



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

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## A STUDY ON CONSUMER BUYING BEHAVIOUR IN THE FLOWER MARKET OF MADURAI CITY

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### Abstract

This study examines consumer buying behaviour in the flower market of Madurai, a city renowned for its vibrant floral trade and deep cultural association with flowers. The research aims to identify the key factors influencing consumer preferences, purchasing patterns, and satisfaction levels within the local flower market. Primary data were collected through structured questionnaires administered to consumers across major flower-selling areas, while secondary data were gathered from journals, reports, and market records. The study analyses demographic variables such as age, gender, income, and occupation to understand their impact on buying decisions. It further explores factors such as price sensitivity, freshness, fragrance, quality, seasonal availability, religious and cultural significance, and vendor relationships. Findings indicate that flowers are primarily purchased for religious rituals, weddings,

festivals, and daily personal use. Freshness and price emerge as the most influential determinants of purchase decisions, while traditional preferences and emotional attachment significantly shape brand and vendor loyalty. The research highlights the importance of maintaining quality standards, competitive pricing, and strong customer relationships to sustain market growth. The study provides insights for vendors and policymakers to enhance marketing strategies and improve overall consumer satisfaction in Madurai's flower market.

**Keywords:** Consumer Buying Behaviour, Flower Market, Madurai City, Purchase Decision Factors, Customer Satisfaction.

### Introduction

The flower market plays a significant role in the cultural, social, and economic life of Madurai, a city widely known for its rich traditions and religious heritage. Flowers are



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an integral part of daily life in Madurai, used extensively for temple rituals, household worship, weddings, festivals, and personal adornment. The demand for flowers remains consistently high throughout the year, with seasonal peaks during auspicious occasions and celebrations. The city's vibrant flower market not only caters to local consumers but also supports the livelihood of farmers, wholesalers, retailers, and street vendors, thereby contributing substantially to the local economy. Consumer buying behaviour in the flower market is influenced by multiple factors such as price, freshness, fragrance, quality, availability, and cultural significance. Demographic characteristics including age, income, occupation, and family background also shape purchasing decisions. In addition, emotional attachment, habitual buying patterns, and trust in specific vendors play an important role in determining consumer preferences. Understanding these behavioural aspects is essential for vendors to design effective marketing strategies, maintain customer satisfaction, and ensure sustainable growth in a competitive environment. This study aims to analyse the various factors influencing consumer buying behaviour in the flower market of Madurai city. By examining consumer preferences and purchasing patterns, the research seeks to provide meaningful insights that can help improve service quality, strengthen customer relationships, and enhance overall market performance.

## Statement of the Problem

Despite the steady demand for flowers in the market of Madurai, vendors face increasing competition, price fluctuations, and changing consumer preferences. Consumers today are more conscious about quality, freshness, and pricing, which directly influence their purchasing decisions. However, there is limited systematic research examining the factors that shape consumer buying behaviour in Madurai's flower market. The absence of clear insights makes it difficult for sellers to adopt effective marketing and pricing strategies. Therefore, a detailed study is required to understand consumer expectations and the key determinants influencing their buying behaviour.

## Objectives of the Study

- To examine the consumer buying behaviour in the flower market of Madurai.
- To identify the factors influencing consumers' purchase decisions such as price, freshness, quality, and availability.
- To analyse the impact of demographic variables on flower purchasing patterns.
- To study the level of customer satisfaction towards flower vendors and market facilities.



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## Review of Literature

R. Ramasamy (2018) studied consumer behaviour in traditional flower markets in Tamil Nadu. The research highlighted that flowers are mainly purchased for religious and cultural purposes. Price and freshness were found to be the most important factors influencing consumer decisions. The study also indicated that consumers prefer buying from familiar vendors due to trust and convenience.

S. Lakshmi (2019) examined purchasing patterns of flower consumers in South Indian cities. The study found that demographic variables such as age, income, and occupation significantly influence buying frequency. Consumers with higher income levels tend to buy flowers more regularly for social functions. Freshness and fragrance were identified as major quality indicators.

M. Krishnan (2020) analysed the marketing practices of flower vendors in urban markets. The research revealed that customer satisfaction largely depends on product quality, reasonable pricing, and availability. Vendors who maintain good relationships with customers enjoy higher loyalty. The study emphasized the importance of efficient supply chains for maintaining freshness.

P. Kavitha (2021) conducted a study on consumer preference for jasmine and other traditional flowers in Tamil Nadu. The findings showed that cultural values and

religious beliefs strongly influence purchasing behaviour. Consumers often prefer locally grown flowers due to their fragrance and freshness. Seasonal demand also plays a significant role in price fluctuations.

V. Subramanian (2022) studied customer satisfaction in flower retail markets. The research highlighted that service quality, vendor behaviour, and product variety significantly affect consumer satisfaction. Regular customers often develop loyalty toward specific sellers. The study suggested that improving hygiene and market facilities could increase customer satisfaction.

## Findings of the Study

- Flowers are primarily purchased for religious rituals, temple visits, weddings, and festivals in Madurai city.
- Freshness and price are the most influential factors affecting consumer buying decisions.
- Women consumers purchase flowers more frequently compared to men for daily personal use.
- Jasmine, rose, and marigold are the most commonly preferred flowers among consumers.
- Consumers often prefer buying from familiar vendors due to trust and consistent quality.
- Seasonal festivals and auspicious occasions significantly increase the demand for flowers.



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- Most consumers prefer fresh flowers available early in the morning.

### Suggestions

- Vendors should ensure fresh and high-quality flowers to maintain customer satisfaction.
- Maintaining reasonable and stable pricing can attract more regular buyers.
- Vendors can improve customer relationships and service behaviour to encourage loyalty.
- Proper hygiene and cleanliness in the flower market should be maintained.
- Introducing better storage and transportation facilities can help maintain flower freshness.
- Local authorities may improve market infrastructure and vendor facilities to support traders.

### Conclusion

The flower market in Madurai plays a vital role in the cultural and economic life of the city. Consumer buying behaviour is influenced by various factors such as price, freshness, fragrance, cultural significance, and vendor relationships. The study reveals that flowers continue to hold strong emotional and traditional value among consumers. Ensuring quality products, fair pricing, and good customer service can enhance consumer satisfaction and support the sustainable growth of the flower market in Madurai.

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