

An Analysis on Consumer Perception towards Supermarkets in Urban Areas of Jaffna District

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Abstract: Supermarkets play a key role among the people in today's busy lifestyle. It is observed that there is a huge flow of products into the retail markets in Jaffna district in the post conflict period. This research study attempted to analyze the consumer perception toward the supermarkets in urban areas of Jaffna district. The research problem associated with this research study is to investigate the impact of consumer perception toward the purchasing decision at supermarkets. The main objective of this study is to identify factors influencing on consumer perception towards supermarkets and modern retail outlets. For this purpose, 100 respondents were selected by using Area Probability Sampling method with an association of Judgment Sampling and data gathered from them through questionnaire and personal interviewing. The data analysis covered Univariate analysis, rank order and cross tab analyses by using the version 16.0 of SPSS package. The findings showed that more than 70% of the respondents have accepted the supermarket and modern retailing concept and the marketing mix and demographic elements influence mostly on the perception of buyers and their satisfaction that leads to the acceptance of supermarket concept in Jaffna district.

Keywords: Consumer Perception, Demographic Factors, Marketing Mix, Store Preference