Vendor and Consumer Perception Towards Artificial Fruit Ripening - A Case Study in Selected Suburbs in Mid Country, Sri Lanka

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This study was conducted to evaluate the knowledge, attitude, and health-related aspects of artificial fruit ripening among fruit vendors and consumers in selected suburbs in mid-country, Sri Lanka. The study adopted a questionnaire survey. The individual effect and associations between awareness and respondents' demographic characteristics were statistically analyzed. In case of vendors, most of the respondents belonged to the age category 36-55 years (55%), gender category male (90%), and educational category GCE A/L (41%). For consumers, most of the respondents belonged to the age category 18-35 years, the gender category female, the educational category GCE A/L, and prefer to purchase local fruits. Each respondent was given a score and divided into 3 awareness categories. The awareness of the scientific knowledge, application methods, and health effects of artificial fruit ripening was evaluated. Most of the vendors (62%) were aware of the artificial fruit ripening application methods more than consumers (47%). Most of the vendors (95%) were more aware of the health problems than the consumers (49%). More consumers (85%) were aware of the science behind artificial fruit ripening than the vendors (12%). In relation to the vendors, the gender and education categories showed associations between awareness of artificial fruit ripening and socio-demographic characteristics. According to the consumers, there were no associations between consumers' socio-demographic characteristics and their awareness of artificial fruit ripening.

Keywords: Artificial ripening, Awareness, Consumers, Natural ripening, Vendors

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