



Special Issue - Innovative Commerce: Bridging Business and Computer Applications (ICBBCA-2026)

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THE STUDY OF CONSUMER BUYING BEHAVIOR RETAIL MARKET IN MADURAI CITY

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Abstract

Consumer buying behavior in the retail market is shaped by a complex interplay of socio-economic, cultural, psychological, and situational factors. This study explores the retail buying behavior of consumers in **Madurai**, a historically rich and rapidly urbanizing city in Tamil Nadu, with a focus on understanding preferences, decision-making patterns, and influencing determinants in both organized and unorganized retail segments. Primary data were collected through structured questionnaires and personal interviews with a stratified sample of 300 respondents across different age groups, income levels, and educational backgrounds. Secondary data were also reviewed from existing literature, government reports, and industry publications to support the findings.

The study is based on primary data collected through structured questionnaires

from retail consumers in Madurai. The findings reveal that most consumers prefer weekly shopping and are highly influenced by discounts, product variety, and convenient store locations. Customer satisfaction and perceived value play a significant role in building brand loyalty. The study concludes that understanding consumer behaviour is essential for retailers to design effective marketing strategies and enhance customer retention in the competitive retail market.

Keywords: Consumer buying behaviour, retail market, Madurai, purchasing patterns, brand preference, price sensitivity, customer satisfaction, promotional strategies, demographic factors.

Introduction

Consumer buying behaviour plays a vital role in shaping effective marketing strategies in today's competitive retail environment. In Madurai, the retail market



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reflects a blend of traditional bazaars and modern organized stores, influenced by rapid urbanization and changing lifestyles. Consumers' purchase decisions are affected by factors such as price, quality, brand awareness, convenience, and cultural values. Understanding these factors helps retailers better meet customer expectations and improve satisfaction.

Statement of the Problem

The retail market in Madurai has been undergoing significant changes due to increasing competition, the entry of organized retail stores, changing consumer lifestyles, and rising expectations regarding product quality, pricing, and service. Consumers today are more informed and have a wide range of choices, making their buying behaviour complex and dynamic. While retailers attempt to attract and retain customers through various strategies of the factors that actually influence consumer purchase decisions in the local market.

Objectives of the Study

To examine consumer preferences towards different retail formats such as traditional stores and organized retail outlets.

- To analyze the impact of demographic factors (age, gender, income, education, occupation) on consumer buying behaviour.

- To study the role of price, quality, brand, and promotional offers in influencing consumer choices.

Scope of the Study

The present study focuses on analyzing the consumer buying behaviour in the retail market of Madurai. It covers various types of retail outlets such as supermarkets, department stores, local shops, branded stores, and online retail platforms serving customers in Madurai. The study examines different demographic factors including age, gender, income level, education, and occupation to understand their influence on purchasing decisions. It also analyzes key factors affecting buying behaviour such as price, brand preference, product quality, promotional offers, store location, and customer service. Additionally, the study considers the impact of digital payment methods and online shopping trends on consumer choices. The research is limited to consumers within Madurai city and reflects their current buying patterns during the study period.

Research Methodology

Research Design

The research design adopted for the study titled "A Study of Consumer Buying Behaviour in Retail Market in Madurai" is descriptive in nature. The study aims to describe and analyze the buying behaviour,



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preferences, and purchasing patterns of consumers in the retail market.

Nature of the Study

The study is descriptive and analytical in nature. It is descriptive because it explains the characteristics, preferences, and purchasing patterns of consumers in the retail market. It is analytical because it examines and interprets the various factors influencing consumer buying decisions such as price, quality, brand image, promotional offers, store location, and customer service.

Sources of Data

Primary Data Includes information on consumer preferences, purchase decisions, factors influencing buying behaviour, and satisfaction level. Secondary Data its Helps in obtaining first-hand, authentic data specific to the study are Collected from books, journals, research papers, magazines, websites, and previous studies related to consumer behavior and retail market.

Sample Size

The study is based on 100 respondents selected from urban and semi-urban consumers.

Sampling Technique

Convenience sampling method was used due to accessibility of respondents.

Statistical Tools Used

The data collected from the respondents is analyzed using simple statistical tools to interpret consumer buying behaviour in the retail market of Madurai.

The percentage analysis tools are used in the project, diagram like graph, bar chart, pie chart, standard deviation

Data Analysis and Interpretation

Data analysis refers to the process of organizing, summarizing, and examining the collected data to draw meaningful conclusions. In this study, the data collected from respondents in Madurai through structured questionnaires are carefully classified, tabulated, and analyzed using simple statistical tools.

The primary data are analyzed using percentage analysis, tables, and charts to present the information clearly. The responses are grouped based on demographic factors such as age, gender, income, education, and occupation. Buying behaviour factors like price preference, brand choice, product quality, promotional offers, payment methods, and customer satisfaction are also analyzed systematically.

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Table 1

Major Problems Faced by the Respondents.

Option	Responses	Percentage
School Level	18	18%
Undergraduate	40	40%
Postgraduate	32	32%
Professional Degree	10	10%

Source: Secondary data

Interpretation

In terms of educational qualification, 40% of the respondents are undergraduates, followed by 32% postgraduates. School-level respondents account for 18%, and 10% hold professional degrees. This suggests that a majority of consumers are well-educated, which may influence informed purchasing decisions and brand awareness.

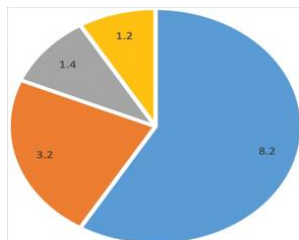


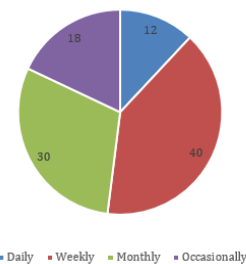
Table 2
Shopping Frequency

Option	Response	Percentage
Daily	12	12%
Weekly	40	40%
Monthly	30	30%
Occasionally	18	18%

Source: Secondary data

Interpretation

That the majority of respondents shop weekly (40%), indicating that regular shopping is a common habit among consumers. This is followed by monthly shopping (30%), suggesting planned purchasing behavior. A smaller percentage shop occasionally (18%), while only 12% shop daily, indicating that daily shopping is less preferred compared to weekly or monthly visits. Overall, consumers prefer periodic shopping rather than frequent daily purchases.



Findings and Suggestions

Findings

- Majority of consumers belong to the middle-income group in Madurai.



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- Price is the most important factor influencing consumer purchase decisions
- Product quality strongly affects brand preference and repeat purchases.
- Consumers prefer supermarkets and branded outlets for product variety and offers.
- Local retail shops are preferred for convenience and quick purchasing.

Suggestions

- Retailers should offer competitive and reasonable pricing to attract price-sensitive customers.
- Maintain consistent product quality to build trust and encourage repeat purchases
- Provide attractive discounts and festival offers to increase sales and customer interest
- Improve customer service by training staff to be polite, helpful, and responsive
- Ensure proper product availability and stock management to avoid customer dissatisfaction.

Conclusion

The study shows that consumer buying behavior in Madurai is influenced by price, quality, brand, and convenience. Cultural preferences and festivals strongly shape purchasing decisions. Digital platforms and social media increasingly guide shoppers.

Retailers offering personalized experiences and loyalty benefits attract more customers.

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