

An Exploration into Shopping Behavior of Vegetables and Fruits across Formats

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Abstract—India is primarily an agrarian economy, in which vegetables and fruits play an important role in the life of the population. With more than 42% strict vegetarian population, this category becomes all the more important for Indian economy. Still, this category hasn't gained too much attention, both by the industry and the researchers.

Traditionally, it was shopped for on a daily basis, as an important chore for a household. As the number of women started working, and refrigeration became a household activity, in many parts of the country, it gradually became a weekly activity. The outlets have moved from the carts to the stores, to mobile vans, and now to the virtual marketplace. This indicate that the supermarkets or online portals selling this category, need to compete not with the other, but also the traditional green grocer existent in the area for generations.

This research intend to unfold the attitude and behavioral aspects of the customers, towards shopping for vegetables and fruits. The research methodology would be mix of secondary literature, qualitative semi-structured interviews of retailers and a quantitative survey of shoppers. The methodology was used to gain an in-depth understanding of importance of food in the life of the consumer, and thus their attitude and behavior towards shopping of one of its prime ingredient. The empirical study would focus on both shoppers as well as retailers' construal, taking into consideration views of those selling and buying it. The research would add to the academic body of knowledge for perishable products, but would also be helpful for practitioners' who wish to set up a vegetable and fruit supermarket in either brick or click format.

Keywords: Shopping, Behavior, 'Vegetables and Fruits, Format, Online.