

A Behavioral Study on Leisure Shopping in Supermarkets: With Special Reference to Sri Lankan Context

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Within past few years, shopping has become one of the most common leisure activities in the world and different modern trade formats are being introduced by marketers, persuading consumers to spend their leisure time at shopping centers.

This study was carried out with the objective of investigating the extent of leisure shopping behavior among supermarket consumers in Sri Lanka. Also the study aimed to explore the main factors which lead the consumers on leisure shopping in supermarkets. The literature review lead into identification of five main factors on leisure shopping behavior which was instrumental in developing the conceptual framework and the questionnaire. A total of 200 sample was conveniently selected from the selected supermall customers in Sri Lanka to conduct the primary data collection.

The correlation analysis revealed that all five variables, i.e. wide choice, atmosphere, convenience, sales people and promotional activities are having moderate to higher correlation with the leisure shopping behavior among customers. Apart from the main findings a further analysis on to demographic factors were also carried out to investigate the demographic characteristics of leisure shoppers.

Key words: *Leisure shopping, Consumer behaviour, Factors affecting leisure shopping, Supermarkets.*