

A Study on the Influential Factors towards Consumers' Choice for a Self-Service Retail Store - with Special Reference to Colombo District

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The study on influential factors towards consumers' choice for a self-service retail was conducted by myself T.C.R Peiris, UWU/ENM/11/0039 as a partial fulfillment of the Bachelor of Business Management in Entrepreneurship and Management degree programme. The self-service retail stores' culture in Sri Lanka was initially commenced in 1980's and due to various constraints the industry began to expand from year, 2000. This study was focused on the consumers' choice for self-service retail stores in Colombo district. Objectives of the study is to identify the most influential factor, relative contribution of each influential factor and the degree of correlation between the influential factors towards consumers' choice for self-service retail stores. The study was based on both primary and secondary data. The primary data were collected from the sample survey which was conducted in three divisional secretariats of Colombo; Maharagama, Kotte and Thimbirigasyaya. 200 respondents were selected for the sample. A questionnaire was designed to obtain information about consumers' choice with reference to major influential factors when selecting a self-service retail store. Influential factors were grouped into four variables namely store image, range of brands available, ease of access and the pricing strategies used by the retail stores. The secondary data were collected from published sources. Descriptive statistics has implied the existing level consumers' choice while correlation and multiple linear regression were used in identifying the relationship between the influential factors and consumers' choice towards self-service retail stores. The results illustrated that there is a strong positive relationship between each influential dimension and the consumers' choice towards self-service retail stores. The identified most equally influential factors towards consumers' choice for self-service retail stores were ease of access to the store and range of brands available in the store hence it is recommended that retail store chain owners should focus more on the strategies which will make an impact on these two influential factors in order to attract and retain customers.

Keywords: Self-service retail store, Consumer, Consumers' choice, Influential factors, Divisional secretariat