

**“A BEHAVIORAL STUDY ON LEISURE SHOPPING:
PURCHASING IN SUPERMARKET SETUP”**

SARANYA ARIYANAYAGAM

1247



DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

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PURCHASING IN SUPERMARKET SETUP IN MANMUNAI
NORTH DIVISIONAL SECRETARIAL DIVISION, BATTICALOA**

ABSTRACT

Consumers often benefit from increased competition in differentiated product setting during leisure shopping activity. They are spending more on leisure, and retailers and shopping centre developers are seeking ways to make shopping more of a leisure pursuit. The wide choice, atmosphere, convenience, sales people, refreshments, location, promotional activities, and merchandising policy are associated during the leisure shopping. The consumer shopping behavior during leisure is largely driven by these dimensions. This study aim to analyze through an empirical investigation in Manmunai North divisional secretarial division, Batticaloa, drivers, which influence consumer's leisure shopping behavior, and measure leisure shopping in terms of levels of leisure shopping. This study also focuses on the level of enjoyment, purpose of visit, and demographic factor analyses too.

Key words: Leisure shopping, supermarkets, level of enjoyment.

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