

**FACTORS INFLUENCING ON SHOPPING BEHAVIOR OF
HOUSEHOLDS IN SUPERMARKETS IN KANDY DISTRICT**



BY

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ABSTRACT

In the last ten years, a major improvement in the retail sector has been observed in Sri Lanka. The traditional trade has been impacted by new high competitive super market chain. It has developed to serve all the products, which customer satisfy them. so that traditional trade have also upgraded, in order to compete with the modern retailing formats. Present Sri Lankan consumer needs to grow day by day. Due to that growth modern retailing, is the “consumer”. Currently most of the Sri Lankan consumers have been influenced by Western culture and hence now demands greater convenience. Small retail outlets and modern trade outlets are offering wide range of products under one place. The consumers are having greater convenience than the previous time. Also they are demand good quality products at affordable prices.

The Research main objective is to examine factors that influence shopping behavior of households in supermarkets in Sri Lanka. And also sub objectives are examine relationship between shopping behaviors of household and individual factors that affect shopping behavior of households in supermarkets in Sri Lanka. and to make recommendations for the super markets to gain better insights into customer mind and the findings helps to provide suggestions for super market development opportunities in entrepreneurs. Primary data collected by conducted the survey. 100 super market’s consumers participated for the survey and questionnaire used as instrument of data collection. According to the research findings physical factors strong positively influence on shopping behavior of households in supermarkets. Also super market provided facilities consumers persuade to go super market. Such as parking space, open space, spending time. Most of consumers highly concern about deals and offers of super markets. Consumers had positive attitude towards super market and consumers highly satisfied about store layout of products in super market.

Key words: - Shopping behavior of household in super markets, Physical Factors, Social Factors, Temporal Factors, super market

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