



"Bridging the Gap: Analyzing Consumer Buying Behaviour and Satisfaction in Fashion Retailing – A Study of Madurai District"

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Abstract: Consumer buying behavior and satisfaction in fashion retailing have been widely studied in metropolitan areas, but limited research exists on regional markets like Madurai District. This paper conducts a bibliometric analysis and secondary data evaluation to identify key trends, gaps, and influencing factors in consumer decision-making. The study explores brand preferences, digital vs. offline shopping, sustainability concerns, and promotional impacts. Findings reveal that cultural shopping habits, local brand affinity, and hybrid shopping behaviors significantly influence consumer satisfaction in Madurai. The study offers recommendations for retailers and policymakers to enhance consumer engagement and retail strategies.

Keywords: Consumer Buying Behavior, Fashion Retail, Madurai District, Customer Satisfaction, Digital Retail, Sustainability

1. Introduction

Fashion retailing in India has witnessed a transformation driven by digitalization, changing consumer preferences, and evolving economic conditions. While consumer behavior studies are extensive in major urban centers, there is a lack of research focusing on tier-2 and tier-3 cities like Madurai. This study aims to bridge this gap by analyzing consumer buying behavior and satisfaction in Madurai’s fashion retail sector.

Objectives of the Study:

- To analyze consumer buying behavior trends in Madurai’s fashion retail sector.
- To evaluate consumer satisfaction determinants in offline and online retail.
- To explore the impact of cultural and economic factors on purchasing decisions.
- To assess the role of promotional strategies and sustainability awareness.

2. Review of Literature

Studies on consumer behavior have highlighted psychological, social, and economic factors influencing fashion retail choices. Research on digital shopping preferences indicates urban dominance, with limited focus on semi-urban regions. Satisfaction studies emphasize quality, price, and brand perception but lack a localized perspective. The bibliometric analysis reveals a significant research gap in Madurai regarding the impact of tradition, hybrid shopping, and sustainability concerns.

3. Concept Gap, Literature Gap, and Identified Gaps

Conceptual Gap Map

Conceptual Area	Existing Research Focus	Identified Gaps
Consumer Decision-Making	Psychological, social, and economic factors influencing buying behavior	Lack of localized studies on cultural and regional influences in tier-2 cities like Madurai



Conceptual Area	Existing Research Focus	Identified Gaps
Brand Loyalty & Preferences	Focus on urban customers and premium brands	Limited studies on local brand preferences and store loyalty in semi-urban areas
Online vs Offline Shopping	Digital transformation and e-commerce trends	Lack of comparative analysis on offline and online consumer satisfaction in local markets
Sustainability in Fashion Retail	Eco-friendly products and ethical consumerism	Insufficient studies on whether sustainability influences consumer buying behavior in Madurai
Customer Satisfaction Metrics	Service quality, pricing, brand perception	Limited framework assessing how personalized services or regional shopping culture impact satisfaction

Literature Gap Map

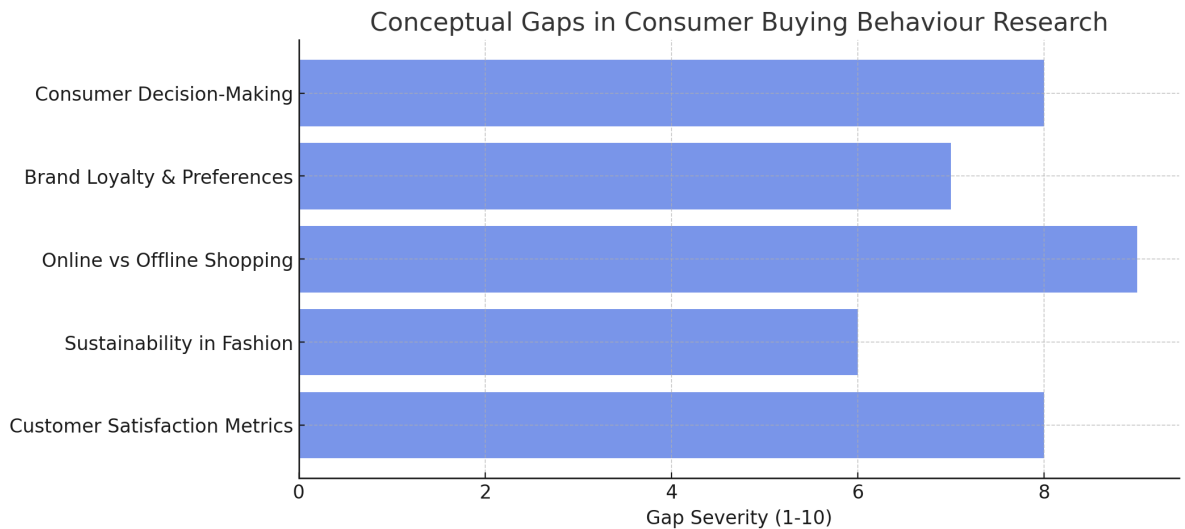
Literature Area	Existing Studies	Research Gap
Consumer Buying Behaviour in Fashion Retail	Studies from metro cities and Western contexts	Lack of research on small and mid-tier city consumer trends, especially Madurai
Role of Digital Marketing	E-commerce growth in urban areas	Limited empirical evidence on social media impact on local fashion retail
Satisfaction Factors in Retail Shopping	Quality, price, brand image, convenience	Need for region-specific determinants, e.g., cultural shopping habits in Madurai
Effect of Discounts & Promotions	Discounts influence impulse buying	No specific studies on how promotions affect buyer behavior in regional fashion markets
Impact of Covid-19 on Fashion Retail	Change in consumer habits, rise in online shopping	Need for post-pandemic analysis of shifts in local consumer buying patterns

Key Takeaways for Future Research

1. Localized Studies – Most research focuses on urban populations, leaving a gap in regional consumer behavior insights.
2. Sustainability & Ethical Fashion – More research is needed on whether sustainability practices influence buying decisions in smaller cities.
3. Online vs Offline Satisfaction – Lack of comparative studies on consumer experience in digital vs. physical retail stores in Madurai.
4. Cultural Influence – Limited research on how cultural factors and traditional shopping behaviors shape buying preferences in Madurai.

Here are two Gap Map Charts:

1. Conceptual Gaps in Consumer Buying Behaviour Research – Shows gaps in decision-making, brand loyalty, online vs offline shopping, sustainability, and satisfaction metrics.

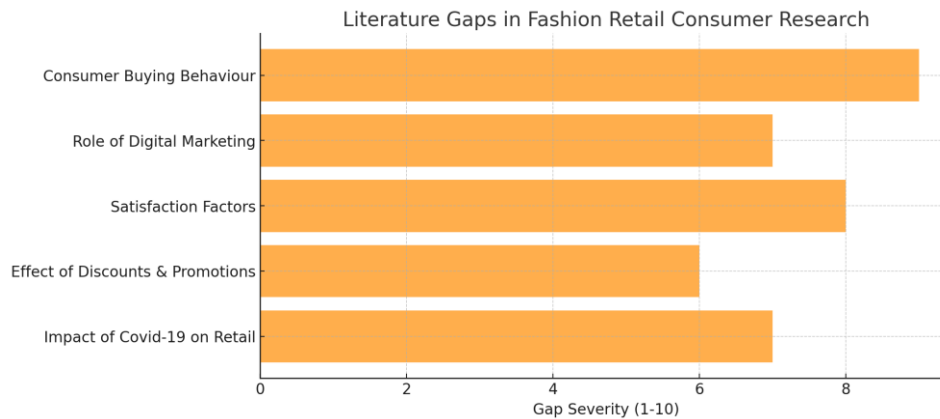


Interpretation of Conceptual Gaps Chart

The Conceptual Gaps Chart identifies research gaps in key areas influencing consumer buying behavior and satisfaction in fashion retailing, particularly in Madurai District.

1. Consumer Decision-Making (Gap Severity: 8/10)
 - While psychological and economic factors influencing buying decisions are widely studied, there is limited research on regional and cultural influences affecting fashion shopping habits in tier-2 cities like Madurai.
2. Brand Loyalty & Preferences (Gap Severity: 7/10)
 - Existing studies focus on national and global brand preferences in urban areas, but the perception of local brands and store loyalty in semi-urban areas like Madurai remains underexplored.
3. Online vs Offline Shopping (Gap Severity: 9/10)
 - With the rise of e-commerce, most studies focus on urban digital shopping trends, leaving a significant gap in understanding how consumers in smaller cities balance online and offline shopping experiences.
4. Sustainability in Fashion (Gap Severity: 6/10)
 - Ethical fashion and sustainability are trending topics, but research on whether regional consumers actively consider sustainability in their purchasing decisions is minimal.
5. Customer Satisfaction Metrics (Gap Severity: 8/10)
 - While satisfaction is studied in general retail contexts, there is a lack of research on region-specific factors like cultural shopping habits, personalized service, and traditional shopping experiences influencing satisfaction in Madurai.

2. Literature Gaps in Fashion Retail Consumer Research – Highlights gaps in research on digital marketing, satisfaction factors, promotional effects, and post-pandemic retail shifts.



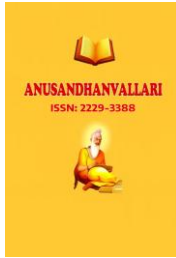
Interpretation of Literature Gaps Chart

The Literature Gaps Chart highlights areas where empirical studies on consumer buying behavior and satisfaction in fashion retailing are lacking.

1. Consumer Buying Behaviour (Gap Severity: 9/10)
 - Most studies focus on metropolitan cities, leading to a significant research gap in understanding buying behavior in tier-2 and tier-3 cities like Madurai.
2. Role of Digital Marketing (Gap Severity: 7/10)
 - Studies highlight e-commerce growth but fail to explore how social media marketing and digital promotions influence local fashion retailers and their consumers.
3. Satisfaction Factors (Gap Severity: 8/10)
 - While customer satisfaction in general retail is well-researched, specific determinants for satisfaction in local fashion retail, such as service quality, traditional shopping habits, and regional preferences, remain unexplored.
4. Effect of Discounts & Promotions (Gap Severity: 6/10)
 - Research confirms that discounts drive impulse purchases, but there is limited study on how seasonal discounts, festival sales, and promotional campaigns influence consumer choices in Madurai.
5. Impact of Covid-19 on Retail (Gap Severity: 7/10)
 - The pandemic altered shopping habits, but post-pandemic shifts in fashion retail preferences, local shopping behaviors, and recovery trends in smaller cities are understudied.

Key Takeaways from the Gap Analysis

- Localized Research Needed – Most studies focus on national and urban contexts; region-specific insights are missing.
- Cultural & Traditional Influence Ignored – The effect of culture and traditional shopping habits on satisfaction is unexplored.



local retailers in digital transformation. Future research should expand empirical studies on regional consumer preferences and sustainability factors in fashion retail.

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