

A Study on Consumer's Perception on Fruits and Vegetables with Special Reference to Retail Outlets in Coimbatore City.”

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Abstract: *The research paper objectives is to identify consumer's perception on quality aspects on fruits and vegetables. The organized fruits and vegetables retailing is gaining momentum in the country as a result of increased share of consumer expenditure on fruits and vegetables. The major category of retail chains is Fruits and vegetables. Besides, the fruits and vegetables are also sold in localized organized retail stores and street vegetable market, some of which are exclusively meant for fruits and vegetables. Thus, consumers have a wide range of retailing formats for purchasing fruits and vegetables.*

Keywords: *organized retail, fruits and vegetables, purchase preference, spending pattern, store layout.*

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I. Introduction

Fruits and vegetables present an important part of the human diet in almost any culture of the world. There is also a long tradition in the view that fruits and vegetables should be consumed because of their nutritional and health benefits. The consumption rates of fruits and vegetables are still low or insufficient in many countries. Therefore, health promotions have been initiated recommending eating at least five portions of fruits and vegetables per day. However, as daily experience shows, such initiatives to improve the nutritional quality of our diet have been proven unsuccessful when the products to be promoted did not meet sensory qualities as well as many other consumer expectations. This would mean over the long term, that the consumer will like, accept and select fruits and vegetables beyond the mere health-driven argumentation.

Although food choice is complex and is influenced by a lot of interrelating factors, many studies indicate the key importance of freshness for food in general and for fruits and vegetables in particular. It has been shown that the meaning of freshness is complex and depends on the professional area considered. However, since it is the interpretation of freshness by the consumer that determines purchasing behaviour.

Consumer perception:

It is very important for any company to know how the customers perceive their products, services or the organization as a whole. It is the customer's perception which influences the products and services of the organization. If the organization makes an attempt to find the customer's perception. Then it can alter its products accordingly and offer to its customers. So understanding the customer's perception is a very difficult and vital task for the organization.

The companies should be dynamic and should update themselves according to the changing needs of the customer. Coming to our study customer perceptions can give a lot of inputs and scope for improvement, lots of customers across all the ages, income groups and occupations visit the store. Different customers have different experiences and perceptions towards the store, understanding these differences and rendering what the customers need is very vital for the survival and the growth of the store. In this study we are attempting to understand the customer perceptions so that the store can improve upon in the areas where the customers do not have good perceptions. Ascertaining customer's perception becomes very complicated when it comes to retailing, as it is a part of service sector. Lot of complications are involved in ascertaining the perception like firstly, retailing is a service (which is intangible) and secondly, it is very difficult to understand how the customers perceive. So understanding the customer's perception helps the store to improve itself in many areas.

Customer perception in retail

Retailing requires a considerable understanding of the changing behavior of consumers. As retailing can be characterized as the consumers to buy, knowledge is required of what triggers people to buy, how to market new products and services, how to make sure people find it attractive to spend time in the store and become loyal customers. Being able to transform knowledge of human behavior in concepts and formulas for end users is one of the key drivers of innovation in retailing.

Realizing innovations in retailing has long has been one of the most important instruments for the firms in this sector to have competitive advantage by means of obtaining and increasing customer loyalty and their market performance and identifying how consumers perceive innovation rather than the firms offers has a significant and certain importance in relation. The customer satisfaction affected by the perception of innovation ideas to behavioral intentions rather the direct effect of the perception of innovation on the behavioral intention. The concepts of perception of innovation and customer satisfaction do not substitute but complement each other in retailing.

II. Review Of Literature

Thiruvankadam and Panchanatham (2011) used the personality A: B scale developed by R.W. Bortner (1969) and tried to find out the relationship of these personality types and the retail patronage behaviour of shoppers. The Type A personality describes someone who is aggressively involved in a chronic, incessant struggle to achieve more and more in less and less time. They are impatient. In contrast, Type 'B' are the exact opposites. Bortner (1969). Their research revealed that Type "A" shoppers were more concerned with advertising, sales promotions, price of the products, location of the store, store atmosphere, convenience factors, and adjustments made by the store. Type "B" customers were concerned more about the product quality, variety and reputation of the store. Both A and B customers were concerned with brand image of the store and both were not concerned with the sales men.

Haiyan (2011) in his study examined the perception of store image among Chinese consumers. Chinese consumers perceived store image as a multi-faceted concept. They demonstrate a utilitarian orientation in shopping. The study revealed that Chinese consumers shopping tendencies correlate highly with merchandise and store congeniality. Their average expenditure during each shopping trip is affected by merchandise, service, advertisements, store congeniality and consumers income.

Objectives Of The Study

The main objective of this study is to analysis consumer's perception on fruits and vegetables follow in Food Bazaar. This study covers the consumer's perception on fruits and vegetables in Food Bazaar. The study is also aimed at studying how consumers feel about the display arrangement of the fruits & vegetables.

Research Methodology

The research paper is an empirical one. The researcher collected data with the help of a questionnaire and surveyed to the consumers whose mainly purchased fruits and vegetables in retail outlets . The sample taken for the study consisted of 100 which include the consumers whose mainly purchased fruits and vegetables in retail outlets situated in Coimbatore City.

III. Analysis And Result

Chi-Square Analysis Table

Ho: There is no significant difference between the most followed Displayed Arrangement.

H1: There is significant difference between the most followed Displayed Arrangement.

The table showing the chi-square analysis of display arrangement.

	Displayed Arrangement		
	Observed N	Expected N	Residual
Very Good	25	21.4	3.6
Good	36	21.4	14.6
Moderate	4	21.4	-17.4
Bad	36	21.4	14.6
Very Bad	6	21.4	-15.4
Total	107		

Test Statistics

		Displayed Arrangement
Chi-Square		45.757 ^a
df		4
Asymp. Sig.		.000
	Sig.	.000 ^b
Monte Carlo Sig.		.000
	99% Confidence Interval	
	Lower Bound	.000
	Upper Bound	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 21.4. b. Based on 10000 sampled tables with starting seed 2000000. In this, the observed frequency for below Moderate , Bad , Very bad above is lower than the expected value , and for Very good , Good is higher than expected value . This table is the output of Chi – Square test, the asymptotic small significance value (<0.05) Indicate that the observed distribution does not conform to the hypothesis distribution. Hence Ho is rejected. so there is a significant difference between Displayed Arrangement

Chi-Square Analysis Table

Ho : There is no association between Reason for Purchase and stratification level.

H1 : There is an association between Reason for Purchase and stratification level.

The table showing chi-square analysis of the reason for purchase.

Cross tabulation

	HS	S	N	DS	HDS	Total
Price	6	7	5	2	1	21
Layout	4	9	8	1	1	23
Offers	3	9	10	1	1	24
Clean	4	5	7	1	1	18
Quality	7	8	4	1	1	21
Total	24	38	34	6	5	107

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.649 ^a	16	.9794
Likelihood Ratio	6.021	16	
Linear-by-Linear Association	3.032	1	
NO. of Valid Cases	107		

a. 0 cells (0.0%) have expected frequencies less than 5. From the above table Asymptotic significant value is greater than 0.05. It Indicate that the observed distribution conformed to the hypothesis distribution. Hence there is no evidence to reject to null hypothesis. so it concludes that there is no association between Reason for Purchase and stratification level

IV. Findings

Reasonable price as well as competitive price offered by the modern retail stores influenced the store choice behaviour of consumers towards modern retail stores. Also higher the concerns over food safety parameters of fruits and vegetables, higher will be the preferences of consumers towards modern retail store. The market location factors had also emerged as an important variable in determining the store choice of consumers towards purchase of fruits and vegetables. Firms with loyal, long time customers can financially outperform competitors with higher customer turn over, even when their costs in limit. The researcher found all activities of retail outlet thriving in a good way. The store was concentrating good sales promotion methods to increase the potential store was concentrating good sales promotion methods to increase the promotional customers.

V. Conclusions:

The study has indicated the consumer preference towards modern fruits and vegetable retail outlets. They provide a wider range of products at competitive pricing with greater emphasis on hygiene, product display and access, traceability and food safety and quality aspects. So, there is a greater scope for exclusive modern fruits and vegetable retail chains. The government should facilitate the growth of such modern fruits and vegetable retail chain through Public Private Partnership (PPP) and revamping the existing public infrastructure such as Uzhavar Santhai.

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