



A Study of Consumer Buying behaviour towards Supermarkets

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ABSTRACT

This study aims to investigate the factors influencing consumer buying behavior towards supermarkets. The research will explore various elements such as price, quality, convenience, brand loyalty, and social influence that impact consumers' decision-making process when choosing a supermarket. Additionally, the study will examine how demographic factors such as age, gender, and income level may influence consumer preferences. The findings of this study will provide valuable insights for supermarkets to better understand their target audience and tailor their marketing strategies accordingly. Ultimately, this research will contribute to enhancing the overall shopping experience and satisfaction of consumers in the supermarket industry.

INTRODUCTION OF THE STUDY

Consumer buying behaviour towards supermarkets is a topic of great importance for businesses operating in the retail industry. Understanding how consumers make purchasing decisions and what influences their choices can provide valuable insights for supermarkets to effectively market their products and services. By studying consumer buying behaviour, supermarkets can identify consumer preferences, needs, and expectations.

This knowledge can help them tailor their offerings to meet consumer demands, improve customer satisfaction, and ultimately increase sales and profitability. The study of consumer buying behaviour towards supermarkets involves examining various factors that influence consumer decision-making.

This includes understanding the role of personal preferences, such as brand loyalty or product quality, as well as external factors like pricing strategies, promotions, and store layout. By analyzing these factors, supermarkets can gain a deeper understanding of what drives consumers to choose one supermarket over another.

Moreover, studying consumer buying behaviour can also provide insights into the effectiveness of marketing and advertising strategies. By understanding how consumers perceive and respond to different marketing messages, supermarkets can refine their marketing efforts to better resonate with their target audience.

Overall, the study of consumer buying behavior towards supermarkets is essential for supermarkets to stay competitive in the retail industry. By understanding consumer preferences and behaviour, supermarkets can adapt their strategies to meet changing consumer demands, improve customer satisfaction, and ultimately drive business success.

CONSUMER BEHAVIOUR

Consumer behavior refers to the study of how individuals, groups, or organizations make decisions about purchasing, using, and disposing of goods, services, ideas, or experiences. It involves understanding the psychological, social, and cultural factors that influence consumer decision-making.

Consumer behavior is influenced by a variety of factors, including personal preferences, social influences, cultural norms, economic factors, and marketing stimuli. These factors can affect consumers' attitudes, perceptions, motivations, and behaviour toward products and services.

Understanding consumer behavior is important for businesses as it helps them identify and understand their target market, develop effective marketing strategies, and create products and services that meet consumer needs and wants. By understanding consumer behavior, businesses can also predict and anticipate consumer trends and preferences, which can help them stay ahead of their competitors.

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REVIEW OF LITERATURE

Dave (2011) pointed out that retail stores in Indian settings and found that all of the in-store measures taken by the retailer affects the impulse stimuli of the customers and therefore contributes towards conversion, but overall, the promotional mix can act as base for differentiating a store from others and attracting customers to it.

Cho, J., Ching, G. S., & Luong, T.H. (2014) - Consumers share corresponding disposition to indulge in impulsive buying behaviour since surroundings like atmosphere, layouts, and promotions, friendly and persuasive salespersons can positively affect consumers’ emotion and induce them to visit more aisles and areas in supermarkets, thus triggering consumers to buy.

RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out their research. It’s a logical, systematic plan to resolve a research problem.

The primary data are usually collected from where the data originally originates from and are regarded as the best kind of data in research. In this study, the questionnaires has been used to collect primary data.

The secondary data is collected through few research papers, other websites and the feedbacks of the people.

A sample of 103 respondents is taken in this study and required data has been collected.

OBJECTIVES OF THE STUDY

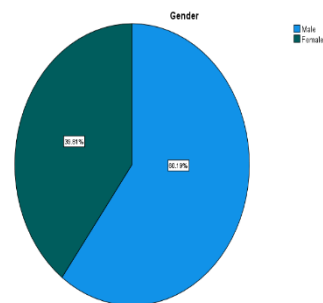
Analyze the consumer decision-making process when selecting a supermarket Investigate shopping preferences and patterns of consumers in supermarket Exploring the relationship between customer satisfaction and loyalty toward supermarket

DATA ANALYSIS

PERCENTAGE ANALYSIS

Percentage analysis for the gender of the respondent

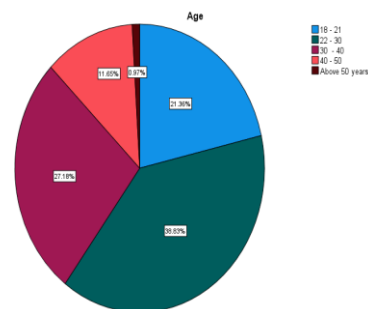
Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	62	60.2	60.2	60.2
	Female	41	39.8	39.8	100.0
Total		103	100.0	100.0	



INFERENCE The majority of the respondent 60.19% are male.

Percentage analysis for age of the respondent

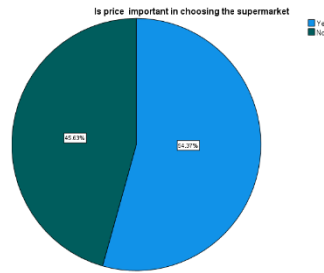
Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 21	22	21.4	21.4	21.4
	22 - 30	40	38.8	38.8	60.2
	30 - 40	28	27.2	27.2	87.4
	40 - 50	12	11.7	11.7	99.0
	Above 50 years	1	1.0	1.0	100.0
Total		103	100.0	100.0	



INFERENCE The majority of the respondent 38.83% are from 22-30 years of age

Percentage analysis for how important is product quality in choosing a supermarket

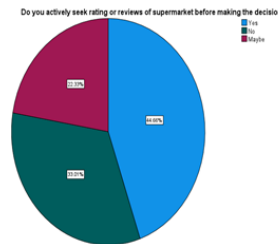
Is price important in choosing the supermarket					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	54.4	54.4	54.4
	No	47	45.6	45.6	100.0
	Total	103	100.0	100.0	



INFERENCE The majority of respondent 54.37% choose yes to whether price is important in choosing the supermarket.

Percentage analysis for do you actively seek rating of supermarket before making decision

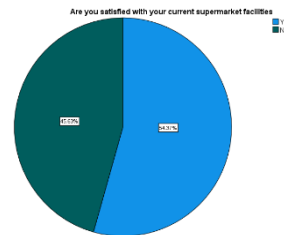
Do you actively seek rating or reviews of supermarket before making the decision					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	46	44.7	44.7	44.7
	No	34	33.0	33.0	77.7
	Maybe	23	22.3	22.3	100.0
	Total	103	100.0	100.0	



INFERENCE The majority of respondent 44.66% choose yes in actively seeking ratings or review of supermarket before making the decision.

Percentage analysis for are you satisfied with your current supermarket facilities

Are you satisfied with your current supermarket facilities					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	56	54.4	54.4	54.4
	No	47	45.6	45.6	100.0
	Total	103	100.0	100.0	



INFERENCE The majority of respondent 54.37% choose yes, regarding the satisfaction towards their supermarket facilities.

CHI-SQUARE ANALYSIS

To find out the association between the gender and is price important in choosing the supermarket.

Ho: There is no significance difference between the gender and is price important in choosing the supermarket.

H1: There is significance difference between the gender and is price important in choosing the supermarket.

Test Statistics		
	Gender	Is price important in choosing the supermarket
Chi-Square	4.282 ^a	.786 ^a
df	1	1
Asymp. Sig.	.039	.375
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.5.		

INFERENCE

From the above table we conclude that the calculated value 0.375 which is less than 0.05.

Thus the null hypothesis is accepted and alternative hypothesis is rejected.

CORRELATION ANALYSIS

To find out the significance relation between occupation and and monthly income of the respondent.

H₀: There is no significance relation between occupation and monthly income of the respondents.

H₁: There is significance difference in relation relation between occupation and monthly income of the respondents.

Correlations			
		Monthly income	How often do you visit the supermarket
Monthly income	Pearson Correlation	1	.022
	Sig. (2-tailed)		.824
	N	103	103
How often do you visit the supermarket	Pearson Correlation	.022	1
	Sig. (2-tailed)	.824	
	N	103	103

INFERENCE

From the above table we conclude that calculated value 0.824 is less than table value 0.05.

Thus null hypothesis is accepted and alternative hypothesis is rejected.

ANOVA

To find out significant relation between occupation and overall satisfaction.

H₀: There is no significant relation between occupation and overall satisfaction.

H₁: There is significance relation between occupation and overall satisfaction

ANOVA					
Are you satisfied with your current supermarket facilities					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.142	4	.286	1.146	.339
Within Groups	24.411	98	.249		
Total	25.553	102			

INFERENCE

From the above table we conclude that the calculated value 0.339 which is less than table value 0.05.

Thus null hypothesis is accepted and alternative hypothesis is rejected.

FINDINGS

- ✓ The majority of the respondent 60.19% are male.
- ✓ The majority of the respondent 38.83% are from 22-30 years of age.
- ✓ The majority of respondent 54.37% choose yes to whether price is important in choosing the supermarket.
- ✓ The majority of respondent 44.66% choose yes in actively seeking ratings or review of supermarket before making the decision.
- ✓ The majority of respondent 54.37% choose yes, regarding the satisfaction towards their supermarket facilities.

SUGGESTIONS

The service of the salesperson needs to be improved. Personal care should be taken by the salesperson for the customers so that the customer feels good.

The supermarkets can make different cash counters for different customers. Cash counter and credit card payment counter should be placed differently in order to reduce the rush and save the customer time it may attract more customers.

From this study, it has been suggested that every person has different thoughts about a product one may like it and another may not like this.

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