

A Comparative Study on Consumer Buying Behaviour towards Supermarkets and Local Stores in Mangaluru City

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Abstract- The Indian retail sector has witnessed significant structural changes with the rapid expansion of organized retail formats such as supermarkets, alongside the continued dominance of traditional local stores. Consumer buying behaviour plays a vital role in determining the success and sustainability of these retail formats. This study aims to analyze and compare consumer buying behaviour towards supermarkets and local stores in Mangaluru city. The research focuses on key factors influencing store preference, frequency of visits, price perception, payment methods, and overall satisfaction. Primary data were collected from 106 respondents using a structured questionnaire, and percentage analysis was used for interpretation. The findings reveal that while supermarkets attract consumers through brand variety, organized shopping environments, and promotional offers, local stores continue to be preferred for convenience, accessibility, personalized service, and perceived affordability. The study highlights the growing acceptance of digital payment systems and suggests that modernization of local stores can enhance their competitiveness.

Index Terms— Consumer Buying Behaviour, Local Stores, Mangaluru City, Retail Sector, Supermarkets

I. INTRODUCTION

Consumer buying behaviour is a crucial area of study in marketing and retail management, as it explains how individuals select, purchase, and use goods and services to satisfy their needs. In India, the retail sector has evolved rapidly due to urbanization, changing lifestyles, rising incomes, and technological advancements. Organized retail formats such as supermarkets have expanded significantly, offering consumers a modern shopping experience with wide product variety, fixed pricing, and digital payment facilities.

At the same time, traditional local stores continue to hold a strong position in the retail ecosystem by providing convenience, personal interaction, and trust-

based relationships. In cities like Mangaluru, consumers often rely on both supermarkets and local stores for different shopping needs. While supermarkets are generally preferred for planned and bulk purchases, local stores cater to daily and immediate requirements.

Understanding the factors that influence consumer preference between these two formats is essential for retailers and policymakers. This study attempts to examine consumer buying behaviour towards supermarkets and local stores in Mangaluru city by identifying the key determinants of store choice and consumer satisfaction.

II. IDENTIFICATION OF RESEARCH PROBLEM AND OBJECTIVES

The coexistence of supermarkets and local stores in Mangaluru city presents a unique retail environment. Despite the availability of modern retail facilities, a large section of consumers continues to prefer traditional stores. This raises an important research problem of identifying the behavioural, economic, and convenience-related factors that influence consumer choice between supermarkets and local stores.

Objectives of the Study:

1. To analyze consumer preferences towards supermarkets and local stores
2. To examine factors influencing buying behaviour in both retail formats
3. To study shopping frequency, price perception, and payment preferences
4. To assess consumer satisfaction with supermarkets and local stores

III. RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze consumer buying behaviour. A quantitative research approach was used to collect measurable data from respondents.

Population: Consumers residing in Mangaluru city
Sample Size: 106 respondents
Sampling Technique: Convenience sampling
Data Collection:

- Primary data through structured questionnaires
- Secondary data from books, journals, and research articles

Percentage analysis was used to interpret the data and identify patterns in consumer behaviour.

IV. RESULTS AND FINDINGS

The analysis revealed that the majority of respondents belonged to the 20–30 age group, indicating active participation of young consumers in shopping decisions. Local stores emerged as the most preferred shopping destination due to convenience and proximity. Supermarkets were mainly visited on a monthly basis, whereas local stores were frequented weekly, highlighting their role in daily consumption. Brand variety, organized shopping environment, and discounts were the major factors influencing supermarket shopping. In contrast, convenience, freshness of products, and personalized service were the key factors attracting consumers to local stores. Most respondents perceived product quality to be similar in both formats.

Digital payments, particularly UPI, were the most preferred mode of payment, indicating a shift towards cashless transactions. Price perception favored local stores, although supermarkets attracted consumers through promotional pricing strategies.

V. DISCUSSION

The findings indicate that consumer buying behaviour in Mangaluru city is influenced more by convenience and service than by product quality alone. While supermarkets provide a structured and modern shopping experience, local stores maintain customer loyalty through accessibility and personal relationships. The willingness of consumers to shop more at local stores if digital payment and loyalty

programs are introduced suggests that blending traditional strengths with modern practices can enhance competitiveness.

VI. CONCLUSION

The study concludes that both supermarkets and local stores play a significant role in meeting consumer needs in Mangaluru city. Supermarkets attract consumers through variety, promotions, and organized layouts, whereas local stores dominate daily shopping due to convenience, affordability, and personalized service. The increasing acceptance of digital payment systems presents an opportunity for local stores to modernize and remain competitive. A balanced integration of modern retail practices and traditional strengths will ensure sustainable growth in the retail sector.

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