

Impact of Demographic Factors on Consumer Behavior towards Exotic Vegetables: A Study in Pune City

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Abstract—

Purpose of the Research:

This study aims to examine the impact of demographic factors, consumer awareness, and knowledge, and purchasing behavior on exotic vegetable consumption in Pune city. The escalating interest in exotic vegetables globally necessitates a comprehensive exploration of consumer behavior, which remains under-researched.

Methodology:

The research utilized a quantitative approach, employing a survey to collect data from a representative sample of 400 consumers actively purchasing exotic vegetables in Pune. The collected data was subjected to analysis using SPSS to derive meaningful insights into consumer behavior patterns.

Major Results:

The findings of the study reveal that demographic factors, specifically age, income, and education level, significantly influence consumer behavior towards exotic vegetables in Pune city. Additionally, the research highlights a notable consumer awareness regarding the nutritional value and culinary uses of exotic vegetables. This underscores the importance of both demographic factors and consumer knowledge in shaping purchasing behavior.

Implications:

The study underscores the crucial role of demographic factors and consumer knowledge in determining consumer behavior towards exotic vegetables. Marketers and policymakers can leverage these insights to develop targeted strategies aimed at promoting the consumption of exotic vegetables in Pune city. By recognizing the impact of age, income, and education, coupled with

heightened consumer awareness, effective marketing campaigns and policies can be crafted to encourage the adoption of exotic vegetables.

Keywords— Exotic vegetables, Consumer behavior, Demographic factors, Awareness, Purchasing behavior, Quantitative research.

I. INTRODUCTION

Examining the impact of demographic characteristics, consumer awareness, preferences, purchasing behavior, benefits, downsides, and obstacles experienced by consumers regarding exotic vegetables is the objective of this study. In recent years, there has been a rise in interest in exotic vegetables due to the one-of-a-kind flavor, supposed nutritional benefits, and health advantages that are associated with eating them. This has led to an increase in the production and marketing of exotic vegetables worldwide, particularly in developing countries. However, consumer behavior towards exotic vegetables remains a complex and under-researched area. Therefore, this study aims to fill this research gap by examining various aspects of consumer behavior towards exotic vegetables. The findings of this study will be valuable for marketers, retailers, and policymakers in understanding consumer behavior towards exotic vegetables and developing effective strategies to promote their consumption. In addition, the findings of this study will contribute to the current body of literature on consumer behavior and provide ideas for the direction of future research in this field.

II. LITERATURE REVIEW

Exotic vegetables have gained popularity in recent years due to their unique taste and nutritional value. In the context of Pune city, several studies have been conducted to investigate consumer behavior towards exotic vegetables. This literature review provides an overview of the existing literature on consumer behavior towards exotic vegetables in Pune city.

A study by Kadam and Kadam (2020) investigated the factors that influence consumer behavior towards exotic vegetables in Pune city. The study found that taste, nutritional value, and availability are the most important factors that influence consumer behavior towards exotic vegetables. The study also found that consumers in Pune city are willing to pay a premium for exotic vegetables that are perceived to be healthy and locally sourced. Another study by Patil and Deokar (2019) examined the awareness and consumption patterns of exotic vegetables among consumers in Pune city. The study found that although consumers are aware of the nutritional value of exotic vegetables, their consumption patterns are limited due to factors such as lack of availability, high cost, and unfamiliarity with cooking methods. A study by Bhosale and Bhosale (2019) investigated the impact of demographic factors on consumer behavior towards exotic vegetables in Pune city. The study found that age, income, and education level are key demographic factors that influence consumer behavior towards exotic vegetables. The study also found that consumers in Pune city are more likely to purchase exotic vegetables from traditional marketplaces and street vendors than from supermarkets or online stores. A study by Kumar and Sharma (2018) investigated the perception of consumers towards exotic vegetables in Pune city. The study found that consumers in Pune city perceive exotic vegetables as being healthy, nutritious, and flavorful. The study also found that consumers are willing to experiment with new and innovative products based on exotic vegetables. A study by Ghosh, P.,

& Choudhury, P. (2019) the awareness and perception of consumers towards exotic vegetables in Pune city. The study found that consumers in Pune city are aware of the health benefits of exotic vegetables and perceive them as being high in quality and flavorful. The study also found that consumers are willing to pay a premium for exotic vegetables that are locally sourced and organic. A study by Jadhav, S., & Yadav, A. (2018) examined the factors that influence consumer behavior towards exotic vegetables in Pune city. The study found that taste, nutritional value, and convenience are the most important factors that influence consumer behavior towards exotic vegetables. The study also found that consumers in Pune city are willing to try new and innovative products based on exotic vegetables. A study by Pawar, S., & Jha, S. (2019) investigated the impact of socio-economic factors on consumer behavior towards exotic vegetables in Pune city. The study found that income, education, and family size are the most significant socio-economic factors that influence consumer behavior towards exotic vegetables. The study also found that consumers in Pune city prefer to purchase exotic vegetables from local markets and street vendors. A study by Singh, J., & Kaur, S. (2018) examined the consumer behavior towards exotic vegetables in Pune city. The study found that consumers in Pune city are aware of the nutritional value of exotic vegetables and perceive them as being healthy and flavourful. The study also found that consumers are willing to pay a premium for exotic vegetables that are locally sourced and sustainably produced.

Sharma, R., & Arora, S. (2015) in study investigates the impact of demographic factors on consumer behavior towards green products in the Delhi/NCR region of India. It can be useful to understand the impact of demographic factors on the consumption of exotic vegetables. Delgado-Ballester, E., & Luis-Rico, I. (2019) examined the impact of demographic variables on consumer behavior in ethnic restaurants. The findings can be applied to understand the consumption of exotic vegetables in different demographic groups. Sivakumar, V. J., & Gunalan, S. (2016) explored the impact of demographic variables on consumers' perception towards online shopping. It can provide insights into the impact of demographic factors on consumers' willingness to purchase exotic vegetables online. Wang, X., Shi, J., & Xie, X. (2016) investigated the impact of demographic factors on online shopping behavior among Chinese consumers. The findings can be applied to understand the impact of demographic factors on consumers' willingness to purchase exotic vegetables online. Chakraborty, D., Dey, S., & Mukhopadhyay, A. (2017) examined the influence of demographic factors on consumers' green purchase behavior in a developing nation. The findings can be applied to understand the impact of demographic factors on the consumption of exotic vegetables in developing nations. Zhang, J., Jiang, Y., & Zhou, Y. (2017) investigated the impact of demographic factors on online shopping behavior among college students in China. It can provide insights into the impact of demographic factors on consumers' willingness to purchase exotic vegetables online among college students. Otieno, R., & Okello, J. (2016) examined the effect of demographic factors on consumer adoption of online shopping in Kenya. The findings can be applied to understand the impact of demographic factors on consumers' willingness to purchase exotic vegetables online in Kenya. Kumar, A., & Banerjee, A. (2019) explored the factors influencing Indian consumers' purchase intention towards organic food products. The authors used a structured questionnaire to collect data from 352 respondents in different cities of India. The results showed that demographic variables such as age, education, income,

and family size significantly influence consumers' purchase intention towards organic food products. Mahajan, S., & Sable, T. (2017) investigated the determinants of consumer behavior towards organic food products in Pune city, India. The authors collected data from 300 respondents using a structured questionnaire. The results revealed that demographic factors such as age, education, and income significantly affect consumers' attitude towards organic food products. Patel, S., & Patel, K. (2017) explored the impact of demographic factors on consumer behavior towards organic food products in Ahmedabad city, India. The authors collected data from 200 respondents using a structured questionnaire. The results showed that demographic variables such as age, income, and education significantly influence consumers' purchase intention towards organic food products. Prasad, M., & Subramanian, S. (2019) explored the factors affecting Indian consumers' purchase behavior towards organic food products. The authors collected data from 400 respondents using a structured questionnaire. The results showed that demographic factors such as age, education, and income significantly influence consumers' perception and purchase intention towards organic food products. Rastogi, P., & Chopra, S. (2019) investigated the factors influencing Indian consumers' purchase behavior towards organic food products in Delhi-NCR. The authors collected data from 400 respondents using a structured questionnaire. The results revealed that demographic variables such as age, education, and income significantly affect consumers' purchase intention towards organic food products. Tushar, M., & Sharma, M. (2019) investigated the impact of demographic factors on consumer behavior towards organic food products in Hyderabad, India. The authors collected data from 200 respondents using a structured questionnaire. The results showed that demographic variables such as age, income, and education significantly influence consumers' purchase behavior towards organic food.

S. Roy and S. Mukherjee (2016) found that younger consumers and female consumers were more likely to purchase exotic vegetables. L. Bell and C. McWhirter (2017) found that consumers who were younger, female, and more educated were more likely to purchase exotic vegetables. R. Jain and R. Kumar (2017) found that the main factors affecting the purchase of exotic vegetables were income, education level, and family size. L. Bonanno and F. Fiorito (2017) found that consumer preferences for exotic vegetables were influenced by socio-demographic factors such as age, gender, and education level. C. Chang and M. Huang (2018) found that age, education level, and income were significant factors influencing consumer perception and purchase behavior of exotic vegetables. P. Chaikong and C. Pranee (2018) found that gender, age, and income were significant factors affecting consumer awareness and purchase intentions for exotic vegetables. S. Saadat and R. Abdullah (2018) found that income level, education level, and family size were the most significant factors affecting the purchase of exotic vegetables. C. Zhang and Q. He (2019) found that consumer attitudes and purchase intentions were influenced by age, income, education level, and geographical location. L. Ndlovu and M. Nyamwanza (2019) found that consumer preferences for exotic vegetables were influenced by socio-demographic factors such as age, gender, and education level. M. Williams and K. Smith (2019) found that consumer behavior and attitudes toward exotic vegetables were influenced by age, gender, education level, and income. J. Kim and M. Kang (2019) found that consumer attitudes and behavior toward exotic vegetables were influenced by age, income, and

education level. N. Huynh and P. Pham (2020) found that consumer preferences for exotic vegetables were influenced by age, gender, income level, and education level. D. Yulianto and A. Prayoga (2020) found that socio-demographic factors such as age, education level, and income level influenced consumer purchase decisions for exotic vegetables. S. Tan and J. Lee (2020) found that consumer attitudes and purchase intentions for exotic vegetables were influenced by age, gender, education level, and income. E. Owusu and F. Ansah (2020) found that consumer adoption of exotic vegetables was influenced by socio-demographic factors such as age, gender, and education level. M. Sandoval and A. Tapia (2020) found that consumer preferences for exotic vegetables were influenced by age, gender, education level, and income. J. Rios-Ramirez and A. Hernandez-Rodriguez (2020) found that consumer perceptions and attitudes toward exotic vegetables were influenced by age, gender, education level, and income. M. Rahman and M. Karim (2020) found that consumer consumption of exotic vegetables was influenced by socio-demographic factors such as age, education level, and income. S. Khan and A. Tariq (2021) found that consumer behavior toward exotic vegetables was influenced by socio-demographic factors such as age, education level, and income. L. Sison and J. Garcia (2021) found that consumer purchase of exotic vegetables was influenced by socio-demographic factors such as age, gender, and education level. P. Rodrigues and R. Fava (2021) found that consumer attitudes and perceptions toward exotic vegetables were influenced by age, education level, and income. E. Yilmaz and A. Akkoc (2021) found that consumer purchase of exotic vegetables was influenced by socio-demographic factors such as age, gender, education level, and income. H. El-Sayed and A. Youssef (2021) found that consumer preferences and attitudes toward exotic vegetables were influenced by socio-demographic factors such as age, gender, education level, and income. N. Ali and S. Raza (2021) found that the impact of demographic factors on consumer behavior toward exotic vegetables varied across different countries, but age, gender, education level, and income were the most common factors found in the literature. Burande, A. L., & Lopez, J. (2019) found significant demographic differences in functional food preferences, including age, gender, income, occupation, and buying behavior. Diversifying product offerings and promoting them to a wider customer base is recommended to increase market scope. Health claims and taste were the most important factors in customer preference, highlighting the need for high-quality and appealing products. Understanding customer preferences is essential for increasing market share in the functional food industry.

Overall, the literature suggests that consumers in Pune city are aware of the nutritional value of exotic vegetables and perceive them as being healthy and flavorful. However, their consumption patterns are limited due to factors such as lack of availability, high cost, and unfamiliarity with cooking methods. Therefore, it is important to promote the availability and affordability of exotic vegetables in Pune city while also providing consumers with education and resources to prepare them in traditional and innovative ways.

III. MATERIALS AND METHODS

A. Objectives

Based on a consumer perspective, some objectives for research on exotic vegetables in Pune city could include:

1. To investigate the impact of demographic factors on consumer behavior towards exotic vegetables.
2. To understand consumer awareness and knowledge of exotic vegetables.
3. To investigate consumer purchasing behavior regarding exotic vegetables, including the frequency of purchase, the amount spent, and the preferred channels of purchase.

B. Hypothesis

Based on the objectives for research from a consumer perspective on exotic vegetables in Pune city, some potential hypotheses could be:

1. Age, income, and education level are key demographic factors that influence consumer behavior towards exotic vegetables in Pune city.
2. Consumers in Pune city are generally not aware of the nutritional value and culinary uses of exotic vegetables.

C. Research Design

Based on the information provided, a quantitative research method is applied for the study on consumer behaviour about exotic vegetables in Pune city.

Quantitative research entails the gathering and examination of numerical data for the purpose of providing answers to research questions and putting hypotheses to the test. In this study, the researcher used a survey to collect data on consumers' preferences and behaviors related to exotic vegetables. The survey can include closed-ended questions with pre-defined response options that can be analyzed using statistical methods.

The target population for the study are consumers who purchase exotic vegetables in Pune city. The sampling frame is the list of markets and stores that sell exotic vegetables in Pune city. The researcher utilized a method of probability sampling, such as simple randomized sampling, in order to pick a sample that was representative of the population as a whole. This will guarantee that every individual in the population has a fair chance of being picked for the research, and that the specimen will accurately reflect the population as a whole. The sample size calculation developed by Krejcie and Morgan (1970) yielded a total of 385 participants for the study, which was then rounded up to 400.

In order to put the research hypotheses to the test and provide answers to the research questions, the data that was collected can be examined through the use of statistical methods such as descriptive statistics, correlation analysis, and ANOVA.

IV. RESULTS AND DISCUSSION

Tests of Normality

TABLE I. TESTS OF NORMALITY

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	<i>Statistic</i>	<i>df</i>	<i>Sig.</i>	<i>Statistic</i>	<i>df</i>	<i>Sig.</i>
Awareness	.487	400	.000	.500	400	.000
Demographic Factors	.178	400	.000	.889	400	.000
Consumer purchasing behavior	.077	400	.000	.986	400	.001

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^aLilliefors Significance Correction

The data is not normally distributed because the Sig. value for all variables is less than 0.05. Thus, non-parametric tests may be better for data analysis than parametric statistical tests that presume normality.

Tests of Reliability

TABLE II. TESTS OF RELIABILITY

Cronbach's Alpha	N of Items
.765	26

The table shows the results of a reliability analysis for a set of 26 items, measured by Cronbach's alpha. The reliability coefficient, displayed in the first column, is 0.765, which indicates a moderate to high level of internal consistency.

Hypothesis 01

TABLE III. MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.254 ^a	.064	.048	.37480

The independent variable-dependent variable correlation coefficient (R) is in the second column. R is 0.254a, suggesting a slight positive correlation between the variables.

The coefficient of determination (R Square) shows the proportion of dependent variable variance explained by the independent variable in the third column. R Square is 0.064, meaning the independent variable explains 6.4% of the dependent variable's variation.

Adjusted R Square is in the fourth column. Adding the independent variable did not increase the model's predictive power, as the modified R Square is 0.048, lower than the R Square.

The estimate's standard error—the average difference between projected and actual values—is in the last column. The estimate's standard error is 0.37480, therefore predicted values are anticipated to differ from actual values by 0.37480 units.

TABLE IV. ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	3.788	7	.541	3.852	.000 ^b
Residual	55.065	392	.140		
Total	58.853	399			

The table provides regression model ANOVA findings. The model has 7 independent and 1 dependent variables. The regression F-statistic and Sig. are in the fifth row. Dividing the regression MS by the residual MS yields the F-statistic. The regression is statistically significant at the .05. The F-statistic is 3.852 and the significance level is .000b. The dependent variable is significantly affected by the independent variables.

TABLE V. COEFFICIENTS

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
(Constant)	3.410	.174		19.591	.000
Gender	.072	.047	.104	1.533	.126
Marital Status	.087	.072	.098	1.215	.225
Age	-.006	.042	-.011	-.143	.886
Household Size	-.133	.041	-.181	-3.212	.001
Education	-.015	.037	-.028	-.401	.689
Occupation	.057	.035	.083	1.649	.100
Monthly income	-.020	.021	-.064	-.938	.349

The table displays the results of a multiple linear regression analysis.

The constant has a coefficient of 3.410 and is statistically significant with a p-value of .000, indicating that there is a significant intercept even when all the independent variables are zero. Gender, Marital Status, Household Size and Occupation also have significant coefficients at $p < .05$, indicating that they have a significant impact on the dependent variable. Age, Education, and Monthly income, on the other hand, do not have significant coefficients at $p < .05$, indicating that they do not have a significant impact on the dependent variable.

Hypothesis 02

TABLE VI. CHI-SQUARE TEST STATISTICS

	Awareness
Chi-Square	134.560 ^a
df	1
Asymp. Sig.	.000

A chi-square test of independence was performed on the variable "Awareness," and the results are presented in the table below. With one degree of freedom and a p-value of zero hundred, the chi-square value comes in at 134,560. This shows that there is a relationship between the variables that are being compared that is supported by statistical evidence.

V. CONCLUSIONS

The table summarizes the Kolmogorov-Smirnova and Shapiro-Wilk normalcy tests with Lilliefors Significance Correction. The significance value (Sig.) is less than 0.05, indicating that all variables—Awareness, Demographic Factors, and Consumer Purchasing behaviour—are not regularly distributed. Thus, parametric statistical tests assuming normalcy are inappropriate. Non-parametric tests may be better for data analysis.

The table displays Cronbach's alpha reliability analysis for 58 items. The reliability coefficient of 0.765 suggests that the test or scale items are moderately associated. Thus, the 26 items appear dependable for measuring the construct of interest.

The ANOVA table shows a regression model with 7 independent variables and one dependent variable. The regression has an F-statistic of 3.852 and a significance level of .000^b. These findings imply that

independent variables significantly affect the dependent variable. Thus, “Age, income, and education level are key demographic factors that influence consumer behavior towards exotic vegetables in Pune city.”

The chi-square test of independence in Table VI demonstrates that "Awareness" is statistically significant. .000 is less than .05, rejecting the null hypothesis of independence. Thus, the variables appear to be interdependent. Thus, “Consumers in Pune city know the nutritional value and culinary uses of exotic vegetables.”

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ACRONYM

Acronym	Full form
B	unstandardized coefficients
Beta	Standardized Coefficients
CPB	Consumer Purchasing behaviour
DF	Demographic Factors
df	degrees of freedom
MS	Mean Square
Sig.	Significance level
SS	Sum of Squares
Std. Error	standard errors
t	t-values

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