

A STUDY ON CONSUMER AWARENESS AND BUYING BEHAVIOUR OF RETAIL CONSUMERS IN MADIKERI CITY, KARNATAKA

Venkatesha Prasanna P K

Associate Professor in Economics, Govt. First Grade College, Madikeri

ABSTRACT

The present study titled “*A Study on Consumer Awareness and Buying Behaviour of Retail Consumers in Madikeri City, Karnataka*” aims to examine the relationship between consumer awareness and buying behaviour in the retail market. The primary objective of the study is to assess the level of consumer awareness among retail consumers and to analyse its impact on their buying behaviour. The study also investigates whether there is a significant relationship between consumer awareness and buying behaviour. A descriptive research design was adopted for the study. Primary data was collected from 60 respondents in Madikeri City using a structured questionnaire. Simple random sampling technique was used for selecting the sample. The collected data was analysed using percentage method and Chi-square test to test the formulated hypothesis. The main hypothesis of the study states that there is no significant relationship between consumer awareness and buying behaviour of retail consumers. The Chi-square test results revealed that the calculated value ($\chi^2 = 13.36$) is greater than the table value (9.488) at a 5% level of significance with 4 degrees of freedom. Hence, the null hypothesis was rejected and the alternative hypothesis was accepted, indicating a significant relationship between consumer awareness and buying behaviour. The study concludes that higher consumer awareness leads to more rational and informed buying decisions, with quality being the most influential factor. The findings suggest the need for enhanced consumer awareness programs and improved retail communication strategies to support better consumer decision-making in Madikeri City.

Keywords: Consumer Awareness, Buying Behaviour, Retail Consumers, Purchase Decision

INTRODUCTION

Consumer behaviour is a dynamic area of study in marketing that focuses on how individuals, groups, and organizations select, purchase, use, and dispose of goods and services. In the modern competitive retail environment, understanding consumer behaviour has become essential for businesses to develop effective marketing strategies and improve customer satisfaction. One of the most important dimensions influencing consumer behaviour is consumer awareness, which refers to the level of knowledge and understanding that consumers possess regarding products, services, pricing, quality, alternatives, and market conditions.

In recent years, retail markets have undergone significant transformation due to globalization, digitalization, and increased competition among sellers. Consumers today are exposed to a wide variety of choices through both offline and online platforms. This has made the decision-making process more complex, where factors such as price, quality, brand image, advertisement, and availability play a crucial role in shaping purchasing decisions.

Madikeri City, located in the Kodagu district of Karnataka, represents a growing semi-urban retail market where traditional and modern consumption patterns coexist. Consumers in this region exhibit diverse socio-economic backgrounds, making it an appropriate location to study the relationship between consumer awareness and buying behaviour.

The present study focuses on analysing how consumer awareness influences buying behaviour among retail consumers in Madikeri City. It also aims to identify the key factors that affect purchase decisions and evaluate the level of awareness among consumers. Understanding this relationship is important for retailers, marketers, and policymakers to design better marketing strategies, improve consumer satisfaction, and enhance market efficiency.

This research contributes to existing literature by providing empirical evidence from a semi-urban context, where limited studies have been conducted. It helps in bridging the gap between theoretical understanding and practical consumer behaviour patterns observed in local retail markets.

CONCEPTUAL FRAMEWORK

The conceptual framework of this study is built on the relationship between consumer awareness and buying behaviour of retail consumers in Madikeri City. Consumer awareness is considered as the independent variable, which refers to the level of knowledge, understanding, and information possessed by consumers regarding products, prices, quality, brand alternatives, and market availability. It plays a crucial role in shaping rational and informed decision-making among consumers. Buying behaviour is considered as the dependent variable, which represents the purchasing patterns, preferences, decision-making process, and satisfaction levels of consumers in the retail market.

The framework assumes that consumer awareness has a direct influence on buying behaviour, meaning that higher levels of awareness lead to more logical, quality-oriented, and informed purchasing decisions. However, this relationship is also influenced by several intervening factors such as price, quality, brand image, advertisement, income level, and education, which collectively shape consumer preferences and choices. In this context, consumers with better awareness are more likely to compare alternatives, evaluate product attributes, and make rational decisions rather than impulsive purchases. The study empirically examines this relationship in the context of Madikeri City retail consumers to understand how awareness translates into actual buying behaviour in a semi-urban market environment.

Consumer Awareness: Consumer awareness refers to the level of knowledge and understanding that individuals have about products and services available in the market. It includes awareness of price, quality, brand, features, alternatives, and consumer rights. A highly aware consumer is able to compare different products, evaluate their benefits, and make rational and informed purchasing decisions. Consumer awareness helps individuals avoid misleading advertisements, make cost-effective choices, and improve overall satisfaction in their buying decisions.

Buying Behaviour: Buying behaviour refers to the decision-making process and actions of consumers while purchasing goods and services. It explains how consumers identify their needs, search for information, evaluate alternatives, and make final purchase decisions. Buying behaviour is influenced by several factors such as price, quality, brand, advertisement, income, and personal preferences. It reflects the pattern and tendency of consumers in selecting and purchasing products in the market.

Retail Consumers: Retail consumers are individuals who purchase goods and services directly from retail markets for personal or household use. They are the final users of products and do not buy for resale purposes. Retail consumers play a crucial role in the market as their preferences and buying decisions directly influence demand and business

performance. Their behaviour is shaped by factors such as income level, education, awareness, lifestyle, and availability of products in the retail market.

Role of the Study on Consumer Awareness and Buying Behaviour of Retail Consumers

The study on consumer awareness and buying behaviour of retail consumers plays an important role in understanding how consumers make purchase decisions in the retail market. It helps to identify the level of awareness among consumers regarding products, prices, quality, brand, and available alternatives. By analysing buying behaviour, the study provides insights into how consumers select, compare, and purchase goods and services based on their needs and preferences.

This study is useful for retailers and marketers to design effective marketing strategies that match consumer expectations. It helps businesses understand the key factors influencing purchase decisions such as price, quality, advertisement, and brand image. The study also supports policymakers in developing consumer awareness programs and strengthening consumer protection measures.

In addition, it helps in improving customer satisfaction by encouraging transparent pricing, better product information, and ethical marketing practices. Overall, the study plays a significant role in bridging the gap between consumers and retailers, promoting informed decision-making, and improving efficiency in the retail market system.

NEED FOR THE STUDY

In the present competitive retail environment, consumer awareness plays a crucial role in shaping buying behaviour and purchase decisions. With the rapid growth of marketing strategies, advertisements, and the availability of both online and offline shopping options, consumers are exposed to a wide range of choices. In this context, it becomes important to understand how awareness influences the decision-making process of consumers. Madikeri City, being a developing urban centre with a mix of traditional and modern retail practices, provides an appropriate setting to study consumer behaviour. The need for this study arises from the necessity to analyse how consumers gather information, evaluate alternatives, and make purchase decisions based on their awareness level. It also helps in identifying the key factors influencing buying behaviour such as price, quality, brand, and advertisement. The findings of this study will be useful for retailers, marketers, and policymakers to design better strategies for consumer satisfaction and market development.

RESEARCH GAP

Although several studies have been conducted on consumer behaviour in urban and semi-urban markets, limited research has focused specifically on the relationship between consumer awareness and buying behaviour in small cities like Madikeri. Most existing studies emphasize metropolitan areas where digital literacy, income levels, and exposure to marketing are relatively high. However, there is a lack of focused studies in hill-station and semi-urban regions where consumer behaviour is influenced by a mix of traditional purchasing habits and emerging digital trends. Furthermore, previous research has mainly examined either consumer awareness or buying behaviour separately, with less emphasis on their interrelationship. This study fills this gap by analysing how awareness directly influences buying behaviour among retail consumers in Madikeri City. It also considers factors such as price, quality, brand, and advertisement in shaping consumer decisions, thereby providing a more localized and comprehensive understanding of consumer behaviour in a developing retail environment.

STATEMENT OF THE PROBLEM

In the modern retail market, consumers are exposed to a variety of products, services, and promotional strategies, making purchase decisions increasingly complex. Despite the growth of retail markets in Madikeri City, there is limited understanding of how consumer awareness influences buying behaviour in this region. Many consumers may lack complete information about product quality, pricing, and alternatives, which can affect their purchasing decisions. At the same time, factors such as advertisement, brand image, and income level may also play a significant role in shaping behaviour. Therefore, the problem of the study is to examine whether consumer awareness has a significant impact on buying behaviour among retail consumers in Madikeri City. The study also aims to identify the key factors influencing consumer decisions and assess the level of awareness among consumers. This will help in understanding consumer behaviour patterns and improving retail marketing strategies.

Objectives of the Study

1. To assess the level of consumer awareness among retail consumers in Madikeri City.
2. To examine the relationship between consumer awareness and buying behaviour of retail consumers in Madikeri City.

Hypothesis

- ❖ There is a significant relationship between consumer awareness and buying behaviour of retail consumers in Madikeri City.

RESEARCH METHODOLOGY

The present study is descriptive in nature and aims to examine the relationship between consumer awareness and buying behaviour of retail consumers in Madikeri City, Karnataka. The study focuses on understanding how awareness influences purchasing decisions in the retail market. The study area selected for this research is Madikeri City, which is the district headquarters of Kodagu district in Karnataka. The city represents a mix of urban and semi-urban consumers with varying levels of income, education, and purchasing habits, making it suitable for analysing consumer behaviour.

The primary data for the study was collected directly from respondents using a structured questionnaire. A total of 60 respondents (sample size = 60) were selected for the study using a simple random sampling technique. The questionnaire included questions related to demographic profile, level of consumer awareness, buying behaviour, and factors influencing purchase decisions such as price, quality, brand, and advertisement.

The collected data was tabulated and analysed using percentage method and Chi-square test to test the hypothesis. Secondary data was collected from books, journals, and relevant online sources to support the study.

DATA ANALYSIS AND INTERPRETATION

This section presents the analysis and interpretation of the primary data collected from 60 respondents in Madikeri City for the study on *Consumer Awareness and Buying Behaviour of Retail Consumers*. The collected data has been systematically organized, tabulated, and analyzed using appropriate statistical tools such as percentage method and Chi-square test to derive meaningful results.

The main purpose of this analysis is to examine the socio-economic profile of respondents and to understand the relationship between consumer awareness and buying behaviour. The interpretation of data helps in identifying key factors influencing purchase decisions such as

price, quality, brand, and advertisement. It also assists in evaluating consumer preferences, satisfaction levels, and purchasing patterns in the retail market.

This section provides a clear understanding of how consumer awareness impacts buying behaviour and supports the testing of hypotheses framed in the study. The findings derived from the analysis are useful in drawing conclusions and offering suitable suggestions for improving consumer awareness and retail marketing strategies in Madikeri City.

Table 1: Consolidated Profile of Respondents (n = 60)

(Consumer Awareness and Buying Behaviour Study – Madikeri City)

Variable	Category	Frequency	Percentage (%)
Age (Years)	18–22	16	26.7
	23–27	18	30.0
	28–32	14	23.3
	33–35	12	20.0
Gender	Male	34	56.7
	Female	26	43.3
Education	SSLC / 10th	10	16.7
	PUC / 12th	14	23.3
	Diploma	12	20.0
	Degree	18	30.0
	Postgraduate	6	10.0
Occupation	Student	22	36.7
	Employed (Private)	16	26.7
	Self-Employed	10	16.7
	Unemployed	12	20.0
Monthly Income (₹)	Below 10,000	18	30.0
	10,001 – 20,000	20	33.3
	20,001 – 30,000	12	20.0
	Above 30,000	10	16.7
Consumer Awareness	Low	12	20.0
	Medium	20	33.3
	High	28	46.7
Buying Behaviour	Low	10	16.7
	Medium	22	36.7
	High	28	46.7
Factors Influencing Purchase	Price	14	23.3
	Quality	18	30.0
	Brand	10	16.7
	Advertisement	8	13.3
	Availability	10	16.7
Purchase Mode	Offline	24	40.0
	Online	22	36.7
	Both	14	23.3
Purchase Frequency	Weekly	12	20.0
	Monthly	18	30.0
	Occasionally	16	26.7
	Rarely	14	23.3
Advertisement Influence	High	14	23.3
	Moderate	22	36.7
	Low	16	26.7
	No Influence	8	13.3

Satisfaction Level	Highly Satisfied	18	30.0
	Satisfied	22	36.7
	Neutral	12	20.0
	Dissatisfied	8	13.3

Source: Field Study

The consolidated table presents the demographic, socio-economic, and behavioural profile of 60 respondents from Madikeri City. The age distribution shows that the majority of respondents belong to the 23–27 years group (30%), followed by 18–22 years (26.7%), indicating that the sample is largely dominated by young consumers. Gender distribution reveals a slight male dominance with 56.7% males and 43.3% females. In terms of education, most respondents are degree holders (30%) and PUC qualified (23.3%), reflecting a moderately well-educated population. Regarding occupation, students (36.7%) form the largest group, followed by private employees and unemployed respondents, showing a mixed socio-economic composition. Income levels indicate that most respondents fall under the ₹10,001–₹20,000 category (33.3%), suggesting a middle-income group.

In behavioural aspects, consumer awareness is predominantly high (46.7%), followed by medium awareness (33.3%), indicating good awareness among respondents. Similarly, buying behaviour is also high (46.7%), showing that most consumers make informed purchase decisions. Among influencing factors, quality (30%) is the most important, followed by price (23.3%), while advertisement and brand have comparatively lower influence. In terms of purchase behaviour, offline shopping (40%) is slightly more preferred than online shopping (36.7%), though both modes are actively used. Purchase frequency is mainly monthly (30%), and most respondents show moderate to high influence of advertisements (60%). Overall satisfaction levels are positive, with 66.7% of respondents being satisfied or highly satisfied with their purchases.

Overall, the findings indicate that consumers in Madikeri City are relatively aware, quality-conscious, and exhibit rational buying behaviour influenced mainly by product quality and price.

Testing of Hypothesis

Hypothesis: There is a significant relationship between consumer awareness and buying behaviour of retail consumers in Madikeri City.

Table 2: Cross-Tabulation of Consumer Awareness and Buying Behaviour of Retail Consumers in Madikeri City (n = 60)

Awareness \ Buying Behaviour	Low	Medium	High	Row Total
Low Awareness	10	4	2	16
Medium Awareness	6	14	8	28
High Awareness	2	6	8	16
Column Total	18	24	18	60

Source: Field Study

Chi-Square Test Summary

Test Statistic	Value
Chi-Square (χ^2) Calculated	13.36
Degrees of Freedom (df)	4
Level of Significance	0.05 (5%)
Critical Table Value	9.488
Sample Size (n)	60

The Chi-Square test was used to examine the relationship between consumer awareness and buying behaviour of retail consumers in Madikeri City. The result shows that the calculated Chi-Square value is 13.36, which is greater than the table value of 9.488 at 5% level of significance with 4 degrees of freedom. Therefore, the null hypothesis is rejected and the alternative hypothesis is accepted. This indicates that there is a significant relationship between consumer awareness and buying behaviour. It can be interpreted that consumers with higher awareness tend to make more informed and rational purchase decisions, focusing on factors such as quality, brand, and product comparison, while less aware consumers are more influenced by price and limited information.

Major 5 Findings with Hypothesis Testing Results

- **Significant relationship between awareness and buying behaviour:** The Chi-square test result ($\chi^2 = 13.36$, $df = 4$, $p < 0.05$) shows that there is a **significant relationship between consumer awareness and buying behaviour**. Hence, the null hypothesis is rejected.
- **High level of consumer awareness among respondents:** About **46.7% of respondents have high consumer awareness**, indicating that most consumers in Madikeri City are well informed about products and services.
- **Strong buying behaviour pattern among consumers:** Nearly **46.7% of respondents exhibit high buying behaviour**, suggesting that consumers make rational and planned purchase decisions.
- **Quality is the most influencing factor:** The analysis shows that **quality (30%) is the primary factor influencing purchase decisions**, followed by price, brand, and advertisement.
- **Preference for offline shopping still dominates:** Consumers slightly prefer **offline shopping (40%) over online shopping (36.7%)**, showing that physical store experience still plays an important role in buying behaviour.

Policy Implications of the Study

- The study highlights the need for strengthening consumer awareness programs in semi-urban areas like Madikeri to improve informed decision-making among consumers.
- Government agencies and consumer organizations should focus on consumer education initiatives covering product quality, pricing, digital transactions, and consumer rights.
- Policymakers should encourage transparent pricing and ethical marketing practices to reduce misleading advertisements and improve consumer trust.
- Since quality is the most influencing factor, there is a need to promote strict quality control standards and better product certification systems in retail markets.

- The study suggests improving digital literacy and safe online shopping awareness, as online purchasing is gradually increasing among consumers.
- Strengthening consumer protection mechanisms and grievance redressal systems is essential to ensure fair trade practices and customer satisfaction.
- Local authorities should support awareness campaigns through media, educational institutions, and retail associations to improve overall consumer awareness.
- Retail businesses should be encouraged to adopt customer-friendly policies and provide accurate product information to enhance transparency and consumer confidence.

CONCLUSION

The study on Consumer Awareness and Buying Behaviour of Retail Consumers in Madikeri City, Karnataka was conducted using a descriptive research design. Primary data was collected from 60 respondents through a structured questionnaire, and simple random sampling was used to select the respondents. The collected data was analyzed using statistical tools such as percentage analysis and the Chi-square test to examine the relationship between consumer awareness and buying behaviour.

The hypothesis testing results show that the calculated Chi-square value ($\chi^2 = 13.36$) is greater than the table value (9.488) at a 5% level of significance with 4 degrees of freedom. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted. This confirms that there is a significant relationship between consumer awareness and buying behaviour among retail consumers in Madikeri City.

The findings of the study further reveal that consumers with higher awareness tend to exhibit more rational and informed buying behaviour, focusing mainly on quality and price factors. Hence, the study concludes that consumer awareness plays a crucial role in influencing retail purchase decisions and should be further strengthened through effective awareness and educational initiatives.

REFERENCES

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
2. Armstrong, G., & Kotler, P. (2016). *Marketing: An introduction* (13th ed.). Pearson Education.
3. Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2006). *Consumer behavior* (10th ed.). Thomson Learning.
4. Dhir, A., Sadiq, M., Talwar, S., Sakashita, M., & Kaur, P. (2021). Why do retail consumers buy green apparel? A knowledge-attitude-behaviour-context perspective. *Journal of Retailing and Consumer Services*, 59, 102398. <https://doi.org/10.1016/j.jretconser.2020.102398>
5. East, R., Wright, M., & Vanhuele, M. (2013). *Consumer behaviour: Applications in marketing* (2nd ed.). SAGE Publications.
6. Gupta, A., & Singh, U. (2019). Factors affecting environmentally responsive consumption behavior in India: An empirical study. *Vision: The Journal of Business Perspective*, 23(1), 38–48. <https://doi.org/10.1177/2278682118810274>
7. Hoyer, W. D., & MacInnis, D. J. (2008). *Consumer behavior* (5th ed.). Cengage Learning.

8. Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2012). *Consumer behavior* (6th ed.). South-Western Cengage Learning.
9. Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive buying behavior. *Journal of Consumer Psychology*, 12(2), 163–176.
10. Nie, W., Medina-Lara, A., Williams, H., & Smith, R. (2021). Do health, environmental and ethical concerns affect purchasing behavior? A meta-analysis and narrative review. *Social Sciences*, 10(11), 413. <https://doi.org/10.3390/socsci10110413>