FACTORS INFLUENCING BUYING BEHAVIOUR OF VEGETABLE CONSUMERS IN NATIONAL LEVEL RETAIL CHAIN STORES IN COIMBATORE CITY

S. Ramesh Kumar & C. Velavan

Research Scholar, Department of Agricultural and Rural Management, Tamil Nadu Agricultural University, Coimbatore, Tamil Nadu, India

Associate Professor, Directorate of Planning and Monitoring, Tamil Nadu Agricultural University, Coimbatore, Tamil Nadu, India

ABSTRACT

Food retailing is an important business that continues to register significant growth in recent years. It attracts national and international firms to venture into retailing. Fruits and Vegetables is an important segment of concern for national level retailers, in which they do not have experience. Hence, an attempt was made in this study to measure factors influencing buying behaviour of vegetable consumers among the national level retail stores in Coimbatore city. The study was conducted in all retail stores in the city with a store interruption survey method. A total of 240 vegetable buyer and non-buyers were selected for the study. The Probit regression model was applied to measure the factors influencing buyers and non-buyers. The results of the analysis revealed that getting the best price deals, availability of discounts and distance from home and the age of the consumers were the major factors influencing the buyers of national-level retail stores.

KEYWORDS: *Buying Behaviour, National Retail Stores, Vegetables, Probit Regression, India*