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Changing Consumer Buying Behavior towards Fresh Fruits

Consumption in Urban Areas: A Study with reference to Pune

Prof. Umesh S. Kollimath,
Assoociate Professor,
Anekant Intstitute of Management Studies, Baramati.
Mob. 9975562586;
email: kollimath@rediffmail.com

Introduction

Fruit consumption increases and the composition of products consumed changes as nations become wealthier. For example, fruit consumption in Europe, United States, Middle East, and even South Asian Countries has increased over the past two decades as the Nations have prospered. Higher incomes provide consumers with freedom to take their purchasing decisions to the next level of quality, based on factors other than meeting basic caloric needs.

Increased consumption of fresh fruits worldwide has been influenced by several factors, including increased Domestic production, improved accessibility, technological up gradations leading to better shelf life of the produce. This has in turn influenced consumer's preferences, and greater availability and diversity of products through trade. Predominantly non-vegetarian societies have also increased their consumption of fruit as they try to maintain healthier lifestyles. Fruit consumption has been shown to be an important part of any diet leading towards good health. On the other hand, low-income countries have caloric requirements as the foremost priority. In the poorer countries vegetables, especially Starches such as tubers, roots, and legumes make up the bulk of the diet. Consumption is based on locally and seasonally available foods, since people cannot afford expensive imports or the necessary storage facilities for perishable products. Food consumption patterns change, however, as incomes rise, in this part of the world too. Thus, with higher incomes, it is

common for people to include more nutritious products such as fresh fruits, Poultry, Sea food, etc., in their diets, and change the types of
Produce they consume to include more perishable fruit. A study shows that, between1961 and 1998, per capita fruit and vegetables availability increased in countries across all income levels. However, per capita availability for low-income countries is about half the amount of middle-income countries, and less than half of high-income countries. Fruit consumption is positively correlated with income levels, with per capita supply(which can be considered as a measure of consumption) being the highest in high-income countries In high-income countries, a wider selection of products is available as a result of increased variety produced domestically and through trade.

Current Supply Scenario of Fresh Fruits

The total production and economic value of horticultural produce, such as fruits, vegetables and nuts has doubled in India over the 10-year period from 2002 to 2012. In 2012, the total production from horticulture exceeded grain output for the first time. The total horticulture produce reached 277.4 million metric tonnes in 2013, making India the second largest producer of horticultural products after China. Of this, India in 2013 produced 81 million tonnes of fruits, 162 million tonnes of vegetables, 5.7 million tonnes of spices, 17 million tonnes of nuts and plantation products (cashew, cacao, coconut, etc.), 1 million tonnes of aromatic horticulture produce and 1.7 million tonnes of flowers (7.6 billion cut flowers).

Horticultural productivity in India, 2013

Country	Area under fruits production (million hectares)	Average Fruits YIELD (Metric tonnes per hectare)	Area under vegetable production (million hectares)	Average Vegetable YIELD (Metric tonnes per hectare)
India	7.0	11.6	9.2	17.6
China	11.8	11.6	24.6	23.4
Spain	1.54	9.1	0.32	39.3
United States	1.14	23.3	1.1	32.5
World	57.3	11.3	60.0	19.7

During 2013 fiscal year, India exported horticulture products worth 14365 Crore (US$2.2 billion), nearly double the value of its 2010 exports. Along with these farm-level gains, the losses between farm and consumer also increased, and are estimated to range between 51 to 82 million metric tonnes a year.

Production and Consumption Scenario

F&V play a vital role in human diet as fresh foods sources of calories, vitamins, dietary fiber and special nutrients. India's vast geographical area coupled with varied climate conditions facilitates to grow a variety of F&V. if concerned effort is made by all the stakeholders, there is every possibilities that India emerges as the leading horticultural crops producing, processing, exporting and consuming country in the world. India is an agriculture based country. Hundreds of fruits and vegetables types are grown in all parts of India. Fresh fruit and vegetable reach small scale fruits vegetables suppliers, they are then sent to local markets as well as fruits and vegetables exporters. Last decades have seen the number of Indian fruit vegetables suppliers and fruits vegetables exporters rising to an all time high.

The total production of fruits in the world is around 370 MT. India ranks first in the world with an annual output of 32 MT. While there are almost 180 families of fruits that are grown all over the world, citrus fruits constitute around 20% of world"s total fruit production. Major Indian fruits consist of mango, banana, citrus fruits, apple, guava, papaya, pineapple and grapes. The fruits are processed into various products such as fruit juices & concentrates, canned fruit, dehydrated fruit, jams & jellies etc. India with its current production of around 32 million MT of fruit, accounts for about 8% of the world's fruit production. The diverse agro-climatic zones of the country make it possible to grow almost all varieties of fresh fruits in India. The fruit production in India has recorded a growth rate of 3.9%, whereas the fruit processing sector has grown at about 20% per annum. However, the growth rates have been extensively higher for frozen fruits & vegetables (121%) and dehydrated fruits & vegetables (24%). There exist over 4000 fruit processing units in India with an aggregate capacity of more than 12 lakh MT (less than 4%of total fruits produced). It is estimated that around 20% of the production of processed fruits is meant for exports, the rest caters to the defense, institutional sectors and household consumption, Mango and mango-based products constitute 50% of exports.

The demand for fresh fruit in India, particularly in its urban areas has been increasing at a high rate. In view of this, the present paper deals with the consumption pattern of fresh fruits such as apples, mango, banana, sapota, citrus and guava along with demand projections for urban population.

Research Methodology

The sample for this study was drawn from Pune which is cosmopolitan in nature with a wide spectrum of consumers. Multi-stage stratified random sampling design was employed. In the first stage, the city was stratified into zones, and then retail markets and households of various income-groups were the final unit of the study. The relevant data used in this study have been collected both from primary and secondary sources. Primary data was collected through personal interviews from 100 selected households.

OBJECTIVES OF THE STUDY

1. To identify emerging behavioral patterns towards fresh fruits consumption.
2. To identify significance of fresh fruits in day to day life of people.
3. To identify possibilities of value addition in fresh fruits marketing.

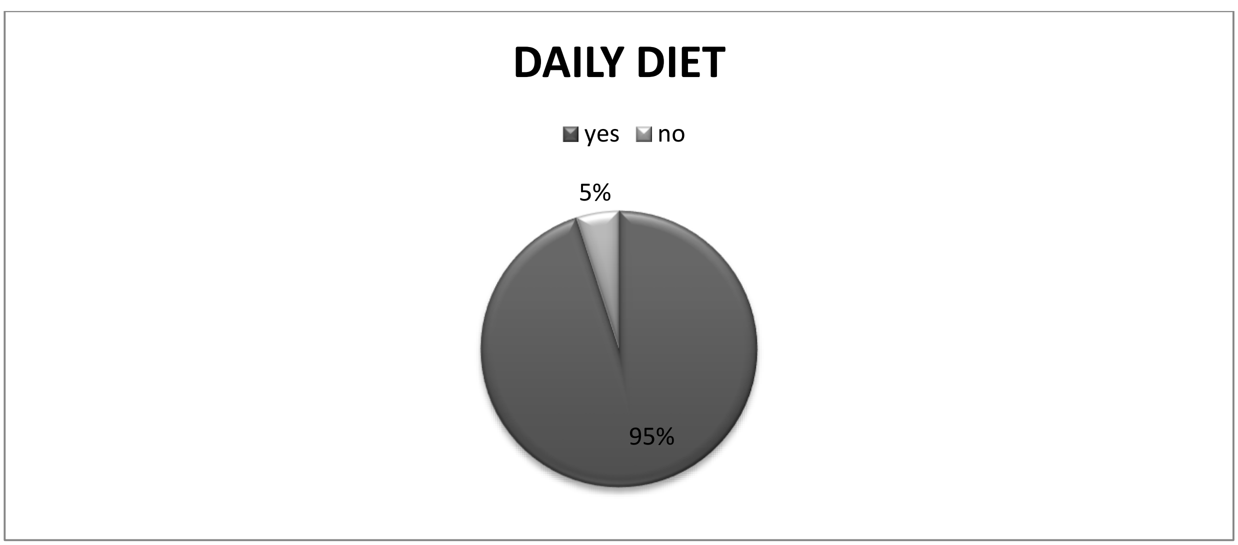
HYPOTHESES

1. People prefer fresh fruits in fresh form over packaged/processed form.
2. There is no co-relation between income and quantity of fresh fruits consumption
3. There is a large potential for marketing organically farmed fresh fruits.

DATA ANALYSIS AND INTERPRETATION

1. Whether the respondent considers fresh fruits as necessary part of daily diet:

Sr.no	particular	respondent	percentage
1	yes	95	95
2	no	5	5
total		100	100

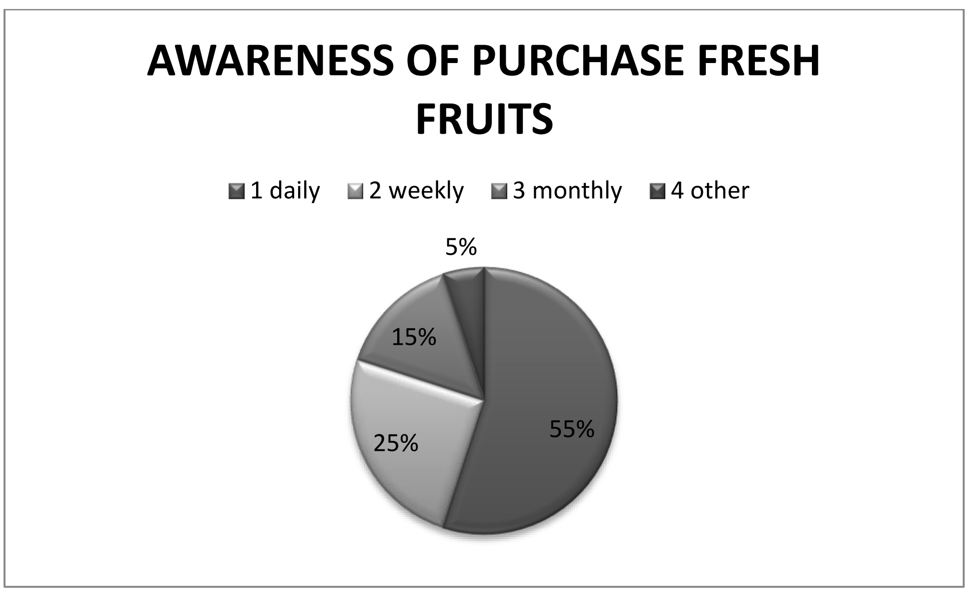


INTERPRETATION:-

Above pie chart shows that 95% respondents consider fresh fruits as necessary part of daily diet and 5% respondents respond feel the otherwise.

Frequency of purchase fresh fruits

Sr.no	particular	respondent	percentage
1	daily	55	55
2	weekly	25	25
3	monthly	15	15
4	other	5	5
Total		100	100

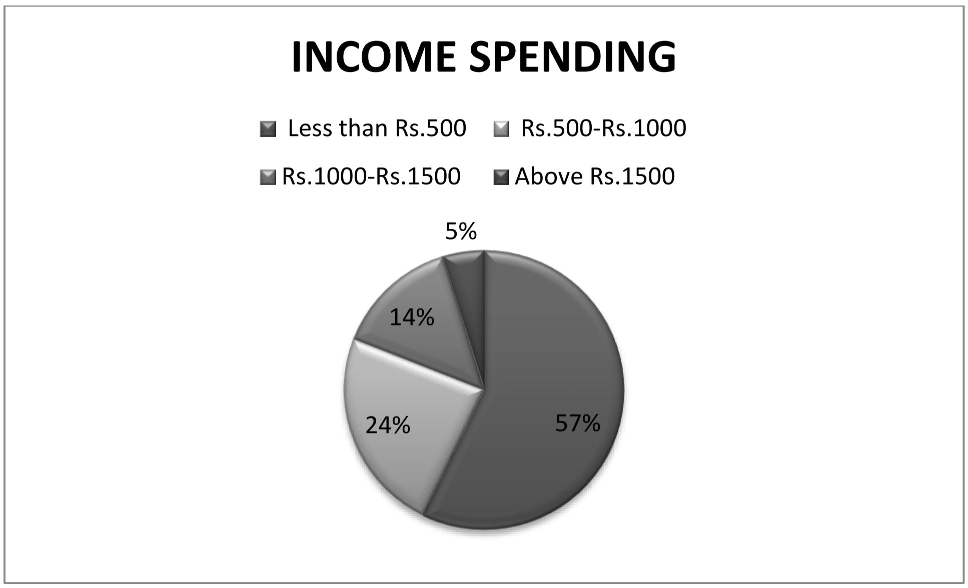


INTERPRETATION:-

Above pie chart shows that 55% responded that purchasing daily fresh fruits as necessary and 25% responded weekly purchase the product and 15% respondent monthly and others are 5%.

Approximate monthly spending on fresh fruits

Sr.no	particular	respondent	percentage
1	Less than Rs.500	60	60
2	Rs.500-Rs.1000	25	25
3	Rs.1000-Rs.1500	15	15
4	Above Rs.1500	5	5
	Total	100	100

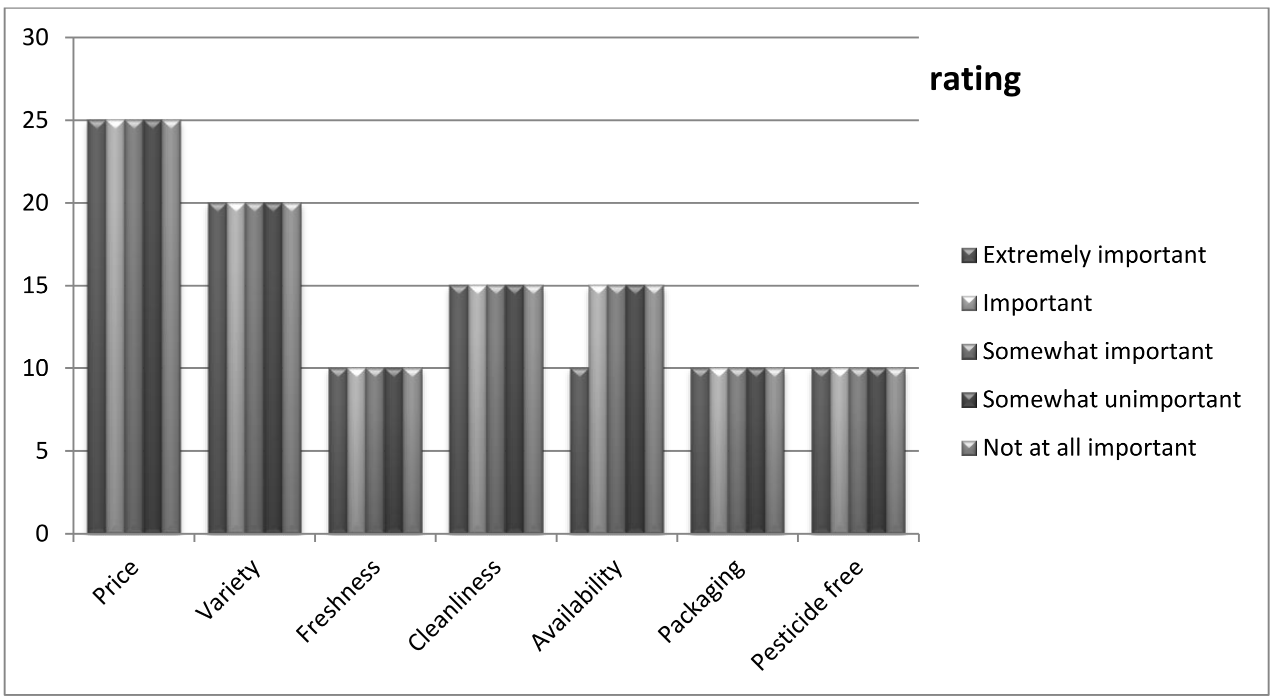


INTERPRETATION:-

Above pie chart shows that 57% responded spend money less than Rs.500 on purchasing fresh fruits 24% responded purchase Rs.500-Rs.1000 on fresh fruits 14% respondent purchase Rs.1000-Rs.1500 on fresh fruits and above Rs.1500 purchase respondent are 5%

Below is the rating by the respondents in the matter of fresh fruits on various parameters:

Parameter	Extremely important	Important	Somewhat important	Somewhat unimportant	Not at all important
Price	25	25	25	25	25
Variety	20	20	20	20	20
Freshness	10	10	10	10	10
Cleanliness	15	15	15	15	15
Availability	10	15	15	15	15
Packaging	10	10	10	10	10
Pesticide free	10	10	10	10	10
Total	100	100	100	100	100

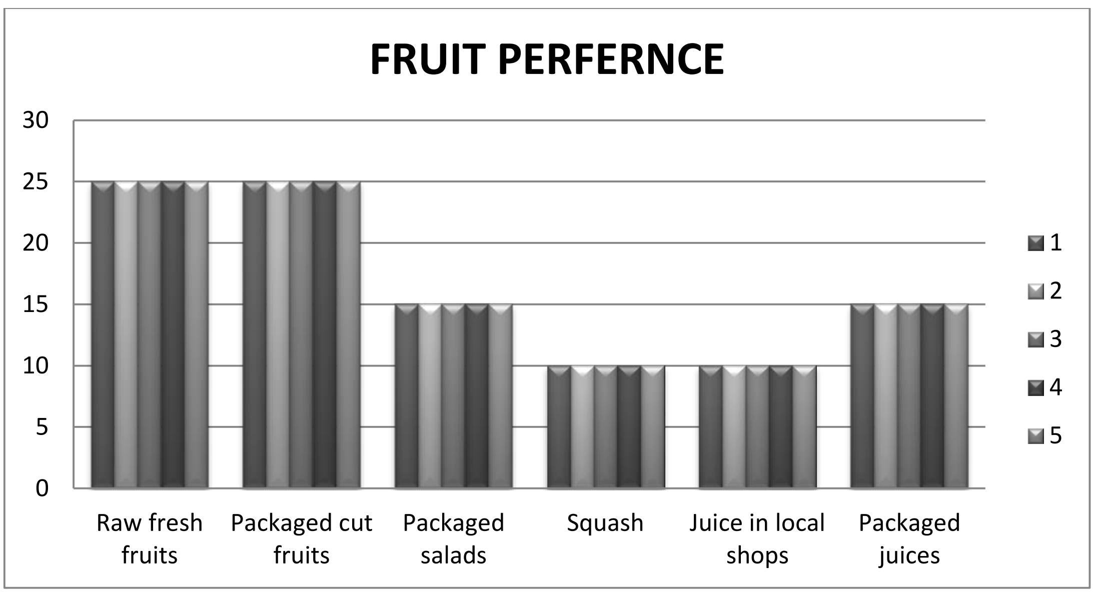


INTERPRETATION:-

The chart shows the awareness of fresh fruits in the responded about price, variety, freshness, cleanliness, availability, and packaging, pesticides free fresh fruits

Below is the rating of the form of fruits to consume:

Sr.no	Particular	1	2	3	4	5
1	Raw fresh fruits	25	25	25	25	25
2	Packaged cut fruits	25	25	25	25	25
3	Packaged salads	15	15	15	15	15
4	Squash	10	10	10	10	10
5	Juice in local shops	10	10	10	10	10
6	Packaged juices	15	15	15	15	15
	Total	100	100	100	100	100

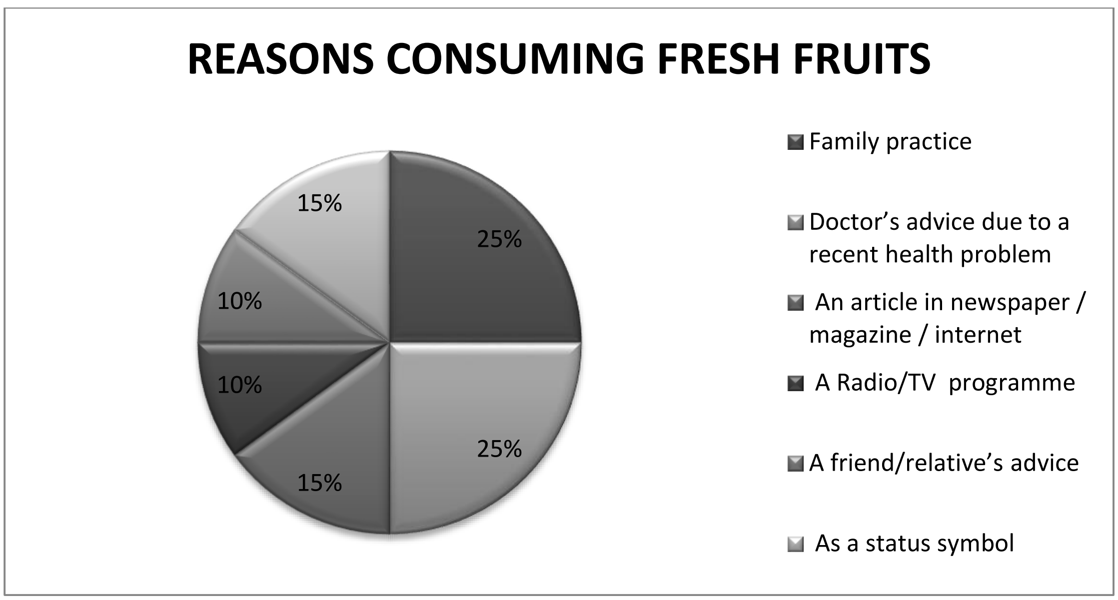


INTERPRETATION:-

The chart shows the fruit preference on raw fresh fruits, packaged cut fruits, packaged salads, squash, juicein local shops, packagedjuices of respondent

Most relevant reason adding fresh fruits to the diet

Sr.no	particular	respondent	percentage
1	Family practice	25	25
2	Doctor's advice due to a recent health problem	25	25
3	An article in newspaper / magazine / internet	15	15
4	A Radio/TV programme	10	10
5	A friend/relative's advice	10	10
6	As a status symbol	15	15
	Total	100	100

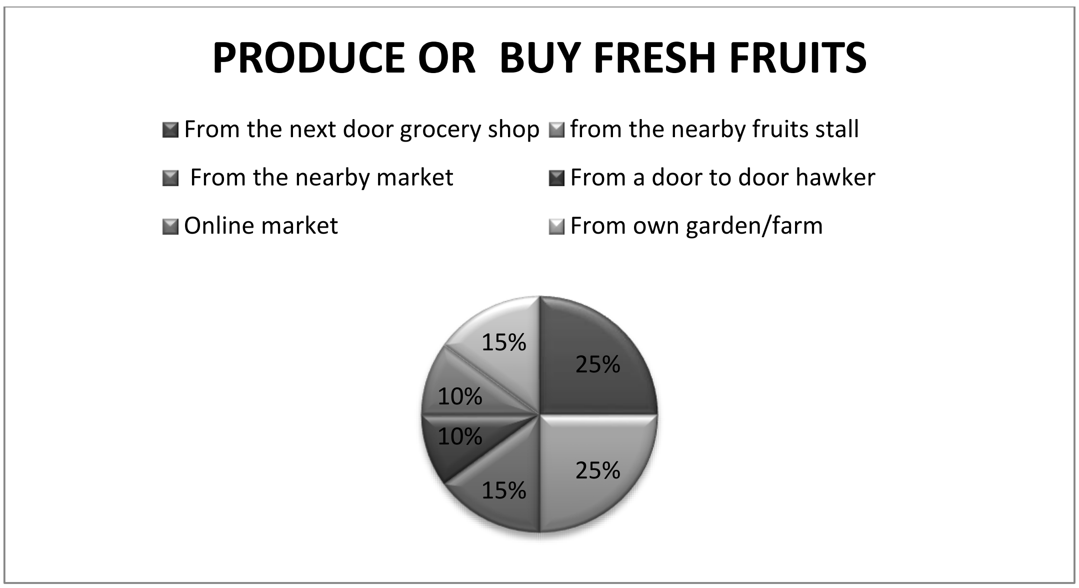


INTERPRETATION:-

Above pie chart shows that 25% responded consuming the fruits for health or doctors' advice,25% responded consuming for family practice,15%respondend consuming on add in newspaper or on internet,10% responded consuming fruits by friend s advice,15%respondend consuming as status symbol

General way of procuring/buying fresh fruits

sr no	particular	respondent	percentage
1	From the next door grocery shop	25	25
2	from the nearby fruits stall	25	25
3	From the nearby market	15	15
4	From a door to door hawker	10	10
5	Online market	10	10
6	From own garden/farm	15	15
	Total	100	100



INTERPRETATION:-

Above pie chart shows that 25% responded buy the fruits from nearby fruits,25%responded buy the fruits form next door grocery shop,15% responded produce fruits in their garden/farm ,10% from online market ,and 10%from door hawker.

Findings

1. The research shows that the awareness of fresh fruits is much more in the consumers.95% consumers are prefer fresh fruits for daily diet .and 5% consumers are not prefer fresh fruits for diet.
2. The purchasing power of fresh fruits in the study area is reasonably good. 55% consumer purchase the fresh fruits daily, 25% consumers buy fresh fruits weekly, 15% consumers purchase the fresh fruits monthly and. 5% are not specific in buying frequency. This is irrespective of their income fluctuations and market prices.
3. Above 57% consumers spend money less than 500 on purchasing fresh fruits. 24% consumers purchase Rs.500-1000 on fresh fruits,14%consumers purchase Rs.1000-1500 on fresh fruits and 5% are above Rs.1500 on fresh fruits. This is irrespective of their income fluctuations and market prices.
4. The research shows that people have equal regards for price, variety ,freshness, cleanliness, availability, and packaging, pesticide free fresh fruits.
5. The research shows that raw fresh fruits are the most preferred form of consumption, followed by packaged salads. The third preference is for juice in local shops.
6. Above pie chart shows that 25% consumers consuming the fruits for health or doctors' advice, 25% consumers consuming as a family practice, 15% responded as consuming on add in newspaper or on internet,10% consumers consuming fruits by friend's advice, 15% attributed consuming as status symbol.
7. The research shows that 25% consumers buy the fruits from nearby fruits stall, 25% consumers buy the fruits form next door grocery shop, 15% consumers produce fruits in their

garden/farm, 10% from online market, and 10% from door-to-door hawkers.

Conclusions

Traditionally, Indian life style has been spontaneously accommodating fresh fruits and vegetables either in raw form or processed form at household kitchens such as pickles, jams, concentrates, juices, etc. The current study also indicates a consistency in household consumption of them.

As a study titled: "Increasing Fruit and Vegetable Consumption: Challenges and Opportunities" by sandeep Sachdeva and Ruchi Sachdeva rightly underscores there is a large potential to augment the consumption of fresh produce and thereby improve the nutritional value and wellbeing of average Indian.

In order to achieve this, the farmers, market intermediaries, concerned government agencies, other relevant stakeholders need to work on increasing consumer awareness, developing innovative and robust distribution models, marketing infrastructure, and more importantly strong chain of cold storages and processing units to offer much needed economy of scale to the fresh fruits' market.

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