

RESEARCH PAPER

An analysis on factors influencing consumption of imported fruits in Bengaluru city

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ABSTRACT

Fruits are indispensable to human diet. India is importing different types of fruits from different parts of the world. The study was conducted with the objective to assess the factors influencing consumption of imported fruits. The study was conducted in Bengaluru city with a sample of 60 respondents. A vast majority (81.67 %) of consumers have clearly revealed that health, taste and quality were the major factors influencing the purchase of imported fruits in Bengaluru city followed by nutrients content, different varieties, recognizable branded product, trust to origin, seasonal products, attractive packaging, readily available, brand image and less price are other factors influencing the purchase of imported fruits in Bengaluru city. The State Agricultural Universities, including Horticultural Universities and Horticulture Departments need to focus on bringing improvement in local fruits in respect of quality, taste, colour and keeping quality to compete with the imported fruits so as to reduce dependence on imported fruits.

KEY WORDS : Factors influencing, Consumption, Imported fruits, Seasonal

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