

# Impact Of Socio-Economic Aspects Of Consumers On Their Purchasing Behaviour In Rythu Bazaars Of Andhra Pradesh

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## ABSTRACT

Rythu Bazaar, the farmers' market was a social initiative started by the government of Andhra Pradesh in 1999. The main aim of Rythu Bazaar is to help farmers bring and sell their produce directly to consumers without the involvement of middlemen. On the other hand Rythu Bazaars help the consumers to purchase quality and fresh vegetables and fruits directly from the farmers who are producing these in their fields. Therefore, Rythu Bazaars allow consumers to have access to locally grown, farm-fresh produce, enable farmers to develop personal relationships with their customers, and cultivate consumer loyalty with the farmers who grow the produce. In this contest this paper aimed to study the impact of socio-economic aspects of consumers on their purchasing behaviour in Rythu Bazaars in general and Andhra Pradesh in particular. For this purpose East Godavari district has been selected and 6 selective Rythu Bazaars in different towns/ cities are considered for data collection directly from the consumers of these markets. Thus, from each Rythu Bazaar 50 samples of consumers on randomly selected and data was collected with the help of a structured questionnaire consist with opinions on facilities at Rythu Bazaars, reasons for purchasing vegetables and fruits from these markets. Thus, the opinions of consumers about various facilities at Rythu Bazaars revealed that majority group satisfied with the updated price list of vegetables at every stall, clean maintenance of market area, near to the residential areas, sufficient ventilation for each stall, toilets and drinking water facilities. In addition to this majority of consumers satisfied with sufficient dustbins for keeping garbage and sufficient labour force for carry heavy luggage. With reference to reasons for purchasing vegetables and fruits at Rythu Bazaars, it is found most of the consumers interested to purchase vegetables and fruits from these markets due to reasonable price compare to other markets, location near to the residential areas, scope to purchase directly from the farmers, price fixed by the government, availability of organic vegetables and suitable parking area for vehicles. In addition to the above majority of the consumers preferred to purchase at Rythu Bazaars due to availability of diverse products, less scope to bargain, availability of fresh and high quality products. Thus, it is recommended that the Rythu Bazaars should continue in every city, town and villages to facilitate the consumers to avail quality products with reasonable price.

**Keywords:** Socio-economic aspects, vegetables and fruits, consumers, Rythu Bazaars

## Introduction

Fruits and vegetables typically constitute an essential part of the daily diet in India and they are in great demand round the year from most sections of the population (Rahim and Sarkar, 2002). The commercial value of fruits and vegetables in terms of direct consumption, processing as well as trade has risen substantially in recent years. Their economic importance has also increased and high labour intensity in the

production of most fruits and vegetables production also makes them important from the employment angle as well (Sharma, 1991). Increase in area allocation under horticultural crops has often been suggested as a measure for agricultural diversification, increased employment and income (Malik, 2012). Since, Indian farmers typically depend heavily on middlemen particularly in fruits and vegetable marketing, the producers and the consumers of these goods often get a poor deal and the middlemen control the market. While the market infrastructure is better developed for food grains, fruits and vegetables markets are not that well developed and markets are congested and unhygienic (Sharan, et al., 1998). The markets in many of the major cities in some states are not covered by market legislation and continue to function under civic body as well as private ownership. To overcome these problems the Andhra Pradesh Government established the concept of Rythu Bazara in the year 1999 to create a platform where farmers could sell their produce directly to the consumers without the interference of middlemen or marketing intermediaries (Subhendu Dey, 2012).

### **Rythu Bazaars**

Rythu Bazaar is an initiative to uplift small and marginal farmers by directly connecting them to the consumer through the setting up of Rythu Bazaars in residential areas with permanent complexes (Gangadhara Rao, 2011). Rythu Bazaars are a fundamental part of the urban–rural interface, they have continued to grow in popularity, mostly due to the growing consumer interest in obtaining fresh products, especially produce directly from the farm. Rythu Bazaars allow consumers to have access to locally grown, farm-fresh produce, enable farmers to develop personal relationships with their customers, and cultivate consumer loyalty with the farmers who grow the produce (Purushothama Reddy, 2022). Direct marketing of farm products through Rythu Bazaars continues to be a significant sales outlet for agricultural producers nationwide. In these Rythu Bazaar consumers can buy fresh vegetables, fruits, and many other agricultural products directly from farmers. But unlike a normal transaction where one goes and buys a product from a seller, here, there is a chance of directly interacting with the farmers. This type of markets will help to interact with farmers and consumers and know more about sustainability, ecological and economic development (Rao, 2001). Therefore, these Rythu Bazaars not only help the farmers to fetch better prices for their produce but also consumers will inculcate the habit of getting fresh vegetables and agriculture products, which leads to clean eating with less to no wastage of food.

### **Literature review**

Anuradha and Ravi (2023) studied on Nalgonda Rythu Bazaar with reference to Korea review of international studies. It is an introspective study attempted to evaluate the functioning of Nalgonda Rythu Bazaar. Data was collected from 100 farmers who are selling their produce at these markets with the help of a well-designed questionnaire/schedule. The findings of this study revealed that farmers are observed satisfaction towards these markets due to significant price saving in respect of vegetables. Since, there is no significant difference in the satisfaction of farmers by their age and gender. Taj Mubeen, et al. (2023) studied on awareness of consumers in Rythu Bazaars with reference to Andhra Pradesh. This study aimed to analysis the consumers' awareness about vegetable buyers and vegetable selects (farmers) who visit Rythu Bazaars regularly. The findings of this study shows that consumers feel Rythu Bazar is the most affordable and accessible market where all the vegetables and grocery items are available in one place. Therefore, these markets are being run and organised by Government officials to eliminate the intermediaries and facilitate the farmers with marketing information to sell their produce directly to consumers. Purushothama Reddy (2022) studied on performance of Rythu Bazaar: in Chittoor town. The study found that farmers bring their produce to these markets and sell directly to the consumers without involvement of middlemen. This helped in reduction of prices in other out lets and vegetable markets. Moreover, farmers' markets are traditional way of selling agricultural and home manufactured products, Rythu Bazaar in Andhra Pradesh State helps the farmers to make informed decisions about the marketing strategies and preferences of buyers. Deep Narayan and Vasudev (2014) studied on economic analysis of marketing performances in the Rythu Bazaars (direct marketing) in Hyderabad city. In this study it is found that price spread, producer's price, producer's share in consumer rupee, marketing margin, total marketing cost and marketing efficiencies were calculated to compare the performance of Rythu Bazaars and local markets, and found that Rythu Bazaars are better than local markets. Subhendu Dey (2012) studied on Rythu Bazaar with reference to supply chain of farmers' markets in Andhra Pradesh. This study attempts to observe the supply chain of Rythu Bazaars and identifies areas that can result in increased income generation for farmers operating from these market yards. Gangadhara Rao (2011) studied on Rythu Bazaars in Andhra Pradesh with a aim to emphasize the crucial need for Indian farmers to receive fair prices for their produce, a challenge given the volatile pricing of vegetables and fruits in the market. This study revealed that Rythu Bazaars outperformed regular markets, offering better outcomes for farmers. Despite farmers having a comparative advantage in production, they often faced low profit margins in regular markets due to intermediaries taking a significant share of the profits. In contrast, Rythu Bazaars eliminated these intermediaries, allowing farmers to enjoy higher profit margins. This model not only benefited farmers but also provided substantial advantages to consumers. The study advocated for the widespread adoption of this successful model across India, with proper monitoring and support from the government, creating a win-win situation for both farmers and consumers nationwide.

Saibaba and Vadde (2009) studied on consumer satisfaction and preferences with respect to Rythu Bazaar located in the Warangal district of Andhra Pradesh. This investigation approached the subject from a marketing standpoint, recognizing marketing as a vulnerable link within the chain of activities associated with the production and distribution of agricultural products. The findings highlight that a significant proportion of consumers expressed dissatisfaction concerning the unsuitable location of Rythu Bazaar. Additionally, they perceived the behavior of sellers at the Rythu Bazaar as impolite, and reported inadequate parking facilities and other amenities. Srikanth and Vasudev (2006) conducted study on economic evaluation of Rythu Bazaars in Telangana Region of Andhra Pradesh with a aim to assess the performance of Rythu Bazaars and the economic benefits experienced by both producers and consumers. The study found that Rythu Bazaars are operated under the supervision of Joint Collector of the district to incur relatively low marketing costs. These markets operate with a zero marketing margin because producers directly sell their produce to the consumers, and greater marketing efficiency in terms of reduced vegetable prices.

### **Need and significance of the study**

Since, there are number of regulated market yards in the state of Andhra Pradesh for fruits and vegetables, they are functioning only in a few centers in the state and they are mostly in the hands of middlemen. Middlemen exist at various levels between the farmers and the consumers and exploit through malpractices in weighing, handling and payments. Thus, the efficacy of direct agricultural marketing infrastructure facility can be increased by providing market users with common facilities for proper weighing, cleaning, grading, and packaging of agricultural produce being brought to the market yard by the farmers for sale (Viswanadham, 2006). It is therefore pertinent to have a marketing strategy of Rythu Bazaars, where both growers and consumers of fruits and vegetables are benefited. In this regard Rythu Bazaars were established for direct interface between the farmers and consumers by eliminating middlemen with a view to ensure remunerative prices and prompt realization of sale proceeds to farmers without any deductions, and to provide fresh vegetables to consumers at reasonable rates. Rythu Bazaars were established in East Godavari district to facilitate direct interactions between farmers and consumers, eliminating intermediary agents. The primary objective of Rythu Bazaars was to ensure farmers receive remunerative prices and timely proceeds from their sales, while also providing consumers with access to fresh vegetables at reasonable rates (Gangadhara Rao, 2011).

Vegetable and fruits markets play a crucial role in the economy and society for several reasons. Therefore, the Government of Andhra Pradesh established Rythu Bazaars in major cities and towns of almost every district and encourages the farmers to sell their produce directly to the consumers without middlemen interference (Rao, M.K., 2011). Today, these markets are essential for providing a wide variety of fresh vegetables and fruits to consumers. They serve as a primary point of sale for farmers and wholesalers to distribute their produce to retailers and consumers. Vegetable markets provide a platform for farmers to sell their produce directly to consumers or through intermediaries. This direct selling not only helps the farmers to get better prices for their crops, but also help the consumers to purchase quality, organic and fresh fruits and vegetables directly from the farmers for reasonable prices (Doshi, 1998). These markets help in the discovery of fair prices fixed by the government authorities for different types of vegetables and fruits based on demand and supply dynamics. This price transparency benefits both buyers and sellers by ensuring fair deals. By offering a diverse selection of fresh vegetables and fruits, these markets encourage people to incorporate more fruits and vegetables into their diets, promoting healthier eating habits. On the other hand these markets serve as social hubs where people from diverse backgrounds come together to buy and sell produce. They provide a sense of community and contribute to the social fabric of neighbourhoods. In this background the present research paper aimed to study the satisfaction levels of consumers towards fruits and vegetables available at Rythu Bazaars in Andhra Pradesh and their impact on the consumers purchasing behaviour. Hence, the following objectives frames to study during the investigation.

### **Aim and objectives of the study**

The aim of this study is to analyse the impact of socio-economic aspects of buyers and determinants of Rythu Bazaars in purchasing behaviour consumers in vegetables and fruits. Thus, this study focuses on the satisfaction levels of consumers towards agriculture produce (vegetables and fruits) available in the Rythu Bazaars of Andhra Pradesh. These consumers regularly visit the Rythu Bazaars to purchase fresh fruits and vegetables directly from the farmers who bring from their fields. Hence, the objectives of this study are listed below.

1. To study the demographic features of the consumers who regularly visit Rythu Bazaars to purchase vegetables and fruits.
2. To study the price and quality of agriculture produce available in the Rythu Bazaars
3. To examine the facilities available to the consumers in the Rythu Bazaars
4. To study the satisfaction levels of the consumers towards fruits and vegetables available in the Rythu Bazaars.
5. To examine the impact of Rythu Bazaars on the satisfaction levels of consumers in purchasing vegetables and fruits.

### Hypothesis

1. Socio-economic aspects of consumers do not influence their perceptions towards facilities at Rythu Bazaars and reasons to purchase in these markets
2. Impact of socio-economic aspects of consumers do not influenced on their purchasing behaviour in Rythu Bazaars

### Methodology

This paper focused to study the impact of socio-economic aspects of consumers on their purchasing behaviour in Rythu Bazaars, where the reasonable price and quality of vegetables and fruits are available. In this purpose Erstwhile East Godavari district in Andhra Pradesh state has been selected, and from which six selective Rythu Bazaars have been chosen. These Rythu Bazaars are located in Kakinada, Rajahmundry, Amalapuram, Peddapuram, Samalkota and Ramachandrapuram towns, and from each Rythu Bazaar 50 consumers have been randomly selected and collected the data with the help of questionnaires. Thus the data was collected from the consumers of these markers on the price and quality of the agriculture produce and the facilities at the market with the help of a questionnaire. In addition to the above information related to agriculture produce available in the selected markets the consumers' socio-economic aspects like age, gender, education, occupation, income, no. of visits to Rythu Bazaars in a week, etc., also collected for more reliability of the study.

### Data Analysis

After data was collected from the respondents it was processed by SPSS software abd analysis by univariate and bivariate tables. The results from the data are presented by Frequencies, Percentages, Mean and standard deviations, Scores with Likert's scale, Descriptive values, ANOVA (f-test) and Regression model, and analysed to examine the determinants influencing the consumers purchasing behaviour in vegetables and fruits in Rythu Bazaars. Hence, the data and the results output from the processing are presented in the following tables and analysed to reveal the findings.

### Personal Information

The personal information of the consumers deals with the socio-demographic details like gender, age, caste, religion, education, income, etc., and household details like family size, frequency of visits to Rythu Bazaars and mode of transport. Thus, the details of each one socio-demographic variables are presented in the following Table-1.

**Table-1: Distribution of consumers by their socio-demographic feature**

Demographic features	Demographic groups	Frequency	Percentage
Age	Below 30 years	65	21.7
	30-50 years	145	48.3
	Above 50 years	90	30.0
Gender	Male	128	42.7
	Female	172	57.3
Occupation	Un employee	67	22.3
	Employee	51	17.0
	Self employee	83	27.7
	House wife	22	7.3
	Agriculture and allied activities	17	5.7
Literacy level	Under graduation	61	20.3
	Graduation	149	49.7
	Post Graduation	90	30.0
Monthly income levels	Nil	35	11.7
	10,000	133	44.3
	10,000-20,000	104	34.7
	above 20,000	28	9.3
Frequency of visits	Daily	40	13.3
	Once a week	125	41.7
	Twice a week	107	35.7
	Above twice in a week	28	9.3
	Total	300	100.0

Source: Survey Data

The distribution of consumers who visit Rythu Bazaars to purchase fruits and vegetables is presented by their demographic features in the Table-1. Out of total consumers 48.3 percent are in the age group of 30-50 years, 30.0 percent are in the age group of above 50 years and the remaining 21.7 percent are in the age group of below 30 years. Whereas, the gender-wise distribution shows that majority group of 57.3 percent are female consumers and the remaining 42.7 percent are male consumers. The occupational distribution revealed that 27.7 percent are self employed, 22.3 percent are unemployed, 17.0 percent are employees, 7.3 percent are housewives and 5.7 percent are engaged in agriculture and allied activities. The literacy level of the consumers indicates that as many as 49.7 percent qualified graduation, and from the rest 30.0 percent qualified post graduation level and 20.3 percent qualified under graduation. Hence, the monthly income level of the consumers shows that 44.3 percent are earning 10 thousand rupees, 34.7 percent are earning between 10-20 thousand rupees, 9.3 percent are earning above 20 thousand rupees, but 11.7 percent are non-earners. Since, the frequency of visits by the consumers to the Rythu Bazaars revealed that a predominant group of 41.7 percent consumers visit Rythu Bazaars once a week or more than a week, 35.7 percent visits twice a week, 9.3 percent visits more than twice in a week and 13.3 percent visits Rythu Bazaars daily.

### Price and quality of items available at Rythu Bazaars

While the Rythu Bazaars are established to empower the poor farmers who cultivate their lands to crop vegetables and fruits and market them for better prices direct to the consumers without interference of middlemen. Thus, the data related to the price and quality of the agriculture products available at Rythu Bazaars are presented in the following tables with reference to the consumers' perceptions.

**Table-2: Opinion of the consumers on prices and quality of items at Rythu Bazaars**

Price / Quality of items	Opinion	Frequency	Percentage
Price of items at Rythu Bazaars	Substantially lower	101	33.7
	Marginally lower	149	49.7
	Insignificant variance	50	16.7
Quality of items at Rythu Bazaars	Higher than in other channels	77	25.7
	Equal in terms of quality	111	37.0
	Marginally lower in quality	57	19.0
	Substantially poor	55	18.3
	<b>Total</b>	<b>300</b>	<b>100.0</b>

Source: Survey Data

Opinion of the consumers on prices and quality of items available at Rythu Bazaars compared to other market channels is shown in the Table-2. Regarding price of the items available at Rythu Bazaars it is found that predominated group of 49.7 percent opined marginally lower than other channels, and from the rest 33.7 percent opined substantially lower and the remaining 16.7 percent opined the prices at Rythu Bazaars are insignificant variance compared to prices in other channels. Whereas, With reference to quality of produce sold at Rythu Bazaars compared to other channels, the data revealed that 37.0 percent opined the quality of product are equal in other markets, 25.7 percent opined quality is higher than other market channels, 19.0 percent opined the quality is marginally lower and 18.3 percent opined the quality of product sold at Rythu Bazaars is substantially poor compared to product in other channels.

### Facilities at Rythu Bazaars

Since, the Rythu Bazaars are established by the Government of Andhra Pradesh, the authorities are monitoring and update the facilities to the farmers who bring their agriculture produce directly from their fields and the consumers who visit the vegetables and fruits from the farmers. Thus, to facilitate both farmers and the consumers the authorities provide many facilities in these Rythu Bazaars like free stall accommodation, lighting facility, separate toilets for male and female, parking area, drinking water, etc. Thus, the perceptions of the consumers towards the facilities available at Rythu Bazaars are presented in the following table and analysed.



**Table-3: Opinion of consumers about facilities at Rythu Bazaars**

S. No	Statements	Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
1	Free to move from one stall to other for purchase vegetables	11 (3.7)	24 (8.0)	29 (9.7)	60 (20.0)	176 (58.7)	300 (100.0)
2	Near to residence	10 (3.3)	18 (6.0)	22 (7.3)	45 (15.0)	205 (68.3)	300 (100.0)
3	Sufficient ventilation for each stall	9 (3.0)	15 (5.0)	26 (8.7)	97 (32.3)	153 (51.0)	300 (100.0)
4	Dustbins for keeping garbage	19 (6.3)	20 (6.7)	25 (8.3)	45 (15.0)	191 (63.7)	300 (100.0)
5	Cleanly maintenance of market area	9 (3.0)	10 (3.3)	28 (9.3)	59 (19.7)	194 (64.7)	300 (100.0)
6	Toilet facilities	11 (3.7)	20 (6.7)	30 (10.0)	51 (17.0)	188 (62.7)	300 (100.0)
7	Drink water facility	12 (4.0)	23 (7.7)	32 (10.7)	52 (17.3)	181 (60.3)	300 (100.0)
8	Labour available for carry heavy luggage	14 (4.7)	18 (6.0)	33 (11.0)	60 (20.0)	175 (58.3)	300 (100.0)
9	Updated price list of vegetables and fruits at every stall	8 (2.7)	12 (4.0)	24 (8.0)	70 (23.3)	186 (62.0)	300 (100.0)

Source: Survey Data

The opinions of consumers about various facilities at Rythu Bazaars are presented in the Table-3. Out of total respondents 58.7 percent strongly agreed and 20.0 percent agreed that there is free space to move from one place to other for purchase vegetables at Rythu Bazaars, but 8.0 percent disagreed, 3.7 percent strongly disagreed and 9.7 percent neutral with this. It is noticed that 68.3 percent strongly agreed and 15.0 percent are agreed that Rythu Bazaar is near to the residential areas, whereas 6.0 percent disagreed, 3.3 percent strongly disagreed and 7.3 percent neutral about this. Regarding sufficient ventilation facilities for each stall at Rythu Bazaars it is observed that 51.0 percent of the respondents strongly agreed and 32.3 percent agreed, but 5.0 percent disagreed, 3.0 percent strongly disagreed and 8.7 percent neutral towards this. According to the data as many as 63.7 percent respondents strongly agreed and 15.0 percent agreed that there are dustbin facilities to keep garbage at Rythu Bazaars, whereas 6.7 percent disagreed, 6.3 percent strongly disagreed and 8.3 percent neutral on this. With reference to cleanly maintenance of the market area, it is found that as many as 64.7 percent of the respondents strongly agreed and 19.7 percent agreed, but 3.3 percent disagreed, 3.0 percent strongly disagreed and 9.3 percent neutral with this.

Regarding toilet facilities at Rythu Bazaars the data revealed that a majority group of 62.7 percent strongly agreed and 17.0 percent agreed, whereas 6.7 percent disagreed, 3.7 percent strongly disagreed and 10.0 percent found neutral about this. While 60.3 percent of the respondents strongly agreed and 17.3 percent agreed about the drinking water facilities at Rythu Bazaars, but 7.7 percent disagreed, 4.0 percent strongly disagreed and 10.7 percent neutral towards this. From the data it is observed that 58.3 percent respondents strongly agreed and 20.0 percent agreed about labour availability for carry heavy luggage at Rythu Bazaars, whereas 6.0 percent disagreed, 4.7 percent strongly disagreed and 11.0 percent neutral on this. While 62.0 percent of the respondents strongly agreed and 23.3 percent agreed about the updated price list appear in sign boards of every stall at Rythu Bazaars, 4.0 percent disagreed, 2.7 percent strongly disagreed and 8.0 percent neutral with this.

Thus, the opinions of consumers about various facilities at Rythu Bazaars revealed that as many as 85.3 percent felt updated price list of vegetables at every stall at Rythu Bazaar found satisfactory. It is also found that while 84.4 percent consumers satisfied with the cleanly maintenance of market area, 83.3 percent satisfied for the location of Rythu Bazaars, which are near to the residential areas. In addition to this 83.3 percent consumers satisfied with the sufficient ventilation for each stall in the Rythu Bazaars. Therefore, 78.7 percent felt satisfied with free movement from one stall to other for purchase vegetables. While 79.7 percent consumers satisfied with the toilet facilities available at Rythu Bazaars, 77.6 percent satisfied with the drink water facility. Moreover, 78.7 percent consumers opined that there is sufficient dustbins available at Rythu Bazaars for keeping garbage, 78.3 percent felt sufficient labour is available for carry heavy luggage.

**Table-4: Perspective score analysis of consumes about facilities at Rythu Bazaars**

S. No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
	<b>Scale Value (SV)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
1	Space to move from one stall to other	11	24	29	60	176	<b>300</b>
	<b>Frequency x Scale Value</b>	11	48	87	240	880	<b>1266-VIII</b>
2	Near to residence	10	18	22	45	205	<b>300</b>

	<b>Frequency x Scale Value</b>	10	36	66	180	1025	<b>1317-II</b>
3	Sufficient ventilation for each stall	9	15	26	97	153	<b>300</b>
	<b>Frequency x Scale Value</b>	9	30	78	388	765	<b>1270-V</b>
4	Dustbins for keeping garbage	19	20	25	45	191	<b>300</b>
	<b>Frequency x Scale Value</b>	19	40	75	180	955	<b>1269-VI</b>
5	Cleanly maintenance of market area	9	10	28	59	194	<b>300</b>
	<b>Frequency x Scale Value</b>	9	20	84	236	970	<b>1319-I</b>
6	Toilet facilities	11	20	30	51	188	<b>300</b>
	<b>Frequency x Scale Value</b>	11	40	90	204	940	<b>1285-IV</b>
7	Drink water facility	12	23	32	52	181	<b>300</b>
	<b>Frequency x Scale Value</b>	12	46	96	208	905	<b>1267-VII</b>
8	Labour available for carry heavy luggage	14	18	33	60	175	<b>300</b>
	<b>Frequency x Scale Value</b>	14	36	99	240	875	<b>1264-IX</b>
9	Updated price list of vegetables at every stall	8	12	24	70	186	<b>300</b>
	<b>Frequency x Scale Value</b>	8	24	72	280	930	<b>1314-III</b>
	<b>Total Score</b>						<b>11571</b>
	<b>Maximum Possible Score</b>	5(Maximum score points) 300 (number of respondents) x 9 (number of statements)					<b>13500</b>
	<b>Percentage of score</b>	Total score of facilities at Rythu Bazaar /Maximum possible score x 100					<b>85.7</b>
	<b>Average</b>	Total score / Number of statements					<b>1285.6</b>

Source: Survey Data

The Table-4 represents the perspective score analysis of consumes about facilities at Rythu Bazaars. There are 9 facilities available at Rythu Bazaars have been observed for this study and each one is carrying a score on the basis of respondents' perceptions. Based on the perceptions the Likert's scale was applied and score was generated for each facility the ranks have been given and the rank order analysis has been discussed in the following.

According to the ranks shown in the table it can be understood that the 1<sup>st</sup> rank is given to the facility "Cleanly maintenance of market area" with a score value of 1319, and 2<sup>nd</sup> rank has been given to the facility "Near to residence" which secured a score value of 1317. In this process the 3<sup>rd</sup> rank is given to the facility "Price list at every stall at Rythu Bazaar" with a score value of 1314, and the 4<sup>th</sup> rank is given to the facility "Toilets" which is carrying a score value of 1285. It is found that 5<sup>th</sup> rank is given to the facility "Sufficient ventilation to each stall" with a score value of 1270 and the 6<sup>th</sup> rank is given to the facility "Dustbins for keeping garbage" with a score value of 1269. While the 7<sup>th</sup> rank is given to the facility "Drink water" with a score value of 1267, the 8<sup>th</sup> rank is given to the facility "sufficient space for free to move from one stall to other for purchase vegetables" with a score value of 1266. And finally the 9<sup>th</sup> rank is given to the statement "Labour available for carry heavy luggage" which is secured a score value of 1264. Thus, with reference to the scores of the 9 statements the maximum possible score is 13500 but total obtained score of the facilities at Rythu Bazaars was 11571. Hence, the average score is 1285.6, which is 85.7 percent of the total score.

**Table-5: Perceptual score differences among various socio-demographic group consumers towards facilities at Rythu Bazaars**

Particulars	Category	N	Mean	Std dev	Std Err	f- value	p-value
Age	Below 30 years	65	39.02	4.285	0.531	0.415	0.661
	30-50 years	145	38.52	4.929	0.409		
	Above 50 years	90	38.32	4.773	0.503		
Gender	Male	128	38.59	4.690	0.415	0.003	0.960
	Female	172	38.56	4.792	0.365		
Literacy levels	Under graduation	61	37.81	5.005	0.652	3.074*	0.043
	Graduation	149	39.27	4.278	0.360		
	Post graduation	90	38.03	5.098	0.510		
Profession	Un employee	67	38.15	4.931	0.602	4.203**	0.001
	Employee	51	36.41	5.243	0.734		
	Self employee	83	39.77	3.839	0.421		
	Profession/ business	60	39.40	4.529	0.585		
	House wife	22	37.45	4.935	1.052		
	Agriculture and	17	39.35	4.756	1.153		

	allied activities						
Monthly income	Nil	35	38.91	4.767	0.806	0.174	0.914
	10,000	133	38.41	4.904	0.425		
	10,000-20,000	104	38.55	4.829	0.474		
	Above 20,000	28	38.96	3.646	0.689		
Frequency of visits in a week	Daily	40	39.77	3.993	0.511	3.092*	0.047
	Once	125	38.52	4.597	0.377		
	Twice	107	38.12	4.321	0.314		
	Above twice	28	37.83	5.298	0.559		
	<b>Total</b>	300	38.57	4.741	0.274		

Source: Survey Data

The perceptual score differences among various socio-demographic group consumers towards facilities at Rythu Bazaars are presented in the Table-5. Among various age group consumers the average perceived score of below 30 years (39.02) found higher than other groups and the above 50 years (38.32) age group average perceived score was low, and the standard deviations are 4.285 and 4.773 respectively. With these mean and standard deviation differences among various age groups the calculated f-value 0.415 does not indicate any significance result because the p-value 0.661 is higher than 0.05. This infers that there is no significant difference in the perceptions of various age group consumers towards facilities at Rythu Bazaars. With reference to gender group it is found that the average perceived score of male (38.59) found higher than their counterpart female (38.56), where the standard deviation of male is 4.690 and female is 4.792. But the calculated f-value 0.003 does not indicate any significance because the p-value 0.960 found higher than 0.05. This indicates that there is no significant difference between male and female consumers towards facilities at Rythu Bazaars. Whereas, with reference to literacy levels of the consumers the average perceived score of graduates (39.27) found highest and the average perceived score of under graduates (37.81) is lowest, and their respective standard deviations are 4.278 and 5.005. With the mean and standard deviation differences of the literacy groups the calculated f-value 3.074 indicate significance at 5% level because the p-value 0.043 is lesser than 0.05. This indicates that there is a significant difference among various literacy group consumers towards facilities at Rythu Bazaars, where higher literacy groups felt more satisfaction with the facilities at Rythu Bazaars than lesser literacy groups. The average perceptive scores of various occupation group consumers it shows that self employees group (39.77) is found higher satisfaction than other professional groups and employee group (36.41) found lowest satisfaction with the facilities at Rythu Bazaars. The respective standard deviations are 3.839 and 5.243, and the calculated f-value 4.203 indicate significance at 1% level because the p-value 0.001, which is lesser than 0.01. This infers that there is a significant difference in the satisfaction of various profession group consumers towards facilities at Rythu Bazaars, where employees and house wives found less satisfied and other professional groups felt more satisfied. With reference to monthly income of consumers, the average perceptive score of above Rs. 20,000 income group found maximum satisfaction (38.96) than other income groups and the average score of Rs 10,000 income group found minimum satisfaction (38.41). Hence, the standard deviations of these groups are 3.646 and 4.904 respectively. In this regard the calculated f-value 0.174 indicate no significance result because the p-value 0.914 is higher than 0.05. This shows that there is no significant difference among various income group consumers towards facilities at Rythu Bazaars. According to the frequency of visits to Rythu Bazaars by the consumers the satisfaction levels on the facilities revealed that the average perceptive scores of daily visiting customers (39.77) found highest and the average perceptive score of above twice visiting consumers (37.83) was lowest, and their respective standard deviations are 3.993 and 5.298. With the mean and standard deviation differences of the groups the calculated f-value 3.092 indicate significance at 5% level because the p-value 0.047 is lesser than 0.05. This infers that there is a significant difference in the satisfaction levels of consumers based on their frequency of visits to Rythu Bazaars, where the more and more frequency visitor found less satisfaction towards the facilities at Rythu Bazaars than the less frequency visit consumers.



**Table-6: Various reasons expressed by the consumers to purchase vegetables and fruits at Rythu Bazaars**

S. No	Statements	Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
1	High quality products available	24 (8.0)	29 (9.7)	34 (11.3)	71 (23.7)	142 (47.3)	<b>300 (100.0)</b>
2	Fresh products are available	22 (7.3)	25 (8.3)	30 (10.0)	61 (20.3)	162 (54.0)	<b>300 (100.0)</b>
3	Lesser price compare to other markets	9 (3.0)	15 (5.0)	20 (6.7)	38 (12.7)	218 (72.7)	<b>300 (100.0)</b>
4	Scope to purchase directly from the farmers	10 (3.3)	13 (4.3)	26 (8.7)	57 (19.0)	194 (64.7)	<b>300 (100.0)</b>
5	Only organic vegetables are sell in Rythu Bazaar	13 (4.3)	20 (6.7)	27 (9.0)	61 (20.3)	179 (59.7)	<b>300 (100.0)</b>
6	Price list of vegetables fixed by the government	8 (2.7)	18 (6.0)	26 (8.7)	67 (22.3)	181 (60.3)	<b>300 (100.0)</b>
7	Less scope to bargain	17 (5.7)	21 (7.0)	29 (9.7)	62 (20.7)	171 (57.0)	<b>300 (100.0)</b>
8	Location of Rythu Bazaars near to the residential areas	7 (2.3)	16 (5.3)	24 (8.0)	59 (19.7)	194 (64.7)	<b>300 (100.0)</b>
9	Suitable parking area available for vehicles	14 (4.7)	20 (6.7)	26 (8.7)	63 (21.0)	177 (59.0)	<b>300 (100.0)</b>
10	Available of diverse products	11 (3.7)	26 (8.7)	34 (11.3)	42 (14.0)	187 (62.3)	<b>300 (100.0)</b>

Source: Survey Data

Since, there are various daily markets and weekly markets actively running in the state to marketing various agriculture and non-agriculture products, the Rythu Bazaars in Andhra Pradesh were established by the government for the benefit of both farmers as well as consumers without interference of middlemen. In this regard various reasons expressed by the consumers to purchase vegetables and fruits at Rythu Bazaars are presented in the Table-6. According to the data 72.7 percent are strongly agreed and 12.7 percent agreed that at Rythu Bazaars the items are available for low price compared to other markets, but 5.0 percent disagreed, 3.0 percent strongly disagreed and 6.7 percent found neutral on this. It is observed that a dominated group of 64.7 percent strongly agreed and 19.0 percent agreed that there is an opportunity to the consumers at Rythu Bazaars to purchase fruits and vegetables directly from the farmers, but 4.3 percent disagreed, 3.3 percent strongly disagreed and 8.7 percent neutral with this. With reference to availability of organic vegetables in Rythu Bazaars, it is found that 59.7 percent of the consumers strongly agreed and 20.3 percent agreed, whereas 6.7 percent disagreed, 4.3 percent strongly disagreed and 9.0 percent neutral for this. It is observed that a predominant group of 60.3 percent consumers strongly agreed and 22.3 percent agreed that updated vegetable price list set by the government at Rythu Bazaars, whereas 6.0 percent disagreed, 2.7 percent strongly disagreed and 8.7 percent neutral on this. With reference to less bargaining chance in purchasing products at Rythu Bazaars, the data reveals that 57.0 percent consumers strongly agreed and 20.7 percent agreed, but 7.0 percent disagreed, 5.0 percent strongly disagreed and 9.7 percent neutral with this. According to the data of 64.7 percent of the consumers strongly agreed and 19.7 percent agreed that location of Rythu Bazaars are near to the residential areas is the reason to purchase items, whereas 5.3 percent disagreed, 2.3 percent strongly disagreed and 8.0 percent neutral about this. It is noticed that as many as 59.0 percent consumers strongly agreed and 21.0 percent agreed about adequate parking area for vehicles at Rythu Bazaars is the reason to purchase items, but 6.7 percent disagreed, 4.7 percent strongly disagreed and 8.7 percent neutral on this. Regarding availability of diverse products is the reason for purchasing vegetables at Rythu Bazaars, it is found that 62.3 percent consumers strongly agreed and 14.0 percent agreed, whereas 8.7 percent disagreed, 3.7 percent strongly disagrees and 11.3 percent neutral for this.

The analysis on various reasons expressed by the consumers to purchase vegetables and fruits at Rythu Bazaars, it is found that 85.4 percent consumers felt lesser price compare to other markets is the reason to purchase items at Rythu Bazaars, whereas 84.4 percent opined location of Rythu Bazaars near to the residential areas is the reason for purchase items at Rythu Bazaars. While 83.7 percent felt that there is a scope to purchase directly from the farmers at Rythu Bazaars, 82.6 percent are interested by price list of vegetables fixed by the government. It is found that 80.0 percent consumers visit Rythu Bazaars due to availability of only organic vegetables and also suitable parking area for vehicles. While 76.3 percent consumers felt diverse products are available at Rythu Bazaars, 77.7 percent opined that there is less scope to bargain the price. Moreover, 74.3 percent of the consumers felt that fresh products are available at Rythu Bazaars, 71.0 percent visit these markers due to availability of high quality products.

**Table-7: Perceived score analysis of consumers about reasons for purchasing vegetables and fruits at Rythu Bazaars**

SL. No	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
	<b>Scale Value (SV)</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
1	High quality products available	24	29	34	71	142	<b>300</b>
	<b>Frequency x Scale Value</b>	24	58	102	284	710	<b>1178-X</b>
2	Fresh products are available	22	25	30	61	162	<b>300</b>
	<b>Frequency x Scale Value</b>	22	50	90	244	810	<b>1216-IX</b>
3	Lesser price compare to other markets	9	15	20	38	218	<b>300</b>
	<b>Frequency x Scale Value</b>	9	30	60	152	1090	<b>1341-I</b>
4	Scope to purchase directly from the farmers	10	13	26	57	194	<b>300</b>
	<b>Frequency x Scale Value</b>	10	26	78	228	970	<b>1312-III</b>
5	Only organic vegetables are sell in Rythu Bazaar	13	20	27	61	179	<b>300</b>
	<b>Frequency x Scale Value</b>	13	40	81	244	895	<b>1273-V</b>
6	Price list of vegetables fixed by the government	8	18	26	67	181	<b>300</b>
	<b>Frequency x Scale Value</b>	8	36	78	268	905	<b>1295-IV</b>
7	Less scope to bargain	17	21	29	62	171	<b>300</b>
	<b>Frequency x Scale Value</b>	17	42	87	248	855	<b>1249-VIII</b>
8	Location of Rythu Bazaars near to the residential areas	7	16	24	59	194	<b>300</b>
	<b>Frequency x Scale Value</b>	7	32	72	236	970	<b>1317-II</b>
9	Suitable parking area available for vehicles	14	20	26	63	177	<b>300</b>
	<b>Frequency x Scale Value</b>	14	40	78	252	885	<b>1269-VI</b>
10	Available of diverse products	11	26	34	42	187	<b>300</b>
	<b>Frequency x Scale Value</b>	11	52	102	168	935	<b>1268-VII</b>
	<b>Total Score</b>						<b>12718</b>
	<b>Maximum Possible Score</b>	5(Maximum score points) 300 (number of respondents) x 10 (number of statements)					<b>15000</b>
	<b>Percentage of score</b>	Total score of reasons to purchase vegetables at Rythu Bazaars /Maximum possible score x 100					<b>84.7</b>
	<b>Average</b>	Total score / Number of statements					<b>1271.8</b>

Source: Survey Data

The perceived score analysis of consumers about various reasons to purchase vegetables and fruits at Rythu Bazaars are shown in the following Table-8. While 10 important reasons identified by the author to purchase vegetables and fruits at Rythu Bazaars, each one is carrying a score on the basis of respondents' perceptions. Based on the perspective scores ranks have been given to each reason and the rank order analysis has been discussed in the following.

According to this above table data, it can be understood that the 1<sup>st</sup> rank is given to the reason "Lesser price compare to other markets" with a score value of 1341, 2<sup>nd</sup> rank has been given to the reason "Location of Rythu Bazaars near to the residential areas" which is secured a score value of 1317. The 3<sup>rd</sup> rank is given to the reason "Scope to purchase directly from the farmers" with a score value 1312, and the 4<sup>th</sup> rank is given to the reason "Price list of vegetables fixed by the government" which is carrying a score value of 1295. In this process 5<sup>th</sup> rank is given to the reason "Only organic vegetables are sell in Rythu Bazaar" with a score value of 1273, and 6<sup>th</sup> rank is given to the reason "Suitable parking area available for vehicles" with a score value of 1269. While 7<sup>th</sup> rank is given to the reason "Available of diverse products" with a score value of 1268, 8<sup>th</sup> rank is given to the reason "Less scope to bargain" with a score value of 1249. Moreover, 9<sup>th</sup> rank is given to the reason "Fresh products are available" with a score value of 1216, 10<sup>th</sup> rank has been given to the reason "High quality products available" which is secured a score value of 1178. Thus, with reference to the scores of the 10 statements the maximum possible score is 15000 but total obtained score of the facilities at Rythu Bazaars was 12718. Hence, the average score is 1271.8, which is 84.7 percent of the total score.

**Table-8: Perceived score difference among various socio-demographic group consumers towards reasons to purchase vegetables and fruits at Rythu Bazaars**

Particulars	Category	N	Mean	Std dev	Std Err	f- value	p-value
Age	Below 30 years	65	41.92	5.770	0.716	0.748	0.474
	30-50 years	145	42.28	5.480	0.455		
	Above 50 years	90	42.92	4.490	0.473		
Gender	Male	128	42.66	5.320	0.470	0.556	0.457
	Female	172	42.20	5.232	0.399		
Literacy level	Under graduation	61	43.18	5.035	0.645	1.030	0.358
	Graduation	149	42.35	5.429	0.445		
	Post graduation	90	41.93	5.140	0.542		
Profession	Un employee	67	41.28	5.537	0.676	1.412	0.220
	Employee	51	41.84	5.033	0.705		
	Self employee	83	43.33	5.149	0.565		
	Profession/ business	60	42.73	5.089	0.657		
	House wife	22	43.09	5.494	1.171		
	Agriculture and allied activities	17	41.76	5.426	1.316		
Monthly income	Nil	35	41.54	5.669	0.958	0.812	0.488
	10,000	133	42.15	5.165	0.448		
	10,000-20,000	104	42.76	5.017	0.492		
	Above 20,000	28	43.25	6.138	1.160		
Frequency of visits in a week	Daily	40	41.71	6.128	0.798	1.015	0.364
	Once	125	42.82	5.049	0.425		
	Twice	107	42.58	5.125	0.445		
	Above twice	28	42.20	5.013	0.501		
	<b>Total</b>	<b>300</b>	<b>42.39</b>	<b>5.266</b>	<b>0.304</b>		

Source: Survey Data

The Table-8 represents the perceived score difference among various socio-demographic group consumers towards the reasons for purchasing vegetables and fruits at Rythu Bazaars. With reference to age of consumers the average perceived score of above 50 years age group (42.92) found higher than other age groups and below 30 years age group (41.92) was the lowest, and the standard deviations are 4.490 and 5.770 respectively. With the mean and standard deviation differences among various age groups the calculated f-value 0.748 does not indicate any significance because the p-value 0.474 is higher than 0.05. This infers that age of the consumers is not a factor to determine the reasons for purchasing vegetables and fruits at Rythu Bazaars. Between gender groups also it is found that the average perceived score of male consumers (42.66) is higher than their counterpart female consumers (42.20), and the respective standard deviations are 5.320 and 5.232. Since, the calculated f-value 0.556 does not indicate any significance because the p-value 0.457 is higher than 0.05. This indicates that there is no significant difference between male and female consumers towards reasons for purchasing vegetables and fruits at Rythu Bazaars. Whereas, with reference to literacy levels of the consumers the average perceived score of under graduates (43.18) found highest and the average perceived score of post graduates (41.93) is lowest, and their respective standard deviations are 5.537 and 5.140. With the mean and standard deviation differences of the literacy groups the calculated f-value 1.030 does not indicate any significance because the p-value 0.358 is higher than 0.05. This indicates that there no significant difference among various literacy group consumers towards reason for purchasing fruits and vegetables at Rythu Bazaars.

Regarding average perceptive scores of various profession group consumers towards reasons for purchasing vegetables and fruits at Rythu Bazaars, it shows that self employee group (43.33) found higher than other groups and un employee group (41.28) found lowest, and their respective standard deviations are 5.149 and 5.537. Even though the calculated f-value 1.412 does not indicate any significance result because the p-value 0.220 is higher than 0.05. This infers that there is no significant difference among various professional group consumers towards reasons for purchasing vegetables and fruits at Rythu Bazaars. With reference to monthly income group consumers the average perceptive score of above Rs. 20,000 income group found maximum (43.25) than other income groups and the average score of no income group found minimum (41.54), and the respective standard deviations of the groups are 6.138 and 5.669. In this regard the calculated f-value 0.812 indicate no significance result because the p-value 0.488 is higher than 0.05. This shows that monthly income does not determine the consumers to differentiate the reasons for purchasing vegetables and fruits at Rythu Bazaars.

According to the frequency of visits by the consumers the reasons to purchase fruits and vegetables at Rythu Bazaars revealed that the average perceptive scores of daily visiting customers (41.71) found lowest and the average perceptive score of above twice visiting consumers (42.20) was highest, and their respective standard deviations are 6.128 and 5.013. With the mean and standard deviation differences of the groups the calculated f-value 1.015 does not indicate any significance because the p-value 0.364 is higher than 0.05. This

infers that there no significant difference in the reasons expressed by the consumers based on their frequency of visits to Rythu Bazaars for purchasing fruits and vegetables.

### Impact and significance of Rythu Bazaars on consumers

In this model of regression the researcher estimated the level of impact and significance of Rythu Bazaars with reference to socio-economic dimensions of consumers who regularly visit these markets and purchase agriculture produce, especially fruits and vegetables, directly from the farmers without the intervention of middlemen. In this study the level of impact and significance of Rythu Bazaars on the consumers has been estimated with the perceptions of the respondents towards various facilities at Rythu Bazaars and socio-economic reasons to purchase agriculture produce at these markets. Thus the facilities at Rythu Bazaars considered by space at stalls, ventilation and lighting, toilet and drinking water facilities, parking area, etc. and with reference to reasons considered by the consumes to purchase at Rythu Bazaars are quality and price of products, freshness of the products, scope to purchase directly from the farmers, availability of organic vegetables, less scope to bargain, location near to the residential areas, suitable parking area for vehicles and availability of diverse products. Hence, the perceptions and opinions of consumers about the reasons to purchasing vegetables and fruits at the Rythu Bazaars and facilities have been scored and calculated by their agreeableness with the help of Likert's five-point-scale method, where Strongly agree scored with 5 and Strongly disagree scored with 1, and the total score of all the reasons considered as impact and significance of Rythu Bazaars on consumers. Thus, in this regression model impact and significance of Rythu Bazaars on the consumers has taken dependent variable, and the socio-economic dimensions like age, gender, occupation, education, family income, frequency of visits to Ruthu Bazaars, price and quality of products at Rythu Bazaars, and facilities at Rythu bazaars are taken as independent variables.

Total number of respondents in the selected area (N=300)

Multiple Regression Model  $Y = a + x_1b_1 + x_2b_2 + x_3b_3 + x_4b_4 + x_5b_5 + \dots$

Dependent Variable: Y = Impact and significance of Rythu Bazaars on consumers

Independent Variables:

$x_1$  → Age – Quantitative Variable, actual age of the respondents has considered

$x_2$  → Gender – Dummy variable (1-Male, 0-Female)

$x_3$  → Occupation – Dummy Variable (1-Employee or Self employee, 0-Others like un employee, house wife, etc.)

$x_4$  → Level of Educational– Rank variable, where primary ranked with 1, secondary ranked with 2, intermediate ranked with 3 and graduation and above ranked with 4

$x_5$  → Income – Quantitative variable measured by actual income levels of the respondent per month

$x_6$  → Frequency of visits to Rythu Bazaars – Quantitative variable measured by actual number of visits to Rythu Bazaars by the consumer in a week

$x_7$  → Price and quality of products at Rythu Bazaars – Quantitative variable measured with the perceptions of consumes by 'Very high', 'High', 'Average', 'Less' and 'Very Less' with the help of Likert's five-point scale (rating with 5 to 1)

$x_8$  → Facilities at Rythu Bazaars – Quantity variable, measured by the perceptions towards various facilities like, ventilation, space between shops, parking place, availability of drinking water, cleanliness, etc., rated with 'Very good', 'Good', 'Average', 'Bad' and 'Very Bad' and score with Likert's five-point scale (rating from 5 to 1)

**Table-9: Impact of socio-economic aspects on purchasing behaviour of consumers at Rythu Bazaars**

Regression Summary for Dependent Variable: Impact of Rythu Bazaars R= 0.7194 R <sup>2</sup> = 0.5175 Adjusted R <sup>2</sup> = 0.5043 F(8,292)=38.7451 p<0.0000 Std. Error of estimate: 0.9320						
Independent variables	Beta	St. Err. of Beta	B	St. Err. of B	t(292)	p-level
Intercept			0.44	0.49	0.89	0.37
Age	0.29	0.26	0.55	0.50	1.10	0.27
Gender	0.10	0.27	0.18	0.51	0.36	0.72
Occupation	0.22	0.09	0.44	0.18	2.41*	0.02
Education	0.31	0.17	0.50	0.27	1.84	0.07
Income	0.32	0.07	0.63	0.13	4.82**	0.00
Frequency of visits	0.24	0.07	0.51	0.14	3.70**	0.00
Price and quality of products	0.56	0.27	0.94	0.46	2.05*	0.04
Facilities at Rythu Bazaars	0.23	0.24	0.37	0.40	0.94	0.35

Source: Survey Data; \* Significant at 5% level; \*\* Significant at 1% level

In this model of linear multiple regressions it is found best fit to estimate the impact of socio-economic aspects of consumers on their purchasing behaviour at Rythu Bazaars. This is because the F-value in this

regression is 38.745 which is satisfactorily significant at 1% level because the p-value is less than 0.00. This model also explains  $R^2$  at 50.43% of variation. In this model of regression analysis out of the total 8 socio-economic variables of consumers 4 are indicating significant level and the remaining 4 variables i.e. age, gender, education and facilities at Rythu Bazaars are not indicating any significance. Thus, the significant variables are occupation, income, frequency of visits to Rythu Bazaars and price and quality of products purchased at Rythu Bazaars. Among these significant variables income and frequency of visits to Rythu Bazaars are showing 1% significance and occupation of the consumers and price and quality of products at Rythu Bazaar variables are indicating 5% significance. This infers that the socio-economic variables of the consumers like their occupation, income, frequency of visits to Rythu Bazaars and price and quality of products at Rythu Bazaars influenced more on the impact and significance of Rythu Bazaars. For example, employee and higher income group consumers found more impact of Rythu Bazaars, and the consumers who visit Rythu Bazaars more times in a week and highly satisfied with the price and quality of the products at Rythu Bazaars also observed more impact and significance of Rythu Bazaars.

### Conclusion

Rythu Bazaar is an initiative to connecting farmers and consumers through the setting up Rythu Bazaars in residential areas with permanent complexes. Thus, Rythu Bazaars are the fundamental part of the urban-rural interface, and they have continued to grow in popularity, mostly due to the growing consumer interest in obtaining fresh products directly bring and sell by the farmers from their farms. Rythu Bazaars allow consumers to have access to locally grown, farm-fresh produce, enable farmers to develop personal relationships with their customers, and cultivate consumer loyalty with the farmers who grow the produce. In these Rythu Bazaar consumers can buy fresh vegetables, fruits, and many other agricultural products directly from farmers. Therefore, these Rythu Bazaars not only help the farmers to fetch better prices for their produce but also consumers will inculcate the habit of getting fresh vegetables and agriculture products, which leads to clean eating with less to no wastage of food. In this contest this paper aimed to study the impact of socio-economic aspects of consumers on their purchasing behaviour in Rythu Bazaars in general and Andhra Pradesh in particular. For this purpose East Godavari district has been selected and 6 selective Rythu Bazaars in different towns/ cities are considered for data collection directly from the consumers of these markets. Thus, from each Rythu Bazaar 50 samples of consumers on randomly selected and data was collected with the help of a structured questionnaire consist with opinions on facilities at Rythu Bazaars, reasons for purchasing vegetables and fruits from these markets. Thus, the opinions of consumers about various facilities at Rythu Bazaars revealed that majority group satisfied with the updated price list of vegetables at every stall, cleanly maintenance of market area, near to the residential areas, sufficient ventilation for each stall, toilets and drinking water facilities. In addition to this majority of consumers satisfied with sufficient dustbins for keeping garbage and sufficient labour force for carry heavy luggage. With reference to reasons for purchasing vegetables and fruits at Rythu Bazaars, it is found most of the consumers interested to purchase vegetables and fruits from these markets due to reasonable price compare to other markets, location near to the residential areas, scope to purchase directly from the farmers, price fixed by the government, availability of organic vegetables and suitable parking area for vehicles. In addition to the above majority of the consumers preferred to purchase at Rythu Bazaars due to availability of diverse products, less scope to bargain, availability of fresh and high quality products. Thus, it is recommended that the Rythu Bazaars should continue in every city, town and villages to facilitate the consumers to avail quality products with reasonable price.

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