

# **A Study of Factors influence on Night Shopping Behavior in Sri Lanka with Special Reference to Western Province.**

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Understanding Consumer shopping behavior is very difficult due to changing social, economic, and demographic background in Sri Lanka. There is a tendency that consumers are willing to shop evening and night for their day to day requirements. Present study aims to identify what are the real factors that influence on night shopping behavior in Sri Lankan consumers. This study is descriptive in nature and consumer survey was conducted with the support of a questionnaire to gather necessary information.

Descriptive statistical methods such as mean, median, mode and Standard deviation were used to analyze the data and for the purpose of testing hypotheses Correlation analysis was applied. Analysis was done using SPSS for windows (Version 23) .The study revealed that Location, retailer type, and related shopping activities are the major factors affecting night shopping behavior in Sri Lanka.

**Keywords** – Night shopping behavior, Retailer type, location, related shopping activities