.

In addition to the two limitations mentioned above, we also face the problem that the part of retailers will refuse to answer the questionnaire. Some of the respondents did not read the question clearly and did not answer the question in a style related to the opening. Researchers only get information from a sample of the target population, so there may be misunderstandings. Therefore, the results of the research do not reflect the actual and complete situation.

Researchers also face some difficulty in finding and journal articles related to this project because of the lack of popular journals about the perception of government policy, the existence of large supermarkets, Pattern business today with an economic impact to retailers Malay. In addition, there is a shortage of resources in UTAR online databases and some useful secondary data from the internet has been restricted to certain users but is not available to people browsing the internet.

8. Conclusion

Pattern business today is the predictor variables that contributed most to the change in the dependent variable (the economic impact to retailers Malay) as the beta (under standard coefficient) Pattern business today is the largest compared to 0.727 predictor another. This means that today's business Pattern making the strongest contribution unique to explain variation in the dependent variable (the economic impact to retailers Malay), when the variance explained by all other predictor variables in the model are controlled.

Availability of Supermarkets or hypermarkets are the predictor variables that contribute the most to change the dependent variable (the economic impact to retailers Malay) as the beta (under standard coefficient) is 0.275 second largest compared with other predictor variables. This means the existence of Supermarket or Hypermarket make a unique contribution to the second strongest explain variation in the dependent variable (the economic impact to retailers Malay), when the variance explained by all other predictor variables in the model are controlled.

Government policy is not the predictor variables that contribute to the change in the dependent variable (the economic impact to retailers Malay), as the Beta (under standard coefficient) for Government Policy -0.125 is the third largest negative when compared with other predictor variables. This means that government policy is not a member of any contribution to explain the variation in the dependent variable (the economic impact to retailers Malay), when the variance explained by all other predictor variables in the model are controlled.

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