

Factors Influencing Consumer Purchase Decision of Fruits and Vegetables Experience from Nakumat Supermarket and Mbuyuni Local Market in Moshi Municipality

By

Richard Mkufya

Master of Business Management, Moshi Co-operative University (MoCU), 2017

This dissertation much focused on identifying factors influencing consumers' decision on purchase of fruits and vegetables retailing in supermarkets and local markets in Moshi. The main objective was to identify factors influencing consumers' decision on purchase of fruits and vegetables. The specific objectives were to describe the demographic characteristics affecting the purchasing of fruits and vegetables, examining customer's perception on the quality, price and taste of fruits and vegetables, also examine socio-economic factors that influence purchasing decisions made by consumers of fruits and vegetables and determining the relationship between income of customers, price of products and customer's attitude. The study adopted cross-sectional research design where structured questionnaire using open and closed ended questionnaire was used to collect primary information from a sample of 100 respondents. The study used quantitative data analysis techniques such as OLS Likert scale analysis was used in frequency and percentage estimates, cross tabulation as well as Pearson correlation analysis was applied. Generally, the findings revealed that health benefits, naturalness and freshness, quality, taste and price are among the factors that influence customers to purchase fruits and vegetables. It was concluded that, the trends for healthy eating habits of fruits and vegetables products have increased consumer purchasing decision for more detailed and accessible information, primarily on taste and quality. Local markets and supermarkets should introduce value addition techniques, for example grading and packaging of the products so as to increase consumer purchasing decision of fruits and vegetables.