

Fruits and Vegetable Consumers' Behaviour towards Organised Retailers: Evidence from India

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Abstract : Consumerism in India is witnessing unprecedented growth driven by favourable demographics, rising young and working population, rising income levels, urbanization and growing brand orientation. In addition, the increasing level of awareness on health, hygiene and quality has made the consumers to think on the fairly traded goods and brands. This has made retailing extremely important to everyone because without retailers' consumers would not have access to day-to-day products. The increased competition among different retailers has contributed significantly towards rising consumer awareness on quality products and brand loyalty. Many existing empirical studies have mainly focused on net saving of consumers at organised retail vis-a-vis unorganised retail shops. In this article, authors have analysed the Bangalore consumers' attitudes towards buying of fruits and vegetables and their choice of retail outlets. The primary data was collected from 100 consumers belonging to the Bangalore City during October 2014. Sample consumers buying at supermarkets, convenience stores and hypermarkets were purposively selected. The collected data was analyzed using descriptive statistics and multinomial logit model. It was found that among all variables, quality and prices were major accountable factors for buying fruits and vegetables at organized retail shops. The empirical result of multinomial logit model reveals that annual net income was positively associated with the Big Bazar and Food World consumers and negatively associated with the Reliance Fresh, More and Nilgiris consumers, as compared with the HOPCOMS consumers. Per month expenditure on fruits and vegetables was positively and age of the consumer was negatively related to the consumers' choice of buying at modern retail markets. Consumers were willing to buy at modern retail outlets irrespective of the distance.

Keywords : organized retailers, consumers' attitude, consumers' preference, fruits, vegetables, multinomial logit, Bangalore

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