
CONCEPTUALISING CUSTOMER PERCEPTIONS AND BUYING BEHAVIOUR FOR ENHANCED PERFORMANCE IN MARKETING OF FRUITS AND VEGETABLES BY STREET VENDORS

Dinesh Jain*

* Assistant Professor,
Indian Institute of Management, Ahmedabad (IIMA) and presently working,
Entrepreneurship Development Institute of Ahmedabad, INDIA
Email id: dinesh.jain@ediindia.org

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ABSTRACT

In India, there has been concern as of late with respect to the proficiency of marketing of fruits and vegetables. Marketing of fruits and vegetables is perplexing particularly as a result of perish ability, seasonality and bulkiness. Street selling of fruits and vegetables provides for door to door services to large share of urban human population, especially for middle and low income class. Although, the food habits of Indians vary from place to place but the fruits and vegetable, in any form, do constitute a complete Indian meal. It is very difficult to measure and specify the influence of various factors leading to buying of fruits and vegetables from roadside or street vendors but the causal relationship can be drawn. The paper tries to develop conceptual model, through review of literature and a primary survey in the various local markets and street of Ahmedabad, which explains the influence of various factors leading to buying of fruits and vegetables from roadside or street vendors.

KEYWORDS: *Street Vending, Customer perceptions, Buying behaviour, Conceptual Framework*

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