FACTORS INFLUENCING MOROCCAN CUSTOMER’S BEHAVIOR IN RETAIL SECTOR

LES FACTEURS INFLUENÇANT LE COMPORTEMENT DU CONSOMMATEUR MAROCAIN DANS LA GRANDE DISTRIBUTION

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RESUME

Comprendre la psychologie du consommateur implique d’étudier ses attitudes dans une situation d’achat plus particulièrement dans le secteur de la grande distribution au Maroc. Les entreprises de ce secteur d’activité sont censées comprendre que le consommateur passe généralement par un ensemble d’étapes avant de prendre sa décision d’achat, qui elle-même n’est pas influencée seulement par des facteurs internes et externes, mais aussi par des facteurs appelés situationnels qui ont un impact non négligeable sur l’acte d’achat du consommateur. Ainsi, ce travail de recherche vise après le recensement des facteurs qui conditionnent le comportement d’achat des consommateurs, l’identification de ceux, les plus saillants, qui impactent le comportement du consommateur des produits/services proposés par les acteurs du secteur de la grande distribution au Maroc. Parmi ces facteurs, nous citons à titre d’exemple, l’ambiance du magasin, le salaire, le prix et la disponibilité des produits sur le point de vente.

MOTS CLES : GRANDE DISTRIBUTION, MARKETING, COMPORTEMENT DU CONSOMMATEUR, DISTRIBUTION MODERNE

ABSTRACT

Understanding consumer psychology involves studying their attitudes in a buying situation, particularly in the retail sector in Morocco. Companies in this sector of activity are expected to understand that consumers generally go through a set of stages before making a purchasing decision, which is not only influenced by internal and external factors but also by situational factors that have a significant impact on the consumer’s buying behavior. Thus, this research aims to identify the factors that condition consumer buying behavior and to identify also the most prominent ones that impact the behavior of consumers of products/services offered by players in the retail sector in Morocco. Among these factors, we can mention, for example, store ambiance, salary, price, and product availability at the point of sale.

KEYWORDS: RETAILING, MARKETING, CONSUMER BEHAVIOR, MODERN DISTRIBUTION
INTRODUCTION

In front of the evolutions of different sectors including that of retail, understanding the consumer behavior has become crucial for the company to its product development, pricing, distribution channels and marketing strategies planning. Retailers hold more and more an important position in the commerce market and every retailer seeks to attract maximum customers. To do this, the analysis of factors influencing Moroccan consumer behavior appears required.

Understanding consumer behavior involves series of steps starting with the observation, understanding, and explanation and finally predicting the actions of different segments. It helps in most cases, marketers to offer deals that fit the needs of consumers which is considered as an asset of any business and an important survival factor for all companies. A literature review allowed us to identify the buying factors in general way that we will try to confirm at the empirical study (Qualitative analysis) of this research for the case of the retail sector in Morocco. The consumer has a central place in the marketing strategy of different companies, especially in the retail sector covered by our study. Our problematic is based on the study of various factors that may influence the Moroccan consumer behavior at the time of purchase. Through this study, we will try to answer the question: what are the factors influencing consumer behavior in retailer’s shopping areas?

The main interest of our work is to extract and analyze through a field study the various factors that impact on the customer buying-process during their visit to the market places, usually presented by the various super and hypermarkets installed throughout the kingdom. It will be done by analyzing the determinants of the number of visits to retailer’s market places, the budget for these purchases and finally the time spent when shopping in supermarkets and hypermarkets.

1. REVIEW OF THE LITERATURE ON CONSUMER BEHAVIOR:

After analyzing the literature review, we found that there are two main families or factors that explain how the customer purchasing behavior is influenced. On one hand, the internal and
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external factors. On the second hand, the purchasing context. In this section, we will present all the factors influencing consumer-purchasing behavior, which belong to those two families of factors, into four categories namely: individual factors, environmental factors, the factor of the marketing mix and finally the sensory factor.

1.1. INTERNAL AND EXTERNAL FACTORS INFLUENCING CONSUMER BEHAVIOR

Several researchers, theoreticians and professors of consumer psychology are interested in internal and external factors that may influence consumer behavior at the time of purchase. These factors are many and varied; there are those that are directly related to the buyer as an individual belonging to a definite culture, called the internal factors; and those dependent on the social environment in which he lives, called external factors.

➢ Individual factors

The consumer is specified by a set of factors that influence his behavior during the purchase process. The first factor is that according to (Saint. Arnaud, 1983), is the need for an individual to respond to the physiological and psychological states he feels. Then comes “the motivation” which is defined as the process that determines how energy is used to satisfy needs (Pritchard & Payne 2003). Furthermore, the factor “implication” is about the intensity of motivation and interest toward a category of product or service. (Sallenave and Astous, 1990). As these factors, we can say that the factor of “perception”, which is a mode of representation of the environment, as well as a mode of knowledge, is a key element in the buying process. Perception takes place in the moment using touch sensors; it is ultimately an immediate knowledge of sensory origin (Jacob, 2003).

Learning is on its side, an important element in the purchasing decision, it is defined by Sallenave and Astous (1990) as a process by which the individual considers his past experiences to determine his future product selection and brands. In addition, we can also add the “attitude factor” which corresponds to the predispositions of the individual to evaluate messages, objects or people and respond to them. This determining element represents more or less coherent sets of beliefs, feelings, predispositions that individuals have acquired or been transmitted to them. (Lendrevie, Lévy and Lindon, 2006). Finally, we add the
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factor of “personality”, considered by (Funder, 2001) as a crucial element in the process of purchasing, and which corresponds to “the recurring structures of an individual’s thoughts, emotions and behaviors, as well as the psychological mechanisms – hidden or not – behind these structures”.

➢ Environmental factors

In terms of the environmental factors influencing the purchasing process of a consumer, they can be seen under five axes: culture, social classes, the life cycle of the family, the distribution of roles among the members of the family, and finally the person’s micro and macro situation.

The notion of culture can be defined as a concrete set of beliefs and practices shared by a human group (ethnic, social, national...) (Hunt & Bonnel, 1999). This factor heavily influences the buying decision at the same rank as the social class factor, which according to (Sallenave and Astous, 1990), are groups of people who are similar in terms of their properties, prestige, and power. As a result, a person with a specific culture will have the same purchasing behavior as the social class to which he belongs. However, people’s consumption needs are not only individual; they are largely related to the functioning and well-being of the family. The family life cycle is a representation of the evolution of the family over time that explains and predicts the aggregate movements of consumption of goods and services in society (Sallenave and Astous 1990). Thus, understanding the distribution of roles among family members is very important for improving marketing actions, particularly with relation to consumer communication strategies (Sallenave and Astous, 1990).

To this, we can add factors related to the situation of the person. These are specific conditions at a given location and/or time that are neither consumer characteristics nor product characteristics and have a significant effect on purchasing behavior. Situational factors can be divided into two broad categories: those with a global impact (macro) on consumers in general, such as the economic or political situation, and those that have a specific (micro) influence on one or more given consumers, such as unforeseen circumstances or the context in which the product is used (Sallenave and Astous, 1990).
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FACTORS RELATED TO THE PURCHASE CONTEXT

In addition to internal factors and those related to the environment, the consumer is facing other external factors about the purchasing context. At this stage, we are talking about marketing-mix factors and sensory factors.

➢ The Marketing Mix Factors

It is always useful to remember that the study of the marketing mix is vital given its impact on consumer behavior at the time of the purchase act and even before. This factor is important because it is broken down into four key elements of marketing policies (product, price, communication, and distribution). By product, we mean everything that can be offered on the market to satisfy a need. The development of the product strategy is defined in a coherent way considering which product is the heart of the offer. High-quality products and services characterize the dominant companies in the market. It is the most important variable of the marketing-mix. In terms of price, for a very long time, companies have been looking at the cost of a product. Now, in a competitive environment, they have learned to integrate market factors, including competition and the consumer. In this sense, the price can be:

- A selection criteria.
- A comparison criteria.
- An indicator of product quality.

Hence, the use and development of the acceptability price method, which makes it possible to judge both the price level and the quality of the product offered by the companies. Moreover, setting up and implementing a communication policy consists first of all in determining a target while considering some points (Age, Gender, Geographical location, Intellectual level, Needs and preferences, etc.). The determination of the target is therefore a key step in setting an effective and innovative communication strategy, which can enable the company to achieve its objectives. Finally, distribution is a determining factor in the decision to buy; it is a function placed between two other functions, namely production and consumption, which consists of transporting products from the place of manufacture to the place of use and destruction.
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➢ Sensorial factor:
The term atmosphere has been defined several times in the literature. The first definitions were pretty restrictive. Thus, for Kotler (1973-1974, p. 50), the atmosphere corresponds to “The effort of layout, design of the place of sale for causing the consumer specific emotional reactions to increase its probability purchase”. The latest definitions set out more precisely how the components of the concept. Thus, for Yoo, MacInnis and Park (1998), the atmosphere includes design, light, air quality, interior design and music. Specifically, the following table lists all the factors of atmosphere.

Table 1: Summary of atmospheric factors

| Tactile factors | • The materials (eg carpets, flooring, furniture, steel, smoked glass, wood etc.).
|                 | • The store temperature, humidity of the air. |
| Sound factors   | • The background music.                        |
|                 | • The noise generated in the store (refrigeration units, sounds of items sold, etc.). |
| Taste factors   | • The tastings offered at the point of sale (herbal teas, candies, etc.). |
|                 | • The products offered in cafes and restaurants integrated in the store. |
| olfactory factors | • The artificial odors (incense smells bombs). |
|                 | • Natural odors broadcast on the place of sale. |
| Visual factors  | • The colors of the decor.                     |
|                 | • The light used (in radius and in the changing rooms). |
|                 | • The materials used (wood, paintings, tapestries etc.). |
|                 | • The interior design furniture shapes, ceiling height etc.). |
|                 | • The cleanliness of the store.                |
|                 | • The arrangement of items in the store (merchandising). |
|                 | • The space offered by the aisles.             |

Source: The study of the influence of the atmosphere on clients: managerial interest and contributions of conceptual models

1.2. FACTORS INFLUENCING THE BEHAVIOR OF THE MOROCCAN CONSUMERS IN RETAILER’S SHOPS

As opposed to traditional trade, the so-called modern distribution is including large and medium-sized surfaces. Thus, there are commercial establishments with a well-organized and rational structure. Moreover, two main categories of stores characterize modern commerce: the hypermarket and the supermarket. From Marjane to Carrefour, via Bim and Aswak...
Assalam, everything points to the fact that retailers are setting up shops in a faster way in all the cities of the Kingdom. In fact, the market share of all these players reached 20% of the local market in 2020 against only 15% a year earlier. The number of shops, including Hypermarkets and supermarkets, has also increased dramatically. So, according to the annual activity report of the Label ‘vie group; this number has increased to 756 with a sales area reaching a total areas of 688,379 m² against only 89 shops in 2002.

Thus, this evolution is not due to chance. The emergence and evolution of the retail sector are due to several factors that could be observed in Moroccan society. First, population density which is accompanied by the phenomenon of urbanization. The Moroccan population has experienced a rapid growth period marked by a growth rate in continuous rise since the beginning of the century. According to data from RGPH, this rate increased from 0.6 % during the period 1900-1912 to 2.6% between 1960 and 1971 (High Commissioner for Planning, 1960, 1971, 1982, 1994, 2004) and in the surroundings during of 1,30 the period 2010-2021. In addition to these factors, there are also changes in lifestyles and consumption, which are relatively correlated with wage developments. All of that allows households to consume more posters and flyers as advertising for major food companies has also a direct impact on retail. We can also say that the development of food consumption in modern commerce is linked to the evolution of the advertising market in Morocco. Retailers do very little television and radio advertising, they rely mainly on communication through posters and flyers.

These elements constitute the theoretical basis that led us to analyze the factors influencing the behavior of the Moroccan consumer within the retail sector. The results of the survey will be presented and detailed in the following section.

2. RESEARCH METHODOLOGY

The study carried out in this paper is part of an exploratory approach based on a qualitative approach. This research focuses primarily on the study of factors influencing the behavior of Moroccan retailers consumers. The choice of this theme is justified by the structural changes experienced by the consumption habits of Moroccans.
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2.1. QUANTITATIVE METHODOLOGY

The sample of the empirical study was made up of 116 people and the chosen sampling method is random sampling, carried out at the doors of retailer’s supermarkets, and hypermarkets in Morocco (namely: Marjane, Carrefour Market, Label’Vie, AswakAssalam). The final sample consists of 56.9% women and 43.1% men, with a marital status of 59.5% single, 24.1% married with dependent children, and 16.4% married without children. The socio-professional category has a ratio of 44% of officials, 37.1% of people with a liberal profession, and 10.3% of students (there is also a rate of 8.6% of other socio-professional categories). The wage band variable also shows the following results: 37.1% of the respondents have a salary of 3000 DH or less, 14.7% have a salary between 3000, and 5000 DH, 27.6% of the people have a salary between 5000, and 10000 DH and finally, 20.7% of people have a salary above 10000 DH.

The methods chosen for the analysis of the results are the cross-sorting and the chi-square test (χ2). This choice takes into account the nature of the variables available to us and is a good choice in the case of the crossing of quantitative variables. It is a question of crossing three variables defining the behavior of the consumer in the supermarket (namely: the number of visits, the budget devoted to the purchase, and the average time spent in the supermarkets), with all the factors influencing the purchase according to the literature in this field and which we have mentioned previously. The analysis of the results will therefore be based on three main axes corresponding to the variables defining the behavior in Morocco’s retail sector.

2.2. FACTORS INFLUENCING THE NUMBER OF VISITS TO RETAILER’S SUPERMARKETS AND HYPERMARKETS

The analysis of this axis was made by asking the respondents the following question: How often do you visit retailers’ supermarkets and hypermarkets per month? The proposed modalities for this question are 1 to 3 visits per month, 4 to 5 visits per month, and more than
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6 visits per month. Thus, we cross-referenced this variable with a set of factors, and in this analysis, we have kept only those factors whose chi-square result is satisfactory.

Table 2: chi-square test and symmetrical measures corresponding to the variable «Number of visits».

<table>
<thead>
<tr>
<th>Variable</th>
<th>test the value of chi-square</th>
<th>ddl</th>
<th>asymptotic significance</th>
<th>V of Cramer</th>
<th>Signification of V of Cramer</th>
<th>contingency coefficient</th>
<th>Signification of CC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional category</td>
<td>16,507</td>
<td>6</td>
<td>0,011</td>
<td>0,267</td>
<td>0,011</td>
<td>0,353</td>
<td>0,011</td>
</tr>
<tr>
<td>Arrangement of stores</td>
<td>27,755</td>
<td>6</td>
<td>0,000</td>
<td>0,346</td>
<td>0,000</td>
<td>0,439</td>
<td>0,000</td>
</tr>
<tr>
<td>The average budget for purchases</td>
<td>42,484</td>
<td>6</td>
<td>0,000</td>
<td>0,428</td>
<td>0,000</td>
<td>0,518</td>
<td>0,000</td>
</tr>
<tr>
<td>Accompanied or not when shopping</td>
<td>16,36</td>
<td>4</td>
<td>0,003</td>
<td>0,266</td>
<td>0,003</td>
<td>0,352</td>
<td>0,003</td>
</tr>
<tr>
<td>Influence of family while shopping</td>
<td>27,208</td>
<td>6</td>
<td>0,000</td>
<td>0,342</td>
<td>0,000</td>
<td>0,436</td>
<td>0,000</td>
</tr>
<tr>
<td>Merchandising</td>
<td>15,729</td>
<td>4</td>
<td>0,003</td>
<td>0,260</td>
<td>0,003</td>
<td>0,346</td>
<td>0,003</td>
</tr>
<tr>
<td>Perception promotions</td>
<td>19,846</td>
<td>6</td>
<td>0,003</td>
<td>0,292</td>
<td>0,003</td>
<td>0,382</td>
<td>0,003</td>
</tr>
<tr>
<td>entertainment in supermarkets and hypermarkets</td>
<td>14,517</td>
<td>6</td>
<td>0,024</td>
<td>0,250</td>
<td>0,024</td>
<td>0,334</td>
<td>0,024</td>
</tr>
<tr>
<td>Light perception of Supermarkets and hypermarkets</td>
<td>35,434</td>
<td>6</td>
<td>0,000</td>
<td>0,391</td>
<td>0,000</td>
<td>0,484</td>
<td>0,000</td>
</tr>
</tbody>
</table>

Source: Authors’ Elaboration
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The result of the chi-square test (with p-value <0.05) shows that there is a relationship between the variables included in the analysis and the number of visits to retailers’ supermarkets and hypermarkets. For the socio-professional category, the chi-square test gives a result of 16.507 with a p-value <0.05, which leads us to conclude that students, officials, and people with liberal professions, do not start with the same frequency in retailer’s spaces. It seems that officials visit shop places less frequently than students and people with free professions. This can be explained by the fact that officials have less flexibility in terms of time. The value of Cramer’s V and the contingency coefficient have a significant value (p=0.011) but show a weak association between the number of visits and the socio-professional category. Thus, we can conclude that the number of visits can be explained by up to 35.3% by the variations in the person’s occupation.

Moreover, the layout and design shops have a positive result. It seems that the more the store is arranged, the more the person visits the retail commerce space (chi-square = 27.755 and p = 0.000). This relationship can rise to 43.9% (which is quite significant).

A good presentation of the store pushes people to visit more these places. Also, it can be concluded that the higher the person’s budget is, the more he visits the retailer’s supermarkets and hypermarkets, while people with a small budget spend more time than other people (chi-square = 42.484 and p = 0.000). This relationship seems important and rises to 51.8% according to the contingency coefficient (p=0.000). In addition, the number of visits per month to retailer’s shops is influenced by whether the person is accompanied during purchases (chi-square = 16.36 and p = 0.003). Persons who live with family or friends, visit less the shops than those living alone. This can be explained by the need for coordination with accompanying persons, which reduces the number of visits, while single people have more freedom to go to the shops. The results of chi-square and cross-sorting also show that people whose choice is influenced by the presence of a family member, go more often to supermarkets and hypermarkets (chi-square = 27.208 and p = 0.000). This association amounts to 43.6%, and is quite significant (p=0.000).
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The empirical study also shows the relationship between the number of visits to retailer’s stores and merchandising in these areas (chi-square =15.729 and p=0.003). People, who feel that merchandising is adequate, tend to visit more retailer’s shops. This variation in the number of visits can be explained up to 34.6% by the customer’s perception of merchandising. There is also a significant relationship between the number of visits to supermarkets and hypermarkets and the promotions offered by these stores (chi-square =19.846 and p=0.003), but this relationship is less important despite its significance and does not exceed 38.2% depending on the contingency coefficient. Thus, a good atmosphere and a good animation in the supermarkets and hypermarkets encourage more customers to visit these stores according to the results of cross sorting and chi-square (chi-square = 14.517 and p <0.05). At the same time, we notice that people, who do not appreciate the atmosphere in a store, tend to visit it fewer. The degree of this association is relatively low and does not exceed 33.4%, this small significant impact (p<0.03) allows us to reject the hypothesis which that although the atmosphere and the animation in the store, the number of visits will change. Light in retailer’s shop areas has a strong relationship with the number of visits, this association is 48.4%. It seems that the right light leads to a high number of visits. The result of chi-square is significant (chi-square = 35.434 and p = 0.000) and rejects the hypothesis that light has no impact on the frequency of visits to large and medium distribution areas.

In contrast to these results, it appears that: Gender of the person, age of the client, family status, salary, size of the store, availability of products in stores, prices, music played, the smells felt in the retailer’s shops frequent and the tasting actions, have no significant relationship with the number of visits per month. The chi-square results have a p-value well above 0.05, which is why we excluded them from the analysis of the empirical results.

2.3. FACTORS INFLUENCING PEOPLE SPENDING ON SUPERMARKET AND HYPERMARKET PURCHASES

Through the empirical study, we also sought to analyze the factors that influence the budget allocated by a person for purchasing in super and hypermarkets. To do this, we asked the
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following question: What is the average budget you spend on your purchases? We have proposed the following modalities for this question Less than 500 DH, From 500 to 1000 DH, From 1000 to 1500 DH, and More than 1500 DH. After crossing this variable with a set of factors, the chi-square test allowed us to choose the most relevant combinations.

Table 3: Chi-square test and symmetrical measures corresponding to the variable “purchases in the budget devoted for retailer’s shopping areas”

<table>
<thead>
<tr>
<th>Variable</th>
<th>Test the value of chi-square</th>
<th>ddl</th>
<th>Asymptotic significance</th>
<th>V of Cramer</th>
<th>Significance of V of Cramer</th>
<th>Contingency coefficient</th>
<th>Signification of CC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional category</td>
<td>47,024</td>
<td>9</td>
<td>0.000</td>
<td>0.368</td>
<td>0.000</td>
<td>0.537</td>
<td>0.000</td>
</tr>
<tr>
<td>Contingency coefficient</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slice of salary</td>
<td>50,046</td>
<td>9</td>
<td>0.000</td>
<td>0.379</td>
<td>0.000</td>
<td>0.549</td>
<td>0.000</td>
</tr>
<tr>
<td>Time of purchase (Evening or morning)</td>
<td>18,068</td>
<td>9</td>
<td>0.034</td>
<td>0.228</td>
<td>0.034</td>
<td>0.367</td>
<td>0.034</td>
</tr>
<tr>
<td>The average time spent for purchases</td>
<td>50,62</td>
<td>6</td>
<td>0.000</td>
<td>0.467</td>
<td>0.000</td>
<td>0.551</td>
<td>0.000</td>
</tr>
<tr>
<td>Number of visits per month</td>
<td>42,484</td>
<td>6</td>
<td>0.000</td>
<td>0.428</td>
<td>0.000</td>
<td>0.518</td>
<td>0.000</td>
</tr>
<tr>
<td>Influence of family while shopping</td>
<td>20,719</td>
<td>9</td>
<td>0.014</td>
<td>0.244</td>
<td>0.014</td>
<td>0.389</td>
<td>0.014</td>
</tr>
<tr>
<td>Merchandising</td>
<td>14,091</td>
<td>6</td>
<td>0.029</td>
<td>0.246</td>
<td>0.029</td>
<td>0.329</td>
<td>0.029</td>
</tr>
<tr>
<td>Perception of prices</td>
<td>22,468</td>
<td>9</td>
<td>0.008</td>
<td>0.254</td>
<td>0.008</td>
<td>0.403</td>
<td>0.008</td>
</tr>
<tr>
<td>Perception of promotions</td>
<td>17,185</td>
<td>9</td>
<td>0.046</td>
<td>0.222</td>
<td>0.046</td>
<td>0.359</td>
<td>0.046</td>
</tr>
<tr>
<td>Entertainment on hypermarkets and supermarkets</td>
<td>18,886</td>
<td>9</td>
<td>0.026</td>
<td>0.233</td>
<td>0.026</td>
<td>0.374</td>
<td>0.026</td>
</tr>
</tbody>
</table>

Source: Authors’ Elaboration

The table above shows all the questions for which the chi-square test and crosssort giving significant results. For all of these crosses, the value of the chi-square test is satisfactory
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with a p-value less than the threshold of 0.05 and the value of V Cramer and contingency coefficient is very significant. The analysis of the socio-professional category leads us to conclude that officials spend more money than people with liberal professions and students do. The chi-square test gives a significant result, its value = 47.024 with a threshold of significance equal to p=0.000. This result seems quite logical: students do not have the same financial means as officials or persons in liberal professions to spend the same budget. Thus, we can say that the variations in the budget devoted to purchasing in super and hypermarkets are related to 53.7% by the variations in the socio-professional category of the client. The assumption that the various occupational groups spend the same budget shopping in supermarkets or hypermarkets can be rejected.

Another logical result proves that the salary bracket significantly affects the budget allocated to purchases in retailer’s commerce areas (chi-square = 50.046 and p = 0.000). The cross-sorting shows us that the higher the person’s salary, the greater their super and hypermarket purchase budget are. Low-wage customers spend a small portion of their income on such purchases. The degree of association between the client’s salary and the budget devoted to purchases in the retailer’s shops amounts to 54.9% depending on the contingency coefficient (p=0.000). It also seems that there is a weak association between the purchase budget and the time of purchase (Between evening and morning); it is a level of 36.7% with a p-value less than 0.05. People tend to spend more money on afternoon and evening purchases than on morning purchases. Thus, the purchase budget becomes important when the average time to purchase is large, and vice versa, customers who spend less time in the super and hypermarkets spend less money. This logical result announces a degree of association that exceeds 55% with a p-value of 0.000 (chi-square =50.62 and p=0.000).

We also noted that the budget devoted to purchases in retailer’s commerce areas is significantly related to the number of times the person visits the stores (chi-square = 42.484 and p = 0.000). This budget becomes more important when the number of visits increases. According to the contingency factor, the purchase budget in the supermarket and hypermarket stores is linked up to 51.8% to the variations in the number of visits. This
influence seems less important when it comes to the presence of a family member or a friend when shopping. The degree of connection is 38.9% with a significance equal to 0.014, but the result of Chi-square test explains that people who go alone for purchases in large and medium retailer’s shops, tend to spend less money in their purchases. As a result, purchasing with family or friends leads to a larger budget (Chi-square =20.719 and p=0.014).

For merchandising, the Chi-square test gives a result of 14.091 with a p-value of 0.02. Although the degree of association between the purchase budget and merchandising is not very high according to the contingency coefficient (Link at the level of 32.9%), the results of Chi-square test and cross-sorting show that the more satisfied customers are with the presentation of the products the more they spend in retailer’s shopping areas. Thus, product prices seem to have a significant impact on the budget (Chi-square =22.468 and p=0.008). People who believe that prices are affordable at the retailer’s commerce areas spend more money on their purchases than people who feel that prices are expensive or too expensive. This degree of association is 40.3% depending on the contingency coefficient. The budget devoted to purchases seems to have a weak link with the perception of promotions and the atmosphere within the large and medium shops areas (35.9% for the perception of promotions with p-value=0.046 and 37.4% for ambiance and animation within supermarkets and hypermarkets with p-value=0.026). However, we can say that customers tend to spend more money when they feel that the discounts are attractive and that the atmosphere within the store is pleasant.

Factors that do not have a significant impact on the volume of the chi-square purchase budget are gender, age group, family situation, store layout and arrangement, employee behavior, product accessibility, the style of the music, the light, the smells, and finally the tasting actions. The cross-sorting and the chi-square test give insignificant results for the comparison of these elements with the budget allocated to the purchase in retailers’ large and medium commerce places.
2.4. FACTORS INFLUENCING THE TIME SPENT SHOPPING IN RETAILER’S SHOPPING AREAS

We tried to analyze the elements that influence the time spent by a customer when buying in retailers’ supermarkets and hypermarkets. We asked the respondents the following question: What is the average time you spend shopping? The proposed modalities for this question are less than one hour, From 1 hour to 2 hours, and more than 2 hours. The crossing of this element with all the factors via the chi-square test allowed us to keep only those with significant results. Items kept after statistical processing are presented in the table below.

**TABLE 4: Chi-square test and symmetrical measures corresponding to the variable «time spent on purchases in the retailer’s hypermarkets and supermarkets»**

<table>
<thead>
<tr>
<th>Variable</th>
<th>test the value of chi-square</th>
<th>ddl</th>
<th>Asymptotic significance</th>
<th>V of Cramer</th>
<th>Signification of V of Cramer</th>
<th>Contingency coefficient</th>
<th>Signification of CC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td>6,69</td>
<td>2</td>
<td>0,035</td>
<td>0,240</td>
<td>0,035</td>
<td>0,234</td>
<td>0,035</td>
</tr>
<tr>
<td>Familial situation</td>
<td>16,291</td>
<td>4</td>
<td>0,003</td>
<td>0,265</td>
<td>0,003</td>
<td>0,351</td>
<td>0,003</td>
</tr>
<tr>
<td>Socio-professional category</td>
<td>18,517</td>
<td>6</td>
<td>0,005</td>
<td>0,283</td>
<td>0,005</td>
<td>0,371</td>
<td>0,005</td>
</tr>
<tr>
<td>Slice of salary</td>
<td>14,304</td>
<td>6</td>
<td>0,026</td>
<td>0,248</td>
<td>0,026</td>
<td>0,331</td>
<td>0,026</td>
</tr>
<tr>
<td>Arrangement of stores</td>
<td>20,675</td>
<td>6</td>
<td>0,002</td>
<td>0,299</td>
<td>0,002</td>
<td>0,389</td>
<td>0,002</td>
</tr>
<tr>
<td>The average budget for purchases</td>
<td>50,62</td>
<td>6</td>
<td>0,000</td>
<td>0,467</td>
<td>0,000</td>
<td>0,551</td>
<td>0,000</td>
</tr>
<tr>
<td>Accompanied or not when shopping</td>
<td>25,789</td>
<td>4</td>
<td>0,000</td>
<td>0,333</td>
<td>0,000</td>
<td>0,426</td>
<td>0,000</td>
</tr>
<tr>
<td>Influence of family while shopping</td>
<td>18,944</td>
<td>6</td>
<td>0,004</td>
<td>0,286</td>
<td>0,004</td>
<td>0,375</td>
<td>0,004</td>
</tr>
<tr>
<td>Employee behavior</td>
<td>13,703</td>
<td>6</td>
<td>0,033</td>
<td>0,243</td>
<td>0,033</td>
<td>0,325</td>
<td>0,033</td>
</tr>
</tbody>
</table>
FACTORS INFLUENCING MOROCCAN CUSTOMER’S BEHAVIOR IN RETAIL SECTOR

| Entertainment on supermarkets and hypermarkets | 14,201 | 6 | 0,027 | 0,247 | 0,027 | 0,330 | 0,027 |

Source: Authors' Elaboration

By analyzing the influence of sex on the time spent in retailers’ super and hypermarkets by cross-sorting, it is noted that women tend to spend more time than men in purchasing operations (chi-square = 2.69 and p = 0.035). Although the degree of association according to the contingency coefficient does not exceed 23.4%, the results allow us to reject the hypothesis that men and women spend the same time buying in retailer’s shopping areas. On the other hand, the family situation is more influential on the time spent on purchases (According to the contingency coefficient, it rises to 35.1% with a p-value = 0.003). Married persons, whether with children or without children, spend more time in retailers’ shopping areas (chi-square = 16.291 and p = 0.003). For his part, the occupation of the person influences significantly the time spent in the retailer’s shopping areas (chi-square = 18.517 and p = 0.005). People with a liberal profession spend more time (in some cases exceeding 2 hours) than students and officials. Also, officials seem to spend more time buying than students. This degree of liaison, which amounts to 37.1%, may seem logical if we consider that officials and professionals have more responsibility and therefore a large number of products to buy than students. Thus, we can notice that people with a high salary spend more time in retailer’s super and hypermarkets areas than people with a salary of less than 5000 DH (chi-square = 14,304 and p = 0.026). This can be explained by the fact that high-paid people buy more products and therefore spend more time when shopping. The variations in time spent in the shopping areas are related to 33.1% of the variations in the visitor’s salaries. On the other hand, the layout and arrangement of the stores significantly influence the time spent in large supermarkets. Those who find the store arrangement convenient or very convenient spend more time during the purchase while those who believe the arrangement is impractical to spend less time on purchases (chi-square = 20.675 and p = 0.002). Thus, the hypothesis that a person spends the same time in the store whether is well or badly arranged can be rejected.
FACTORS INFLUENCING MOROCCAN CUSTOMER’S BEHAVIOR IN RETAIL SECTOR

As we noted in the previous section, the budget for retailers’ shopping area purchases is strongly linked to the time spent in the store. These elements show an important degree of association, while the fact of being accompanied or not during purchases shows also an important association with the time of purchase with a value of 42.6% depending on the contingency coefficient. When accompanied during purchases, the person spends more time in these shopping areas (chi-square =25.789 and p=0.000). We can therefore reject the hypothesis that accompanied persons and unattached persons spend the same amount of time in retailer’s shopping areas purchases. This element has the highest degree of association with the time spent on purchases (after the degree of association with the purchasing budget). It also appears that people who experience family influences during shopping spend more time in supermarkets and hypermarkets (chi-square =18.944 and p=0.004). People who are not influenced tend to spend less time shopping. Similarly, those who find employees in the market area to be helpful or very helpful spend more time during the purchase than those who think employees are not helpful (chi-square =13.703 and p=0.033). The degree of this connection is less important and does not exceed 32.5%. We also note a 33% low level of connection between the atmosphere and animation within the retailer’s large and medium-sized shopping areas with the time spent on purchases, but the chi-square test shows that people who consider the atmosphere within the shopping areas unattractive, spend less time shopping than people who think the atmosphere is attractive (chi-square =14.201 and p=0.027). However, the elements studied such as age, merchandising, accessibility to products, prices offered, promotions offered, music broadcast, light, smells, and tasting actions, have no significant impact on the time spent in retailers’ distribution areas. For these interactions, the chi-square test gives results with a low association value and a low degree of significance; these are the reasons why we decided to ignore these elements of the bi-variate analysis carried out in this paper.
CONCLUSION

In this article, we have tried to understand the behavior of the Moroccan consumer as well as the factors that influence his decision-making process at the time of purchase more particularly in the retailers’ shopping area. To better understand these, we used an empirical study on consumers who go to large and medium-sized stores to make their various purchases. This has enabled us to extract a set of information that marketing managers can use to optimize and increase the market share of the mass retail sector in Morocco. Moroccan retailers are expected to consider the fact that the consumer is subject to a variety of types of influences and does not always act rationally and that the decision-making process and purchasing behavior varies according to several factors. Throughout our work, we have found that the Moroccan consumer is influenced by internal factors and others that are external that positively or negatively affect his purchasing process within the retailer’s shopping areas.

Internal factors are directly related to the individual (consumer) and others that are related to the consumer’s environment. Also, among the influence variables are those related to the purchasing context. In our analysis, we chose three elements that have an impact, the number of shops areas visits, the budget allocated to purchases, and finally the time spent on purchases in those shop areas, which we compared with all the other variables composing our questionnaire. Through this reflection, we noted that the number of visits to the retailers’ hypermarkets and supermarkets is mainly impacted by the store’s atmosphere (light, music, layout, Merchandising, etc.), the average budget spent, and the various promotions offered by the retailer’s shops. Regarding the elements that affect the budget allocated to purchases in the retailers’ shopping areas, we found the socio-professional category, salary, time and number of visits, being alone or accompanied at the time of purchase as well as the price and availability of the various products. The factors that affect the time spent on purchases in the retailer’s shopping areas are related to gender, family situation, socio-professional category, salary bracket, budget, and the behavior of employees informing consumers when needed.
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Finally, we can conclude from all this that the factors that affect most consumer behavior in supermarkets and hypermarkets are: the atmosphere of the store, the price, and the availability of products at the point of sale. These elements induce the customer to make more visits and allocate a larger budget for purchases in retailers’ shop areas, not to mention that they extended the time spent on purchases by such customers.
FACTORS INFLUENCING MOROCCAN CUSTOMER’S BEHAVIOR IN RETAIL SECTOR

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