

**Abstract:**

Ever since its appearance, supermarket is a symbol of modernization. It has dramatically changed not only the traditional retailing structure but also the consumption behavior. Modern retail is quickly becoming an important driver of change in food markets in developing countries like ours. This study aims at understanding the various factors affecting consumers' perspective while shopping at modern or traditional retail. Primary data was collected from respondents using a prepared questionnaire. The reasons for some consumers shopping at modern retails alone and some at traditional retails alone are identified and explained.