

## Consumer's Attitude & Behaviour towards Rythu Bazars-A Study in Karimnagar

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### Abstract

In term of agricultural products India ranks second in the world. In India the amount of agricultural production is \$375.61 billion which accounts for 7.39 per cent of total global production output. According to CIA Fact book, Agriculture contributes to 18.57 per cent of GDP in India in the year 2018 compared to world average of 6.4 per cent. In 1950-51 the composition of agriculture in India's GDP was 51.81 per cent. In 2011-12 it declined to 14.39 per cent but it increased to 18.20 per cent in 2013.14 and again declined to 15.87 per cent in 2017. Even though the contribution of agricultural sector to GDP has been fluctuating, it has been the major source of employment in India. The agricultural sector employed 49 per cent of the total workforce in India in 2014 whereas it employed 59 per cent of the total workforce in 2016. The agricultural sector plays a key role in the socio-economic development of India being the country's largest employment source.

In this paper an attempt is made to identify consumers' attitude and behavior towards the functioning of Rythu Bazaars. It also assesses the extent of consumer satisfaction of Rythu Bazzars.

### Introduction

*Our Slavation can only come through farmers-Neither the Lawyers, nor the Doctors, nor the Rich Landlords are enough to achieve it.*

- M. K. Gandhi

Express his opinion on the future plans to be adopted in Independent India, Mahatma Gandhi said that, "We want to organize our national power not just by adopting the best methods of production but by the best methods of both production and distribution".

In India, the available land suitable for growing crops is 394.6 million acres which is the second largest in the world. Out of this, the irrigated crop area of 215.6 million acres is the largest in the world which accounts for 54.64 per cent. With advancements in Irrigation facilities, technology up gradation in using technology and adopting modern agricultural practices in addition to availability of crop loans and subsidies in agricultural equipments

lead to the increase in crop-yield per unit area since 1950. Still the average yield in India just 30 to 50 per cent of highest average yield around the world. The states of Telangana, Andhra Pradesh, Maharashtra, Madhya Pradesh, Punjab, Haryana, Uttar Pradesh, Bihar, West Bengal and Gujarat are the main contributors to Indian agricultural sector. The Green Revolution in India was led by Punjab state and is highest among the country's bread basket. In the year 1999, there was a huge shortage of food products by which the common was unable to purchase the food products which was very vital to maintain the healthy diet. Hence public started protest and expressed dissatisfaction publicly which led to the intervention of government immediately. Hence in 1999, the then Government of Andhra Pradesh launched Rythu Bazar Scheme to market the agricultural products.

### Objectives of the Study

1. To evaluate the consumers attitude and behaviour towards Rythu Bazaars in Karimnagar.
2. To determine the factors that would ensure success of the Rythu Bazaars.

### Methodology

**Primary Data:** The primary data for the study was collected by administering a structured questionnaire to the customers of rythu bazaars in karimnagar.

**Secondary Data:** The secondary data used for the study was collected from various resources such as websites, books, magazines and journals.

**Research Instrument:** The research instrument used for the study is structured questionnaire consisting of 12 question excluding demographic questions.

**Sample Size:** The sample size selected for the study is 120 respondents selected from various consumers of Rythu Bazaars.

**Sampling Technique:** The sampling technique used for selecting the sample respondents is Random Sampling Technique.

### Data Analysis & Interpretation

- **Products:** 48.33 per cent of the respondents buy vegetables at Rythu bazaars followed by 32.50 per cent buy fruits, 12.50 per cent but both vegetables and fruits and 6.67 per cent buy other than vegetables and fruits.
- **Dependency on Rythu Bazars:** 51.67 per cent of the respondents are fully dependent on Rythu bazaars followed by 27.50 per cent are partially dependent but majority on Rythu bazaars, 20.83 per cent are partially dependent but majority on other market.
- **Visit to Rythu Bazars:** 35.83 per cent of the respondents visit twice in a week to Rythu bazaars followed by 26.67 per cent once in fortnight to Rythu bazaars, 23.33 per cent visit once in a week to Rythu bazaars, 14.17 per cent visit other frequencies to Rythu bazaars.

- **Transportation to Rythu Bazars:** 68.33 per cent of the respondents go to Rythu bazaars on own vehicle followed by 31.67 per cent go to Rythu bazaars on hired vehicles.
- **Location of Rythu Bazars:** 61.67 per cent of the respondents said that location of Rythu bazaars is convenient followed by 20.00 per cent said neutral and 18.33 per cent said that the location of Rythu bazaars is not convenient.
- **Product Range Available at Rythu Bazars:** 40.00 per cent of the respondents' said that products available at Rythu bazaars are sufficient followed by 35.83 per cent opinion is neutral about products available at Rythu bazaars and 24.17 per cent said that products available at Rythu bazaars are insufficient.
- **Prices at Rythu Bazars:** 54.17 per cent of the respondents said that price at Rythu bazaars is average followed by 24.17 per cent said that price at Rythu bazaars is low and 21.67 per cent said that price at Rythu bazaars is high.
- **Quality at Rythu Bazars:** 47.50 per cent of the respondents said that quality at Rythu bazaars is high followed by 30.83 per cent said that quality at Rythu bazaars is average and 21.67 per cent said that quality at Rythu bazaars is low.
- **Weighing process at Rythu Bazars:** 60.83 per cent of the respondents weighing process at Rythu bazaars is good followed by 23.33 per cent said that weighing process at Rythu bazaars is average and 15.83 per cent said that weighing process at Rythu bazaars is poor.
- **Cleanliness at Rythu Bazars:** 54.17 per cent of the respondents said that cleanliness at Rythu bazaars is good followed by 26.67 per cent average said that cleanliness at Rythu bazaars is average and 19.17 per cent said that cleanliness at Rythu bazaars is poor.
- **Farmers selection at Rythu Bazars(Determinant):** 45.83 per cent of the respondents said that they select farmers at Rythu bazaars based on physical appearance followed by 37.50 per cent said that they select farmers at Rythu bazaars based on past experience and 16.67 per cent said that they select farmers at Rythu bazaars based on convenient location.
- **Recommendation of Rythu Bazars:** 68.33 per cent of the respondents said that they will recommended Rythu bazaars followed by 23.33 per cent said that they don't recommended at Rythu bazaars and 8.33 per cent said that can't say anything.

## Conclusion

Majority of the respondents are accepting rythu bazaars as a major market for buying agricultural products when compared to other markets. Therefore, the government need to develop the rythu bazaars to increase the selling of farm produce in rythu bazaars only which helps both farmer-seller and consumer community.

**Table 1. Respondents Opinion on the Products the Buy at Rythu Bazaars**

Product	Number of Respondents	Percentage of Respondents
Vegetables	58	48.33
Fruits	39	32.50
Both	15	12.50
Others	8	6.67
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 2. Respondents Opinion on the Extent of Dependency on Rythu Bazaars**

Extent	Number of Respondents	Percentage of Respondents
Fully	62	51.67
Partially but Majority on Rythu Bazars	33	27.50
Partially but Majority on Other Markets	25	20.83
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 3. Respondents Opinion on The Frequency of Visit to the Rythu Bazars**

Frequency	Number of Respondents	Percentage of Respondents
Once in a Week	28	23.33
Twice in a Week	43	35.83
Once in Fortnight	32	26.67
Others	17	14.17
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 4. Respondents Opinion on the Mode of Transportation to the Rythu Bazars**

Mode of Transportation	Number of Respondents	Percentage of Respondents
Own vehicle	82	68.33
Hired Vehicle	38	31.67
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 5. Respondents Opinion on the Convenience of Location of the Rythu Bazars**

Convenience of Location	Number of Respondents	Percentage of Respondents
Convenient	74	61.67
Neutral	24	20.00
Not Convenient	22	18.33
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 6. Respondents Opinion on the Product Range Available at Rythu Bazars**

Product Range Available	Number of Respondents	Percentage of Respondents
Sufficient	48	40.00
Neutral	43	35.83
Insufficient	29	24.17
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 7. Respondents Opinion on the Product Prices at Rythu Bazars**

Product Price	Number of Respondents	Percentage of Respondents
High	26	21.67
Average	65	54.17
Low	29	24.17
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 8. Respondents Opinion on the Product Quality at Rythu Bazars**

Product Quality	Number of Respondents	Percentage of Respondents
High	57	47.50
Average	37	30.83
Low	26	21.67
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 9. Respondents Opinion on the Product Weighing Process at Rythu Bazars**

Product Weighing Process	Number of Respondents	Percentage of Respondents
Good	73	60.83
Average	28	23.33
Poor	19	15.83

Source: Questionnaire

**Table 10. Respondents Opinion on the Cleanliness at Rythu Bazars**

Cleanliness	Number of Respondents	Percentage of Respondents
Good	65	54.17
Average	32	26.67
Poor	23	19.17
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 11. Respondents Opinion on the Determinants of Farmer's Selection at Rythu Bazars**

<b>Determinant</b>	<b>Number of Respondents</b>	<b>Percentage of Respondents</b>
Past Experience	45	37.50
Physical Appearance	55	45.83
Convenient Location	20	16.67
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

**Table 12. Respondents Opinion on Whether they Recommend Rythu Bazars oo Others**

<b>Recommendation</b>	<b>Number of Respondents</b>	<b>Percentage of Respondents</b>
Yes	82	68.33
No	28	23.33
Can't Say	10	8.33
<b>TOTAL</b>	<b>120</b>	<b>100</b>

Source: Questionnaire

## References

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