

## Factors Effect on Consumers' Buying Decision of Fresh Vegetables at Retail Level

G.A.S.A. Tennakoon<sup>1\*</sup> and Satit Aditto<sup>2</sup>

<sup>1</sup> Sri Lanka School of Agriculture, Karapincha, Kuruwita, Sri Lanka

<sup>2</sup> Department of Economics, Faculty of Agriculture, Khon Kaen University, Khon Kaen, Thailand

### Abstract

Commercially cultivated vegetables reach to consumers via numerous marketing channels. Several marketing levels are existed in them such as wholesale marketing and retail marketing. The problem that was going to explore by this study is the effect of different factors on consumers' buying decision of fresh vegetables at retail level. The selected district for the study was Ratnapura. It has a good representation of various socio economical levels. The population of the district was 1,140,000 in 2017. According to Yamane formula, under 95% confidence level the sample size calculated as 400. Convenient sampling technique occupied to select the respondents. The evaluating method was a Likert scale. The scale was from 5 -1 with responses ranged from 5="extremely important" to 1="not at all important". Respondents had to select one response for every statement. The mean values and standard deviations of statements were calculated by SPSS 19 software. The mean values are ranged from 4.38 to 1.90. The highest mean values were belonged to the most effective factors to decide consumers' buying decision. They were freshness (4.38), free from chemical residuals (4.32), free from pest disease attacks and physical damages (4.05) and good sanitary level of the market (4.08) Arrangements to attract children (1.9) was the least effected Availability of minimally processed and pre packed vegetables (2.11), presence of additional services (2.44), facilities to use credit cards (2.48), personal attention to consumers (2.72) were belonged to least important factors. By these results concluded freshness and other factors supportive to keep a better sanitary level of vegetables were highly affected for buying decision of fresh vegetables at retail level while some modern techniques are not much affected. These results are considerably noteworthy for marketers in vegetable marketing channels. They can invest their money in an additionally effective way to maximize their profits while providing better service for the consumers.

**Keywords:** Buying decision, Fresh vegetables

**\*Corresponding Author:** anutennakoon@yahoo.com