

## **A COMPARATIVE STUDY OF INFLUENCING FACTORS FOR GROCERY SHOPS AND MALLS**

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### **ABSTRACT**

This study investigates the demographic factors influencing consumer preferences for grocery shopping, focusing on both grocery shops and malls. Data was collected from 125 respondents using a structured questionnaire, considering key demographic variables such as gender, age, income, and shopping preferences. The study applied statistical tools, including ANOVA and F-tests, to test the hypotheses and determine significant differences in the influencing factors based on gender and age. The findings reveal that females are more influenced by factors driving their choice of grocery shops and malls compared to males. Additionally, age plays a crucial role, with older age groups showing stronger preferences for grocery shops, while younger individuals, particularly those under 25, are more influenced by factors related to malls. The research highlights the importance of understanding demographic-specific consumer behavior and suggests that businesses should tailor their strategies accordingly. By identifying the significant differences in shopping preferences based on gender and age, the study provides valuable insights for companies aiming to attract and retain customers in the grocery and retail sectors. This research contributes to the broader understanding of consumer behavior, offering a foundation for targeted marketing efforts that address the specific needs and preferences of different demographic groups.

**Keywords:** Influencing Factor, Grocery Shops, Malls

### **INTRODUCTION:**

Grocery local shops are small, community-oriented retail outlets that primarily sell essential food items and household products. They are typically independently owned and cater to the immediate needs of local consumers. These stores often stock basic items such as fruits, vegetables, dairy, grains, snacks, and beverages, providing convenience for shoppers who need quick access to everyday groceries. Unlike larger supermarkets or malls, local grocery shops focus on personalized service, often building strong relationships with regular customers. Their appeal lies in their proximity to residential areas, affordability, and the ability to offer a more intimate shopping experience.

Grocery malls are large retail establishments that combine grocery stores with other shopping outlets, offering a wide range of products under one roof. These malls feature supermarkets or hypermarkets as anchor stores, which are stocked with an extensive variety of groceries, including fresh produce, packaged goods, household products, and specialty items. Grocery malls often provide a more spacious and modern shopping environment compared to traditional grocery stores, with amenities such as parking, food courts, entertainment, and various retail shops. The convenience of accessing not just groceries but also fashion, electronics, and dining options makes these malls a popular destination for consumers

seeking a comprehensive shopping experience. They also frequently offer promotions, discounts, and loyalty programs, further enhancing their appeal.

### **INFLUENCING FACTOR FOR GROCERY SHOPS:**

One of the primary factors influencing consumers to shop at local grocery stores is their proximity to residential areas. Local shops are often situated in neighborhoods, making them accessible for quick purchases. Consumers value the convenience of walking or taking a short drive to the store, especially for daily or urgent needs. Unlike larger supermarkets or malls, local shops provide a more personal shopping experience with quicker transactions, making them an ideal choice for individuals with busy schedules. Local grocery stores often establish strong personal relationships with their customers. Owners and staff frequently know regular shoppers by name, understand their preferences, and offer tailored product recommendations. This personalized service fosters a sense of loyalty and community that large chain stores struggle to replicate. Moreover, many local shops are willing to extend credit to trusted customers, which becomes an important factor for those with limited immediate financial resources. Local grocery shops often cater specifically to the cultural and regional needs of their community. They stock items that align with the local cuisine, festivals, and traditions, which are sometimes unavailable in larger retail chains. Additionally, they frequently source fresh produce from nearby farmers or local suppliers, which appeals to consumers who prioritize freshness and support for local economies. This focus on culturally relevant products and local sourcing strengthens their position as a preferred shopping destination for many consumers.

### **INFLUENCING FACTOR FOR GROCERY MALLS:**

Grocery malls typically offer a much wider range of products compared to local shops, catering to diverse consumer preferences. Shoppers are attracted to the vast selection of items, from everyday grocery staples to gourmet and international products. Malls also often feature organic, health-conscious, and premium brands, which appeal to a more affluent and discerning customer base. This extensive product variety is a significant factor that drives customers to choose malls for their grocery shopping needs. Malls provide an immersive and enjoyable shopping experience that extends beyond grocery shopping. With modern amenities like air conditioning, well-designed layouts, and additional entertainment or dining options, grocery malls create a more comfortable and convenient shopping environment. Consumers often combine grocery shopping with other activities, such as dining out, watching a movie, or socializing, which makes it an appealing destination for family outings and more leisurely shopping trips. Malls frequently run promotional events, discounts, and loyalty programs that encourage consumers to shop in bulk or purchase higher-value items. These discounts can be a powerful incentive, especially for price-conscious consumers. Special offers, such as "buy one get one free" or seasonal sales, often make grocery shopping at malls feel like a better deal compared to local shops. Additionally, many mall-based grocery stores offer digital coupons and other incentives, enhancing the overall value proposition for customers.

### **REVIEW OF LITERATURE:**

1. **Dudziak et al. (2023)** In the research paper titled "Analysis of Consumer Behaviour in the Context of the Place of Purchasing Food Products with Particular Emphasis on Local Products" The study revealed that shopping habits vary by location and age, with hypermarkets and local stores popular among both men and women. It concluded that understanding consumer decision-making is complex, influenced by various factors such

as thoughts, emotions, and actions leading to product selection and purchase, which can vary based on demographic characteristics like gender, age, and location.

2. **Kavak and Gumusluoglu (2007)** In the research paper titled "Consumer ethnocentrism and purchase intentions in native Latin American consumers". The study found that men prefer national food products, while women tend to prefer foreign food products. This indicates that gender plays a significant role in influencing consumer preferences in grocery shopping.
3. **Negm (2024)** In the research paper titled "Consumer ethnocentrism and purchase intentions in native Latin American consumers". The research highlighted that gender is a factor influencing Personal Identification Number (PIN) usage, suggesting that gender differences may also extend to other areas of consumer behavior, including grocery shopping habits.
4. **Miaoja Lu et al. (2021)** In the research paper titled "Comparative analysis of online fresh food shopping behavior during normal and COVID-19 crisis periods". The study explored and compared online fresh food shopping behaviors during normal and COVID-19 crisis periods with a sample from China. It found that purchase frequency grew by 71.2% during the COVID-19 crisis, indicating a significant shift towards online grocery shopping during public health emergencies.
5. **Karuna Gole (2022)** In the research paper titled "A Study of Preference for Grocery Shopping Outlets Among the Consumers In Pune And Pimpri-Chinchwad Cities". The research aimed to detect the buying behavior of grocery goods shopping among residents of Pune and Pimpri-Chinchwad cities. It concluded that buying of grocery goods among the respondents is still persistent in local grocery shops due to their reliability, despite the presence of malls.
6. **Priyasha, Deepak, & Vidani (2024)**. In the research paper titled "Comparative Analysis of Blinkit and Offline Supermarkets in Grocery Shopping Behavior". This study examines the influence of age on grocery shopping behaviors, focusing on the preference for online versus offline shopping platforms. The findings reveal that younger consumers are more inclined towards online grocery shopping, showing a strong preference for platforms like Blinkit, BigBasket, and Amazon. They also tend to have higher levels of trust in these online services. Conversely, older consumers exhibit a preference for offline supermarkets, valuing the tangible shopping experience and personal interactions. The study concludes that age significantly influences grocery shopping preferences, with younger individuals favoring the convenience of online platforms and older individuals preferring traditional in-store shopping experiences.
7. **Mulayara & Soman (n.d)**. In the research paper titled "Consumers Buying Behaviour on Shopping at Malls: Comparative Study from the Perspectives of Urban and Rural Consumers". This research explores the differences in consumer buying behavior at malls from urban and rural perspectives. The study finds that urban consumers are more influenced by factors such as brand variety, ambiance, and promotional offers, leading to a higher preference for shopping at malls. In contrast, rural consumers prioritize convenience, affordability, and familiarity, often favoring local grocery shops. The research concludes that geographic location and associated lifestyle factors play a crucial role in shaping consumer preferences between malls and local grocery shops.

## RESEARCH GAP:

Despite the extensive studies on consumer behavior towards grocery shopping in both malls and local shops, a clear research gap exists in understanding the nuanced interplay of factors such as demographic diversity, digital influence, and evolving consumer preferences post-pandemic. Existing literature primarily focuses on standalone variables, such as price sensitivity or convenience, without integrating the broader context of cultural, technological, and economic shifts. Additionally, limited research has been conducted on how hybrid shopping behaviors—combining online and offline experiences—affect consumer loyalty and decision-making processes. This gap underscores the need for a comprehensive comparative analysis that considers dynamic consumer behavior trends, especially in emerging markets, to inform strategies for both traditional and modern retail formats.

## RESEARCH METHODOLOGY:

The research methodology employed for this study involves a descriptive research design to explore the influencing factors for grocery shopping preferences among consumers. A structured questionnaire was used to collect primary data from 125 respondents, selected using convenience sampling. The demographic factors considered include gender, age, income, and shopping preferences. The data was analyzed using statistical tools such as ANOVA and F-tests to identify significant differences in influencing factors across demographic groups. Mean scores and standard deviations were computed to measure central tendencies and variability, providing insights into the impact of these factors. This approach ensures a comprehensive analysis of consumer behavior, enabling the study to draw meaningful conclusions about the role of gender and age in shaping preferences for grocery shops and malls.

## Data Analysis:

The following table indicates the demographic factor of the study:

Sr.no	Demographic Factor	Category	Frequency	Percent
1	Gender	Male	46	36.8
		Female	79	63.2
2	Age Group	Less than 25 Years	19	15.2
		26 to 35 Years	31	24.8
		36 to 45 Years	53	42.4
		More than 45 Years	22	17.6
3	Occupation	Below 5 Lakhs	16	12.8
		5 to 10 Lakhs	39	31.2
		10 to 20 Lakhs	52	41.6
		More than 20 Lakhs	18	14.4
4	Preference	Only Grocery Shops	44	35.2
		Only Malls	53	42.4
		Both	28	22.4

The demographic distribution provides insights into the sample population's characteristics. In terms of gender, there are 46 males and 79 females, showing a higher female representation. Age-wise, the majority of respondents fall in the 36 to 45 years category (53 respondents), followed by 26 to 35 years (31 respondents), with smaller groups under 25 years (19 respondents) and over 45 years (22 respondents). For occupation, most respondents have an income of 10 to 20 lakhs (52 respondents), followed by 5 to 10 lakhs (39 respondents), while fewer fall below 5 lakhs (16 respondents) or exceed 20 lakhs (18 respondents).

respondents). Regarding shopping preferences, 53 respondents prefer malls exclusively, while 44 prefer grocery shops, and 28 choose both, indicating diverse shopping habits.

**Objective-1: To study the influencing factor for Grocery products from grocery shops.**

**Null Hypothesis  $H_{01A}$ :** There is no significant difference in influencing factor for Grocery products from grocery shops according to gender.

**Alternate Hypothesis  $H_{11A}$ :** There is a significant difference in influencing factor for Grocery products from grocery shops according to gender.

To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Influencing factor for Grocery Shop					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	10871.005	1	10871.005	52.217	.000
Within Groups	25607.203	123	208.189		
Total	36478.208	124			

**Interpretation:** The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Conclusion:** There is a significant difference in influencing factor for Grocery products from grocery shops according to gender.

**Findings:** To understand the findings, mean scores are obtained and presented as follows:

Report			
Influencing factor for Grocery Shop			
1. Gender	Mean	N	Std. Deviation
Male	54.43	46	17.577
Female	73.77	79	12.249
Total	66.66	125	17.152

The mean score is a measure of central tendency that represents the average value for an influencing factor across groups. In this context, the mean scores for the factor influencing grocery shop choice differ between genders. For males, the mean score is 54.43 (based on 46 respondents) with a standard deviation of 17.577, indicating relatively more variability in responses. For females, the mean score is 73.77 (based on 79 respondents) with a standard deviation of 12.249, suggesting higher average influence and less variability compared to males. These differences highlight potential gender-based variations in the factors that impact grocery shop preferences, with females showing a stronger average influence.

**Null Hypothesis  $H_{01B}$ :** There is no significant difference in influencing factor for Grocery products from grocery shops according to age.

**Alternate Hypothesis  $H_{11B}$ :** There is a significant difference in influencing factor for Grocery products from grocery shops according to age.

To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Influencing factor for Grocery Shop					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	4498.181	3	1499.394	5.673	.001
Within Groups	31980.027	121	264.298		
Total	36478.208	124			



**Interpretation:** The above results indicate that calculated p-value is 0.001. It is less than 0.05. Therefore ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Conclusion:** There is a significant difference in influencing factor for Grocery products from grocery shops according to age.

**Findings:** To understand the findings, mean scores are obtained and presented as follows:

Report			
Influencing factor for Grocery Shop			
2. Age	Mean	N	Std. Deviation
Less than 25 Years	55.79	19	18.305
26 to 35 Years	62.58	31	10.095
36 to 45 Years	69.89	53	19.511
More than 45 Years	74.00	22	12.142
Total	66.66	125	17.152

The mean scores for the influencing factor of grocery shop preference across different age groups reveal a trend of increasing influence with age. Respondents under 25 years have the lowest mean score of 55.79 (based on 19 respondents), indicating relatively lower influence. The score rises progressively with age, with respondents aged 26 to 35 years having a mean of 62.58 (31 respondents), and those aged 36 to 45 years showing a higher mean of 69.89 (53 respondents). The highest influence is observed among respondents older than 45 years, with a mean score of 74.00 (22 respondents). This suggests that older age groups may place greater importance on the factors influencing their choice of grocery shop.

**Objective-2: To study the influencing factor for Grocery products from grocery malls.**

**Null Hypothesis  $H_{02A}$ :** There is no significant difference in influencing factor for Grocery products from grocery malls according to gender.

**Alternate Hypothesis  $H_{12A}$ :** There is a significant difference in influencing factor for Grocery products from grocery malls according to gender.

To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:

ANOVA					
Influencing factor for Malls					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	14108.890	1	14108.890	65.649	.000
Within Groups	26434.342	123	214.913		
Total	40543.232	124			

**Interpretation:** The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Conclusion:** There is a significant difference in influencing factor for Grocery products from grocery malls according to gender.

**Findings:** To understand the findings, mean scores are obtained and presented as follows:

Report			
Influencing factor for Malls			
1. Gender	Mean	N	Std. Deviation
Male	57.57	46	11.234
Female	79.59	79	16.312
Total	71.49	125	18.082

The mean scores for influencing factors related to mall preferences vary significantly by gender. Males have a mean score of 57.57 (based on 46 respondents), indicating a moderate level of influence. In contrast, females have a much higher mean score of 79.59 (based on 79 respondents), suggesting that they are more influenced by these factors when choosing malls. This substantial difference in mean scores points to a gender-based divergence in the importance or impact of mall-related influencing factors.

**Null Hypothesis  $H_{02B}$ :** There is no significant difference in influencing factor for Grocery products from grocery malls according to age.

**Alternate Hypothesis  $H_{12B}$ :** There is a significant difference in influencing factor for Grocery products from grocery malls according to age.

To test the above null hypothesis, ANOVA and F-test is applied and results are as follows:

<b>ANOVA</b>					
Influencing factor for Malls					
	Sum of Squares	df	Mean Square	F	P-value
Between Groups	6772.339	3	2257.446	8.088	.000
Within Groups	33770.893	121	279.098		
Total	40543.232	124			

**Interpretation:** The above results indicate that calculated p-value is 0.000. It is less than 0.05. Therefore ANOVA and F-test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

**Conclusion:** There is a significant difference in influencing factor for Grocery products from grocery malls according to age.

**Findings:** To understand the findings, mean scores are obtained and presented as follows:

<b>Report</b>			
Influencing factor for Malls			
2. Age	Mean	N	Std. Deviation
Less than 25 Years	81.89	19	16.937
26 to 35 Years	79.35	31	17.651
36 to 45 Years	66.64	53	13.988
More than 45 Years	63.09	22	20.800
Total	71.49	125	18.082

The mean scores for influencing factors related to mall preferences across age groups show a declining trend as age increases. Respondents under 25 years have the highest mean score of 81.89 (based on 19 respondents), indicating a strong influence of these factors. The mean score slightly decreases to 79.35 for those aged 26 to 35 years (31 respondents). A notable decline is observed in the 36 to 45 years age group, with a mean score of 66.64 (53 respondents), and the lowest mean score of 63.09 is recorded for respondents over 45 years (22 respondents). These results suggest that younger individuals are more strongly influenced by mall-related factors compared to older age groups.

## CONCLUSION:

The study reveals significant differences in the influencing factors for grocery shopping from both grocery shops and malls based on gender and age, showcasing distinct behavioral patterns. For grocery shops, females exhibit a notably higher mean score than males, indicating that females are more influenced by the factors driving their choice of grocery

shops. Similarly, older age groups, particularly those over 45 years, report higher mean scores, signifying a greater impact of these factors, while younger age groups display relatively lower influence. On the other hand, for malls, females again show substantially higher mean scores compared to males, reflecting that they are more strongly influenced by mall-related factors. Additionally, younger individuals, especially those under 25 years, exhibit the highest mean scores, indicating a stronger preference for mall-related influences, which declines progressively with age. These results emphasize that gender and age significantly shape consumer preferences and priorities when choosing between grocery shops and malls, pointing to the importance of demographic-specific strategies for businesses in these sectors.

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