The Effect Of Shopping Centers On Consumer Buying Decision For Consumer Goods - Afield Study On Safeway Amman-Jordan

Mustafa Said Al-Shaikh

Abstract: The objective of this study is to identify the effect of shopping centers on consumer purchasing decisions for consumer goods by developing a set of independent variables (location, size and design, quality of goods and services, diversity and reputation of goods, and efficiency of salespeople) on the purchasing decision of Safeway customers. In order to achieve the objectives of the study and to test the hypotheses, a random sample of 460 consumers was selected. The survey retrieved 96% of the questionnaire. After excluding a set of questionnaires from the analysis due to incomplete data, (89%) the sample size of the study is 410. SPSS was also used to analyze the data and test the hypotheses of the study. The study founded a number of results, the most important of which is that the effect of location, capacity and design, quality of goods and services, diversity and reputation of goods, efficiency of salespeople on the purchasing decision of customers reached (44.2%). On the other hand, the salespeople efficiency variable in Safeway was the least explanatory power among the variables on the buying decision at a rate of (24.2%). The study recommended the development of the capabilities and competencies of the salespeople at the Safeway centers to provide the best services that ensure the satisfaction of customers, the maintenance and provision of goods and services of high quality to suit the expectations of customers.

Index Terms: shopping centers, Purchasing decision, Consumer goods, and department stores.

1. INTRODUCTION
Retail sector play a key role within the marketing system, i.e. transfer goods and services from its production centers to its consumption and use centers. These corporations could be wholesale, retail, or dealers trade [12][29][16]. One of the elements of retail trade is the shopping centers, which are also called department stores, it’s characterized for its wide diversity in commodity composition that are offered to its customers via dependent departments. Wholesale trade is divided into wholesalers with comprehensive services and wholesalers with limited services. But the retail trade is divided into department stores, specialized stores, and economic stores. These stores provide the benefits to the success of the trading process and achieve the customers’ objectives; include the modal, temporal, spatial, and finally ownership and possession benefits[6][5][36][18]. Safeway is one of the most widely distributed stores in Jordan, it is a large department store with a wide variety products such as men’s, women’s and children’s wear, household appliances, children’s toys, electric and electronic appliances and cosmetics tools. This study has identifies the most important factors that help points of sale in influencing the purchasing decisions of the consumer in the city of Amman during the purchase of consumer goods from Safeway Amman. And also the majority of points of sale are still below the required level in providing services to consumers who deal with them, and in order for the management to be able to determine the most important factors influencing this choice, it is necessary to try to answer the following questions:

• Does the location factor effect the consumer purchasing decision of goods?
• Does the size and design factor effect the consumer purchasing decision of goods?
• Does the quality of goods and services factor effect the consumer purchasing decision of goods?
• Does the diversity and reputation factor effect the consumer purchasing decision of goods?

Scientifically, the importance of this study indicates in identifying the effect of shopping centers on consumer purchasing decision of consumption goods in Safeway Amman. Applying these concepts in all purchasing centers is an important aim for it, and seek through it to obtain marketing information by various means, however, obtaining this information requires the vast amount of data that enables the administration to make the right and good decisions to complete its work. Practically, the importance of the study is highlighted through the important role of shopping centers on consumer purchasing decision of consumption goods in Safeway Amman as in providing information that helps marketing managers in making decisions, so marketing administrations in the shopping centers of the study sample are required to make a data and information base in order to enable the administration making the right decisions in the light of that information and suited to current markets.

2. RESEARCH OBJECTIVES
1. Highlight the role of shopping centers size and design on the consumer purchasing decision of goods in Safeway Amman.
2. Highlight the importance of available product quality in the shopping centers on the consumer purchasing decision of goods in Safeway Amman.
3. Highlight the importance of goods diversity and reputation in the shopping centers in the consumer purchasing decision of goods in Safeway Amman.
4. Highlight the salesperson’s competence in the shopping Centre on the consumer purchasing decision of goods in Safeway Amman.
5. Make recommendations for the purpose of improving shopping centers services and enhance the demand and identify the needs and desires of the customers of Safeway Amman.

3. PREVIOUS STUDIES
They are large-sized shops offering a wide and diversity
goods, and divided in the form of departments and sections each of which specializes in a similar range of goods for the purposes of accounting and administration control [23] [21] [9]. It is also a place where a number of current or potential customers with a salesman serves them with his full capacity. It brings together a certain number of current or potential clients to be provided with economic services effectively by the salesperson [31] [33]. Shopping center are considered by [4] [10] can be marketing centers combined in one building or several buildings connected to provide integrated marketing services, or it is a huge commercial market with floors and multiple shops, provide an opportunity for all individuals to shop with ease because it is one closed area to be warm in summer and air-conditioned in winter. Retail stores belong to individuals (private property) or stores owned by the public sector, and can be referred to the cooperative sector [7] [3]. Safeway is a global supermarket company whose country of origin is the United States of America? Established in 1925, it has branches in various countries around the world and in the Middle East, where it is known in Saudi Arabia as Tamimi markets and has branches in Kuwait and Jordan owned by the Kuwaiti Sultan Center Group which contributes in enhancing the trade activity in the Jordanian market through the goods availability in their markets which are characterized by high quality and competitive prices, its depends on its employing method to employ Jordanian labor only in its facilities and departments and administration, as a contribution to solve the problem of unemployment and provide employment opportunities for Jordanian citizens, with more than 1500 employees, technicians and workers in Jordan, also it has more than 2,200 stores and more than 250,000 employees worldwide making it the second largest supermarket chain in North America. The company headquartered is in Pleasanton, California. Safeway ranked fourth in 2011 at the US level with sales about $ 41 billion instead of rank eleventh in 2009 at US retail storeshttp://safeway.com/ro/about-magento-demo-store. The issue of shopping centers and department stores has attracted the interest of many researchers,[34] [27] studies founded that shopping centers have a positive impact on purchasing decisions in Delhi, in terms of the physical environment, parking, and entertainment places. [11], also showed that the location of the shopping centers has a positive effect on the consumer decision to purchase mobile phones that won out over commercial advertising, the study agreed with [2] [1] which also showed the importance of the location and place in the commercial markets for consumers in Amman city; Safeway and C Town customers and to show the relationship between the Jordanian consumer trends of the commercial markets and between each of the store name and the number of visits. The study found that department stores are characterized by its diversity in the offered services and products especially for food products. The main reason for the consumers' revisit to these stores is inversely affected in a relationship with price, to the contrary of the relation with the appropriate location or time considerations, wider consumers prefer a moderate price, the strongest relation for the independent set of variables was for the factor of the Jordanian consumer evaluation for the offered products in the commercial markets, then the factor of consumers preferences. As for [24] [16] sees that demographic factors such as family income, age and gender have has a positive impact on consumers' choice of shopping center in the presence of distinctive service environments. [4] indicated that providing comfort and entertainment, a wide range of products and shops, good design, adequate space and suitable environment inside the shop such as lighting, proper ventilation, air conditioning, safety, and finally, convenience and accessibility these have had a significant impact on the choice of shopping centers for the sample consumers. Just as the results indicate that the marketing mix of large commercial complexes contains elements related to the service mix such as the physical environment, procedures, and qualified personnel [38]. [28] study explains the reasons for loyalty in preferring shopping center. The study founded that the quality of the products in the shopping center varies between loyal and non-loyal customers. Whereas loyal customers are interested in competitive prices in (60.7%) and non-loyal in (39.3%). While the studies of [22] [17] come to the idea that the durability of the product ranked first by importance, and the price came second, while the design ranked seventh. But nevertheless [39] describes how Algerian institutions can approach consumers, identify their needs, and work to meet their desires by giving a fair price and quality goods to curb the prices of foreign goods and stop importing. With regard to reputation, [20] pointed out that the element of color was the first reason to create a good mental image of the Algerian Jazi Telecom, although its results did not appear in the short or medium term, the second element was the music factor that accompanies the advertising messages of the institution, the third element in the advertising process was for the selection of promoters of the enterprise product. However [32] pointed that the diversity of the products, and the quality of the product and the capacity of the place led to the success of department stores. Marketing is characterized by continuous innovation and development that is aligned with the developments in all markets, as the modern marketing orientation is based on the production of what can be marketed, this trend focuses on targeted marketing to meet the needs, according to the tastes of the targeted consumers and their abilities rather than the sale of what has been produced. The premise is that the needs and desires of the potential consumers must be identified first, then the production of the marketing mix of goods or services which is consistent with those needs, and the desires that are estimated based on the marketing studies and its research regularly and periodically for various environmental developments [30]. With the emergence of openness in global trade in the era of globalization, the world has become such one market in all sectors and the intensification of competition which led to the existence of many types and alternatives to the consumer before the selection process [25]. The interest given by the shopping centers towards the quality of the services they provide has become an important issue underlined at the present time due to increased competition and because of its positive effects in the superiority of services on other sales centers and their active role in fulfilling the needs and desires of consumers and get their satisfaction [35]. Moreover, there is a relationship between the consumer choice of marketing groups and the quality of the goods, whereas the consumer compares among the different types of goods and services available in the market aiming to select the good quality goods that meet his needs and desires and obtain the high quality services [15].

4. RESEARCH MODEL

The proposed model of this study has been adapted based on [32] [24] [4] as a theoretical foundation.
4.1 RESEARCH POPULATION
The study included all customers of Safeway shopping centers located in Amman on their different characteristics. The researcher was unable to determine the size of the study population precisely because there is no database that can be relied on and a source of confidence.

4.2 RESEARCH SAMPLE
The size of the study sample was determined by scientific methods to accurately represent the size of the society to be studied and able to generalize the results. Because the size of the society is not specific and broad, the researcher relied on the (Uma, 2003) table, hence the largest sample size represented in the table is 384 individuals. A total of (460) questionnaires were distributed to customers in Safeway Amman, the researcher retrieved (442) questionnaires with a recovery rate of (96%), (32) questionnaires were excluded due to a lack of affirmations on some paragraphs, the total number of questionnaires for analysis are (410) questionnaire by about (89%) of the total number of questionnaires that have been distributed. The veracity of the questionnaire was verified by presenting it to a group of academic arbitrators who are specialized in marketing, in order to express opinions and observations about the items of the questionnaire and their ability to measure. All the arbitrators’ observations were taken into consideration and amended to develop the paragraphs ability to measure the variables. In terms of consistency, the consistency between the paragraphs of the questionnaire was measured. Stability was measured through the Cronbach’s Alpha coefficient, the coefficient of Cronbach Alpha is between (1)and(0), and generally if the alpha is less than(0.4), the stability is of low value, and the paragraphs are of average stability between(0.4-0.7), while the stability is high if it is higher than(0.7) [8]. Table(2) shows the results.

4.3 RELIABILITY AND CONSISTENCY OF THE QUESTIONNAIRE

<table>
<thead>
<tr>
<th>Variables</th>
<th>Paragraphs</th>
<th>Cronbach alpha coefficient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>Q1–Q7</td>
<td>0.703</td>
</tr>
<tr>
<td>Size &amp; Design</td>
<td>Q8–Q14</td>
<td>0.779</td>
</tr>
<tr>
<td>Goods &amp; Services</td>
<td>Q15–Q20</td>
<td>0.769</td>
</tr>
</tbody>
</table>

The coefficients of the Cronbach alpha varied among variables paragraphs but all of them were greater than (0.7) indicating that the paragraphs of the questionnaire were consistently stable. Paragraphs of salesperson’s competence variable were considered to be the highest selling efficiency among the variables with a value of (0.809), while the paragraphs of the small location variable value was (0.703). With regard to the total performance of the questionnaires paragraphs it was (0.903). Indicate a high stability of the questionnaire paragraphs.

4.4 DATA ANALYSIS
The researcher relied on a set of tests to analyze the data, the most important of which is the percentage and frequency of the personal data of the sample individuals, relying on linear regression analysis of multiple and simple types to test the hypotheses and indicating the effect between the dependent variable and the independent variable.

5. DATA OF THE STUDY SAMPLE INDIVIDUALS
The study included a set of data related to the sample individuals to identify their characteristics and description of their characteristics, table (2) showing the results of the analysis of these data.

<p>| Table (2): Description of the Personal Data of the Study Sample Individuals |
|---------------------------------------------------------------|---------------|-----------------|-----------------|</p>
<table>
<thead>
<tr>
<th>Item</th>
<th>Personal Data</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td></td>
<td>239</td>
<td>58.3%</td>
</tr>
<tr>
<td>Female</td>
<td></td>
<td>171</td>
<td>41.7%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>410</td>
<td>100%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Less than 25 years</td>
<td></td>
<td>26</td>
<td>6.3%</td>
</tr>
<tr>
<td>26 – 35</td>
<td></td>
<td>176</td>
<td>42.9%</td>
</tr>
<tr>
<td>36 – 45</td>
<td></td>
<td>112</td>
<td>27.3%</td>
</tr>
<tr>
<td>46-55</td>
<td></td>
<td>71</td>
<td>17.3%</td>
</tr>
<tr>
<td>55 years and above</td>
<td></td>
<td>25</td>
<td>6.1%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>410</td>
<td>100%</td>
</tr>
<tr>
<td>Occupation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Governmental Sect.</td>
<td></td>
<td>97</td>
<td>23.7%</td>
</tr>
<tr>
<td>Private Sect.</td>
<td></td>
<td>205</td>
<td>50%</td>
</tr>
<tr>
<td>Free Works</td>
<td></td>
<td>108</td>
<td>26.3%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>410</td>
<td>100%</td>
</tr>
</tbody>
</table>
the sample individuals percentage of about (6%). The nature of the sample individual's work was examined through work sectors (government, private, free work), workers in the private sector were considered the most among the sample individuals of about (50%), and the government sector was approximately (24%), they are the least amongst the sample individuals. In terms of customers' income, which was divided into 5 categories, the lowest of which was 220 JD and the most was 1000 JD. The results showed that the income group (601 - less than 1000 dinars) visit the Safeway centers most frequently, in contrast the income group (less than 220 dinars), are the lowest among Safeway customers by (3%). The times of purchase from Safeway centers varied, the majority of the sample visiting Safeway once a month at a rate of (41%), while the lowest among the sample individuals was (once every 6 months) at a rate of about (6%). It is known that Safeway centers provide a variety of products, the most important is food items where the results showed that the majority of the sample individuals reach Safeway to buy food at a rate of (80%), regarding the least purchased products by the Safeway centers customers it go to the furniture and stationery, each ranked (0.5%). However, the number of years dealing with Safeway, it go for those who are buying and dealing with Safeway centers since (5 years and less) they represent a percentage of (42%), while the customers of Safeway since more than (16 years and above) are the lowest among the sample by nearly (11%).

6. HYPOTHESES TESTING
The test of the main hypothesis of the research include the following:
HO: There is no statistically significant effect between the points of sale and the consumer purchasing decision for the consumer goods in Safeway Amman, includes (location, size and design, quality of goods and services, diversity and reputation of goods, competence of salespersons. Multiple linear regression was used to test the main hypothesis and table (3) shows the results.

| Table (3) Results of Multiple Linear Regression Analysis to Test the Main Hypothesis |

<table>
<thead>
<tr>
<th>The dependent variable</th>
<th>Correlation coefficient R</th>
<th>Coefficient of determination R²</th>
<th>F Calculated</th>
<th>Degree of Freedom</th>
<th>Level of significance Sig</th>
<th>Independent Variable</th>
<th>Value B</th>
<th>Value t</th>
<th>Level of significance Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>0.18</td>
<td>4.2 08</td>
<td>0.00</td>
<td>Design &amp; Capacity</td>
<td>0.10 5</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>Goods &amp; Services quality</td>
<td>0.27 1</td>
<td>5.8 72</td>
<td>0.00</td>
<td>Diversity &amp; Reputation</td>
<td>0.31 9</td>
<td></td>
<td>0.00</td>
<td>0.00</td>
<td></td>
</tr>
<tr>
<td>Competence</td>
<td>0.11</td>
<td>3.6 08</td>
<td>0.00</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The results of the personal data analysis showed that the percentage of male representation was greater than that of females (58%), while females percentage was approximately (42%). The ages of Safeway customers varied; (26-35 years) was the most representative percentage of about (43%), in contrast, the age group (over 55 years) was the lowest among
The level of significance for the main hypothesis test is (0.00) which is lower than the significance level of the study (0.05), also the value of calculated F is (115.543) which is greater than the F table value (2.58). Whereas the correlation coefficient between independent and dependent variables was (0.929) and Coefficient of determination R² was (0.863). The results showed that all independent variables (location, size and design, quality of goods and services, diversity and reputation, and competence of salespersons) have a level of significance less than (0.05). The calculated t values of independent variables were (4.208, 2.408, 5.872, 7.000, 3.672) respectively.

6.1 TEST THE FIRST SUB-HYPOTHESIS
In order to test the hypothesis, a simple linear regression analysis was used and Table (4) shows the results.

<table>
<thead>
<tr>
<th>The dependent variable</th>
<th>Correlation coefficient R</th>
<th>Coefficient of determination R²</th>
<th>Indepen dent Variabl e</th>
<th>Value B</th>
<th>Tabulate t</th>
<th>Calculated t</th>
<th>Level of significance Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase decision</td>
<td>0.527</td>
<td>0.276</td>
<td>Location</td>
<td>0.601</td>
<td>1.96</td>
<td>12.538</td>
<td>0.00</td>
</tr>
</tbody>
</table>

The results of the first sub-hypothesis test which test the effect between the purchase decision and the location showed that; the significance level of the test (0.00) which is less than the significance level of the study (0.05), and that the value of calculated (12.538) is greater than the table t value (1.96), the correlation coefficient value was (0.527) and the coefficient of determination factor was (0.276), and that the value of B was (0.601).

6.2 TEST THE SECOND SUB-HYPOTHESIS
In order to test the hypothesis, a simple linear regression analysis was used and Table (5) shows the results.

<table>
<thead>
<tr>
<th>The dependent variable</th>
<th>Correlation coefficient R</th>
<th>Coefficient of determination R²</th>
<th>Indepen dent Variabl e</th>
<th>Value B</th>
<th>Tabulate t</th>
<th>Calculated t</th>
<th>Level of significance Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase decision</td>
<td>0.530</td>
<td>0.281</td>
<td>Reputation &amp; Design</td>
<td>0.570</td>
<td>1.96</td>
<td>12.635</td>
<td>0.00</td>
</tr>
</tbody>
</table>

The results of the second sub-hypothesis test which test the effect between the purchase decision and the reputation and design showed that; the significance level of the test (0.00) which is less than the significance level of the study (0.05), and that the value of calculated (12.635) is greater than the table t value (1.96), the correlation coefficient value was (0.530) and the coefficient of determination factor was (0.281), and that the value of B was (0.570).

6.3 TEST THE THIRD SUB-HYPOTHESIS
In order to test the hypothesis, a simple linear regression analysis was used and Table (6) shows the results.

<table>
<thead>
<tr>
<th>The dependent variable</th>
<th>Correlation coefficient R</th>
<th>Coefficient of determination R²</th>
<th>Indepen dent Variabl e</th>
<th>Value B</th>
<th>Tabulate t</th>
<th>Calculated t</th>
<th>Level of significance Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase decision</td>
<td>0.605</td>
<td>0.442</td>
<td>Goods &amp; Service Quality</td>
<td>0.686</td>
<td>1.9</td>
<td>17.972</td>
<td>0.00</td>
</tr>
</tbody>
</table>

The results of the third sub-hypothesis test which test the effect between the purchase decision and the goods and services quality showed that; the significance level of the test (0.00) which is less than the significance level of the study (0.05), and that the value of calculated (17.972) is greater than the table t value (1.96), the correlation coefficient value was (0.605) and the coefficient of determination factor was (0.442), and that the value of B was (0.666).

6.4 TEST THE FOURTH SUB-HYPOTHESIS
In order to test the hypothesis, a simple linear regression analysis was used and Table (7) shows the results.

<table>
<thead>
<tr>
<th>The dependent variable</th>
<th>Correlation coefficient R</th>
<th>Coefficient of determination R²</th>
<th>Indepen dent Variabl e</th>
<th>Value B</th>
<th>Tabulate t</th>
<th>Calculated t</th>
<th>Level of significance Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase decision</td>
<td>0.660</td>
<td>0.435</td>
<td>Diversity &amp; Reputation</td>
<td>0.686</td>
<td>1.9</td>
<td>17.73</td>
<td>0.00</td>
</tr>
</tbody>
</table>

The results of the fourth sub-hypothesis test which test the effect between the purchase decision and the diversity and reputation showed that; the sig. level of the test (0.00) which is less than the sig. level of the study (0.05), and that the value of calculated (17.738) is greater than the table t value (1.96), the correlation coefficient value was (0.660) and the coefficient of determination factor was (0.435), and that the value of B was (0.686).

6.5 TEST THE FIFTH SUB-HYPOTHESIS
In order to test the hypothesis, a simple linear regression analysis was used and Table (8) shows the results.

<table>
<thead>
<tr>
<th>The dependent variable</th>
<th>Correlation coefficient R</th>
<th>Coefficient of determination R²</th>
<th>Indepen dent Variable</th>
<th>Value B</th>
<th>Tabulate t</th>
<th>Calculated t</th>
<th>Level of significance Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase decision</td>
<td>0.492</td>
<td>0.242</td>
<td>Competence of Salesperson</td>
<td>0.398</td>
<td>1.9</td>
<td>11.420</td>
<td>0.00</td>
</tr>
</tbody>
</table>

The results of the fifth sub-hypothesis test which test the effect between the purchase decision and the competence of salesmen showed that; the significance level of the test (0.00)
which is less than the significance level of the study (0.05), and that the value of calculated (11.420) is greater than the table t value (1.96), the correlation coefficient value was (0.492) and the coefficient of determination factor was (0.242), and that the value of B was (0.398).

7. MAIN RESULT
• The results of the multiple linear regression test for the main hypothesis test showed that there is a statistically significant effect at the level of significance of (α≤0.05) of the location, size and design, quality of goods and services, diversity and reputation, and the competence of the salespersons on the purchasing decision of the customers of Safeway centers. Hence, the significance level of the test was (0.00) i.e. less than the level of significance of the study (0.05). This result also confirms that the value of the calculated F of the test was (115.543), which is greater than the value of the table F (2.58). There is a strong positive correlation between the dependent variable purchasing decision and the independent variables in the study, where the correlation value was (0.767), and the interpretation ability of the independent variables on the purchasing decision of Safeway customers reached (59%).
• There was a statistically significant effect of the location of Safeway centers on the customers purchasing decision at significance level of (α ≤0.05); the level of significance of the test was (0.00), which is less than the level of significance adopted in the study (0.05), in addition to the value of calculated t which exceeds (12.538) it is greater than the value of t-table (1.96), that is also an indicative of the existence of a statistical effect of the location on the customers purchasing decision. There is a positive relationship between the purchase decision and the location ranked (0.527) whereas the purchase decision increases the location development, and that the interpretation ability of the location on the purchase decision ranked approximately (27.6%) which indicates that (27.6%) of the customer purchase decision is due to the location of Safeway centers. The results showed that the change of one unit of the location variable is confronted by a change in the purchasing decision (0.601).
• There was a statistically significant effect of the capacity and design of Safeway centers on the customers purchasing decision at significance level of (α ≤0.05); the level of significance of the test was (0.00), which is less than the level of significance adopted in the study (0.05), in addition to the value of calculated t which exceeds (12.635) it is greater than the value of t-table (1.96), that is also an indicative of the existence of a statistical effect of the capacity and design on the customers purchasing decision. There is a positive relationship between the purchase decision and the capacity and design ranked (0.530) whereas the purchase decision increases the capacity and design development, and that the interpretation ability of the capacity and design on the purchase decision ranked approximately (28%) which indicates that (28%) of the customer purchase decision is due to the capacity and design of Safeway centers. The results showed that the change of one unit of the capacity and design variable is confronted by a change in the purchasing decision (0.570).
• There was a statistically significant effect of the goods and services quality of Safeway centers on the customers purchasing decision at significance level of (α ≤0.05); the level of significance of the test was (0.00), which is less than the level of significance adopted in the study (0.05), in addition to the value of calculated t which exceeds (17.972) it is greater than the value of t-table (1.96), that is also an indicative of the existence of a statistical effect of the goods and services quality on the customers purchasing decision. There is a positive relationship between the purchase decision and the goods and services quality ranked (0.665) whereas the purchase decision increases the goods and services quality development, and that the interpretation ability of the goods and services quality on the purchase decision ranked approximately (44.2%) which indicates that (44.2%) of the customer purchase decision is due to the goods and services quality of Safeway centers. The results showed that the change of one unit of the goods and services quality variable is confronted by a change in the purchasing decision (0.666).
• There was a statistically significant effect of the diversity and reputation of Safeway centers on the customers purchasing decision at significance level of (α ≤0.05); the level of significance of the test was (0.00), which is less than the level of significance adopted in the study (0.05), in addition to the value of calculated t which exceeds (17.738) it is greater than the value of t-table (1.96), that is also an indicative of the existence of a statistical effect of the diversity and reputation on the customers purchasing decision. There is a positive relationship between the purchase decision and the diversity and reputation ranked (0.660) whereas the purchase decision increases the diversity and reputation development, and that the interpretation ability of diversity and reputation on the purchase decision ranked approximately (43.5%) which indicates that (43.5%) of the customer purchase decision is due to the diversity and reputation of Safeway centers. The results showed that the change of one unit of the diversity and reputation variable is confronted by a change in the purchasing decision (0.686).
• There was a statistically significant effect of the competence of salesmen of Safeway centers on the customers purchasing decision at significance level of (α ≤0.05); the level of significance of the test was (0.00), which is less than the level of significance adopted in the study (0.05), in addition to the value of calculated t which exceeds (11.420) it is greater than the value of t-table (1.96), that is also an indicative of the existence of a statistical effect of the competence of salesmen on the customers purchasing decision. There is a positive relationship between the purchase decision and the competence of salespeople ranked (0.492) whereas the purchase decision increases the competence of salespeople development, and that the interpretation ability of the competence of salespeople on the purchase decision ranked approximately (24.2%) which indicates that (24.2%) of the customer purchase decision is due to the competence of salesmen of Safeway centers. The results showed that the change of one unit of the competence of salesmen variable is confronted by a change in the purchasing decision (0.398).

8. DISCUSSION OF RESULTS
1. Location, size and design, quality of goods and services, diversity and reputation, and the competence of the salespeople of Safeway centers affected the customers purchasing decision, where these variables contribute
customers purchasing decision with a value of 59% and they are all associated with the purchase decision with strong positive correlation. This study agreed with the study of [5] in which he explained that the location of the point of purchase had a positive effect on the consumers decision to purchase cellular devices. This study also agreed with the study of [2] which also showed the importance of the location among commercial markets for consumers of (C-Town) in the city of Amman, it also show what is the relationship between the name of the market and the number of visits from the Jordanian consumer point of view.

2. Safeway provides a diversity of good quality products, which has earned the confidence of customers and their preference over other sales centers, as 44.2% of Safeway customers purchasing decision is due to the quality of goods and services as it is the most variables of interpretation ability among the independent variables. [28] explained the reasons for loyalty in favor of the shopping center. The study found that the products in the shopping center differ from loyal customers to others.

3. 43.5% of the customers purchasing decision in Safeway depends on its reputation and on the diversity of products it offers in its retail stores. The customers purchasing decisions associated with diversity and reputation with a positive correlation; it is the second most independent variable in the study because of its interpretation ability to the purchasing decision. Safeway is a well-known trademark for over three decades and has developed the strategy of providing everything the family needs in one place. Knowing that this study differed with the study [22] where it proved that the durability of the product ranked first by importance and the price rank second, and the design ranked seventh among the variables.

4. The capacity and design of Safeway centers influenced the customers purchasing decision, and the results showed that the capacity and design has interpretation ability in customers purchasing decision of 28%, it is obvious for Safeway customers that the owners of Safeway centers perform the same designs in all centers, ensuring that these designs match the aspirations of customers.

5. The results showed that the locations of Safeway centers affected the purchasing decision of the customers. The location contributes the purchase decision by 27.6%, reflecting the importance of Safeway centers’ places for customers.

6. There is an effect of the salesmen competence at Safeway centers on the customers purchasing decision, which contributes in customers purchasing decision by 24.2%, and has the least interpretation ability among the variables. As Safeway customers are interested in the ability of the salespeople to meet their demands accurately, which reflects his high competence at work.

9. RECOMMENDATIONS
- Based on the above the study identify the most important factors that help selling points in influencing purchasing decisions for the consumer during the purchase of consumer goods and added the information about the purchasing decisions for the consumer at Safeway Amman during the process of buying consumer goods, and how to provide as much information as possible within the points of sale to face the intense marketing competition. How should point managers and decision makers know the basic concepts in this subject and how to use them to support the business based on available information.
- The necessity to develop the capabilities and competence of salespeople’s at Safeway centers to provide the best services as to achieve customer satisfaction.
- Ensuring that the design of Safeway sales centers is in line with the nature of the products provided, and provides convenience to customers and ease of movement throughout the center.
- Maintaining and providing high quality goods and services that meet customer expectations.
- Safeway management should be interested in selecting more attractive and accessible locations.

10. FUTURE STUDIES
This study discusses the most important factors that help shopping centers in influencing consumer purchasing decisions of in the city Amman during the purchase of consumer goods from Safeway Amman according to the visitors point of view to these centers from certain aspects identified by the study, accordingly, there are other points of view that are preferred to be studied in the future from other aspects that can serve the points of sale and its administrations such as the effect of the residing area, social, gender, population distribution and other factors that can be studied.

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12. REFERENCES

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[38] Voice Shopping Consumer Adoption Report (June, 2018).