

Consumer Behavior Analysis Towards Staple Food at Local Market

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Abstract

This study investigates consumer behavior in the local market, focusing on purchasing patterns, preferences, and perceptions of staple foods. The research aimed to understand the key factors influencing consumer decisions and identify emerging trends in the market. A total of 176 respondents participated, categorized into two age groups: 93.4% were under 25 years old, and 6.6% were above 25 years. The gender distribution included 81.6% males and 18.4% females. The findings indicate that rice is the predominant staple food, with weekly purchases being the most common pattern. Price sensitivity emerged as a significant driver of purchase decisions, with 66.7% of consumers prioritizing affordability. Interestingly, 60.8% of respondents were willing to pay a premium for high-quality staple foods, signaling opportunities for businesses targeting premium market segments. Additionally, 45.2% preferred locally sourced products for their freshness and affordability. While 55% of respondents were moderately satisfied with the quality of local market products, 33.3% expressed interest in purchasing staple foods online, highlighting a growing inclination towards digital shopping. The study emphasizes the need for price stabilization, quality improvements, and enhanced digital shopping options. Limitations include the focus on a specific demographic and the lack of longitudinal data for tracking evolving consumer behaviors.

Keywords:

Staple Food, Consumer Behavior, Price Sensitivity, Locally Sourced Foods, Bangladesh.