



BOOK OF ABSTRACTS

11th INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN MANAGEMENT (CIM23)

ISME

**24th and 25th
February 2023**

**Organized By
INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE,
BANGALORE**

Sponsored by



Knowledge Partners



Industry Partners



www.isme.in

Title: 'Book of Abstracts of 11th International Conference on Contemporary Issues in Management (CIM23), organized by International School of Management Excellence Bangalore, 24th and 25th February 2023'

Editor's Name: Dr. Rony George Kurien

Published by: Shanlax Publications,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Publisher's Address: 61, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Printer's Details: Shanlax Press, 66 T.P.K. Main Road,
Vasantha Nagar, Madurai - 625003,
Tamil Nadu, India

Edition Details (I,II,III): I

ISBN: 978-93-95422-96-3

Month & Year: February, 2023

Copyright @ Dr. Rony George Kurien

Pages: 91

TABLE OF CONTENTS

S. No.	Title	Page. No.
TRACK 1 - POLITICAL AND ECONOMIC ENVIRONMENT		
1	INTEGRATED REPORTING AND ITS IMPACT ON FIRM VALUE: AN EVIDENCE OF INDIAN COMPANIES Ms.Maya.Patil & Dr.Geetha.Rajaram	3
2	HOW A CHINESE TAKEOVER OF TAIWAN WILL EFFECT FOREIGN DIRECT INVESTMENTS Dr. Rainer Wehner	4
3	COMPETENCIES OF BOARD MEMBERS IN ANNUAL REPORTS OF STANDARD & POOR'S BOMBAY STOCK EXCHANGE SENSEX ORGANIZATIONS Amit Kumar & Shanmuganathan Janardhanan (Late)	5
4	PRACTICAL WISDOM IN DECISION MAKING OF WOMEN'S COLLECTIVES IN SRI LANKA G D V RupikaSenadheera	6
TRACK 2 - BUSINESS EXCELLENCE & SUSTAINABILITY: MANUFACTURING, SERVICES AND AGRICULTURAL SECTOR		
5	DEVELOPED PARAMETERS OF MANUFACTURING CAPABILITY MATURITY MODEL INTEGRATION FOR SUSTAINABLE GROWTH IN INDUSTRIES Dilip Kumar Gayen	9
6	RENEWABLE ENERGY IN CORPORATE AND AGRICULTURAL SECTOR Manjushri.U, Likhitha.S.Kumar & Priya.T.B	10
7	DISRUPTIVE STRATEGIES FOR SUPPLY CHAIN DISRUPTIONS Dr Sridharan.A & Dr Sunita Kumar	11
8	STUDY ON THE POST COVID CHALLENGE TOWARDS STARTUPS IN INDIA Dr.A.Ravi & Dr.Gokul.G	12
9	A STUDY OF CONSUMERS' BEHAVIOUR IN BUYING VEGETABLES AND FRUITS DURING THE COVID PANDEMIC Ravella Prem Sai, Soundarya Shetty & Dr. S. Shyam Prasad	13

**A STUDY OF CONSUMERS' BEHAVIOUR IN
BUYING VEGETABLES AND FRUITS DURING
THE COVID PANDEMIC**

Ravella Prem Sai

*PGDM Student,
International School of Management Excellence, Bangalore*

Soundarya Shetty

*PGDM Student,
International School of Management Excellence, Bangalore*

Dr. S. Shyam Prasad

*Professor,
International School of Management Excellence, Bangalore*

Abstract

This study aims to investigate the behavior of consumers in buying vegetables and fruits during the COVID-19 pandemic. The COVID-19 pandemic has caused a major shift in consumers' behavior and the way they purchase their daily necessities. With the increase in health concerns, the demand for healthy and fresh food, especially fruits and vegetables, has increased. The data for this research was collected during the end of the first quarter of 2022 when the pandemic was subsiding. The concept discussed in this article and the findings thereof will add value to the literature, besides its relevance to academicians, the results of this study are also important to practitioners. The findings of the study revealed that regarding vegetables and fruits, offline is the choice of purchase over online. Retail store images do not play a decisive role in purchasing vegetables and fruits. variety, freshness, and economy have become major factors for consumers. The store image does not matter.

Keywords: Consumer Behavior, Covid 19, Fruits and Vegetables, Buying Habits