

Abstract

This Research Paper examines the profiles and marketing behaviors of shoppers at the Mayaro public market. By engaging in this research a clearer insight into the factors that determine consumer buying behaviors and how these consumers are motivated by external and internal stimuli will be achieved. The profiles of vendors at the market as well as the marketing strategies that they use to influence consumer buying will be examined to assess the extent to which they impact on the purchase decisions of consumers. A convenience sample was done where persons that were most willing to respond were administered questionnaires. Fifty six (56) persons were questioned with twenty eight (28) being shoppers and twenty eight (28) vendors. They were administered questionnaires and some of them completed it themselves while others were asked the questions and it was filled out for them since they were busy engaging in either selling or buying. Observations about the behaviors of both vendors and customers were made as well as the marketing environment itself. Secondary data was collected from internet, books, journals and archives.

It can be said that the marketing behaviours of shoppers at the Mayaro Market is influenced by the marketing strategies that vendors use including: lower prices, attractive display of produce, friendliness, bargains etc. , income, gender (more female buyers than males) and tastes and preferences of the consumers themselves. Also the problems encountered in the market environment such as uncleanliness, overcrowding, and the need to section the market in order to prevent cross contamination of meat and produce directly influences the vendors ability to market produce efficiently and ability of customers to shop comfortably.