

CHAPTER IV

RESEARCH METHODOLOGY

4.1 INTRODUCTION

This chapter describes the methodology used in the research study. The study basically could be divided into the following three parts :

- i. Analysis on the growth of retail space in shopping complexes in the Klang Valley, based on the secondary data collection.

- ii. Compilation of the views of major chain store retailers with respect to the emergence of new shopping complexes in the Klang Valley as well as its impacts on the retail industry development, based on the primary data collection.

- iii. Investigation on whether that there is an oversupply of retail space in shopping complexes in the Klang Valley at the existing demand level, based on the collection of secondary and primary data in the above parts (i) and (ii).

4.2 **RESEARCH HYPOTHESIS**

This study attempts to examine the development of shopping complexes in the Klang Valley and its impacts on the retail industry development, that could bring about the issue of survival for the retailers, and thus the issue of failure or success of a shopping complex, which is relied significantly on the rental returns of its tenants.

The study also attempts to infer from the result findings that there is an oversupply of retail space in shopping complexes in the Klang Valley, based on the existing tenant occupancy and the future possible tenant occupancy in these shopping complexes.

4.3 **METHODOLOGY AND DATA COLLECTION PROCEDURE**

The study involves two procedures of data collection which are the secondary and primary data collections respectively.

Part (i) as described above required the collection of data such as the names, net lettable area, location, year of completion, etc. from various sources. The sources used in this Part (i) are mainly from the shopping complex brochures, newspaper advertisements and telephone enquiries.

Part (ii), however, required the collection of primary data through a questionnaire, the survey instrument, which was sent out to all the members of The Association of the “Retailers Chain Affiliation, Malaysia” (RCA). The memberships of RCA are comprising of various major chain store retailers and operators as shown in Table 4.1.

The questionnaires were then administered by means of personal telephone follow-ups with the key representative of the member companies of RCA. This was to ensure a good response rate and to reduce errors during the survey.

The questionnaire consisted of two parts :

Part A : Views on the shopping complex development

Part B : Views on the retail industry development

A copy of the questionnaire format is attached as Appendix II.

4.4 SAMPLING DESIGN

The sampling design is the method that is used to select the units of analysis for study. These methods could be classified on a variety of dimensions. However, the most usual breakdown of sampling design types is into probability or non-probability sampling designs. Probability designs are those in which each element in the population has a known, nonzero chance of being selected for

inclusion in the study sample. Non-probability designs are simply those methods where the chances of each element being selected is not known.

In this survey, the type of sampling design used for Part (ii) is the 'cluster' under the probability designs.

4.4.1 Population Of Survey

The population of survey is composed of the various retail chain store operators in shopping complexes in the Klang Valley.

4.4.2 Sampling Units and Size

The sampling units of the survey centred on all the member companies of RCA which is having a sampling size of 39.

4.4.3 Sampling Frame

The sampling frame which is the actual listing of the sampling units i.e. member companies of RCA is as follows Table 4.1.

TABLE 4.1 : MEMBERS' TRADE OF RETAILS CHAIN AFFILIATION

Name of Company	Trade	No. of outlets
1. Poh Kong Jewellers Sdn. Bhd.	Jewellery	43
2. England Optical Group	Optical Wares	48
3. Time Galerie (M) Sdn. Bhd.	Time Pieces & Accessories	36
4. Music Valley Sdn. Bhd.	Musical Entertainment	70
5. Fotokem Sdn. Bhd.	Photography Accessories & Equip.	20
6. To-Day Telecommunications S/B	Telecommunication Equipment	70
7. Disney Babyland Sdn. Bhd.	Baby Products	2
8. Prima Sepakat Sdn. Bhd.	Leather Goods	8
9. Srica Sales (M) Sdn. Bhd.	Computer Games	28
10. Esthetics Concept Sdn. Bhd.	Beauty Services	13
11. Kenn Kenn Auto Accessories S/B	Auto Accessories	19
12. Hana Etoman (M) Sdn. Bhd.	Lingerie	180
13. Sinma Jewellery Centre S/B	Costume Jewellery	47
14. Bestimex Corporation (M) S/B	Export, Import, Wholesale & Retailing of Sports Equipment	9
15. Thomas & Guys Salon & School	Hairdressing	11
16. Maybird Product (M) Sdn. Bhd.	Shocks & Ties	25
17. Sugar Bun Cake House	Confectionery	7
18. Bonia / CB Holdings Sdn. Bhd.	Fashion Trading	342
19. Onking Chain Store (M) S/B	Electrical Wares	2
20. Eu Yan Sang (1959) Sdn. Bhd.	Chinese Herbs	14
21. Minna Fashion	Fashion Trading	30
22. Kumpulan Voir Sdn. Bhd.	Ladies' Fashion, Manufacturer & Retailer	150
23. Texron Gold Sdn. Bhd.	Jeans, T-shirts & Garments	10
24. Medeleine Bakery Café S/B	Bakery Café	6
25. Lead System (M) Sdn. Bhd.	Educational System	20
26. King's Confectionery Sdn. Bhd.	Manufacturer & Retailer of Cakes and Bread	13
27. Uomo Donna (M) Sdn. Bhd.	Import and Export of Ladies' & Men's Fashion	106
28. Health Check & Care Sdn. Bhd.	Health Check & Care Equipment	9
29. Seng Hup Electric Corp. Bhd.	Lighting & Fixtures	27
30. MarryBrown Fried Chicken S/B	Fast Food Chain	45
31. Bags City Sdn. Bhd.	Bags and Luggage, Travelling Accessories	6
32. Rivon Corporation (M) S/B	Importer of Gift & Premium Items, Wholesale Market Chain Store	7
33. Target Fashion Sdn. Bhd.	Sportswear Manufacturer & Retailer	120
34. United Top Ten Sdn. Bhd.	Fashion Retailer	23
35. Casiquiare House of Fashion (M) S/B	Costume Jewellery & Pewterware	3
36. Hai-O Raya Bhd.	Chinese Health Care Products & Sundry Shop	32
37. Eden Enterprises (M) Bhd.	Western Restaurant	17
38. Delcol United Marketing (M) S/B	Water Filter Dispenser	6
39. Giant TMC Bhd.	Super/Hyper Market	5
Total		1629

Source : RCA Secretariat

RCA - The Association of the “Retailers Chain Affiliation, Malaysia” was formed in 1994 under the Malaysian Society Act 1966 and Society Regulations 1984 with the common aims and objectives, among other :

- to pursue common interest in marketing and promotion of member companies’ products and services for greater impact at lower costs,
- to share and tap resources from one another for mutual benefits, in particular in the field of education and training,
- to facilitate joint promotions among member companies,
- to assist member companies who are interested to expand their outlets in securing suitable locations,
- to assist shopping complexes in upgrading their professionalism in the running and management of such complexes and also in securing for the said complexes quality tenants dealing in quality products and services thereby attracting surging crowd and securing public confidence,
- to advocate for and work towards the advancement of the rights and interests of its member companies and retailers generally.

4.5 STATISTICAL TREATMENT OF DATA

The returned questionnaires were manually checked for the accuracy of completion by the researcher. Answers for the questionnaires were studied,

analyzed, calculated, compiled and tabulated in various formats showing the respective views, percentages and frequencies accordingly.