

**Marketing To Retirees In Malaysia:  
A Study Of Shopping Habits And Retail Needs**

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## **ABSTRACT**

A segment of consumer that is fast growing in importance is the retirees' market. In Malaysia, very few researches have been done to study this market. Therefore, the purpose of this study is to conduct an exploratory study on retirees' shopping habits and the retail attributes that influenced these retirees in their store patronage decision. In this study, comparisons between the retail attributes and demographic variables such as age, gender and ethnicity were also conducted.

The survey method was employed in this study. Questionnaires were distributed to urban retirees living in Kuala Lumpur and Petaling Jaya. The sample in this study consisted of 157 retirees.

Descriptive analysis was conducted on demographic details of retirees and their shopping habits as well as the preferred retail attributes. Independent samples t-tests were employed to determine differences between age, gender and ethnicity of retirees in terms of the preferred retail attributes in their store patronage decision.

Results indicated that retirees prefer stores that have attributes of convenience, attractive pricing and quality products. Managerial implications of the research findings were discussed and some suggestions for future research were also recommended.

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