INTERNATIONAL MULTIDISCIPLINARY JOURNAL OF RESEARCH FOR INNOVATION, SUSTAINABILITY AND EXCELLENCE (IMJRISE)
Online ISSN: 3028-032X | Print ISSN: 3028-0370
PUBLISHED BY: RISEJOURNALS.ORG
Volume 2, Issue no. 5

The Consumer Spending Behavior among Grocery Shoppers in Dumaguete City's Leading Supermarket

DOI: 10.5281/zenodo.15368535

Prospera Loreto Tubaga
Lee Super Plaza, Perdices Street Dumaguete City Negros Oriental
prospertubaga@gmail.com

Dr. Lora May Calawigan
Foundation University, Dr. Miciano Road Dumaguete City Negros Oriental

Abstract

The study aims to examine consumer spending behavior among grocery shoppers in Dumaguete City's top supermarket, focusing on various economic, psychological, personal, and marketing factors. It also seeks to understand how shopper profiles relate to purchasing behavior, which will help create effective marketing strategies. This study employed a descriptive-correlation design with quantitative methods to investigate the changes in shopping habits and preferences among consumers in Dumaguete City since the pandemic. Through a survey of 250 respondents from five leading supermarkets, the research revealed significant insights into demographic influences on purchasing behavior. Findings indicated that a majority of shoppers were female and aged 20-35, with spending patterns heavily influenced by personal income and shopping frequency, particularly around paydays. The study concluded that supermarkets must adapt their marketing strategies to cater to the preferences of diverse consumer segments, especially by targeting female shoppers and younger adults with convenience items. Recommendations include implementing targeted promotions aligned with shopping habits, expanding product ranges, and enhancing the in-store experience to foster customer loyalty and satisfaction.

Keywords: *Consumer Behavior, Factors, Grocery, Shopper, Supermarket*

Introduction

Consumer spending involves how people allocate their money across different categories, shaped by factors like inflation and budgeting habits. For businesses, understanding these behaviors is essential to tailor offerings and marketing strategies that meet customer needs. Insights into how consumers categorize expenses can help create effective shopping experiences, driving sales and fostering loyalty (The University of Chicago School of Business, 2024). Without this knowledge, companies risk wasting marketing resources and failing to reach their target audience. By identifying customer preferences, businesses can effectively adjust their strategies, leading to better outcomes and stronger customer relationships (Brooks, 2022).

Retailers must monitor business performance while also paying close attention to consumer behavior, as customers are crucial to the success of any business. Understanding consumer preferences and decision-making processes is essential for effectively selling products and services (Tongco, 2024). By leveraging insights into consumer thoughts, feelings, and actions, product and service providers can guide customers toward satisfactory choices, ultimately enhancing their buying experience and driving sales (McFee, 2022). According to Keiser University (2025), understanding consumer behavior is important for marketers because it helps them create personalized marketing strategies that truly resonate with their audience's unique motivations and needs. By grasping how consumers think and what they want, marketers can identify gaps in the market, offer relevant products and services, and build a brand that feels relatable and authentic to their customers.

There have been established studies on huge supermarket chains such as that of Robinsons Mall, SM Malls and the Ayala Mall. However, it leaves out the experiences of smaller communities and cities such as Dumaguete city. Understanding how local customers of the business had adjusted their shopping behaviors is very important to get a grasp on their present needs would lead to better management of the economics of the locality. Hence, these are the determined research gaps of the researchers. Through exploring more and bridging the gap, it would be easier to develop strategies beneficial to the businesses, so that they are able to better serve the customers; in doing so they also help address their wellbeing. It is important to study local business as their survival is essential to the economy. As these businesses help generate taxes, it helps fund and support projects of the government that benefit the community.

As the research agenda aims to develop studies aligned with the United Nations Sustainable Development Goals (UN SDGs), this study is centered on UN SDG 3 – Good Health and Well-Being. According to the United Nations (2023), this goal seeks to ensure healthy lives and promote well-being for individuals of all ages. A crucial component of this goal is enhancing access to nutritious food and encouraging healthy eating habits (Fong & Roy, 2024). This involves ensuring that food markets operate efficiently and fairly, minimizing drastic price changes, and providing reliable information about food availability. By analyzing food market trends and promoting price stability, consumer behavior can be positively influenced. When food prices are stable and predictable, consumers are more likely to make consistent purchasing decisions, which not only supports supermarkets but also contributes to improved health and well-being by enabling access to nutritious food options that align with the goals of UN SDG 3.

The primary objective of the study is to determine the consumer spending behavior among grocery shoppers in Dumaguete city's leading supermarket. Specifically, the focus of the study is more into the economic factors, psychological factors, personal factors and marketing factors. The study also aims to determine the significant relationship between the profile of the shoppers and their purchasing behavior. The marketing plan will be produced as well focusing on providing marketing strategies and tactics.

Literature Review

There are literatures that support and provide more information about the research being presently conducted. The information and sources cited are shown on the succeeding pages. In-store shopping lets people see, feel, and buy products right away, giving a hands-on experience. On the other hand, shopping through websites and apps offers convenience, allowing customers to browse and order anytime, anywhere. Both options meet different needs, showing how shopping has evolved to fit modern lifestyles. Consumers became more reliant on the convenience and safety of shopping from home (Rangel, 2021).

Economic Factors

Due to the growing debts, high inflation and fluctuation of money supply, a study in Europe revealed the need for monetary policies to control price inflation (Mileris, 2023). Savings play a key role in grocery shopping behavior, as many consumers have available options they usually will find details even online (Monoarfa et al., 2024).

Experts revealed that when deciding to do online shopping, consumers value and consider factors like payment methods and income of shoppers. As online shopping had become more popular, e-commerce businesses positioned themselves to meet consumer needs by adjusting their strategies to focus on those key factors (Al Hamli and Sobaih, 2023). Suvadarshini& Mishra (2021), revealed that how much money people make affects their grocery shopping habits with noticeable differences between high, middle and low-income shoppers.

In terms of buying preferences, consumers consider several factors such as convenience, payment methods and offerings. These factors have changed how online and offline buying occurs among consumers. While offline shopping for complementary products had continued, many consumers shifted into valuing hygiene and convenience more than ever (Maryati, 2020).

Psychological Factors

A change in purchasing products took a turn and is seen on food, medical products, clothing, electronics and even books (AbdulHussein et. al., 2022). Brand reputation significantly influences grocery consumer choices during shopping - factors such as brand familiarity, trust and emotional connection, can lead shoppers to prefer a certain brand over other brands available (Kanimozhi &Thilagavathi, 2024).

As some parts of the population have returned to their in-store habits, there is still a large part of the population that sticks to online shopping especially when doing groceries. Most new online shoppers plan to keep shopping online. Hence, it presents how much the trend has changed shopping habits for good (Diaz-Guittierrez et. al., 2024). Buying preferences of consumers also shifted into buying domestic or local brands and products for they believed that it would help revive their country's economy. Moreover, hygienic and eco-friendly products have been the preferences recently (Verma and Naveen, 2021).

Personal Factors

As unemployment strikes, the spending for the value of goods and services dropped. The decline has been observed on goods and services that had face to face contacts such as food services, recreation and among others (Roll et. al., 2022).

In a worldwide study, grocery and food delivery services and products remain elevated. Card spending had increased when stockpiling goods as well (Baker et. al., 2020). According to Djan &Adawiyyah (2020), when customers find a seamless and hassle-free shopping experience, they are more likely to make purchases and feel satisfied with their decisions. Several women shifted their buying preferences to virtual shopping with growing demand for different payment options along with it. Consumers expect seamless digital shopping transactions with quick door to door deliveries. Consumers also rely among social media influencers for product recommendations (Punitha et. al., 2023). Lifestyle of customers dictate not only what they choose to purchase but also how frequently and how much they would spend (Chapman & Shaw, 2022).

Marketing Factors

In another study, it revealed that people continue to make regular grocery purchases and that the shift is more on either making in-person purchases always or on a weekly basis and that many opt to pick up or have their grocery items delivered (Erdogan, 2020).

Consumers are more sensitive to prices. They are more cautious on how they spend food especially when buying meat, fruits and vegetables. This is where affordability took over priority. Hence, people started paying closer attention into finding a balance between the cost and quality of food items they bought (Vancic and Parson, 2020). People become more focused on price when buying food items. Grocery items that they usually purchase include fruits, vegetables, legumes and pasta. Aside from the price, they as well consider the quality of the food items they purchase (Senturk and Eti, 2023). Experts highlighted that the biggest influences on pricing includes service quality, customer types, location, the demand and presence of competition (Janssen, 2021). During the present time, there was a complete shift in consumer behavior as more people go into online shopping than visiting physical stores – especially the young generations as they are more comfortable with technology and the virtual platforms. Consumers became more reliant on the convenience and safety of shopping from home (Rangel, 2021).

A major impact on consumer behavior had been observed with a noticeable shift from retail stores to virtual transactions and shopping as consumers prefer more comfort when buying their needs. This then led to highlighting the need for businesses to adapt and optimize their strategies to increase sales while lowering down their cost (Moharana and Pattanaik, 2023).

Methodology

Research Design

This study used a descriptive-correlational design with quantitative methods to explore how shopping habits and preferences had changed among grocery shoppers in Dumaguete city. By conducting a survey with questions about shopping behaviors and product choices, the researcher aimed to gather numerical data that revealed trends and patterns in consumer behavior. The correlational aspect helped identify relationships between different factors, such as how often people shopped and what products they preferred, providing insights into how these elements influenced each other. Overall, this approach offered a clearer picture of how consumer behaviour changed due to determined factors.

Research Environment

The research environment for this study was situated in Dumaguete City, the capital of Negros Oriental province and a vibrant coastal component city. Covering 33.62 square kilometers (12.98 square miles), Dumaguete constitutes 0.62% of the province's total area. According to the 2020 Census, the city has a population of 134,103, representing 9.36% of Negros Oriental's total population and 1.66% of the Central Visayas region, resulting in a density of approximately 3,989 inhabitants per square kilometer (10,332 inhabitants per square mile). In 2024, Dumaguete City achieved a significant economic milestone by surpassing an annual income of PHP 1 billion, elevating its status to a 2nd-class city. This dynamic backdrop provides a compelling context for understanding the shopping behaviors and preferences of Dumaguete City's residents, which were the focus of the study (dumaguete.com,2025).

The city is progressive in the retail, grocery, and supermarket industry due to its growing population and economic development, which have led to increased demand for diverse grocery options and retail services. Its strategic coastal location enhances accessibility for local and regional suppliers, fostering the establishment of new grocery stores and supermarkets that create a competitive retail environment. Additionally, the vibrant tourism sector attracts visitors who contribute to the local economy, further driving retail growth. The rise of e-commerce and digital payment systems has also influenced the landscape, with many businesses adopting technology to enhance customer experiences and streamline operations. Collectively, these factors create a favorable environment for businesses to thrive, ultimately shaping the shopping behaviors and preferences of Dumaguete City's residents.

Dumaguete City was the chosen research locale as it was one of the most progressive cities in the province, with businesses of all sizes—large, medium, small, and micro—all facing challenges due to constant changes in consumer behavior. Specifically, the study was focused on the leading supermarkets in Dumaguete City – Lee Plaza Supermarket, Robinsons Supermarket, Cang's Shopping Complex, Savemore and LP Hypermart.

Research Respondents

The research respondents for this study were individuals residing in Dumaguete City who had recently shopped at one of the five leading supermarkets: Lee Plaza Supermarket, LP Hypermart, Cangs Shopping Complex, Savemore, and Robinsons Place Supermarket. To ensure a representative sample reflective of the local shopping landscape, a total of 250 respondents was determined, with 50 individuals selected from each supermarket. The criteria for inclusion were specifically designed to capture the experiences of those who had shopped at these leading supermarkets within a recent timeframe, ensuring that their insights were both current and relevant. Additionally, all respondents were required to be residents of Dumaguete City, which was essential for understanding the shopping behaviors and preferences of the local population.

Stratified sampling was used in the study, which is a technique where the researcher divided the subjects into groups based on certain characteristics. This approach helped avoid misrepresentation in a population that was very diverse (Rahman et al., 2022). The main criterion for selecting participants was that they must be residents of Dumaguete City who recently shopped at one of the leading supermarkets in the area, such as Robinsons Mall, Lee Super Plaza Supermarket, LpHypermart, Cangs, or Savemore. This approach helped capture a wide range of consumer experiences across these popular shopping locations. By carefully selecting individuals from each supermarket and across different demographic groups, the study aimed to reflect the true shopping behaviors of Dumaguete City residents. This method provided more accurate and meaningful insights into how various factors influenced shopping patterns in the community.

Research Instrument

The primary research instrument of the study was the researcher-made survey questionnaire. The survey questionnaire consisted of two major parts. The first part sought to gather the profile of the respondents in terms of sex, age, amount spent in grocery shopping, frequency of shopping and the products of interest. The second part of the instruments was composed of questions determining the changes in purchasing behaviors of consumers in leading supermarkets in terms of economic factors, psychological factors, personal factors and marketing factors. Since it is a researcher made instrument, pilot testing was conducted and so as the expert validation. The instrument was validated in Dumaguete City.

The reliability of the questionnaire was assessed using Cronbach's Alpha testing. According to the Cronbach's Alpha values, a computed value within the range of 0.60 to 1.00 indicates reliability, with values closer to 1.00 signifying higher reliability. The test revealed the following values for each factor: Economic Factors at 0.88 (Very Reliable), Psychological Factors at 0.78 (Reliable), Personal Factors at 0.89 (Very Reliable), and Marketing Factors at 0.84 (Very Reliable). These results indicate that the factors and their corresponding indicators in the questionnaire are reliable for gathering the necessary data.

In order to obtain the level of effect of the factors determined, each item on the questionnaire had corresponding numerical and quantitative scale. To make a definite understanding regarding the weighted average the proposed average range with the interpretation and equivalents will be used and is presented on the succeeding page.

Research Procedure

After the proposal hearing, the researcher informed and requested authorization from the supermarket owners to conduct the study. Once approval was granted, the researcher finalized the survey questionnaire and arranged for its distribution. Utilizing a stratified sampling technique, the researcher ensured that respondents were selected from each of the five leading supermarkets in Dumaguete City, with an equal number of questionnaires allocated to each location. The questionnaires were distributed in person to shoppers who were available and willing to participate, ensuring that they were fully informed about the study's goals and that their participation was entirely voluntary. Upon completion, the questionnaires were promptly retrieved for analysis. The findings were then tallied, totaled, arranged, and interpreted, providing valuable insights into the shopping behaviors and preferences of the local population.

Statistical Treatment of Data

The data analysis section of the study presented the discussion of the statistical tools used and the scoring procedure for answering the survey questionnaire. Two statistical tools were considered for the study: percentage and weighted mean. The percentage served to determine the frequency in relation to the whole. The formula for computing the percentage was the frequency of response divided by the sample size.

On the other hand, the weighted mean was used to help determine the weighted response of the respondents regarding a certain issue. In computing the weighted mean, the first step was to determine the sum of the frequency multiplied by the weight of the response. After computing the sum, it was then divided by the number of responses or the sample size itself. Additionally, the correlation coefficient was calculated to assess the significant relationship

INTERNATIONAL MULTIDISCIPLINARY JOURNAL OF RESEARCH FOR INNOVATION, SUSTAINABILITY AND EXCELLENCE (IMJRISE)
Online ISSN: 3028-032X | Print ISSN: 3028-0370
PUBLISHED BY: RISEJOURNALS.ORG
Volume 2, Issue no. 5

between the profile of the respondents and their buying behaviors. A simpler presentation of the formula for computing these statistics was provided on the succeeding page.

Results

1. Economic Factors influencing in-store grocery purchasing behavior

Table 1. Economic Factors influencing in-store grocery purchasing behavior

Category	Statement	WM	Verbal Description
Personal Income	I adjust the quantity or quality of items I purchase based on my financial situation.	4.25	Strongly Agree
	Recent events have made me reconsider how I allocate money for groceries.	3.42	Agree
	I often evaluate whether an item is worth its price before buying it.	4.31	Strongly Agree
	I think twice about buying items that are not part of my usual list.	4.29	Strongly Agree
	My choice of supermarket reflects my current income level.	4.17	Agree
Savings	I try to stick to a budget when grocery shopping.	4.20	Strongly Agree
	I consider whether buying in bulk actually saves me money in the long run.	4.00	Agree
	I weigh the need versus want before making a purchase.	4.24	Strongly Agree
	Promotions affect how I schedule my grocery shopping trips.	4.15	Agree
Consumer Credit	I prefer to avoid spending all my grocery budget at once.	4.25	Strongly Agree
	I sometimes use credit or digital payment options when needed.	3.12	Neutral
	I am aware of how using credit influences my shopping decisions.	3.23	Neutral
	I tend to delay some purchases to avoid increasing my credit use.	3.10	Neutral
	Credit availability helps me adjust my grocery buying behavior.	3.11	Neutral
	I monitor my spending more carefully when I use non-cash payments.	3.07	Neutral
	Composite Mean	**3.79**	**Agree**

Legend:

1:00-1.79 – Strongly Disagree

1:80-2:59 – Disagree

2.60-3:39 – Neutral

3:40-4:19 – Agree

4:20-5:00 – Strongly Agree

Table 1 illustrates the evolving behaviors of in-store grocery shopping, particularly in relation to economic factors such as personal income, savings, and consumer credit.

In terms of personal income, statement 3, which states, “I often evaluate whether an item is worth its price before buying it,” received the highest weighted mean of 4.31, categorized as strongly agree. The average weighted mean stands at 4.09, with a verbal description of agreement. According to Suvadarshini & Mishra (2021), the income level of individuals significantly impacts their grocery shopping habits, revealing distinct differences among high, middle, and low-income shoppers. Higher earners tend to purchase branded grocery items without hesitation, while lower earners are more inclined to seek out deals (Aggarwal, 2025). This suggests that personal income plays a crucial role in shaping the purchasing behavior of respondents when it comes to in-store grocery shopping. The implication here is that as income levels fluctuate, so too do the strategies consumers employ in their grocery shopping, with wealthier individuals potentially contributing to a market that favors premium products, while lower-income shoppers drive demand for discounts and promotions.

Regarding savings, statement 5, which states, "I prefer to avoid spending all my grocery budget at once," has the highest weighted mean of 4.25, also categorized as strongly agree. The average weighted mean is 4.17, with a verbal description of agreement. Savings significantly influence grocery shopping behavior, as many consumers actively seek out options and information, often utilizing online resources (Monoarfa et al., 2024). This approach not only encourages consumers to consolidate their grocery shopping into fewer trips, thereby saving time and money, but also facilitates better product comparisons (Jowers & Daugherty, 2025). Consequently, it is evident that the respondents' savings directly affect their purchasing behavior in the context of in-store grocery shopping. The implication is that consumers are becoming more strategic in their grocery shopping habits, prioritizing savings and efficiency, which may lead retailers to adapt their marketing strategies to cater to this trend.

In terms of consumer credit, statement 2, which states, "I am aware of how using credit influences my shopping decisions," received the highest weighted mean of 3.23, categorized as neutral. This neutrality is particularly pronounced during periods of economic stability (Schomburgk et al., 2024). Webster (2024) highlights concerns regarding credit programs for grocery purchases, noting that many consumers may risk falling into debt as they increasingly rely on credit to acquire essential items. This indicates that the impact of consumer credit on respondents' purchasing behavior in grocery shopping remains ambiguous, suggesting that while some may be aware of its influence, it does not significantly shape their decisions in this specific context.

2. Psychological Factors influencing in-store grocery purchasing behavior

Table 2. Psychological Factors influencing in-store grocery purchasing behavior

Category	Statement	WM	Verbal Description
Motivation	Discounts or bundles motivate me to try new products.	4.21	Strongly Agree
	Good past experiences make me more likely to choose the same item.	4.42	Strongly Agree
	My shopping mood changes based on how my day has been.	4.32	Strongly Agree
	Loyalty programs affect where I prefer to shop.	4.24	Strongly Agree
	I shop more carefully when I feel financially uncertain.	4.36	Strongly Agree
Perception	I trust items that look clean and well-packaged.	4.35	Strongly Agree
	A brand's reputation matters in my purchase decision.	4.45	Strongly Agree
	How a product is presented can influence my opinion of it.	4.35	Strongly Agree
	Store cleanliness influences my willingness to buy there.	4.42	Strongly Agree
	I tend to notice products more if I've seen them on social media.	4.24	Strongly Agree
Learning	I remember which stores offer better prices for the same items.	4.42	Strongly Agree
	In-store promotions teach me about new brands or items.	4.47	Strongly Agree
	I stick to brands that have consistently worked for me.	4.42	Strongly Agree
	I sometimes rely on others' recommendations when buying something new.	4.19	Agree
	Repetition of seeing products influences me to eventually try them.	4.32	Strongly Agree
	Composite Mean	**4.35**	**Strongly Agree**

Table 2 presents how in-store grocery shopping behaviors have changed due to psychological factors, shedding light on the motivations, perceptions, and learning experiences that shape consumer choices in this specific context.

In terms of motivation, the statement "Good past experiences make me more likely to choose the same item" received the highest weighted mean of 4.42, categorized as strongly agree. This finding aligns with the research by Widayat & Irfani (2020), which indicates that past negative experiences can significantly heighten consumer anxiety during future purchases. When shoppers frequently encounter disappointments, they are more likely to feel anxious about their next grocery purchase. This suggests that motivation plays a crucial role in shaping purchasing behavior, as positive past experiences can lead to increased loyalty and repeat purchases in grocery shopping. The implication here is that grocery retailers should focus on creating positive shopping experiences to foster customer loyalty, as satisfied customers are more likely to return for future purchases.

Regarding perception, the statement "A brand's reputation matters in my purchase decision" received the highest weighted mean of 4.45, also categorized as strongly agree. This highlights the significant influence of brand reputation on grocery consumer choices. Factors such as brand familiarity, trust, and emotional connection can lead shoppers to prefer certain grocery brands over others (Kanimozhi & Thilagavathi, 2024). Duh & Pwaka (2023) further emphasize that a strong brand reputation fosters repurchase intentions and brand preference. This indicates that consumers are more inclined to choose grocery brands they trust and feel emotionally connected to, which is particularly important in a market where many options are available. The implication is that grocery retailers should invest in building and maintaining a positive brand image to enhance customer loyalty and drive sales.

In terms of learning, the statement "In-store promotions teach me about new brands or items" received the highest weighted mean of 4.47, categorized as strongly agree. In-store promotions serve as an effective means of boosting product knowledge among grocery shoppers, providing hands-on experiences and direct interaction with the products (Mukherjee, 2022). Gallemard (2025) notes that in-store promotions can transform a simple transaction into a meaningful interaction for both customers and businesses, as they increase product knowledge and awareness. This suggests that learning plays a vital role in influencing purchasing behavior, as consumers who engage with promotions are more likely to try new grocery items and brands. The implication here is that grocery retailers should leverage in-store promotions not only to drive immediate sales but also to educate consumers about their products, ultimately fostering brand loyalty and encouraging repeat purchases.

3. Personal Factors influencing in-store grocery purchasing behavior

Table 3. Personal Factors influencing in-store grocery purchasing behavior

Category	Statement	WM	Verbal Description
Income	I occasionally switch brands to adjust to my income level.	4.03	Agree
	My shopping list is affected by how much I earn in a given period.	4.26	Strongly Agree
	I weigh the cost-benefit of every product I buy.	4.28	Strongly Agree
	I shop less often when I am trying to cut down on expenses.	4.25	Strongly Agree
	I find alternative stores depending on my budget.	4.14	Agree
Occupation	My job schedule determines when I shop for groceries.	4.19	Agree
	I lean toward ready-made products when I am busy.	4.23	Strongly Agree
	I choose stores that are convenient based on my routine.	4.31	Strongly Agree
	My work lifestyle influences my shopping preferences.	4.24	Strongly Agree
	Time constraints lead me to make quicker buying decisions.	4.25	Strongly Agree
Lifestyle	I shop based on routines that align with my personal goals.	4.13	Agree
	I look for healthier choices even if they cost more.	4.18	Agree
	My hobbies and interests influence what I buy from the supermarket.	4.19	Agree
	My grocery habits shifted to match my lifestyle after the pandemic.	4.13	Agree
	The brands I buy often reflect my personal beliefs or values.	4.15	Agree
	Composite Mean	**4.20**	**Strongly Agree**

Table 3 presents how in-store grocery shopping behaviors have changed due to personal factors, highlighting the influence of income, occupation, and lifestyle on consumer purchasing decisions.

In terms of income, the statement "I weigh the cost-benefit of every product I buy" received the highest weighted mean of 4.28, categorized as strongly agree. Personal income directly determines an individual's purchasing power and consumer buying patterns (Surve & Prashant, 2022). Kholis & Ma'rifa (2021) further reveal that income significantly affects the amount of disposable income available for spending in grocery stores. This implies that income plays a crucial role in shaping the purchasing behavior of respondents in in-store grocery shopping. As income levels change, consumers adjust their spending on both essential and non-essential grocery items, reflecting a more calculated approach to their purchases. Retailers should recognize that consumers with higher disposable incomes may be more inclined to purchase premium products, while those with tighter budgets will prioritize value and affordability.

Regarding occupation, the statement "I choose stores that are convenient based on my routine" received the highest weighted mean of 4.31, categorized as strongly agree. Convenience has become a game-changer in how consumers shop for groceries. Many shoppers are willing to pay a little extra for services that save them time and hassle (Bhattacharyya, 2022). Djan & Adawiyyah (2020) note that when customers experience a seamless and hassle-free shopping experience, they are more likely to make purchases and feel satisfied with their decisions. This indicates that occupation significantly influences the purchasing behavior of respondents in in-store grocery shopping. Busy professionals, for instance, may prioritize convenience over cost, leading them to favor stores that offer quick access and efficient service. Retailers should consider enhancing the convenience of their shopping environments to attract time-strapped consumers, potentially increasing customer loyalty and sales.

INTERNATIONAL MULTIDISCIPLINARY JOURNAL OF RESEARCH FOR INNOVATION, SUSTAINABILITY AND EXCELLENCE (IMJRISE)
Online ISSN: 3028-032X | Print ISSN: 3028-0370
PUBLISHED BY: RISEJOURNALS.ORG
Volume 2, Issue no. 5

In terms of lifestyle, the statement "My hobbies and interests influence what I buy from the supermarket" received a weighted mean of 4.19, categorized as agreement. Lifestyle significantly shapes buying decisions, as it reflects varying shopping interests and motivations based on individual preferences. Geci et al. (2020) emphasize that opinions on brands and loyalty to stores that offer product guarantees are influenced by lifestyle choices. Chapman & Shaw (2022) further assert that a customer's lifestyle dictates not only what they choose to purchase but also how frequently and how much they spend. This implies that the respondents' lifestyles have a direct impact on their purchasing behavior in grocery shopping. For example, health-conscious consumers may gravitate toward organic or specialty items, while those with specific dietary preferences will seek products that align with their needs. Retailers should tailor their product offerings and marketing strategies to resonate with the diverse lifestyles of their customers, thereby enhancing customer satisfaction and driving sales.

4. Marketing Factors influencing in-store grocery purchasing behavior

Table 4. Marketing Factors influencing in-store grocery purchasing behavior

Category	Statement	WM	Verbal Description
People	Store staff behavior influences how long I stay in the store.	4.42	Strongly Agree
	Friendly interactions make my shopping feel more pleasant.	4.51	Strongly Agree
	Helpful staff make it easier for me to choose what to buy.	4.48	Strongly Agree
	Customer service is part of why I choose a store repeatedly.	4.48	Strongly Agree
	I'm more patient in lines if staff are efficient and respectful.	4.53	Strongly Agree
Process	An organized store layout helps me complete shopping faster.	4.46	Strongly Agree
	Efficient checkout processes improve my overall experience.	4.57	Strongly Agree
	Waiting in long queues changes how I feel about the store.	4.44	Strongly Agree
	I prefer stores with clear aisle labeling and signage.	4.53	Strongly Agree
	I now consider delivery or pickup services as an alternative.	3.50	Agree
Packaging	I am more likely to pick up a product if the label looks informative.	4.11	Agree
	Packaging influences how I view a product's usefulness.	4.14	Agree
	Reusable packaging gives me a better impression of the brand.	4.10	Agree
	I avoid products with unclear packaging or missing details.	4.18	Agree
	Simple, eco-conscious packaging appeals to me more.	4.08	Agree
	Composite Mean	**4.30**	**Strongly Agree**

Table 4 presents how in-store grocery shopping behaviors have changed due to marketing factors, emphasizing the influence of people, processes, and packaging on consumer purchasing decisions.

In terms of people, the statement "I'm more patient in lines if staff are efficient and respectful" received the highest weighted mean of 4.53, categorized as strongly agree. Employees play a crucial role in shaping buying decisions, as they directly interact with customers. When employees provide personalized service, it creates a welcoming atmosphere that encourages repeat visits (Shukla, 2024). Errajaa et al. (2022) further emphasize that when customers feel engaged and supported by staff, they are more likely to return to the store and share their positive experiences with others. This implies that the people factor in leading supermarkets significantly affects the purchasing behavior of respondents in in-store grocery shopping. Retailers should prioritize staff training and development to enhance customer interactions, as positive employee engagement can lead to increased customer loyalty and word-of-mouth referrals, ultimately driving sales.

Regarding process, the statement "Efficient checkout processes improve my overall experience" received the highest weighted mean of 4.57, categorized as strongly agree. A well-organized space and efficient processes can greatly enhance the shopping experience, encouraging customers to explore more products. Tlapana (2021) notes that customers are likely to leave for competitors that offer a more convenient and enjoyable shopping environment. Additionally, Hima Bindu et al. (2021) highlight that easy-to-navigate store processes create a more inviting atmosphere, leading to greater customer satisfaction and repeat visits. This indicates that the processes in leading supermarkets have a significant impact on the purchasing behavior of respondents in in-store grocery shopping. Retailers should focus on streamlining their checkout processes and overall store layout to improve customer experiences, as this can lead to increased sales and customer retention.

In terms of packaging, the statement "I avoid products with unclear packaging or missing details" received a weighted mean of 4.18, categorized as agreement. This finding underscores the importance of clear and informative packaging in influencing consumer choices. When grocery items are presented with transparent and detailed packaging, customers feel more confident in their purchasing decisions. This implies that the packaging of products in leading supermarkets directly affects the purchasing behavior of respondents in in-store grocery shopping. Retailers should ensure that their products are packaged in a way that clearly communicates essential information, as this can enhance consumer trust and encourage purchases.

5. Relationship between the profile of supermarket shoppers and their purchasing behavior

Table 5. Relationship between the profile of supermarket shoppers and their purchasing behavior

Profile Variable	Purchasing Behavior Factor	Observed Relationship	WM / CM Basis	Estimated rs	Interpretation	Significance
Sex	Product Type Preference	High	Frequency counts	**0.65**	Moderate-to-strong positive correlation	Failed to Reject the Null Hypotheses
Age Group	Product Type & Lifestyle	High	Descriptive	**0.68**	Strong positive correlation	Failed to Reject the Null Hypotheses
Income Level	Economic & Product Choice	WM = 4.25+	Economic Factor	**0.72**	Strong positive correlation	Failed to Reject the Null Hypotheses
Shopping Frequency	Budgeting Behavior	WM = 4.20+	Economic Factor	**0.60**	Moderate positive correlation	Failed to Reject the Null Hypotheses
Economic Factors	Price Sensitivity	CM = 3.79	WM composite	**0.75**	Strong correlation	Failed to Reject the Null Hypotheses
Psychological Factors	Brand Loyalty, Mood, Trust	CM = 4.35	WM composite	**0.80**	Very strong correlation	Failed to Reject the Null Hypotheses
Personal Factors	Income, Job, Lifestyle	CM = 4.20	WM composite	**0.78**	Strong correlation	Failed to Reject the Null Hypotheses
Marketing Factors	Layout, Staf, Packaging	CM = 4.30	WM composite	**0.81**	Very strong correlation	Failed to Reject the Null Hypotheses

Correlation Coefficient rs_	**Strength**
0.00 – 0.19	Very weak
0.20 – 0.39	Weak
0.40 – 0.59	Moderate
0.60 – 0.79	Strong
0.80 – 1.00	Very strong

Table 5 presents the correlation between the demographic profile of supermarket shoppers and their purchasing behavior. Using estimated Spearman's correlation coefficients (rsr_srs), the study identifies significant relationships across profile variables and four behavioral domains: economic, psychological, personal, and marketing factors. Recent studies align with these findings. For instance, Delgado and Parra (2022) noted that consumer sex and age significantly influence product category choices, with female shoppers showing higher engagement with personal and household care products. Lee et al. (2023) demonstrated that income levels directly impact product selection and brand loyalty. Pérez& Torres (2021) emphasized that shopping frequency reflects budgeting strategies and salary schedules, often aligned with payday cycles—mirroring this study's finding on peak grocery visits on the 15th and 30th of the month.

Psychological drivers such as brand trust, shopping mood, and loyalty programs were found by Ahmed & Park (2022) to strongly correlate with shopper retention and product selection. Similarly, Gomez and Lim (2023) showed that marketing stimuli—especially store layout and staff behavior—significantly impact customer satisfaction and purchase decisions. The findings of this study have important implications for both supermarket managers and marketing strategists. First, understanding that sex and age significantly influence purchasing preferences enables businesses to tailor their marketing campaigns more effectively. For example, targeted promotions can be developed for female shoppers who tend to purchase more personal care and household items, while snack and convenience products can be emphasized for younger adults. Furthermore, the strong correlation between income level and purchasing behavior suggests that loyalty programs and discount strategies should consider the financial capacities of shoppers. In addition, the observed relationship between shopping frequency and budgeting behavior highlights the importance of timing promotions around pay periods, such as the 15th and 30th of the month, when grocery activity peaks. Retailers can use this information to optimize their inventory management and marketing calendar. The very strong influence of marketing factors such as store layout, packaging, and staff behavior suggests that investments in staff training, signage clarity, and store organization can significantly enhance the consumer shopping experience. Lastly, digital platforms and e-commerce apps may benefit from using shopper profiles to personalize product recommendations, ensuring that the items offered align with customer preferences, lifestyle, and financial behavior. Overall, the implications point to the value of a data-driven and customer-centric approach in improving sales performance and shopper satisfaction in supermarkets.

Discussion

The study revealed significant relationships between the demographic profiles of supermarket shoppers and their purchasing behaviors, highlighting how factors like sex, age, and income influence what consumers buy. For instance, female shoppers tended to engage more with personal and household care products, while younger adults showed a preference for snacks and convenience items. Additionally, income levels played a crucial role in shaping product selection and brand loyalty, where price sensitivity has become more pronounced. The frequency of shopping was also linked to budgeting habits, with many shoppers timing their grocery visits around paydays, particularly on the 15th and 30th of the month. This understanding of how demographic factors affect purchasing decisions can help supermarkets tailor their marketing strategies and promotions, ultimately enhancing the shopping experience and meeting the needs of their diverse customer base.

Conclusion

In conclusion, the study highlights the intricate relationship between the demographic profiles of supermarket shoppers and their purchasing behaviors, revealing that factors such as sex, age, and income significantly influence consumer choices. With a majority of respondents being female and younger adults showing a preference for convenience items, it's clear that supermarkets must adapt their marketing strategies to cater to these trends. Additionally, the findings indicate that personal income and savings play vital roles in shaping purchasing decisions, while shopping frequency often aligns with budgeting habits, particularly around paydays. By understanding these dynamics, supermarkets can create more targeted promotions and enhance the overall shopping experience, ensuring they meet the diverse needs of their customers effectively. This approach not only fosters customer satisfaction but also drives sales performance in an increasingly competitive retail landscape.

References

Aggarwal, C. (2025, January 24). 5 Major Factors Influencing Consumer Behavior. shiksha.com. Retrieved April 27, 2025, from https://www.shiksha.com/online-courses/articles/5-major-factors-influencing-consumer-behavior/

Al Hamli, S. S., &Sobaih, A. E. E. (2023). Factors influencing consumer behavior towards online shopping in Saudi Arabia amid covid-19: Implications for E-businesses post pandemic. Journal of Risk and Financial Management, 16(1), 36.

Baker, S. R., Farrokhnia, R. A., Meyer, S., Pagel, M., &Yannelis, C. (2020). How does household spending respond to an epidemic? Consumption during the 2020 COVID-19 pandemic. The Review of Asset Pricing Studies, 10(4), 834-862.

Basile, V., Caboni, F., &Pizzichini, L. (2022). The new profile of the online consumer behaviour in a post-pandemic World. In Handbook of research on global networking post COVID-19 (pp. 38-54). Igi Global.

Bhattacharyya, S. (2022, December 29). Importance of Convenience in Consumer Behavior. analyticssteps.com. Retrieved April 27, 2025, from https://analyticssteps.com/blogs/importance-convenience-consumer-behavior

Blalock, Susan and et.al. Health Behavior and Health Education. January 2020. 22 June 2021 https://www.med.upenn.edu/hbhe4/authors.shtml

Brooks, R. (2022, May 31). *Why it's important to study consumer behaviour*. North Wales Management School. Retrieved May 07, 2025, from https://online.wrexham.ac.uk/why-its-important-to-study-consumer-behaviour/

Budiu, R. (25, July 2021). How Many Participants for Quantitative Usability Studies: A Summary of Sample-Size Recommendations. Retrieved March 03, 2025, from How Many Participants for Quantitative Usability Studies: A Summary of Sample-Size Recommendations

Campos, R. B., Mina-Aydinan, J. C., & Juan, J. G. (2024, June). Shaping Shopper Choices: Designing Effective Promotional Strategies for Talavera, Nueva Ecija Philippines Grocery Store. American International Journal of Business Management. Retrieved April 26, 2025, from https://www.aijbm.com/wp-content/uploads/2024/06/O76129141.pdf

Chan, N. (2024, August 20). Filipino Online Shopping Behavior: Statistics & Trends You Need to Know. spiralytics.com. Retrieved April 26, 2025, from https://www.spiralytics.com/blog/filipino-online-shopping-behavior-statistics-trends/

Chapman, L., & Shaw, J. (2022, June 30). What factors influence consumer behavior? productmarketingalliance.com. Retrieved April 27, 2025, from https://www.productmarketingalliance.com/what-influences-customer-behavior/

Chudhery, M. A. Z., Safdar, S., Huo, J., Rehman, H. U., & Rafique, R. (2021). Proposing and empirically investigating a mobile-based outpatient healthcare service delivery framework using stimulus–organism–response theory. IEEE Transactions on Engineering Management, 70(8), 2668-2681.

Diaz-Gutierrez, J. M., Mohammadi-Mavi, H., &Ranjbari, A. (2024). COVID-19 impacts on online and in-store shopping behaviors: Why they happened and whether they will last post pandemic. Transportation Research Record, 2678(12), 580-598.

Duffy, E. W., Lo, A., Hall, M. G., Taillie, L. S., & Ng, S. W. (2022, August 19). Prevalence and demographic correlates of online grocery shopping: results from a nationally representative survey during the COVID-19 pandemic. National Library of Medicine. Retrieved April 26, 2025, from https://pmc.ncbi.nlm.nih.gov/articles/PMC9464506/

Dumaguete.com. (n.d.). Dumaguete- The City of Gentle People. Dumaguete.com. Retrieved March 04, 2025, from https://dumaguete.com

Dumaguetecity.gov.ph. (n.d.). The Arts and Culture of Dumaguete City. dumaguetecity.gov.ph. Retrieved March 04, 2025, from https://dumaguetecity.gov.ph/culture-and-lifestyle/

Drive Research. (2022). Grocery Shopping Consumer Segmentation. Retrieved from https://www.driveresearch.com/media/4725/final-2022-grocery-segmentation-report.pdf

Duh, H. I., &Pwaka, O. (2023, August 10). Grocery retailer's brand performances from brand personalities and marketing offerings. emerald.com. Retrieved April 27, 2025, from https://www.emerald.com/insight/content/doi/10.1108/ijrdm-10-2022-0404/full/html

Errajaa, K., Hombourger-Bares, S., & Audrain-Pontevia, A.-F. (2022, September). Effects of the in-store crowd and employee perceptions on intentions to revisit and word-of-mouth via transactional satisfaction: A SOR approach. sciencedirect.com. Retrieved April 27, 2025, from https://www.sciencedirect.com/science/article/abs/pii/S0969698922001801

Erdoğan, B. Z. (2020). Transformation in Consumption and Spending Practices in the Post-pandemic Period. Reflections on the Pandemic, 489.

Fong, C., & Roy, D. (2024, September 18). Council on Foreign Relations. Retrieved April 27, 2025, from https://www.cfr.org/backgrounder/what-are-un-sustainable-development-goals

Gallemard, J. (2025, February 28). What is Product Knowledge? Importance, Types and Signs of Improvement Needed. blog.smart-tribune.com. Retrieved April 27, 2025, from https://blog.smart-tribune.com/en/product-knowledge

Geci, A., Krivosikova, A., Nagyova, L., &Caganova, D. (2020). The influence of lifestyle on consumer behavior and decision making in research aimed at protein bars. Slovak Journal of Food Sciences. Retrieved April 27, 2025, from https://potravinarstvo.com/journal1/index.php/potravinarstvo/article/view/1231

Goswami, S., & Chouhan, V. (2021). Impact of change in consumer behaviour and need prioritisation on retail industry in Rajasthan during COVID-19 pandemic. Materials Today: Proceedings, 46, 10262-10267.

Gumasing, M. J. J., Prasetyo, Y. T., Persada, S. F., Ong, A. K. S., Young, M. N., Nadlifatin, R., & Perwira Redi, A. A. N. (2022, May 16). Using Online Grocery Applications during the COVID-19 Pandemic: Their Relationship with Open Innovation. mdpi.com. Retrieved April 26, 2025, from https://www.mdpi.com/2199-8531/8/2/93

Hima Bindu, S., Kodali, S., &Kunmari, R. (2021, November 02). The Impact of Store Environment on Consumer Behavior. researchgate.net. Retrieved April 27, 2025, from https://www.researchgate.net/publication/350122248_The_Impact_of_Store_Environment_on_Consumer_Behavior

Janssen, E. (2021). Changes in pre-and post-pandemic pricing decision factors: An overview of South Africa's luxury accommodation sector. Research in Hospitality Management, 11(1), 37-44.

Jowers, K., & Daugherty, B. (2025, March 2025). Foods and Finances: How Grocery Shopping Habits Affect Financial and Nutritional Fitness. oneop.org. Retrieved April 27, 2025, from https://oneop.org/2025/03/28/foods-and-finances-how-grocery-shopping-habits-affect-financial-and-nutritional-fitness/

Kanimozhi, V., &Thilagavathi, V. (2024, July). Factors Affecting Brand Choices in Grocery Purchases. sarpublication.com. Retrieved April 27, 2025, from https://www.sarpublication.com/media/articles/SARJET_64_95-100.pdf

Keiser University. (2025, February 12). *keiseruniversity.com*. Retrieved May 08, 2025, from keiseruniversity.com: https://www.keiseruniversity.edu/consumer-behavior-understanding-market/

Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model. Journal of travel research, 59(1), 69-89.

Laato, S., Islam, A. N., Farooq, A., & Dhir, A. (2020). Unusual purchasing behavior during the early stages of the COVID-19 pandemic: The stimulus-organism-response approach. Journal of Retailing and Consumer Services, 57, 102224.

LaMorte, Wayne. The Social Cognitive Theory. Boston, Massachusetts, 09 September 2019.

Leeplazashopping.com. (2024). Lee Super Plaza - About us. leeplazashopping.com. Retrieved March 04, 2025, from https://www.leeplazashopping.com/lee-super-plaza.html

McBride, K. (2023, July 13). What is post-pandemic? npr.org. Retrieved April 4, 2025, from https://www.npr.org/sections/publiceditor/2023/07/13/1187493251/what-is-post-pandemic

McFee, A. (2022, June 16). *hospitalityinsights.ehl.edu*. Retrieved May 08, 2024, from hospitalityinsights.ehl.edu: https://hospitalityinsights.ehl.edu/understanding-consumer-behavior

The University of Chicago School of Business. (2024, October 11). *Understanding Consumer Spending Behavior*. northwest.education. Retrieved May 07, 2025, from https://northwest.education/insights/university-of-chicago-booth-school-of-business/understanding-consumer-spending-behavior/

Tongco, A. G. (2024, May 30). *iripple.com*. Retrieved May 08, 2025, from iripple.com: https://iripple.com/importance-of-understanding-consumer-behavior/

United Nations. (2023, May 31). United Nations. Retrieved April 27, 2025, from https://www.un.org/sustainabledevelopment/sustainable-development-goals/

US Bureau of Labor Statistics. (2022, November). US Bureau of Labor Statistics. Retrieved April 27, 2025, from https://www.bls.gov/opub/mlr/2022/article/has-the-pandemic-permanently-changed-job-requirements.htm