
AN EMPIRICAL ANALYSIS OF CONSUMER BUYING BEHAVIOR TOWARDS GROCERY SUPERMARKETS IN CHENNAI CITY

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Abstract:

The grocery supermarket sector in India has witnessed significant growth due to urbanization, changing lifestyles, and increasing consumer expectations. In the highly competitive retail environment, understanding consumer buying behavior has become essential for attracting and retaining customers. The present study aims to analyze consumer buying behavior towards grocery supermarkets in Chennai City by examining the influence of store attributes, price and promotional factors, product factors, service quality, and technological and convenience factors. A descriptive research design was adopted, and primary data were collected from 180 customers through a structured interview schedule using a five-point Likert scale. The reliability of the instrument was confirmed through Cronbach's Alpha ($\alpha = 0.963$). Descriptive statistics and Karl Pearson's Correlation Coefficient were employed for data analysis using SPSS Version 27.

The findings reveal that technological and convenience factors have the strongest positive influence on consumer buying behavior, followed by store attributes, service quality, and product factors. Price and promotional factors, however, showed no significant relationship with consumer buying behavior. Customers highly value digital payment facilities, online ordering, quick billing systems, and home delivery services. The study concludes that grocery supermarkets should focus on technological advancements, service quality enhancement, and improved store infrastructure to strengthen customer satisfaction and loyalty. The findings provide useful insights for retailers in designing effective customer-oriented strategies and improving their competitive position in the organized retail market.

Keywords: Grocery Supermarkets, Consumer Buying Behavior, Store Attributes Service Quality, Technology and Convenience, Customer Satisfaction, Chennai City.

1. INTRODUCTION

The retail sector plays a vital role in connecting producers and consumers, with grocery supermarkets gaining popularity due to convenience, product variety, competitive pricing and enhanced shopping experiences. Factors such as urbanization, rising incomes, changing lifestyles, and technological advancements have significantly influenced consumer buying behavior. This study examines how store attributes, product quality, service quality, price and promotional factors, and technological convenience affect consumer buying behavior towards grocery supermarkets in Chennai, offering insights to improve customer satisfaction and loyalty.

1.1. Consumer Buying behavior

Consumer buying behavior refers to the process by which individuals select, purchase, use, and evaluate goods and services to satisfy their needs and wants. It involves stages such as need recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation. Consumer behavior is influenced by psychological, personal, and social factors, including motivation, perception, age, income, family, culture, and social status. Understanding these factors helps businesses develop effective products and marketing strategies to better meet customer expectations.

1.2. Grocery supermarkets

Grocery supermarkets are large self-service retail stores that offer a wide variety of food items and household products under one roof. These stores typically provide groceries such as fruits, vegetables, dairy products, packaged foods, beverages, and daily essentials, allowing customers to conveniently choose items and pay at checkout counters. Supermarkets are designed to meet the regular needs of consumers by offering quality products, competitive prices, and a comfortable shopping environment. They play an important role in modern retailing by saving time, providing variety and enhancing the overall shopping experience.

2. REVIEW OF LITERATURE

Recent research on consumer buying behavior in the retail and grocery sector highlights significant changes driven by digitalization, economic factors, and evolving lifestyles. Suvarna Raj and Venkatesh (2024) examined consumer buying behavior in the retail sector and found that psychological, social and economic factors play a major role in shaping purchase decisions. The study also emphasized that digitalization and changing consumer expectations are

transforming retail strategies and influencing buying patterns. Similarly, Kasar et.al (2024) studied a comparative study of grocery supermarkets and observed that price perception, discounts and value for money are the most influential determinants of consumer preference in organized retail formats. The study highlighted that consumers tend to prefer supermarkets that offer competitive pricing and promotional benefits. Sheoran (2024) analyzed impulse buying behavior in the food and beverages sector and found that store environment, product placement and promotional cues significantly trigger unplanned purchases in supermarkets. This indicates the importance of in-store marketing strategies influencing consumer decisions. Mishra and Subudhi (2023) explored retail format choice and found that modern consumers increasingly prefer a combination of online and offline shopping (Omnichannel behavior). Factors such as convenience, ease of use and personalization strongly influence buying decisions. A study conducted by Chouhan and Verma (2020) found that consumer buying behavior in supermarkets is influenced by social, economic, psychological and demographic factors. The study highlighted that convenience, availability of products under one roof and increasing disposable income are major drivers attracting consumers towards supermarkets. During the COVID-19 periods (2020-2022), consumer behavior shifted drastically. According to recent research (2025), the pandemic acted as a major catalyst for digital transformation, accelerating the adoption of online grocery shopping and contactless purchasing. Consumer increasingly preferred safety, convenience and time saving options, leading to the growth of hybrid shopping behavior (online and offline). Overall, the literature from 2020 to 2026 shows that consumer buying behavior in grocery supermarkets is influenced by a combination of price sensitivity, convenience, store attributes, technological adoption and changing life style patterns. Hence, the researcher has taken up the present study to investigate the above inadequacies and expand to composite knowledge about the influence of different attributes addressing the customers' behavior towards the attributes grocery supermarkets in Chennai city.

3. RESERARCH GAP

Existing studies on consumer buying behavior in grocery retail primarily focus on individual factors such as price, promotions, or impulse buying. However, there is limited research that examines the combined impact of economic, psychological, technological, and store-related factors. Moreover, location-specific studies, particularly in Chennai, are scarce. Therefore, this

study seeks to address these gaps by analyzing the influence of multiple factors on consumer buying behavior in grocery supermarkets.

4. NEED AND SCOPE OF THE STUDY

The present study becomes important because of it focuses to identify and analyze consumer buying behavior towards attributes of grocery supermarkets in Chennai city. The study will be a light bearing one to Indian retail industry in particular the grocery supermarkets in Chennai city of Tamilnadu. To understand the grocery supermarket attributes influencing consumer buying behavior this will also enable them to render more customer services and to attract the loyal customers.

5. THE RESEARCH PROBLEM

The success of the retail industry depends on attracting and retaining loyal customers. To achieve this, grocery supermarkets must understand consumer buying behavior and the factors influencing purchase decisions. In a highly competitive market with both domestic and international players, analyzing consumer preferences has become essential. This study examines the key attributes of grocery supermarkets that influence consumer buying behavior in Chennai.

6. OBJECTIVES OF THE STUDY

- To identify and analyze the demographic profile that associated with the customers of grocery supermarkets in Chennai City.
- To measure the level of perception on the attributes and consumer buying behavior towards the grocery supermarket attributes in Chennai city.
- To analyze the various factors influencing consumer buying behavior towards the grocery supermarket attributes in Chennai city.

In view of the above objectives, this study attempts to summarize the research findings to offer valuable suggestions to understand and attract more number of loyal customers by the grocery supermarkets in Chennai city.

6.1. Research questions

- What are the attributes which are influence the consumer buying behavior in shopping the grocery supermarkets in Chennai city?

6.2. Hypothesis tested

In order to examine the relationship between independent variables and consumer behavior, the following alternative hypothesis was formulated.

H1: Store Attributes, Price and Promotional Factors, Product Factors, Service Quality Factors, and Technology & Convenience Factors have a significant correlation with Consumer Buying Behavior.

6.3. Decision Rule for testing Hypothesis

- If $p\text{-value} < 0.05/0.01$ = Accept Alternative Hypothesis (**H₁**) – Significant Relationship exists
- If $p\text{-value} > 0.05/0.01$ = Reject Alternative Hypothesis (**H₁**) – No Significant Relationship exists

7. METHODOLOGY

7.1. Research Design

The main purpose of the present study empirical analysis of consumer buying behavior on the attributes of grocery supermarkets in Chennai city and find out impact of the various factors associated with grocery supermarkets towards the consumer buying behavior. Thus, the descriptive research design is adopted to achieve the research objectives.

7.2. Population and Sample

Population

The population of interest comprised all customers of grocery supermarkets in Chennai city was selected because the grocery supermarkets are providing various value added services, food and grocery products to customers in Chennai city.

Sampling

The research focus on the influence of various attributes associated with the grocery supermarkets on the consumer buying behavior in Chennai cit, in order to collect the primary data from the respondents *convenience sampling* method has been applied and 200 respondents were surveyed from Chennai city.

7.3. Data Collection

The data collection for the study is both primary data and secondary data. The secondary data collect by articles, journal, book; internet and other published source. For the collection of primary data, structured interview schedule was prepared and distributed to the total 200 respondents (customers) and ask to respond, 190 were returned by conversely, only 180 are fully completed by the respondents and considered as potential number of samples for conducting the present study.

7.4. Tool for data Collection

A structured interview schedule using a **5-point Likert scale** (1 = Strongly Disagree to 5 = Strongly Agree) was employed to measure consumer buying behavior. The instrument

consisted of three sections: **demographic profile, shopping profile, and 30 supermarket-related attributes** influencing buying behavior. A total of **200 interview schedules** were distributed to customers, **190 were returned** and **180 fully completed responses** were considered for analysis.

7.5. **Validity and reliability**

In order to test the reliability and validity of the developed tool, Cronbach's-Alpha reliability test was applied and to determine internal consistency of the tool, it gives the alpha value for all the 30 variables is (0.963>0.7, 30 variables) as alpha coefficient at 0.7 or more is considered acceptable and hence the data collection tool is more reliable to executed this study.

7.6. **Limitations of the Study**

- The present study is confined to Chennai city only; and it is part four districts such as Chennai, Kancheepuram, Chengalpattu, and Thiruvallur districts.
- Number of sample limited to 180 respondents
- The present study is also assumed that there is no respondent's bias.

7.7. **Data Analysis**

The data were collected as quantitative in nature by using Likert's scale approach and the data was ranked by ordinal scale. The data were processed and analyzed using SPSS version 27 for windows and appropriate statistical techniques like descriptive statistics, arithmetic mean used to measure level of perception on the grocery supermarket attributes Karl Pearson coefficient of correlation has been adopted to find the impact of the various attributes of grocery supermarkets on the consumer buying behavior in Chennai city.

8. **RESULT AND DISCUSSION**

8.1. **Demographical Profile**

The following paragraph presents demographic profile of the consumers included in the study, comprising a total sample size of 180 respondents and provides a comprehensive overview of key socio-economic characteristics.

Analysis shows that the demographic profile of the respondents (N=180) out of which two fifth (46.7%, N=84) belong to the age group of 31-40 years, followed by 26 percent (N=47) between the age group of 20-30 years, while only a few (3.3%, N=6) are above 50 years. This reveals that the present study mainly included young and middle aged consumers.

With regard to gender, females constitute a slightly higher proportion (54.4%, N=98) and remaining 45.6 percent are male respondents. It is signifying a fairly balanced gender distribution. Regarding educational qualifications, most respondents have completed HSC (29.4%, N=53) followed by 25 percent are graduates, while 17.8 percent are diploma holders, 14.4 percent SSLC and only smaller percent have higher education such as post graduate (8.3%) and professional degrees (3.9%). This implies that the respondents are generally well-educated. More than 30 percent of respondents are employed in the government sector (34.4%, N=62) and in private sectors (32.2, N=58) respectively, while 10.6 percent self-employed. This indicates that a predominant of salaried employees.

In terms of marital status, more than half (58.9%, N= 106), followed by unmarried respondents (39.4%), with a very small proportion of widowed or destitute respondents 1.7 percent. The family structure reveals a clear dominance of nuclear families (86.7%) over joint families 13.3 percent, and more than half (56.1%, N=101) of the respondents consist of 3-5 members, followed by 1-3 members percent, which reflects smaller family sizes. With regard to the income distribution, more than one third (37.2%, N= 67) of respondents fall within the middle-income group earning between Rs.30,001- Rs.40,000 and 33.3 percent Rs.20,001- Rs.30,000, while very few respondents are in the higher income groups. On the whole, the findings indicate that the sample primarily consists of young to middle aged, moderately educated, salaried individuals from nuclear families with moderate income levels, suggesting a stable and economically active population.

8.2. Shopping details of the Customers

The analysis shows that shopping behavior, including shopping frequency, expenditure, companionship, information sources, and preferred payment modes. It also highlights reasons for store loyalty and willingness to recommend. These factors offer insights into customer preferences, spending patterns, and overall shopping experience. More than two fifth (43.3%, N= 78) of the customers prefer weekly shopping, followed by 39.4 percent monthly purchases, while only a small proportion 11.7 percent used to shop daily or occasionally 5.6 percent, indicating a planned and routine-based shopping pattern. More than one third (38.3%, N=69) of the respondents spend between Rs. 4,001- Rs.6,000, followed by Rs.2,001- Rs.4,000 (32.8%), suggesting that most of customers fall within a moderate spending category. Regarding shopping companionship, customers are almost evenly distributed with similar proportions i.e.

more than one fourth of respondent shopping alone (25.0%), with spouse (25.6), with children (24.4%) and with friends (25.0%) respectively, it indicates that no strong preference for a particular shopping companion.

The primary source of information about grocery supermarkets in advertisements (28.9%, N=52), followed closely by friends (24.4%), relatives (23.9%), and neighbors/colleagues (22.8%) it reflects a mix of promotional and personal influence in attracting the customer to shop in the particular supermarket. In terms of payment mode, a slight majority 53.3%, N=96) of respondents prefer digital and e-payment mode of payment.

Customer loyalty towards a particular shop is mainly influenced by factors such as availability of parking (18.3%), good service 17.8 percent, reasonable prices 15.6 and convenient location 15.6 percent, which indicating that both convenience and service quality play key roles in store preference. Finally, customer recommendation level are generally positive with 30.6 percent recommending and 28.3 definitely recommending the store, while a smaller proportion remains neutral and not recommending. It implies that an overall favorable perception of the shopping experience occurred among the customers.

8.3. Analysis of Consumer Buying behavior

The study aimed to examine consumer buying behavior in grocery supermarkets. A total of 25 variables were identified and grouped into five dimensions, each measured using composite scores. These dimensions included stores attributes, price and promotional factors, product factors, service quality and technological and convenience factors. In addition, five variables were used to assess overall consumer buying behavior towards the grocery supermarkets in Chennai city. The results were analyzed using arithmetic mean scores, as presented in the following table.

Table -3: Measurement of mean score perception of Consumer buying behavior towards Grocery supermarkets in Chennai city (Arithmetic Mean)

| Factor Variable | Descriptive Statistics | | | |
|-----------------|--|----------------|----------------|------------|
| | Variables | Mean | Std. Deviation | Analysis N |
| SA1 | Convenient store location | 3.4556 | 1.53660 | 180 |
| SA2 | Attractive store layout | 3.1444 | 1.17764 | 180 |
| SA3 | Cleanliness and hygiene | 3.2000 | 1.18369 | 180 |
| SA4 | Availability of parking space | 2.8556 | 1.32075 | 180 |
| SA5 | Ease of product navigation inside store | 2.6722 | 1.58142 | 180 |
| | Store Attributes -Total Mean Score | 15.3278 | | |
| PPF1 | Competitive pricing | 3.1889 | 1.64704 | 180 |
| PPF2 | Availability of discounts/offers | 3.8500 | 1.29664 | 180 |
| PPF3 | Loyalty programs and rewards | 3.2167 | 1.48841 | 180 |
| PPF4 | Perceived value for money | 3.7833 | 1.15925 | 180 |
| PPF5 | Price comparison with other supermarkets | 3.1778 | 1.59663 | 180 |
| | Price and Promotional -Total Mean Score | 17.2167 | | |
| PA1 | Variety of products available | 3.3444 | 1.53296 | 180 |
| PA2 | Availability of fresh fruits and vegetables | 3.4444 | 1.14931 | 180 |
| PA3 | Quality of products | 3.4556 | 1.19740 | 180 |
| PA4 | Availability of branded products | 2.9722 | 1.39605 | 180 |
| PA5 | Availability of private label/store brands | 2.8389 | 1.65169 | 180 |
| | Product Attributes -Total Mean Score | 16.0555 | | |
| SQ1 | Staff friendliness | 3.4889 | 1.55168 | 180 |
| SQ2 | Staff responsiveness | 3.4722 | 1.13566 | 180 |
| SQ3 | Product knowledge of employees | 3.3333 | 1.14823 | 180 |
| SQ4 | Speed of billing process | 2.8444 | 1.32792 | 180 |
| SQ5 | Availability of home delivery service | 3.7056 | 1.40906 | 180 |
| | Service Quality -Total Mean Score | 16.8444 | | |
| TC1 | Availability of digital payment options | 3.5778 | 1.17685 | 180 |
| TC2 | Ease of online ordering | 3.6111 | 1.31765 | 180 |
| TC3 | Mobile app usability | 3.4167 | 1.37363 | 180 |
| TC4 | Availability of self-checkout | 3.3444 | 1.50352 | 180 |
| TC5 | Quick billing through technology | 3.6611 | 1.39097 | 180 |
| | Technological and Convenience -Total Mean Score | 17.6111 | | |
| CBB1 | Frequency of supermarket visits | 3.5278 | 1.53699 | 180 |
| CBB2 | Amount spent per visit | 3.4500 | 1.26524 | 180 |
| CBB3 | Preference for a particular supermarket | 3.3833 | 1.15925 | 180 |
| CBB4 | Impulse buying tendency | 2.8500 | 1.18404 | 180 |
| CBB5 | Customer loyalty / repeat purchase intention | 2.7444 | 1.43819 | 180 |
| | Consumer Buying Behavior -Total Mean Score | 15.9555 | | |

The above table reveals that mean score perception of the various attributes associated with grocery supermarkets in Chennai city.

- A mean score perception on the variables of store related attributes.
- A standard deviation (variability in perception among the consumers of grocery supermarkets)
- Higher mean values indicate greater perceived impact on the aspects of grocery supermarkets.

The mean scores indicate that consumers in Chennai city show a moderately positive perception towards grocery supermarkets, with most of supermarket attributes scoring around the mid-range 2.7 to 3.8. This suggests average satisfaction, with some areas needs to improve.

Store attributes

The total means score $\sum\mu= 15.3278$ is the lowest, highlighting issues like parking availability and in store navigations which affect customer shopping experience.

Price and Promotional factors

Composite mean score for pricing and promotional factors $\sum\mu= 17.2167$ scored high it shows that discounts, offers and value for money strongly influence the buying behavior of the customers.

Product attributes

The combined mean score for product related attributes of grocery supermarkets $\sum\mu= 16.0555$ suggests moderate satisfaction, particularly with product quality and fresh products, but lower score for private labels and brand availability in grocery supermarkets.

Service Quality

The composite mean score for service quality of grocery supermarkets $\sum\mu= 16.8444$ reflects good customer perception, especially in staff friendliness and home delivery services offered by grocery supermarkets in Chennai City.

Technology and Convenience factors

The technology and convenience related attributes of grocery supermarkets ranked highest mean score $\sum\mu= 17.6111$, indicating that customers highly prefer and value digital payments, online ordering and quick billing systems facilitated by grocery supermarkets.

Consumer Buying Behavior

The present study has taken up the consumer buying behavior as the dependent variables to measure the perception of customer towards various attributes of grocery supermarkets in Chennai city. The composite mean score for consumer buying behavior is $\sum\mu= 15.9555$ indicate average loyalty and purchase consistency, with relatively low impulse buying behavior and repeated purchase intention.

The above result concluded that the consumer prioritize technological advancement, pricing and service quality therefore they have positive perception on these attributes and factors, while store infrastructure and loyalty building aspects need improvement to enhance overall buying behavior of the customer of grocery supermarkets in Chennai city.

8.4. Analyses of Correlations between factors (Independent variables) and Consumer buying behavior Karlpearson Correlation co-efficient

The Karl Pearsons Correlation Co-efficient was applied to examine the relationship between five independent variables such as Store Attributes (F1), Price and Promotional Factors (F2), Product Factors (F3), Service Quality Factors (F4), and Technological and Convenience Factors (F5) and the dependent variable consumer Buying Behavior. The sample size for the study was N=180 respondents and result of the test is presented in the following table.

Table -4
Correlations between factors (Independent variables) and Consumer buying behavior Karlpearson Correlation co-efficient

| | | Correlations | | | | | Consumer Buying Behavior Dependent Variable |
|--|---------------------|---------------|-------|---------------|---------------|---------------|---|
| | | F1 | F2 | F3 | F4 | F5 | |
| Stores Attributes F1 | Pearson Correlation | 1.000 | | | | | |
| | Sig. (2-tailed) | . | | | | | |
| | N | 180 | | | | | |
| Price and Promotional Factors F2 | Pearson Correlation | -.003 | 1.000 | | | | |
| | Sig. (2-tailed) | .964 | . | | | | |
| | N | 180 | 180 | | | | |
| Product Factors F3 | Pearson Correlation | .889** | .054 | 1.000 | | | |
| | Sig. (2-tailed) | .000 | .471 | . | | | |
| | N | 180 | 180 | 180 | | | |
| Service Quality Factors F4 | Pearson Correlation | .775** | .009 | .795** | 1.000 | | |
| | Sig. (2-tailed) | .000 | .908 | .000 | . | | |
| | N | 180 | 180 | 180 | 180 | | |
| Technological and Convenience Factors F5 | Pearson Correlation | .402** | .047 | .439** | .551** | 1.000 | |
| | Sig. (2-tailed) | .000 | .531 | .000 | .000 | | |
| | N | 180 | 180 | 180 | 180 | 180 | |
| Consumer Buying Behavior | Pearson Correlation | .365** | -.114 | .290** | .365** | .565** | 1.000 |
| | Sig. (2-tailed) | .000 | .127 | .000 | .000 | .000 | . |
| | N | 180 | 180 | 180 | 180 | 180 | 180 |
| *. Correlation is significant at the 0.05 level (2-tailed). | | | | | | | |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | | | | | |

Table -5
Correlation Matrix Hypothesis Test Result
Karl Pearson Correlation co-efficient

| Independent Variables | Dependent Variable | Alternative Hypothesis (H ₁) | Hypothesis Test Result |
|--|---------------------------------|--|--|
| Stores Attributes (F1) | <i>Consumer Buying Behavior</i> | H ₁ : The <i>Store Attributes</i> have the relationship with <i>Consumer Buying Behavior</i> | Significant at 1% (Accepted H ₁) |
| Price and Promotional Factors (F2) | | H ₁ : The <i>Price and Promotional Factors</i> have the relationship with <i>Consumer Buying Behavior</i> | Not Significant (Rejected H ₁) |
| Product Factors (F3) | | H ₁ : The <i>Product Factors</i> have the relationship with <i>Consumer Buying Behavior</i> | Significant at 1% (Accepted H ₁) |
| Service Quality Factors (F4) | | H ₁ : The <i>Service Quality Factors</i> have the relationship with <i>Consumer Buying Behavior</i> | Significant at 1% (Accepted H ₁) |
| Technological and Convenience Factors F5 | | H ₁ : The <i>Technological and Convenience Factors</i> have the relationship with <i>Consumer Buying Behavior</i> | Significant at 1% (Accepted H ₁) |

The result of Karl Pearson correlation co-efficient indicate that attributes such as store attributes ($r=0.365$, $p<0.01$), product factors ($r=0.290$, $p<0.01$), service quality factors ($r=0.365$, $p<0.01$, and technological and convenient factors ($r=0.565$, $p<0.01$) since p value for these factors are less than 0.01 then the alternative hypothesis was accepted at 1% level of significance. Among these, technological and convenience factors show the strongest influence, suggesting that advancement in technology, ease of access and convenience play an important role in determining consumer purchase decisions. But conversely, price and promotional factors ($r=0.114$, $p>0.05$) exhibit a negative but statistically not significant relationship, indicating that these factors do not significantly affect consumer buying behavior towards the grocery supermarkets in Chennai city. Furthermore, strong inter correlations are observed among store attributes, product factors, and service quality factors. It implies that a degree of overlap among these variables. Overall, the findings suggest that while traditional factors such as store attributes and service quality remain important, modern elements like technology and convenience have a more dominant impact on consumer buying behavior on grocery supermarkets in Chennai city.

9. MAJOR FINDINGS

From the foregoing analyses with respect to an empirical analysis of consumer buying behavior towards the service of grocery supermarkets in Chennai city the following major findings are emanate.

9.1. Findings related to demographic profile and shopping details.

- More than two fifth (43.3%) of customers prefer weekly grocery shopping.
- Most respondents spend ₹2,001–₹6,000 per month, indicating moderate spending.
- Shopping companionship is evenly distributed among shopping alone, with spouse, children, or friends/relatives.
- Advertisements (28.9%) are the primary source of awareness, followed by friends and relatives.
- More than half (53.3%) of customers prefer digital/e-payment methods.
- Store loyalty is driven by parking availability, good service, reasonable prices, and convenient location.
- Customers generally have a positive attitude toward the supermarket, with many willing to recommend it to others.

9.2. Findings related to mean score perceptions of consumer buying behavior

- Technology and convenience are highly valued, with strong preferences for digital payments, online ordering, quick billing, and home delivery services.
- Price and promotions significantly influence purchasing decisions, while product quality and freshness are positively perceived.
- Store-related factors such as parking availability, navigation, private labels, and brand variety require improvement to enhance the shopping experience.
- Customers exhibit moderate loyalty and purchase consistency, indicating a need for stronger loyalty programs and infrastructure improvements to boost retention and repeat purchases.

9.3. Findings related to correlation between factors of grocery supermarkets and consumer buying behavior

- Technological and Convenience Factors (F5) show the strongest positive relationship with Consumer Buying Behavior ($r = 0.565$, $p < 0.01$), indicating that convenience and technology significantly influence consumers' purchasing decisions.
- Store Attributes (F1) have a moderate positive and significant relationship with Consumer Buying Behavior ($r = 0.365$, $p < 0.01$), suggesting that store-related features positively affect buying behavior.
- Service Quality Factors (F4) also exhibit a moderate positive and significant relationship with Consumer Buying Behavior ($r = 0.365$, $p < 0.01$), highlighting the importance of service quality in influencing purchases.

- Product Factors (F3) show a positive and significant relationship with Consumer Buying Behavior ($r = 0.290$, $p < 0.01$), indicating that product-related characteristics contribute to purchase decisions.
- Price and Promotional Factors (F2) have a negative but statistically insignificant relationship with Consumer Buying Behavior ($r = -0.114$, $p = 0.127 > 0.05$), suggesting that price and promotions do not significantly influence consumer buying behavior in this study.
- Overall, all factors except Price and Promotional Factors (F2) have a significant positive association with Consumer Buying Behavior, with Technological and Convenience Factors (F5) emerging as the most influential factor based on correlation strength.

10. SUGGESTIONS AND RECOMMENDATIONS

The grocery supermarkets have had many ups and downs between different retailing the food and grocery products. Therefore, this study has attempted to suggest as follows.

- Strengthen digital payment, online ordering, and quick billing facilities to improve shopping convenience.
- Improve store infrastructure by providing adequate parking, better layout, and easy product navigation. Enhance service quality through employee training; prompt assistance, and efficient home delivery services.
- Increase product variety and improve private label offerings to meet diverse customer needs.
- Introduce attractive loyalty programs, rewards, and personalized promotions to encourage repeat purchases.

11. CONCLUSION

The study concludes that consumer buying behavior towards grocery supermarkets in Chennai City is primarily influenced by technological and convenience factors, with customers showing strong preferences for digital payments, online ordering, quick billing, and other technology-enabled services. Store attributes, service quality, and product quality also have a significant positive impact on customer satisfaction and purchasing decisions, whereas price and promotional factors play a comparatively lesser role. Although consumers generally hold positive perceptions of grocery supermarkets, customer loyalty and repeat purchase intentions remain moderate, indicating the need for stronger retention strategies. Therefore, grocery supermarkets should focus on enhancing technological innovations, improving service quality, maintaining product freshness, and upgrading store infrastructure to meet evolving consumer

expectations, strengthen customer loyalty, and achieve sustainable growth in an increasingly competitive retail market.

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