



Analysis On Consumer Behaviour Towards Grocery Stores

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Abstract- Consumer behaviour plays a significant role in determining purchasing decisions in the retail sector. Grocery stores represent one of the most frequently visited retail outlets where consumers make routine purchasing decisions based on various factors such as price, product availability, store atmosphere, and promotional strategies. Understanding these behavioural factors helps retailers improve customer satisfaction and increase sales performance. The present study aims to analyze consumer behaviour towards grocery stores and identify the major factors influencing purchasing decisions. Primary data was collected through a structured questionnaire distributed among 150 respondents. Secondary data was collected from academic journals, retail reports, and marketing publications. Statistical tools such as percentage analysis and correlation analysis were used to interpret the data. The findings indicate that price sensitivity, product quality, store convenience, promotional offers, and customer service significantly influence consumer purchasing behaviour. Consumers prefer grocery stores that provide competitive pricing, wide product variety, and convenient store layouts. Additionally, loyalty programs and discounts play an important role in attracting repeat customers. The study concludes that grocery retailers should focus on improving store experience, maintaining product quality, and offering attractive promotional strategies to retain customers in the competitive retail environment.

Keywords- Consumer behaviour, Grocery stores, Retail marketing, Purchase decision, Customer satisfaction.

I. INTRODUCTION

Consumer behaviour refers to the study of individuals and groups and how they select, purchase, use, and dispose of goods and services to satisfy their needs. In the retail industry, grocery stores are an essential part of everyday consumer life as they provide basic food and household products.

The rapid growth of urbanization and changing lifestyles have influenced the way consumers purchase grocery items. Modern grocery stores offer convenience, variety, and promotional schemes that attract customers. Consumers today evaluate several factors before choosing a particular grocery store such as pricing, store location, product quality, and service experience.

Retail competition has increased significantly with the emergence of supermarkets, hypermarkets, and online grocery platforms. As a result, grocery store managers must understand consumer expectations and behaviour patterns to remain competitive. Analyzing consumer behaviour helps retailers develop effective marketing strategies and improve customer satisfaction.



Background of Consumer Behavior

Consumer behaviour in grocery stores is influenced by both internal and external factors.

Internal factors include:

- **Motivation**

Motivation refers to the needs or desires that drive a consumer to purchase products. In grocery shopping, consumers are motivated by basic needs such as food, household supplies, and daily essentials. For example, a person may visit a grocery store because they need vegetables, milk, or snacks for their family. Stronger needs usually lead to quicker purchase decisions.

- **Perception**

Perception means how consumers interpret or understand information about products or stores. Customers form opinions based on product quality, brand reputation, packaging, and previous experiences. For instance, if a grocery store is known for fresh products, customers may perceive it as reliable and prefer shopping there.

- **Attitude**

Attitude refers to a consumer's positive or negative feelings towards a product, brand, or store. If customers have a good experience with a grocery store, such as friendly staff and good product quality, they develop a positive attitude and are more likely to return to the same store.

- **Personal preferences**

Personal preferences are the individual choices and tastes of consumers. Different customers prefer different brands, organic products, local products, or specific packaging sizes. These personal choices influence which grocery store they visit and what products they purchase.

External factors include:

- **Price of products**

Price is one of the most important factors affecting consumer decisions. Customers often compare prices between different grocery stores and prefer stores that offer affordable prices, discounts, or promotional offers.

- **Store environment**

Store environment refers to the cleanliness, lighting, arrangement of products, and overall atmosphere of the store. A well-organized and hygienic grocery store creates a comfortable shopping experience and encourages customers to spend more time shopping.

- **Promotional activities**

Promotional activities include discounts, offers, coupons, advertisements, and loyalty programs. These marketing strategies attract customers and encourage them to buy more products. For example, "Buy 1 Get 1 Free" offers often increase sales.

- **Product availability**

Product availability means whether the required products and brands are available in the store. Customers prefer grocery stores where they can find all necessary items in one place, saving time and effort.

- **Customer service**

Customer service refers to how store staff interact with and assist customers. Friendly employees, quick billing systems, and helpful service improve customer satisfaction and influence repeat purchases. These factors collectively influence the purchasing decision of consumers when selecting grocery stores.



Research Gap

Previous studies have focused on consumer behaviour in supermarkets and online grocery platforms. However, limited research has examined consumer preferences specifically towards local grocery stores and the factors influencing their purchasing decisions.

This study attempts to bridge this gap by analysing the behavioural patterns of consumers visiting grocery stores.

Objectives of the Study

- To analyze consumer behaviour towards grocery stores

The first objective of the study is to understand how consumers behave while purchasing products from grocery stores. It focuses on identifying customers' shopping habits, preferences, and buying patterns. This includes how often customers visit grocery stores, what types of products they usually buy, and what factors influence their decisions. Understanding consumer behaviour helps retailers know what customers expect from grocery stores and how they make purchasing decisions.

- To identify the major factors influencing grocery purchase decisions

This objective aims to determine the key factors that influence consumers when selecting a grocery store. Factors such as product quality, price, store location, brand availability, and convenience play an important role in consumer decision-making. By identifying these factors, the study helps retailers understand which elements are most important to customers and how they can improve their services to meet consumer needs.

- To evaluate the role of price and promotions in attracting customers

Price and promotional activities are significant elements in grocery retailing. This objective focuses on examining how discounts, special offers, coupons, and loyalty programs influence customer purchasing behaviour. Many consumers prefer stores that offer competitive prices and attractive promotions. Therefore, understanding the impact of pricing strategies can help grocery retailers attract more customers and increase sales.

- To examine the importance of store environment and product availability

The shopping environment and availability of products play a crucial role in customer satisfaction. This objective studies how factors such as store cleanliness, proper product arrangement, lighting, and ease of navigation influence consumer shopping experience. In addition, it analyzes whether customers prefer stores where a wide variety of products and brands are available in one place.

- To suggest strategies for improving customer satisfaction in grocery retailing

The final objective of the study is to provide practical suggestions for grocery retailers to improve customer satisfaction. By understanding consumer behaviour and the factors influencing their purchasing decisions, retailers can adopt better strategies such as improving customer service, maintaining product quality, offering competitive pricing, and creating a comfortable shopping environment. These strategies can help increase customer loyalty and improve the overall success of grocery retail businesses.

II. MATERIALS AND EQUIPMENTS

This research study does not involve laboratory equipment. The following tools were used for data collection and analysis:

- Structured Questionnaire (Google Forms)

A structured questionnaire created using Google Forms is used to collect primary data from respondents. It contains a set of organized questions related to consumer behaviour, shopping habits,



and preferences towards grocery stores. This tool helps researchers easily gather responses, analyze patterns, and understand customer opinions efficiently through online data collection.

- **MS Excel for data analysis**

MS Excel is used to organize, tabulate, and analyze the collected data from the questionnaire. It helps in calculating percentages, creating charts, and presenting data in tables. Excel simplifies data interpretation and allows researchers to identify trends, patterns, and relationships in consumer behaviour towards grocery stores.

- **SPSS for statistical interpretation**

SPSS (Statistical Package for the Social Sciences) is used for advanced statistical analysis of the collected data. It helps in performing tests such as correlation, frequency analysis, and descriptive statistics. SPSS makes it easier to interpret complex data and ensures accurate results for research studies on consumer behaviour.

III. EXPERIMENTAL DATA

Research Design

The study uses a descriptive research design to understand and analyze consumer behaviour towards grocery stores. This design helps in describing customer preferences, shopping patterns, and factors influencing purchase decisions. It focuses on collecting detailed information from respondents to explain how and why consumers choose specific grocery stores.

Sample Size and Sampling Technique

The sample size of the study consists of 150 respondents who regularly purchase grocery products. A convenience sampling method is used to select participants because it allows easy access to respondents. The sample includes students, working professionals, and homemakers to represent different consumer groups and their grocery shopping behaviour.

Data Collection Method

Data for the study is collected from both primary and secondary sources. Primary data is gathered through questionnaires distributed to respondents to understand their grocery shopping behaviour and preferences. Secondary data is collected from books, academic journals, research articles, and retail industry reports to support the research findings.

IV. RESULTS AND DISCUSSIONS

Demographic Profile

- 55% respondents female
- 45% respondents male
- Majority aged between 20–40 years
- 70% visit grocery stores at least once per week

This indicates that grocery shopping is a frequent activity among consumers.

Factors Influencing Consumer Behaviour

Price Sensitivity

Price is one of the most important factors influencing grocery purchases. Consumers prefer stores that offer affordable prices and regular discounts.



Product Availability

Consumers expect grocery stores to maintain a wide variety of products. Stock availability directly affects purchase satisfaction.

Store Environment

Cleanliness, lighting, and organized product arrangement create a positive shopping experience.

Promotional Offers

Discounts, coupons, and seasonal offers encourage customers to purchase more products.

Table 1: Key Factors Influencing Grocery Store Preference

Factor	Influence (%)
Price	85
Product Availability	80
Store Environment	70
Promotional Offers	75
Customer Service	68

Discussion

The results show that price and product availability are the most important determinants of grocery store selection. Promotional strategies also play a significant role in attracting customers. Retailers who maintain good store environments and friendly customer service are more likely to retain loyal customers.

V. FUTURE PERSPECTIVE

The future of grocery retailing will be influenced by technological innovations such as:

- Digital payment systems
- Online grocery delivery services
- Mobile shopping applications
- Loyalty programs and personalized promotions

Retailers who integrate technology with traditional grocery shopping will gain competitive advantages.

VI. CONCLUSION

The study analyzed consumer behaviour towards grocery stores and identified several factors influencing purchase decisions. The results show that price, product availability, promotional offers, and store environment significantly affect consumer preferences.

Grocery retailers must focus on maintaining competitive pricing, ensuring product availability, and creating comfortable store environments. Additionally, promotional strategies and loyalty programs can help retailers attract and retain customers.

Understanding consumer behaviour is essential for grocery store managers to develop effective marketing strategies and enhance customer satisfaction in the retail sector.

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