

ABSTRACT

This study involves consumer buying behavior in Reliance Retail, one of India's largest retail chains. Consumer buying behavior refers to the decision-making processes and actions of individuals when purchasing products or services. The research aims to understand the factors influencing consumer decisions at Reliance Retail, including product selection, pricing, store environment, promotions, and the role of digital platforms. Data was collected through surveys and interviews with customers who regularly shop at Reliance Retail outlets, exploring their preferences, attitudes, and buying patterns. The findings suggest that convenience, product variety, and competitive pricing are the primary drivers behind consumer purchases. Additionally, the store's digital presence, particularly the Reliance Digital app and online shopping platform, has emerged as a significant factor in attracting tech-savvy consumers. The study highlights the growing importance of promotional offers, loyalty programs, and personalized marketing strategies in shaping consumer behavior. It also reveals that consumers increasingly value an integrated shopping experience, where both offline and online channels are seamlessly interconnected. The research concludes with recommendations for Reliance Retail to enhance its customer experience by strengthening its digital presence, offering tailored promotions, and maintaining competitive pricing. Understanding consumer behavior in this context will help Reliance Retail strengthen its position in the competitive retail market.