

Independent convenience stores and the local economy

Maria Rybaczewska
University of Stirling
Leigh Sparks
University of Stirling

Cite as:

Rybaczewska Maria, Sparks Leigh (2019), Independent convenience stores and the local economy. *Proceedings of the European Marketing Academy*, 48th, (9422)

Paper presented at the 48th Annual EMAC Conference, Hamburg, May 24-27, 2019.



Independent convenience stores and the local economy

Abstract

The independent convenience store sector in the UK has been growing strongly in recent years as consumer behavior has shifted and 'local' has become more significant. Anecdotal commentary and media coverage claims that independent and local stores are more advantageous for community coherence and resilience as local stores are embedded socially and economically more strongly (than chain stores) in the local community. This paper attempts to extend an understanding of this local embeddedness by a study of a small core set of such stores in Scotland. Focusing on both social and economic local impact the paper sets the groundwork for an extended study of the issues, using detailed data from a large sample of retailers.

Keywords: *retailing; independent convenience store; local economy*

Track: Retailing & Omni-Channel Management