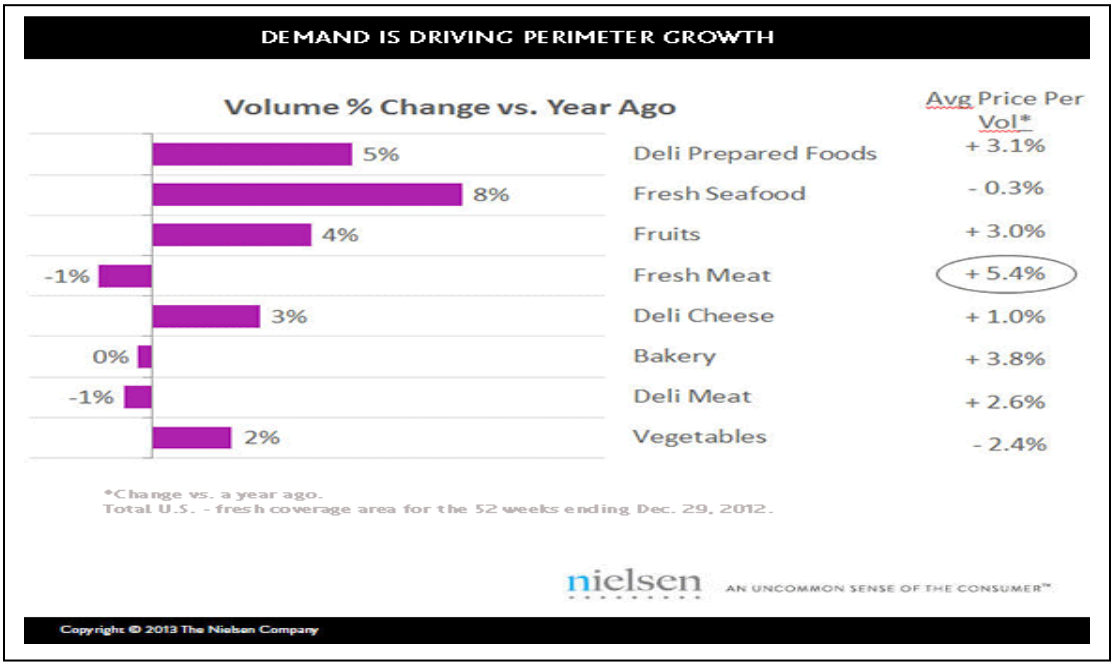
Consumer Shopping Behavior for Value, Fresh and Healthy Food

Customers look for value in the product when making a purchase decision

U.S. Consumers are spending their hard earned money for value, fresh and healthy food in response to the rising prices of food items.

- Consumers are making trade-off to adjust high prices for fresh and healthy food
- In spite of 5.4% rise in price for fresh meat, the demand reduced by only 1%
- Sales have picked up in the deli prepared foods and fruits in spite of higher price
- There is more demand for fresh sea food even though the price change is negligible
- Customer demand for vegetables increased by 2% because they want more green on their tables



- There is a rapid growth in non- grocery channel s to respond to the changing consumer buying behavior to provide the variety of fresh and healthy food at their door step.

Purchase decision describes the process (five stages) a customer goes through when purchasing a product. The five stages are: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase decision.

Topics Covered	Courses
Purchase decision: Unit 5.5	Marketing Management

Source: *Consumers and the Growing Quest for Fresh, Consumer,* ***Nielsen****, 02.27.2013*