Consumer Perceptions and Potential Buying Behaviour of Fresh Cut Vegetables: Findings of a Survey of Sri Lankan Households

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Demand for convenience is a characteristic of modern lifestyles. Convenient foods are expected to be safe, nutritious, and high-quality. Fresh-cut vegetables (FCVs) are a prime food tech solution for modern fast-paced lives. Consequently, there is a market niche for FCVs. While many developed countries have already introduced FCVs into their markets and perceive notable growth potential in the future, the Sri Lankan market has so far not shown such developments. The study aimed to explore consumer perceptions and potential buying behaviour of FCV market in Sri Lanka. The study was conducted as a cross-sectional e-survey in Sri Lankan households. Data were collected utilizing Google Forms, and participants were invited through online social networking platforms and emails on a voluntary basis. A total of 1486 responses were received. The respondents had an average age of 36 years, with the majority being female (90%) and married (75%). Potential buyers comprised 63% of the total sample. Among the potential buyers, 46% claimed that they would purchase a product once a week. The primary reason for not purchasing FCVs was linked to the perception of lower hygiene conditions (19%) among the available FCVs. The main driving factor for buying FCVs by potential buyers was convenience (65%). Expiry date (29%) followed by information about preservative treatments (26%) were the highest sought labelling information on the product packages whereas only 0.20% sought logos of quality standards. The majority of the participants (66%) preferred eco-friendly packaging over other types of packaging. In relation to disinfectant usage, 46% of the potential buyers preferred natural disinfectants and NaCl (40%) was the major choice of disinfectant. Based on the findings, it can be concluded that Sri Lankan household consumers prefer FCVs due to their convenience, and they focus on high-quality, food safety, and comprehensive product information.

Keywords: Fresh cut, Vegetables, Buying attributes, Consumer perception, Buying behaviour

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