A Behavioral Study on Leisure Shopping Purchasing in Supermarket Setup

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Authors' contributions

This work was carried out in collaboration between both authors. Author NM designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author SH guided and supervised the whole study. Both authors read and approved the final manuscript.

Original Research Article

ABSTRACT

Asian country retail sector blooming fast. Sri Lankan retail association expected a revolution in the retail sector. Recently Sri Lanka retail sector has been facing huge challenges with technology changes. Customers are more engaging with technology so in this situation, they are more informed toward their purchasing.
Retailers use many strategies and tactics to attract customers and enhancing market shares. Most of the retailers have used 4ps strategies (product, price, place, promotions). Apart from those traditional retail strategies, retailers adopt more innovative strategies for getting customers. Recently they have engaged with enhanced retailers display settings, in-store initiatives, online listening strategies with digital marketing, build retail navigation with buzz marketing, enhancing merchandising windows display, and recently most of the retailers using curbside also to explore new retail features to customers.in addition to that retailers maintain good sales staff, using leverage social media like Facebook, Instagram, SMS marketing, email marketing, and online contest and referral retailer marketing and influence retailers' strategies.
Sri Lanka retail sector accounts for approx. 34% of the country's GDP,14% of the employments,

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and over 250 million. Footfall per annum thus contributing positively toward the national economy. Sri Lankan was ranked 12th in the global retail development index (GRDI).

The supermarkets' service providers face competition to attract customers and enhance their shopping behavior, to increase retail market share. Therefore, supermarket service providers should be conscious of the leisure shopping factors affecting shopping behavior.

This study aims to investigate the behavioral study of leisure shopping factors (wide choice, Atmosphere, Convenience, Salespeople, Location, promotional activity, merchandising policies) on customers' shopping behavior with regards to the retail industry. The objective of this study is to identify the level, relationship, and impact of leisure shopping factors on customer shopping behavior. This study was based on the customer's perspectives and their experiences with retail service. Data were obtained from a sample of 150 customers, and convenience sampling was used. The descriptive statistics, correlation, and regression analysis were used to analyses the data by using SPSS.

The results revealed that leisure shopping factors have a significant impact enhance customer purchasing behavior. Same as, leisure shopping factors (wide choice, Atmosphere, Convenience, Salespeople, Location, promotional activity, merchandising policies) impact on customer buying behavior significantly through customer leisure shopping factors. The study contributes to existing Theoretical and practical knowledge by providing evidence regarding the relationship and impact between leisure shopping factors and customer buying behavior. The modern retail service providers, in Sri Lanka; it is growing rapidly with high competition between the service providers. Hence, this research has the potential to contribute to the overall modern retail service providers in terms of how to maintain long-term relationships between the service providers and their customers through the strategies of leisure shopping factors.

1. INTRODUCTION

There has been an important change in the retail sector past decade of Sri Lanka and modern retailers' innovative factors are developed based on customer behavior trends. The new features of modern supermarkets favor more gain and prominence supermarkets, department wise stores, and merchandising product baseline. Small grocery shops are turning to less important in the markets and less prominent. Earlier concepts of buying consumer goods for fulfill day today's needs. In the modern retailers attempt to provide a unique shopping experience for customers. In such a competitive environment, modern retailers may find it difficult to distinguish their stores base on products, price, place, and promotions. Hence some factors of retailers become patronage important elements for attracting customers. Patronage of retail stores supermarket set up consist of popular retailers' factors of tactics wide choice, Atmosphere, Convenience, Salespeople, Location, promotional activity, merchandising policies.

Thus, customers are always willing to some shopping experience and pleasure activities during their normal shopping time. People have more choice about where they go shopping, making it possible for retailers to attract customers through the provision of leisure opportunities and more pleasant settings.

Rajagopal [1] suggested in their study that, supermarket setup factors wide choice, atmosphere, convenience, salespeople, location, promotional activities, and merchandising policy are positively associated during their shopping time. In their studies explore an enhanced customer experience through unique retail environment factors. besides retail motivations, sales assortments, customized service relationships, and retailer amebous.

Anuradha Agrawal [2] suggest in their study the customer shopping motivation, sales associates, retail ambiance, and product assortment had a significant impact on the retail experience of shoppers [3], apart from that background music of retail stores [4], in stores fragrance [5] and excellent customer services. Retailers use several retail strategies to distinguish their stores from among competitive retail industry.

In the Sri Lanka retailer sector also blooming faster. Traditional grocery shops engaging modern retailers' tactics for gaining customer .in the Sri Lankan context, supermarkets, and other

modern trade outlets offer a wide range of products under one roof [6].

Supermarket set up factors refers to "understand the important factors for influencing purchase behavior at supermarkets, Tabeck suggested in their study the factors are Product-oriented, Affordability and Availability, Convenience, Easiness, Contract terms, Quality Products, Secure Information, Innovative Offers After-sale service, Different Price ranges, and Security and discounts. [7] Hence consumer enhances their purchasing decision base on the retail Environment, Image, and Convenience of shopping malls. All three factors positively affect consumer behavior or loyalty regarding shopping malls [8].

The influence of consumer purchasing decision on supermarket set up is complex and might differ under different situations. The relationship between retail strategic factors and consumer behavior is not always a linear relation. Due to huge competition switching customers from the retail sector is high. Thus, the objective of this study is to investigate the direct relationship, influence, and impact of the buying behavior on the effect of leisure shopping factors in the supermarket. (*Wide choice, Atmosphere, Convenience, Salespeople, Location, promotional activity, merchandising policies*)

2. PROBLEM STATEMENT

Previous research focuses on a study on retailer consumer behavior in the supermarkets based on factors such as product, price, place, promotion, green product, technology base online shopping in Sri Lanka.

Sri Lankan retail sector is still an Immature sector in the country [9]. Sri Lankan retail services are exhibiting signs of a rapid industry paradigm change and symptoms of a market in transition. Strengthened by the rapid development of information and communication technologies (ICT) and high demand from customers. The E-commerce industry which accounted for 5.9 percent of total global trade in 2014 is tipped to grow to 8.8 percent in 2019 and is described as a digital disruption to the traditional trade world [10].

So far, most of the retail basis research has been conducted with the retail mix. There are only a few researches have been conducted on the factors affecting leisure shopping purchasing

on supermarket setup. However, it is not an identical supermarket set up factors has addressed in the retail industry in the Sri Lankan context. Thus, there exists a clear empirical gap concerning leisure shopping factors on supermarket setup toward customer purchasing behavior in the retail industry. This empirical gap becomes a problem for marketers in addressing customer behavior.

Further, from the western province, Uva and North-central province in Sri Lanka has high GDP, so modern grocery retailers have focused on the prosperous Western Province in the past, but demand in the province is likely to stagnate in the medium term, especially for essential FMCG products that have inelastic demand. Nominal GDP growth in the Western Province averaged 12% a year in 2011-2015, below the national average of 14%. The growth was higher in other provinces, especially North Western, North Central, and Uva provinces.

According to Rajagopal (2006), wide choice, atmosphere, convenience, salespeople, location, promotional activities, and merchandising policy are positively associated with consumer buyer behavior in the supermarket setup.

The most important argument is whether store setup can really in the buying behavior of customers in a real buying situation. Most of the current-day researchers in marketing rarely focus on supermarket set up factors and buying behavior.

Hence, it is necessary to analyses other potentially influential factors. The concept was proposed in his context. This means that the literature regarding leisure shopping factors to customer behavior. This study addresses this matter as a literature gap and attempts to fill through this study. Therefore, the findings provide further understanding regarding the leisure shopping factors with customer buying behavior by providing answers to the research questions raised in the study.

2.1 Research Questions

1. What is the level of selected leisure shopping factors and consumer buyer behavior?
2. What is the relationship between selected leisure shopping factors on consumer buyer behavior?

3. What is the impact of selected leisure shopping factors on consumer buyer behavior?

3. LITERATURE REVIEW

3.1 Leisure Shopping

Retailers face huge competition to capture their customers. Defining leisure shopping is a border concept. Leisure shopping behavior is also influenced significantly by the cross-cultural factors about the location of the retail stores, PoP displays, and customer psychodynamics. (Rajagopal, 2007). [11].

In-store leisure experiences are defined as the "total of cognitive, emotional, sensorial, and behavioral responses produced during the entire process, involving an integrated series of interactions with people, objects, processes, and the environment in retailing" [12], furthermost researchers have focused on the multi-dimensional nature of leisure shopping experience [13], moreover, most of the researchers have focused on retailer consumer buying behaviors with some limited elements.

Juliana Fung (2010) indicates that leisure and shopping experiences are strongly influenced by the participant's values, motivations, expectations, and perceptions. The consumer response is also affected by the search associated with deciding on leisure shopping about innovative products, retailers" sales campaigns creating the recreational impulse [13]. Moreover, shopping experiences can be characterized along a continuum from utilitarian to leisure experiences [14].

Simply differentiating leisure and work, or considering it the same as to recreation that can be termed as any experience satisfying virtually [15]. Further, the customer visited the shopping centers for both utilitarian and experiential reasons. They viewed shopping as a leisure activity, enjoyed looking around while accomplishing their shopping tasks, spent the highest amount of time (more than two hours on average) and second-highest amount of money at the shopping Centre, were accompanied by somebody during the shopping trip and made predominantly planned purchases.

[16] That the leisure shopping behavior is largely driven by store attractions, inter-personal influences, and comparative gains, consumers feel the high risk and entangle in decision making about their perceived use-values [17].

3.2 Factors Associated with Leisure Shopping

3.2.1 Wide choice

According to Blecker, Friedrich [18] wide choice simply involves more options from which the customer can choose. Further, they elaborate, a range of products and diversity within the same category of items are referred to as wide choice. A wide choice is considered as a dimension of leisure shopping [19].

3.2.2 Atmosphere

Store atmosphere includes the physical characteristics of a retail store used to create an image to attract customers. It's also known as atmospherics for short. It is a direct contributor to the customer experience and the public's opinion of your brand, which are important elements of retail today [20]. The design and color of target stores are easily recognizing and include a bright, vibrant atmosphere. The dim light and loud music in Hollister's store allow for a club like an environment that attracts teenagers. The environment in their store appears darker with a hint of flirtation with a combination of color and merchandise [21].

3.2.3 Convenience

Importantly, consumers could shift their definition of convenience based on the nature of retail stores. In-store convenience provided by retailers (e.g., air conditioning, return policy, and payment option) was much valued compared to accessibility or parking spaces in the case of the retail store. Shopping enjoyment among consumers increased as their satisfaction against the store convenience increased. [22].and Access convenience is less important for consumers on choosing the stores as consumers tend to switch stores based on the offers given by retailers [23].

3.2.4 Sales people

"Retail stores offer a chance for human interactions" [23]. And stress that "the desire for human interaction may drive some shoppers to stores in which they find salespeople friendly and communicative" [24]. Discusses how employee's interaction with the consumer contributes to retail patronage, while [25]. Indicate that a trust-based relationship between customers and salespeople can play a role in sustaining the customer-retailer relationship.

3.2.5 Location

Retail location focus on one element of the 4ps. Locations of retail stores or supermarkets must be accessible to potential customers [26]. Stores located in the center of the city benefit from their next door to remote customers. Therefore, we surmised that distance from home and the distance from the workplace would have a relationship with the amount of purchase from retail stores [27].

3.2.6 Promotional activities

Retailers can adopt both in-side and out-store advertisement strategies. But in-store advertisement strategies can influence more retail customers than the out-store advertisement. Strategic placement of marketing messages can increase the sale of targeted brands and products. Retailers can use promotional strategies for different objectives for example introducing new products, increasing sales, increase brand equity, and corporate image [28]. Promotion is the coordination of all seller-initiated efforts to set up a channel of information and persuasion to facilitate the sale or product service or the acceptance of an idea. The basic tools used to accomplish an organization's communication objectives are often referred to as the promotional mix [29].

3.2.7 Merchandising policy

According to Jain (2009), merchandising policy includes internal planning needed to get the right product or service to the market at the right time, at the right place, and in proper colors, quantities, and sizes. Thus, it is only a part of marketing [30].

Emphasized that successful retailers should consider their merchandising policy, such dominant merchandise policies are, fair prices, respect for customers, time and energy savings, and lastly, fun. Fun as a generic and generally required category of retail benefits [30].

4. METHODOLOGY

A descriptive research design was adopted for the study. The type of research is deductive and variables are measured with quantitative analysis. For the study, one hundred fifty questionnaires were issued to the customers in supermarket customers on a convenience sampling method. This sample size was considered adequate based on Cooper and Schindler, [21] proposition that statistically, for generalization to take place, a sample of at least 30 must exist, and also in their study, they took as sample size. Each customer 150 investigated through structured questionnaires with closed statements measured with a Likert scale, was issued which was properly filled and returned. The data analysis was done using SPSS. As illustrated in the literature the following hypotheses were formulated and assessed through the regression analysis.

H1: Wide choice has a significant impact on consumer buying behavior among supermarket customers.
H2: The atmosphere has a significant impact on consumer buying behavior among supermarket customers.
H3: Convenience has a significant impact on consumer buying behavior among the supermarket customers.
H4: Salespeople have a significant impact on consumer buying behavior among supermarket customers.
H5: The location has a significant impact on consumer buying behavior among supermarket customers.
H6: Promotional activities have a significant impact on consumer buying behavior among supermarket customers.
H7: Merchandising policies has a significant impact on consumer buying behavior among the supermarket customers

5. RESULTS AND DISCUSSION

The data presentation and analysis are presented with frequency distribution, mean, and standard deviation, correlation, and regression analysis with the research variable.

5.1 Sample Profile

Descriptive statistical analysis was run on respondents' demographic variables. The results are shown in Table1.

Table 1 exhibit that the majority of the respondents were between18-24 years old which makes 31%. Female respondents are accounted for 62.5 percent of the total number of respondents. The majority of the 54.7% of the respondents were users of a Dialog service provider. And out of the selected five influence factors, the majority of the (50%) respondents rated "good coverage" as a high influence factor to recommend their service provider.

5.2 Descriptive Statistics of Study Variables

The descriptive data including, reliability, mean, and standard deviation of the study variables were obtained and shown in Table 1.

All attributes of consumer behavior were tested for reliability analysis. The Cronbach's Alpha coefficient value for all switching barrier attributes was 0.820, which indicated strong internal consistency among the attributes. Therefore, the variables used in this study were concluded as reliable.

According to the results leisure shopping factors are found to be a high level. However, the overall leisure shopping factors were found to be moderate Levels. To conclude, retail service providers in Sri Lanka have a moderate level of attention to enhance the supermarket set up factors.

Further, the variable of leisure shopping factors is high among consumer buying behavior has a mean value of 3.650 customers in Sri Lanka. It shows that the level of the district.

5.3 Relationship between the Variables

Correlation analysis was used to measure the relationship between the variable as shown in Table 4.

As per Table 4, the relationship between the dimension of a wide choice variety of products, a variety of brands, and alternative products shows a moderate positive relationship with customer buying behavior. Dimension of atmosphere cleaning, lighting, music, color, air conditioning shows a moderate positive relationship with customer buying behavior. The dimension of convenience easy accessibility of products, product placement, products carrying, elf service, easy payment, walking space shows a moderate positive relationship with customer buying behavior. The dimension of salespeople product knowledge, neat and clean dressed, cheerfulness, and helpfulness, build relationship shows a moderate positive relationship with customer buying behavior. On the other hand, the relationship between dimensions of location and promotional activities shows a weak positive relationship between customer buying behaviors. Anyhow, Correlation regarding leisure shopping factors along consumer buying behavior is clearly shown in the positive relationship as shown in Table 4.

The correlation of coefficient of leisure shopping factors and consumer buying behavior (r) was .340, and it was indicated a moderate positive correlation between leisure shopping factors and consumer buying behavior.

5.4 Regression Analysis

To achieve the third research question, the hypotheses stated in the literature review were created to determine whether buying behavior can be influenced by the selected

Factors. Thus, a Multiple Linear Regression Analysis was performed between independent variables as; leisure shopping factors wide choice, atmosphere, convenience, sale people, location, & promotional activity on shopping behavior. And the following results were obtained.

The coefficient of determination R^2 = 0.199, means that 19.9% of the variability of purchasing behavior is explained by the selected factors. Furthermore, among the selected factors; wide choice, the significant value of wide choice is0.189, this higher than 0.05 so wide choice had no significant impact on consumer buying behavior ($p > 0.05$) at a 95% level of confidence.

According to that finding, H1 is not supported, the significant value of atmosphere is 0.156 this higher than 0.05 so wide choice had no significant impact with consumer buying behavior ($p > 0.05$) at a 95% level of confidence.

According to that finding, H2 is not supported. The significant value of convenience is 0.030 this lower than 0.05 so convenience had a significant impact on consumer buying behavior ($p < 0.05$) at a 95% level of confidence.

According to that finding, H3 is supported. The significant value of salespeople is 0.013 this lower than 0.05 so salespeople had a significant impact on consumer buying behavior ($p < 0.05$) at a 95% level of confidence.

According to that finding, H4is supported. The significant value of the location is 0.244 this higher than 0.05 so the location had no significant impact on consumer buying behavior ($p > 0.05$) at a 95% level of confidence.

Table 1. Demographic profile

Demographic profile		Frequencies	Percentages (%)
Gender	Male	69	46.0
	Female	81	54.0
Living Area	Town	117	78.0
	Out of Time	33	22.0
Age of customers	18-28	9	6.0
	29-38	44	29.0
	39-48	82	55.0
	Above 48	15	10.0
Income Level	10001-30000	43	29.0
	30001-50000	50	33.0
	Above 50000	57	38.0
Mode of traveling	Own Vehicle	46	31.0
	Hired Vehicle	74	49.0
	Bus	21	14.0
	By Walking	9	6.0
Occupation	Government employees	29	19.0
	NGO employees	15	10.0
	Private employee	106	70.0
Shopping with whom	Spouse	102	68.0
	Spouse with children	30	20.0
	With children's only	18	12.0
Shopping Time	Morning	9	6.0
	Afternoon	51	34.0
	Evening	90	60.0
Shopping days	Weekdays	33	22.0
	Weekend	117	78.0

According to that finding, H5 is not supported. The significant value of promotional activity is 0.25 this lower than 0.05 so convenience had asignificant impact on consumer buying behavior (p <0.05) at a 95% level of confidence. According to that finding, H6 is supported. The significant value of Merchandising policy is 0.009 this lower than 0.05 so convenience had a significant impact on consumer buying behavior (p <0.05) at a 95% level of confidence. According to that finding, H7 is supported. This indicates that the alternative hypotheses (H1, H2, and H5) are appropriate and cannot be accepted. But hypothesis (H3, H4, H5, H6, and H7) can be accepted.

Table 2. Reliability

Variable	No. of statements	Cronbach's Alpha coefficient
Wide Choice	3	0.702
Atmosphere	5	0.764
Convenience	6	0.719
Sales People	6	0.671
Location	4	0.587
Promotional Activity	5	0.966
Merchandising Policy	3	0.637
Leisure shopping Behavior	4	0.652

Table 3. Level of factors (wide choice, atmosphere, convenience, salespeople, location promotional activity, merchandising policies) and consumer behavior

Dimension	Mean	S. D	Decision attribute
Wide Choice	3.5867	.622	High level
Atmosphere	4.0520	.532	High level
Convenience	3.6700	.492	High level
Sales People	3.9520	.500	High level
Location	3.7750	.509	High level
Promotional Activity	3.6680	.699	High level
Merchandising Policy	3.5533	.615	High level

Table 4. Coefficient of correlation between leisure factors (wide choice, atmosphere, convenience, salespeople, location promotional activity, merchandising policies) and consumer behavior

Variable	Wide choice	Atmosphere	Convenience	salespeople	Location	Promotional activity	Merchandising policies
Factors of leisure shopping	0.200	0.274	0.227	0.205	0.095	0.126	0.075
Pearson Correlation Sig.(2-tailed)	0.014	0.001	0.005	0.012	0.247	0.124	0.359
Buying behavior	0.349	0.318	0.340	0.357	0.165	0.218	0.185
Pearson Correlation Sig.(2-tailed)	0.000	0.000	0.00	0.000	0.043	0.007	0.025

Table 5. Regression predicting leisure shopping factors and consumer buying behavior

	Coefficients [a]			
Model	Unstandardized coefficients		t	Sig.
	B	Std. Error		
1 (Constant) 2.226 .411 5.421 .000 buying .367 .116 3.167 .002				
a. Dependent Variable: consumer buying behavior				

Table 6. Regression predicting leisure shopping factors and consumer buying behavior

	Coefficients [a]			
Model	Unstandardized coefficients		t	Sig.
	B	Std. error		
(Constant)	1.329	.480		2.770
Wide choice	.345	.262	-.324	-1.319
Atmosphere	.427	.299	-.342	-1.427
convenience	1.001	.455	.741	2.197
Sales people	.821	.326	.619	2.518
Location	.213	.182	-.164	-1.171
Promotional Activities	.274	.121	.289	2.263
Merchandise ng policies	.521	.196	-.483	-2.656
a. Dependent Variable: Consumer buying behavior				

6. CONCLUSIONS AND RECOMMENDA-TION

The study evaluated the supermarket setup factors determining the consumer behavior of the retail store. The factors employed are wide choice, Atmosphere, Convenience, Salespeople, Location, promotional activity, merchandising policies. However, from the findings, it was revealed that leisure shopping factors have a significant impact on enhancing customer purchasing behavior. Same as, leisure shopping factors (wide choice, Atmosphere, Convenience, Salespeople, Location, promotional activity, merchandising policies) impact on customer buying behavior significantly through customer leisure shopping factors. The study contributes to the existing. Theoretical and practical knowledge by providing evidence regarding the relationship and impact between leisure shopping factors and customer buying behavior.

The research concluded that hypotheses of convenience, salespeople, promotion activity, and merchandising policies were valid and shows a significant relationship between buying behavior. On which wide choice, atmosphere, and location negatively correlated with buying behavior. It emphasizes when enhancing wide choice, atmosphere, and location increase loyalty going to decrease. Convenience, salespeople, promotional activity, and merchandising policies positively correlated with buying behavior.

It is a big challenge for the service providers of the retail industry to implement customer buying behavior. As highly creating of wide choice, atmosphere, and location base things may result in loss of customer basis. And enhancing convenience, salespeople, promotional activity, and merchandising policies may make it too easy for customers to buy behavior. Hence retail service providers are recommended to carry out deeper market analysis before implementing set-up strategies of supermarkets. As it retains customers, even when competitors try to win them over by enhancing other retail strategies like products, price, place, and promotional things.

The results of this study provide important insights into the factors of leisure shopping purchasing and consumer buying behavior for the retail service providers and this outcome is significant to the service providers dealing in the retail industry. This research only focuses on the retail industry in Sri Lanka. Additional studies need to be undertaken to examine the leisure shopping factors and purchasing behavior in other regions and with larger samples. However, this can be further expanded into fields such as banks, insurance, leasing, and another financial sector.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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