

Fresh fruit and vegetable purchasing patterns among traditional and modern retail stores in Riau, Indonesia

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Abstract

This research explores consumers' purchase patterns for fresh fruit and vegetables among traditional wet markets and modern retailers. Focus group interviews were conducted in Riau Province, Sumatra, Indonesia, to identify the preferred retail outlet, time and frequency of purchase, and the factors that attract consumers to purchase fresh produce from wet markets and modern retailers. Consumers preferred the wet markets due to their superior functional advantages (freshness, variety, price, unpacked produce) and social advantages (personal relationships and the desire to support small-scale traders), while modern retailers offer greater convenience and a better shopping environment (one-stop shopping, practical packaging, convenience and environment).