

## **ABSTRACT**

This study investigates the retailer buying behavior towards Subam Papers Private Limited, a leading supplier in the paper industry. Understanding retailer behavior is crucial for companies to develop effective marketing strategies, optimize product offerings, and enhance customer loyalty. The research aims to identify the factors influencing retailers' purchasing decisions, including product quality, pricing, brand reputation, supply reliability, and customer service. Data were collected through surveys and interviews with retailers who purchase from Subam Papers, focusing on their preferences, decision-making processes, and purchasing patterns. The findings reveal that product quality and competitive pricing are the most significant factors driving retailer purchasing decisions. Additionally, the study highlights the importance of brand reputation and strong supplier relationships, with retailers emphasizing the need for consistent supply and timely delivery. Retailers also value the level of customer support and the flexibility offered by Subam Papers in terms of payment terms and order customization. The research concludes with recommendations for Subam Papers to enhance its competitive edge, such as improving its customer service, offering loyalty programs, and further investing in product innovation. By addressing these areas, Subam Papers can strengthen its relationships with retailers, boost sales, and improve its market position in the paper industry.