



**Research Paper**

# A study on consumers' preference for imported fruits in Bengaluru city

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**ABSTRACT :** Today the consumption of imported fruits is gaining importance particularly in urban areas. The imported fruits consumed are apple, pomegranate, grapes, kiwi fruit, orange, pear, strawberry and fig fruit etc. This study conducted in Bengaluru city attempted to analyze the consumer preference for imported fruits. A sample of 60 respondents were selected for study. The data regarding the consumer preference for imported fruits in Bengaluru city was collected by a pre-tested schedule. Among the consumers 45 per cent were preferring domestic fruits and nearly 36.67 per cent of consumers preferred imported fruits. Among the consumers the highest preference was for apple (mean score of 82.33), followed by pomegranate (mean score of 69). Among imported fruits, quantity of apple consumed per person per month was 2.50 kg and average money spent by per person per month on apple was Rs. 375. Quantity of pomegranate consumed per person per month was 2.10 kg and value spent by per person per month was Rs. 315. It could be observed from the study that, majority (58.33 %) of the consumers purchased imported fruits from modern retail format followed by wholesaler 30 per cent. Among the consumers 51.67 per cent have been consuming imported fruits for more than 5 years. The preference for imported fruits by consumers in future is high particularly in respect of apple, pomegranate, orange, kiwi fruit and grapes.

**KEY WORDS :** Consumers preference, Imported fruits, Garrett's ranking, Domestic fruits

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