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Global Journal of Current Research

(ISSN: 2320-2920) (Scientific Journal Impact Factor: 6.122)

UGC Approved-A Peer Reviewed Quarterly Journal

Research Paper

A Study towards Strategy on Consumer Behavior With Reference To Marketing of Fruits and Vegetables through Organized Retailing in Bangalore.

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ARTICLE DETAILS

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Key words:
Retail Industry, Strategy, Consumer Behavior, Marketing of Fruits etc.,

ABSTRACT

The Retail industry as a whole has seen significant shifts during the past few years. What was once an exclusively custom clothes sector has evolved into a mass produced ready-to-wear industry. In the past, people would order clothes by selecting them from a catalogue, packing them in the correct colour, size, and style, and then waiting for them to be made and dispatched. Some shops had front windows around the turn of the century so customers could browse while they had new items tailored behind the scenes. There has been a general shift in the retail industry that has affected nearly all of its participants. When items are placed in the hands or shopping bags of customers, the retailer realizes income and the remainder of the consumer -goods distribution chain, including wholesalers, distributors, and producers, realizes income as well. As an added bonus, sales taxes are collected from consumer purchases and put toward a variety of public services. Home furnishings, automobiles, and major home appliances are all examples of the "durable goods" category of retail merchandise. Therefore, merchants are the final and most important link in the distribution chain. The Paper is an attempt to study the Strategy on Consumer Behaviour with reference to Marketing of Fruits etc.

1. Introduction:

A retail institution is a company with traditional organizational features. It is important for retail institutions to differentiate themselves so that businesses can develop and implement their own unique strategies for things like deciding on an overarching mission, settling on an ownership structure, settling on a product line, and establishing goals. There are three primary ways to categorize retail establishments, while some establishments may belong in more than one group. Many stores are currently experimenting with various forms, each of which is a metaphor for a different way of thinking about retailing and how it might best connect with customers. The retail industry faces a unique set of challenges in rural areas that are distinct from those in urban areas, and these challenges extend beyond simple distance. In order to cater to the widest possible audience, Pantaloon Retail India is actively experimenting with different store layouts. New formats include: Fashion Station (trendy clothing), Blue-Sky (accessories), all (plus-size clothing), Collection (furnishings), Depot (books, music), and E-Zone (technology) (Consumer electronics). The shop is utilizing format in an effort to segment the market. The wholesale club was created by the retailer to cater to the needs of the deal-hunting, bulk-buying demographic. The new layout is reminiscent of a warehouse club and will most likely be situated in close proximity to a food market. Customers looking to make bulk purchases will find this format to be useful. Similarly, the Landmark Group runs a wide variety of formats, including a hypermarket (Max), a department store (Lifestyle), a shoe mart, and a wonderful opportunity for children to learn and have fun (Fun City). Winners and losers in India could be distinguished by such testing and selection of a format fit for the local conditions, suggesting that, in the long run, several forms may be the reality.

1.1 Review Of Literature:

- Prof. Dr. D. Sudharani Ravindran, Hari Sundar G. Ram, RejiKumar.G (2009) examined shoppers' decision-making processes when shopping in malls, focusing on Ernakulum, Kerala. The purpose of this research was to learn more about the decision-making processes and the demographic factors that influence Indian consumers' behavior in shopping malls.

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Received: 15-Feb-2025; Sent for Review on: 18-Feb-2025; Draft sent to Author for corrections: 28-Feb-2025; Accepted on: 04-March-2025; Online Available from 16-Mar-2025
GJCR-9788/

Research into how Indian shoppers make choices led researchers to undertake a "intercept survey" of the mall environment. There were 128 presently mall-going participants. A well-structured questionnaire allowed us to identify the many ways in which consumers make decisions, and subsequent factor analysis allowed us to classify those preferences into six distinct categories.

- The buying behaviors and brand perceptions of customers at Bhopal's DB City Mall were studied in 2012 by Drs. Anil Kumar Sing, Satish Kumar Sing, and Pratyush Tripathi. The research team behind this project wants to learn more about how locals in the Bhopal District shop and what they think of various brands. People of all ages were familiar with DB City Mall, as shown by this study. The six-screen Fun Cinemas in DB City Mall was voted the best place to go for entertainment, while Pind Baloochi, McDonald's, Pizza Hut, and Café-coffee day were voted the best places to eat. When hyper city first opened, working-class families and stay-at-home moms flocked there. Since then, they've gravitated into DB City Mall. Because it hosted the showrooms of their favorite national and multinational firms, young people flocked there.
- For his 2010 dissertation, "Understanding the Consumer Behavior Towards Shopping Mall in Raipur City," Rupesh Kumar Tiwari surveyed shoppers in the city. Managers and marketers can benefit greatly from the study's many suggestions for improving mall efficiency, effectiveness, and productivity. Customers in Raipur were quite receptive to features like convenience and assessment of scope. Customers favored convenient locations that catered to their need for both shopping and socializing. Managers and marketers in shopping centers would do well to consider all of the aforementioned factors together when formulating the criteria by which the centre is judged. This would encourage customers to visit the centre more frequently and spend more money while there. It was discovered that younger shoppers in the city of Raipur favoured the mall over their more senior peers. Managers and marketers of shopping malls need to come up with innovative strategies to attract both young and old customers. This includes using cutting-edge technology and eye-catching colour schemes to pique the interest of the former demographic, and providing a full slate of family-friendly entertainment options to entice the latter.
- As C.S. Venkata Ratnam (2007) pointed out, China and India's continuous and rapid business growth has safeguarded one-fifth of the world's population, causing a mad dash for investment opportunities.
- As noted by Dr. Venkatrama D. Raju and Saravanan S. (2005), many respondents are partial to automatic washing machines with a single tub that can be easily fooled. Even while some respondents have indicated a preference for semi-automatic or manually operated washing machines, the majority of purchases have been made of machines with a 4-kilogram capacity, followed closely by those with a 3 kg capacity. They have certain product preferences based on factors such as household income and size, and most families make decisions regarding the purchase of consumer durables collectively. Paying in whole, rather than using a credit card or making payments over time, is the preferred method of payment for most shoppers. In this case, everything hinges on the state of the economy and the accessibility of clients' credit. Promoting and publicizing through a variety of mass media, hearing about it from people you know.

2. Data analysis and interpretations:

Table 1: Distribution of the respondents by gender

Gender	Frequency	Percentage
Male	350	40.9
Female	506	59.1
Total	**856**	**100**

From the above table it can be interpreted that 59.1% of the respondents are female and 40.9% are male. Female respondents are dominating in buying fruits and vegetables.

Table 2: Distribution of the respondents by age

Age	Frequency	Percentage
20-30	376	43.9
30-40	256	29.9
40-50	120	14
50 and above	104	12.1
Total	**856**	**100**

Out of 856 respondents 43.9% of the respondents are of the age group between 20-30 whereas 29.9% of the respondents are from the age group between 30-40. Age group above 50 are 12.1%.

Table 3: Distribution of the respondents by occupation

Occupation	Frequency	Percentage
Govt. Sector	86	10
Pvt. Sector	382	44.6
Business	135	15.8
Housewife	113	13.2
Retired	63	7.4
Professional	77	9
Total	**856**	**100**

From the above table it can be interpreted that 44.6% of the respondents are working in private sector whereas 15.8% of the respondents are from business and 13.2% of the respondents are housewife.

Table 4. Monthly income of the respondents

Monthly Income	Frequency(N=856)	Percentage
Below 20000	172	23.1
20001-30000	226	30.4
23001-40000	160	21.5
40001 above	185	24.9
Total	**743**	**100**

From the above table it can be interpreted that 30.4% of the respondents are having income between 20000-30000 whereas 23.1% of the respondents are having income below 20000 and 24.9% of the respondents are having income above 40000.

Table 5: Place of purchase of fruits and vegetables by the respondents

Location	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
HOPCOMS	331(38.7)	378(44.2)	45(5.3)	82(9.6)	20(2.3)	856 (100)
Local Vendor	354 (41.4)	355(41.6)	45(5.3)	72(8.4)	30(3.5)	856 (100)
Company Outlet	311(36.3)	356(41.6)	70(8.2)	72(8.4)	47(5.5)	856 (100)
Provisional Store	312(36.4)	357(41.7)	64(7.5)	93(10.9)	30(3.5)	856 (100)
Others	311(36.3)	358(41.8)	61(7.1)	89(10.4)	37(4.3)	856 (100)

From the above table it can be interpreted that 82.9% of the respondents agree that they will prefer to buy from HOPCOMS. 83% of the respondents wants to buy from local vendor 78.1% of the respondents prefer to buy from company outlets whereas 78% prefer to buy from provisional stores.

Table 6: Frequency of purchasing fruits and vegetables by the respondents

Frequency	Number of times					
(N=856)	1	2	3	4	Mean	SD
Daily	352 (41.1)	-	-	-	1.00	.000
Weekly	84 (9.81)	301(35.16)	310 (36.2)	161(18.8)	2.64	.897
Fortnight	-	-	-	-	-	-
Monthly	-	-	-	-	-	-
Quarterly	-	-	-	-	-	-

From the above table it is clear that 41.1% of the respondents wants to buy daily once whereas 36.2% of the respondents wants to buy vegetables weekly thrice and 35.16% twice in a week.

Table 7: Money **spent per purchase of fruits and vegetables.**

Frequency	Below 100	101-150	151-200	201-250	Above 251	Total
Daily	378(44.2)	170(19.9)	116(13.6)	82(9.6)	110(12.9)	856(100)
Weekly	-	216(25.2)	154(18)	197(23)	289(33.8)	856(100)
Fortnight	-	-	-	28(3.3)	828(96.7)	856(100)
Monthly	-	-	-	-	-	-
Quarterly	-	-	-	-	-	-

From the above table it can be interpreted that 44.2% of the respondents spent daily below 100 whereas 19.9% spent between 100-150. Whereas in case of weekly 33.8% respondents spend above 250.

Table 8: Factors that influenced respondents to buy vegetables from different outlets.

Factors	HOPCOMS	Local Vendor	Company Outlet	Provisional Store
a.Price	331(38)	378(44)	45(5.3)	82(9.6)
b. Freshness	360(42)	355(41.3)	45(5.3)	72(8.4)
c.Hygiene	311(36.3)	70(8.2)	356(41.6)	72(8.4)
d. Packaging	312(36.4)	357(41.7)	64(7.5)	93(10.9)
e.Proximity	311(36.3)	358(41.8)	61(7.1)	89(10.4)
f. Home delivery	311(36.3)	356(41.6)	70(8.2)	72(8.4)
g.Choice	312(36.4)	357(41.7)	64(7.5)	93(10.9)
h. Advertisement	311(36.3)	61(7.1)	358(41.8)	89(10.4)
i. Peer group	311(36.3)	356(41.6)	70(8.2)	72(8.4)

44% of the respondents feel they go to local vendors due to the price and then they prefer HOPCOMS. 42% of the respondents agree that HOPCOMS sales fresh fruits and vegetables. 41.6% of the respondents prefer company outlets for their hygiene. 41.8% of the respondents agree that local vendors are easily available. Company outlets spent on advertisement which influence the 41.8%respondents.

Table 9: Day and time that respondents normally buy fruits and vegetables.

Days	Morning 7 -11	Afternoon 11-3	Evening 3-7	Night 7-11	Total
Monday	176 (20.56)	98 (11.44)	325 (37.96)	257 (30.02)	856 (100)
Tuesday	189 (22.07)	78 (9.11)	344 (40.18)	245 (28.62)	856 (100)
Wednesday	181 (21.14)	67 (7.82)	319 (37.26)	289 (33.76)	856 (100)
Thursday	194 (22.66)	85 (9.92)	299 (34.92)	278 (32.47)	856 (100)
Friday	175 (20.44)	81 (9.46)	287 (33.52)	313 (36.56)	856 (100)
Saturday	258 (30.14)	158 (18.45)	266 (31.07)	177 (20.67)	856 (100)
Sunday	269 (31.42)	189 (22.07)	233 (27.21)	165 (19.27)	856 (100)

From the above table it can be interpreted that most of the respondents prefer timing of 3-7 p.m. evening for buying fruits and vegetables whereas 31.42% of the respondents prefer to buy in the morning hour between 7-11 a.m.

Table 10: Person who normally buys fruits and vegetables from respondents' family.

Buyer	1	2	3	4	Total
Husband	353(41.23)	251(29.32)	158(18.45)	94(10.98)	856(100)
Wife	254(29.67)	247(28.85)	244(28.50)	111(19.96)	856(100)
Children	108(12.61)	384(44.85)	211(24.64)	153(17.87)	856(100)
Servants	224(26.16)	221(25.81)	199(13.90)	212(24.76)	856(100)
Others	-	-	-	-	-

41.23% of the respondents has given rank 1 that their husband buys fruits and vegetables. 29.67% have assigned 2nd rank that their wife normally does shopping. 12.61% of the respondents agree that children's does shopping for fruits and vegetables whereas 26.16% of the respondents agree.

3. Conclusion:

Once consumers form a good habit of purchasing goods from well-run stores, that behavior will become ingrained in their routines for the foreseeable future. It's a huge undertaking on the side of the retailer to turn customers into fans of well-organized department shops. Retail establishments that hope to attract customers from diverse socioeconomic backgrounds must learn to cater to a wide variety of consumer preferences and spending habits. When it comes to buying veggies, customers' decision-making behaviors vary. Price, health considerations, food quality, home gardening, and circumstance all play a role in these choices. They choose shopping for a wide selection of vegetables that are grown organically.

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