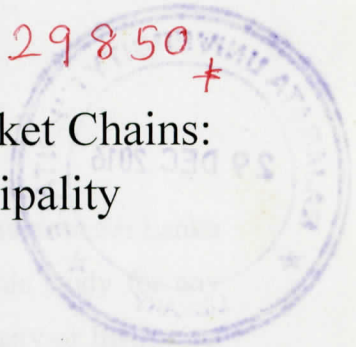
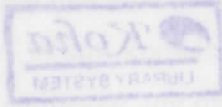


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Consumer Decision-Making Styles in Supermarket Chains: With Special Reference to Colombo Municipality



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ABSTRACT

The organized supermarkets are changing the whole concept of shopping considering the rapid changes of Sri Lankan consumers. Hence, decision-making in supermarkets is more complex and important life skill at all stages in life for consumers today than in the past. Understanding consumer decision-making styles is vital for Sri Lankan supermarket chains in developing the appropriate strategies to best satisfy their target groups and the lack of previous relevant consumer researches in Sri Lanka, prompted an investigation of Sri Lankan supermarket shoppers. Therefore, the main objective of this research was to study/investigate the decision-making styles of Sri Lankan consumers in supermarkets and to suggest appropriate strategies to be followed by supermarkets.

The present study selected all 28 supermarket chain outlets in Colombo municipality. A selection of 148 supermarket consumers is made via a survey method with a simple random basis at the rate of 5 consumers from each selected supermarket outlets. The model of Consumer Style Inventory (CSI) as suggested by Sproles and Kendall (1986) has been tested to validate the basic characteristics of these styles among Sri Lankan supermarket consumers. The factor analysis was made where the dependent variable "decision-making styles" was related to independent factors influencing the same. In this study, the result of Bartlett's test of sphericity (0.00) and KMO (0.562) indicate that the data are appropriate for factor analysis. The factor analysis (using principal component analysis) identified that the top four (04) items in the price conscious style together accounted for 61.44% of the total variance, the top three (03) items in the quality conscious style together accounted for 57.86% of the total variance, the top three (03) items in the recreational and shopping conscious style together accounted for 56.98% of the total variance, the top five (05) items in the brand conscious style together accounted for 66.56% of the total variance and the top three (03) items in the price conscious style together accounted for 59.85% of the total variance. Also, mean value analysis was adopted to study the variations in the consumer decision-making styles in supermarkets. As per the mean value analysis, the overall mean value for all five variables belongs to moderate acceptance rate. In this paper, the results of consumer decision-making styles suggested that an average Sri Lankan supermarket consumer was brand consciousness.

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