

Study on food products buying behaviour of consumers

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The present study was undertaken to find out buying behaviour of consumers regarding food products. Two hundred consumers from four different professions such as doctor, lawyer, businessman and professor, 50 in each group were selected from Parbhani city of Maharashtra state. It was observed that all the selected consumers gave importance to quality followed by price of the product while buying. A very high per cent of doctors (98) and professors (96) were reading the information given on food label in regard to safety and health hazards. On the other hand, price and taste of the product were mostly noticed by lawyers and businessmen during purchasing of food products. It was noticed that significantly more per cent of lawyers had the practice of purchasing new food products regularly than other selected consumers. Whereas occasional purchasing of new food products was more common among all the selected consumers. More than 90 per cent of the selected consumers reported that when product was not available in regular shop then it was searched in other shop. It was also noticed that more than 70 per cent doctors and businessmen and more than 60 per cent lawyers and professors were postponing the buying due to unavailability of the product of particular brand. Results indicated that more number of professors (96%) preferred particular shop for purchasing due to ease of shopping, easily accessible and good quality of the product.

Key Words : Food label, Consumers, Buying practices

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