

## Attitude of Consumers Towards Yelahanka Raithara Santhe

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### ABSTRACT

The farmer's markets called as 'Raithara Santhe' in Bangalore has achieved success through an efficient marketing system of direct sale of fresh vegetables and fruits from producers (farmers) to the consumers. At these markets, buying directly from the farmer means lower prices and choice of large variety of produce, as well as access to primary producers. Farmers markets also make it easier for people interested in home processing to purchase large quantities of produce at affordable prices. In this backdrop, the present study was undertaken during 2017-18 to examine the consumer preference for buying fruits and vegetables at Raithara santhe and to analyze the attitude of consumers towards Yelahanka Raithara santhe. Ninety consumers were selected randomly based on their availability during the investigation. Data was collected by using a pre tested interview schedule. The results revealed that, majority of consumers preferred to buy fruits and vegetables at Raithara santhe due to: (1) availability of fresh, good quality and specific variety of fruits and vegetables, (2) Raithara santhe is at convenient distance from home, (3) fruits and vegetables are available at reasonable price throughout the year, (4) absence of middlemen, and (5) courteous behavior of the sellers. It was found that 40.00 per cent of the consumers were having more favourable attitude towards Raithara santhe, whereas 36.66 and 23.34 per cent of the consumers were having favourable and less favourable attitude towards Raithara santhe, respectively. Age, gender, education, marital status, family size, occupation, annual income, rural-urban background and mass media participation had no significant association with the attitude of consumers towards Raithara santhe. Around 29 per cent of the variation in the attitude level of consumers was explained by all the ten personal and socio-economic characteristics selected for the study.

*Keywords:* Attitude, Consumers and Raithara santhe

AGRICULTURAL markets create place utility, time utility, form utility and a link between the agricultural producers and consumers. An efficient agricultural marketing system can be defined as a situation where all the agricultural commodities produced are consumed with minimum wastage, least marketing cost, farmer gets maximum share in consumer rupee and the consumer gets better quality of products at reasonable price. As a direct marketing channel, Raithara santhe (Apna mandi / Farmers market) facilitates growers to sell products to consumers without the assistance of middlemen. This one-step marketing outlets attract local growers because they can obtain better profit margins, making farming a viable economic activity. Raithara santhe is providing producers a unique opportunity to stay in business and preserve open space in Bengaluru. The major objectives of establishing Raithara santhe is to:

(1) establish farmers markets without intermediaries, (2) provide a platform for direct interface between farmers and consumers, (3) provide facilities for easy and adequate flow of fruits and vegetables to farmers market, (4) provide infrastructure facilities for the growers of fruits and vegetables to sell their produce directly to consumers, (5) ensure reasonable price to the farmers of fruits and vegetables, (6) ensure availability of fresh and quality fruits and vegetables at a competitive price to the consumers, (7) curb malpractice to protect the interest of both producers and consumers, (8) maintain price stability in the related markets and (9) avoid seasonal fluctuations in the prices of vegetable and fruits (Srikanth, 2016).

Consumers flock to Raithara santhe for two main reasons: (1) the wide selection of affordable, fresh produce, and specialty fruits, vegetables and other food

items and (2) the opportunity to gather with friends. At Raithara santhe, buying directly from the farmer means lower prices and choice of large variety of produce, as well as access to primary producers. Consumers can clarify from farmers to questions about their growing methods and other related matters. Raithara santhe also make it easier for people interested in home processing to purchase large quantities of produce at affordable prices. Selling the fruits and vegetables directly to consumers at the Raithara santhe allows farmers (producers) to sell produce in a way that they receive more income and have better consumer contact which would not be possible through other channels.

The first Raithara santhe in Karnataka was established by the Government of Karnataka during March 2002 at Yelahanka, a suburb of Bangalore city, and the other two farmer's market in Karnataka were established in Hubli and Chitradurga. The Karnataka State Agricultural Marketing Board has embarked on programme of establishing 'Raithara santhe' in other prominent towns of the state. It is reported that, Raithara santhe in Bangalore has achieved success through an efficient marketing system of direct sale of fresh fruits and vegetables. Against this background, the present study was carried out with the following specific objectives ;

1. To study the personal and socio-economic characteristics of consumers of Raithara santhe
2. To examine the consumer preference for purchasing the fruits and vegetables at Raithara santhe
3. To analyse the attitude of consumers towards Raithara santhe
4. To find out the association and extent of contribution of personal and socio-economic characteristics of consumers on their attitude towards Raithara santhe

#### METHODOLOGY

The present investigation was undertaken during 2018-19 in Raithara santhe located at Yelahanka in Bangalore urban district. Ninety consumers were selected randomly based on their availability during

the investigation and required information was collected from the respondents using a pre-tested interview schedule. The research design adopted for this study was ex-post-facto technique.

The consumers preference for buying fruits and vegetables at Raitha Santhe was recorded on 11 aspects *viz.*, availability of fresh fruits and vegetables, availability of specific variety of fruits and vegetables, good quality of fruits and vegetables, reasonable/competitive price, convenient/less distance from home, discount on bulk purchase, bargain, availability of organically grown fruits and vegetables, availability of fruits and vegetables throughout the year, absence of middlemen and courteous behaviour of sellers.

Attitude is the degree of positive or negative effect associated with some psychological object (Thurstone, 1945). In the present research, the attitude towards consumers is operationalised as the degree of positive or negative feelings of consumers towards Yelahanka Raithara santhe. The attitude scale developed by Ahmed and Dey (2012) was used to analyze the attitude of consumers towards Raithara santhe. The attitude scale consisted of 11 statements on a three response continuum *viz.*, agree, undecided, disagree with a score of 3, 2 and 1, respectively. The summed score for all the 11 statements obtained was considered as attitude score of individual consumer. The maximum score an individual could get was 33 and the minimum score was 11. Based on the mean (27.28) and half standard deviation (3.48), the consumers were grouped in three attitude categories namely, less favourable, favourable and more favourable.

Attitude category	Score
Less favourable	<23.80
Favourable	23.80 to 30.76
More favourable	>30.76

Information on the nine personal and socio-economic characteristics (age, gender, education, marital status, family size, occupation, annual income, rural urban background and mass media participation) of consumers were collected using suitable procedure / scales. The collected data was scored, tabulated and

analyzed using frequency, mean, standard deviation, chi square test and multiple regression analysis.

RESULTS AND DISCUSSION

**Personal and Socio - Economic Characteristics of the Consumers**

The personal and socio - economic characteristics of consumers who visited Raithara santhe for purchasing fruits and vegetables are presented in Table 1. The results in Table 1 reveals that 44.45 per cent of the consumers are of old age (>50 years), while 38.89 and 16.66 per cent of the consumers are of middle age (35-50 years) and young age (<35 years), respectively.

A greater majority of the consumers (80.00%) who visited Raithara santhe were male and the other 20.00

TABLE 1

Personal and socio - economic characteristics of the consumers (n=90)

Particulars	Consumers	
	No.	%
Age (in years)		
Young (< 35)	15	16.66
Middle (35 – 50)	35	38.89
Old (> 50)	40	44.45
Gender		
Female	18	20.00
Male	72	80.00
Education		
Primary school	6	6.66
Middle school	3	3.33
High school	12	13.34
Pre- university	15	16.67
Diploma	6	6.66
Graduation	36	40.00
Post- graduation	12	13.34
Marital status		
Single	21	23.34
Married	69	76.66

Particulars	Consumers	
	No.	%
Family size		
Small (less than 4)	60	66.66
Medium (4-6)	15	16.67
Large (more than 6)	15	16.67
Occupation		
Students	9	10.00
Government employee	3	3.33
Private sector employee	27	30.00
Homemaker	21	23.33
Business	15	16.67
Any others (auto driver, cook)	15	16.67
Annual income (Rs.)		
<50,000	20	22.23
50,000 to 1,00,000	24	26.66
1,00,000 to 1,50,000	30	33.33
>1,50,000	16	17.78
Rural –urban background		
Rural	18	20.00
Peri-urban	15	16.66
Urban	57	63.34
Mass media participation		
Low	25	27.78
Medium	27	30.00
High	38	42.22

per cent of the consumers were female. The education level of consumers were analysed and it was found that a greater proportion of them were graduates (40.00%), 16.67 per cent had completed PUC and an equal percentage of consumers (13.34% each) had completed post-graduation and high school education. Similarly, an equal percentage of consumers (6.66% each) had completed diploma and primary school education, whereas a meager percentage of consumers (3.33%) had completed middle school education (Table 1).

Table 1 also indicates that, a little over three-fourth of the consumers (76.66%) were married and the

remaining 23.34 per cent of the consumers were unmarried. Two-third of the consumers (66.66%) had small family, while an equal percentage of the consumers (16.67% each) had medium size and large family. The occupation pattern of the consumers revealed that among 90 consumers, 30.00 per cent of consumers were working in private sectors, followed by homemakers (23.33%), business (16.67%), others (cooks, autorickshaw driver etc.) (16.67%) and students (10.00%). While, 3.33 per cent of the consumers who visited Raithara santhe were Government employees (Table 1).

The data in Table 1 also reveals that one-third of the consumers (33.33%) were belonging to the annual income category of Rs.1,00,000-1,50,000/- whereas 26.66, 22.23 and 17.78 per cent of the consumers had an annual income of Rs.50,000-1,00,000/- less than Rs.50,000/- and more than Rs.1,50,000/- respectively. A majority of consumers who visited Raithara santhe were from urban areas (63.34%), while 20.00 and 16.66 per cent of them were from rural and peri-urban areas, respectively. As high as 42.22 per cent of the consumers were having high level of mass media participation, while 30.00 and 27.78 per cent of the consumers had medium and low level of mass media participation, respectively.

### Consumer Preference for Buying Fruits and Vegetables at Raithara Santhe

A perusal of Table 2 reveals that all the consumers (100.00%) preferred Raithara santhe to purchase fruits and vegetable because of availability of fresh fruits and vegetables, whereas 93.33 per cent of the consumers preferred Raithara santhe due to availability of good quality of fruits and vegetables. An equal percentage of consumers (90.00% each) had preferred Raitha santhe due to availability of specific variety and fruits and vegetables are available at reasonable/competitive price. A vast majority of the consumers (86.67%) visited Raithara santhe due to availability of fruits and vegetables throughout the year. An equal percentage of consumers (80.00% each) preferred to buy fruits and vegetables at Raithara santhe due to convenient / less distance from home and absence of middlemen. A little over three-fourth of consumers (76.66%) preferred to buy fruits and vegetables at Raithara santhe because of courteous behaviour of the sellers. Less than half of the consumers prefer to buy fruits and vegetables at Raithara santhe due to discount of bulk purchase (36.66%), could bargain (36.66%) and availability of organically grown fruits and vegetables (13.33%). More or less similar findings

TABLE 2  
Consumer preference for buying fruits and vegetables at Raithara santhe (n=90)

Particulars	Consumers			
	Yes		No	
	No.	%	No.	%
Availability of fresh fruits and vegetables	90	100.00	0	0.00
Availability of specific variety of fruits and vegetables	81	90.00	9	10.00
Good quality of fruits and vegetables	84	93.33	6	6.67
Reasonable /competitive price	81	90.00	9	10.00
Convenient/less distance from home	72	80.00	18	20.00
Discount on bulk purchase	33	36.66	57	63.34
Can bargain	33	36.66	57	63.34
Availability of organically grown fruits and vegetables	12	13.33	78	86.67
Availability of fruits and vegetables throughout the year	78	86.67	12	13.33
Absence of middlemen	72	80.00	18	20.00
Courteous behaviour of sellers	69	76.66	21	23.34

were reported by Choudary (2015), Verma (2015), Srikanth (2016), and Yazhini (2016).

### Statement-Wise Attitude of Consumers towards Raithara Santhe

The results in Table 3 reveals that a vast majority of the consumers agreed for the statements: Raithara santhe is a boon to consumers (93.34%), the timings of Raithara santhe is convenient for the consumers (93.34%), Raithara santhe offers value for money (90.00%), fruits and vegetables sold in Raithara santhe are fresh, tasty and are safer (83.34%), one can find good choice of fruits and vegetables in Raithara santhe (76.66%), one can find large stock of fruits and vegetables in Raithara santhe (63.33%), and fruits and vegetables from the surrounding areas are available in Raithara santhe (56.67%). While, exactly half of the consumers (50.00% each) agreed to the statements: display of fruits and vegetables are systematic and easy to find a particular fruit and vegetable and the presence of producer is a guarantee of the quality of fruits and vegetables. Whereas, less than half of the consumers agreed for the statements

: one can find cleanliness throughout the business hours in the Raithara santhe (46.67%) and Raithara santhe allows farmers to receive fair remuneration (43.33%).

It can be referred that most of the consumers have responded 'agreed' to the attitude statements highlighting the advantages of Raithara santhe, hence the findings denotes that the consumers have favourable attitude towards Raithara santhe.

### Overall Attitude of Consumers towards Raithara Santhe

The results in Table 4 reveals that, 40.00 per cent of the consumers were having more favourable attitude towards Raithara santhe, whereas 36.66 and 23.34 per cent of the consumers were having favourable and less favourable attitude towards Raithara santhe, respectively.

It can be concluded that more than three-fourth of the consumers (76.66%) had favourable to more favourable attitude towards Raithara santhe. Long working hours, proximity to home, wide range of availability of fruits and vegetables, quality and

TABLE 3  
Statement-wise attitude of consumers towards Raithara santhe (n=90)

Statement	Agree		Undecided		Disagree	
	No.	%	No.	%	No.	%
Raithara santhe is a boon to consumers	84	93.34	3	3.33	3	3.33
Raithara santhe offers value for money	81	90.00	6	6.67	3	3.33
One can find cleanliness throughout the business hours in the Raithara santhe	42	46.67	18	20.00	30	33.33
Display of fruits and vegetables are systematic and easy to find a particular fruit and vegetable	45	50.00	9	10.00	36	40.00
One can find good choice of fruits and vegetables in Raithara santhe	69	76.66	15	16.67	6	6.67
One can find large stock of fruits and vegetables in Raithara santhe	57	63.33	27	30.00	6	6.67
The timings of Raithara santhe is convenient for the consumers	84	93.34	3	3.33	3	3.33
Fruits and vegetables sold in Raithara santhe are fresh, tasty and are safer	75	83.34	12	13.33	3	3.33
Raithara santhe allows farmers to receive fair remuneration	39	43.33	42	46.67	9	10.00
The presence of producer is a guarantee of the quality of fruits and vegetables	45	50.00	30	33.33	15	16.67
Fruits and vegetables from the surrounding areas are available in Raithara santhe	51	56.67	27	30.00	12	13.33

TABLE 4

Overall attitude of consumers towards Raithara santhe (n=90)

Particulars	Consumers	
	Yes	No
Less favourable (<23.80 score)	21	23.34
Favourable (23.80 to 30.76 score)	33	36.66
More favourable (>30.76 score)	36	40.00
<b>Total</b>	<b>90</b>	<b>100.00</b>

Mean = 27.28; Standard deviation = 6.96

freshness of huge stock of fruits and vegetables, and reasonable price of fruits and vegetables are the major reason for more than three-fourth (76.66%) of the consumers for having favourable to more favourable attitude towards Raithara santhe. Similar findings were reported by Rehman and Selvaraj (2013).

**Association and Extent of Contribution of Personal and Socio-Economic Characteristics on the Attitude towards Raithara Santhe**

The association between ten personal and socio-economic characteristics of consumers with their attitude towards Raithara santhe are presented in Table 5. It could be observed from the Table 5 that the personal and socio-economic characters *viz.*, age, gender, education, marital status, family size, occupation, annual income, rural - urban background and mass media participation had no significant association with the attitude of consumers towards Raithara santhe. The results reveals that there is no bearing on consumers in developing favorable attitude towards Raithara santhe, irrespective of the difference in age, gender, education, marital status, family size, occupation, annual income, rural - urban background and mass media participation. More or less similar findings were observed by Brown (2002).

The results in Table 5 also reveals that 28.39 per cent of the variation in the attitude level of consumers was explained by all the ten personal and socio-economic characteristics *viz.*, age, gender, education, marital status, family size, occupation, annual income, rural - urban background and mass media participation) included in the study as evident by R<sup>2</sup> value of 0.2839.

TABLE 5

Association and extent of contribution of personal and socio-economic characteristics of consumers on their attitude towards Raithara santhe (n=90)

Characteristics	Chi square values	Regression coefficient	Standard error of Regression coefficient	't' value
Age	1.567 NS	0.30	0.28	0.93 NS
Gender	2.012 NS	0.21	0.21	0.99 NS
Education	5.611 NS	0.89	0.42	0.51 NS
Family size	6.013 NS	0.18	0.26	1.42 NS
Occupation	1.621 NS	0.62	0.52	0.83 NS
Marital status	2.612 NS	0.41	0.38	0.92 NS
Annual income	4.619 NS	0.42	0.20	0.47 NS
Rural urban background	3.111 NS	0.31	0.26	0.83 NS
Mass media participation	2.622 NS	0.61	0.50	0.81 NS

NS: Non-significant; R<sup>2</sup>=0.2839

It was found from the research results that more number of consumers who visited Raithara santhe were of old age (44.45%), male (80.00%), married (76.66%) completed graduation (40.00%), had small family (66.66%) and were urbanities (63.34%). A greater proportion of the consumers who visited Raithara santhe were working in private sectors (30.00%), having an annual income of Rs.1,00,00 to 1,50,000 (33.33%) and high level of mass media participation (42.22%). It is also evident from the findings that more than three-fourth of the consumers (76.66%) had favourable to more favourable attitude towards Raithara santhe since due to: (1) the availability of fresh, good quality and specific variety of fruits and vegetables, (2) Raithara santhe is at convenient distance from home, (3) fruits and vegetables are available at reasonable price throughout the year, (4) absence of middlemen, and (5) courteous behavior of the sellers.

The results also revealed that a vast majority of the consumers were having medium to high level of mass media participation (72.22%), hence the government should give wider publicity through mass media

(television, radio, newspaper etc.) so that more and more number of consumers visit the Raithara santhe for purchasing fresh and quality fruits and vegetables at reasonable price directly from the producers throughout the year.

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