

Consumer Purchasing Behaviour towards Fresh Fruits and Vegetables: A Literature

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Abstract

Marketers realized that packaging performs an important role in marketing communications and could be one of the most important factors influencing consumer purchase decision. Sales of packaged food are rapidly increasing, thanks to their image of convenience and healthiness. In this paper, consumers' attitude and purchase intentions towards packaged food is investigated through literature review. The likelihood of buying packaged food tends to be higher among better-educated consumers and among consumers with children. This study is to find how aware are consumers about the sustainability, organic food, fair trade, eco-packaging, and carbon foot printing.(Raghu,2012)

1. Literature Review

Amarnath (2011) The paper was to find the factors behind the change of attitude and perceptions of a rural consumer towards branded packaged food. This was done using MODEL ABCDE – Affect (A), Behavior (B), Cognition (C), Desire (D), and Environment (E). The first three components are commonly used to investigate attitude and the different impact of the three components revealed consumers' motivation and involvement in consumption. Questionnaire was the methodology selected and was designed for the investigation as closed ended, that considered the factors like human health, consumer mood, customer convenience, appeal, content, product price, familiarity, weigh control, brand image, culture and safety. The total response was put in weighted average mean and the results were that 'takes no time to prepare' in convenience and the factory sensory appeal with three items like smell nice, looks nice and tastes nice had 80 percentage of high positive results. The drawback was that rural consumers did not trust that branded packaged food products are not natural and are not good for health. The conclusion is that companies' supervision is highly required so that no outdated product is sold, so as to develop trust.

Mohammad Zakersalehi (2012) This study is about the green products and the impact of packaging used so that it will influence the consumer with positive response. The data was

collected by personal survey, using questionnaire.

Peter Ragaert, (2004) This study used a classic attitude behavior model that determines the consumers' relying on different attributes such as "search attributes" and experience attributes. It is concluded that the attributes of the people buying on weekdays differ from the attributes of the people buying on weekends.

Sumudu Kariyawasam In this study the "consumers who diverted from the consumption of fresh milk stored in a rather conventional packaging material (e.g. glass bottle and plastic) to purchase tetra- packed fresh milk on regular basis" have been studied

A. Mclennon (2002) The relationship with factors like consumer information and labels were studied on the consumer perception with special reference to the diet. Few of the respondents have a negative influence on the GM food products

Kelana Jaya This study covered only few respondents but the various factors influencing the consumer were concentrated which was analyzed using ANOVA and correlation.

Jay Dickieson (2009) The organic food and its impact on the consumer was studied by considering the different factors role on consumer. "If careful attention is paid to appropriate presentation and packaging organic food can be distinguished more clearly from conventional produce and consumers are encouraged to buy for reasons other than price".

Josephine M Wills (2009) In this study they have emphasized the significance of packing and labeling of food which will influence the majority of consumers in the outlets even before purchase. The data was collected online by referring various secondary sources on the intake of consumer and their dietary preferences. The nutrients and the calories information which assist in consumer decision was studied in detail with easy to understand labels.

2. Conclusion:

This demographical study shows the consumers buy packaged food due to the brand promotions. Certain attributes are considered, such as, search attributes being important for the shopping purchasing stage, after sales service experience of customers are also important after the consumption. Post purchase behavior can be used as a vital input for future modifications in the product availability.

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