



RESEARCH PAPER

A study on watermelon buying behaviour of consumers

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Abstract : The present study is intended to understand the buying behavior of watermelon consumers. For the study Bangalore and Hyderabad cities were purposively considering the markets for watermelon and consumer diversity. A representative sample of sixty watermelon consumers were selected by using simple random sampling technique from the market. The collected data was analyzed by using appropriate tools like percentage and frequencies, Garrett's ranking and Likerts scale. From the investigation it was found that majority of sample consumers preferred to buy watermelon as full fruit compared to other forms. Frequency of consumption of watermelon details revealed that greater percentage of sample consumers were consuming once in a week followed by occasional consumption. Out of the total sample consumer 62 per cent informed that the average monthly consumption is less than 4. The top preferred reasons for watermelon purchase were adds variety to food and healthy food. Most preferred place by respondent consumers to purchase watermelon fruits was from road side vendors followed by farmers market.

Key Words : Consumer buying behaviour, Watermelon, Consumer preference

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