RESEARCH PAPER

Consumer buying behaviour towards "Healthy foods": A case of Tier-I Cities in India

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Abstract : Food is the most basic need for all humans to live a healthy and active life. The study was carried out in the Bangalore Urban area of Karnataka between 2021 and 2022 to investigate consumer buying behaviour toward healthy foods. Ninety sample consumers were selected using random sampling method for the study. The data were collected from each consumer through personal interview with the help of structured schedule. Distribution of the respondents based on personal and socio-economic characteristics showed that he majority of customers were middle-aged (80%), are male (52.2%) had education postgraduates and above (54.4%), and employees (40%) having family size up to 4 members (65.6) with monthly income Rs. 25,000 – 50,000 (40%) and are non-vegetarian (69%). Majority of the consumers perception based on major group of nutrients in the foods was highest for products rich in vitamins and minerals and products with a balanced nutrition with a mean score (4.61) and (4.52), perception on major ingredients in the foods was highest for products with dry fruits and nuts, fruits with a mean score (4.66) and (4.61), perception based on labels on the pack was highest for the products with natural and organic label on the pack with a mean score (4.46) and (4.43), and perception based on preservatives and additives was highest for fresh foods with a mean score (4.69). From the sample consumers, majority of consumers preferred the attributes health benefits and quality to be considered while buying healthy foods and taste/aroma/flavour/colour, affordability these attributes preferred by the consumers while buying conventional foods.

Key Words : Healthy foods, Nutrients, Ingredients, Labels, Preservatives, Additives, Perception, Preference

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