A report on factors influencing the choice of Supermarkets

S.Raji\textsuperscript{1}, Dr. K. Subramanian\textsuperscript{2}

\textbf{Abstract:} Supermarkets occupies a major share in the total retail sales, but in India, the concept of supermarkets are gaining momentum only during the last ten years. Many global players tried to enter into Indian retail, but due to the Government restriction they could not do so. But prior to the global giants, in India many corporates like, Reliance, TATA and the like entered into the retail trade and getting good retail market share. However these companies find it difficult to get sufficient market share in some locations. This study aims at the factors which are influencing the retail buyers in the preference of a Supermarket.

\textbf{Keywords:} Provision, Shoplifting, Club cards, Membership cards, supermarket

\textsuperscript{1} Assistant Professor, S.E.A. Degree College, KR Puram, Bangalore – 560 049
\textsuperscript{2} Associate Professor in Commerce, (Rtd.), Controller of examinations, Sadakathullah Appa College (Autonomous), Tirunelveli - 627011