

**FUNCTIONING OF FARMERS' MARKET (UZHAVAR SANDHAI) -
A CRITICAL ANALYSIS**

*Thesis submitted in part fulfillment of the requirement for the degree of
Master of Science (Agriculture) in Agricultural Extension
to the Tamil Nadu Agricultural University, Coimbatore*

By

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2001

CERTIFICATE

This is to certify that the thesis entitled "FUNCTIONING OF FARMERS' MARKET (UZHAVAR SANDHAI) - A CRITICAL ANALYSIS" submitted in part fulfillment of the requirements for the degree of MASTER OF SCIENCE (AGRICULTURE) in AGRICULTURAL EXTENSION to the Tamil Nadu Agricultural University, Coimbatore, is a record of bonafide research work carried out by Miss.N. THENMATHI under my supervision and guidance and that no part of this thesis has been submitted for the award of any other degree, diploma, fellowship or other similar titles or prizes and that the work has not been published in part or full in any scientific or popular journal or magazine.


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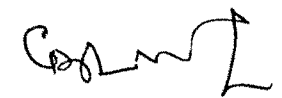
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Abstract

ABSTRACT

FUNCTIONING OF FARMERS' MARKET (UZHAVAR SANDHAI) - A CRITICAL ANALYSIS

By

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Degree : Master of Science (Agriculture)
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2001

This thesis entitled "Functioning of farmers' market (Uzhavar sandhai) - A critical analysis' aims to understand the organizational structure and functioning of farmers' market, to study the socio-economic and socio-psychological characteristics of the users and non-users of farmers' market, to analyse the degree of awareness of farmers and utilization of facilities offered by farmers' market, to analyse the marketing behaviour of the farmers, to identify the problems encountered in the utilization of farmers' market by users and to study the reasons for non-utilization of farmers' market by non-users.

Farmers' markets situated in Coimbatore and Madurai districts were selected for this study. Two blocks were selected from selected districts (Thondamuthur block of Coimbatore and Thirumangalam block of Madurai district) and 60 users and 30 non-users from each block formed the respondents for this study. With an interview schedule, data were collected and suitable statistical tools were used to analyse the information gathered. The salient findings of the study are as follows.

All the farmers' markets in a district come under the responsibility of Assistant Director of Agriculture (PPM) and the secretary, marketing committee acts as a co-ordinator of farmers' market. The district authorities set up markets in centralised area with necessary infrastructure facilities.

Farmers who cultivate the vegetables and fruits were identified and are given with identity cards. Those farmers are not charged for the luggage in the state transport corporation buses. Prices of the produces are fixed by administrative officer by adopting 20 per cent more than wholesale rate and 15 per cent less than the retail market rate. Free transport, full weighing machine, space for parking vehicles etc., are the facilities offered by farmers' market.

The users of farmer's market in both the districts had the family size with more than five members, higher economic motivation and better decision making pattern than the non-users.

The users and non-users of both the markets did not differ much with regard to age, educational status, occupational status, cropping intensity, socio-economic status, extension agency contact, mass media exposure, market perception, awareness about farmers' market, attitude towards farmers' market and the awareness about the facilities offered by the same.

The users of both the farmers' markets who had larger family size, higher economic motivation, market perception, decision making pattern and higher degree of awareness about farmers' market and favourable attitude were higher in their awareness about the facilities offered by the farmers' market. With regard to non-users, younger farmers with higher educational status and higher market perception were higher in their awareness. With regard to non-users of Madurai farmers' market, cropping intensity, socio-economic status, market perception and attitude towards the farmers' market showed positive and significant relationship with awareness.

The users of Coimbatore and Madurai farmers' markets had larger family size, higher economic motivation, market perception, decision making pattern, awareness about farmers' market and a favourable attitude towards the same would be greater in their extent of utilization of facilities offered by farmers' market.

The variables family size, cropping intensity, socio-economic status, decision making were found to have contributed significantly to the awareness, these variables acted as crucial variables in influencing the awareness of users of Coimbatore farmers' market. With regard to non-users, the variables, occupational status and market perception were found to have contributed significantly to the awareness.

The variables namely age, family size, socio-economic status, economic motivation, awareness about farmers' market and attitude towards the same were found to have contributed significantly to the awareness about facilities of users of Madurai farmers' market. With regard to non-users, the variables namely mass media exposure, economic motivation, market perception and attitude contributed significantly towards the awareness about facilities offered by farmers' market.

The variables namely, family size, socio-economic status, economic motivation, decision making pattern, awareness about farmers' market and attitude towards the same contributed significantly towards extent of utilization by the users of Coimbatore farmers' market.

With regard to users of Madurai farmers' market, the variables namely family size, economic motivation, awareness about farmers' market and attitude towards the same were found to have contributed significantly to the extent of utilization of facilities offered by farmers' market.

The extent of utilization of the facilities available at the farmers' market revealed that the facilities were fairly well utilized by the users of both the markets.

Gunny bags were used by cent per cent of both users and non-users of Coimbatore and Madurai markets. Majority of the users and non-users of both the markets have made use of bus as their mode of transport. With regard to place of sale, the users of both the markets partially utilized the open markets to a considerable level.

Timings of the market, inadequate storage facilities, getting the stall and weights price fixation by the market committee and not well versed in trade were reported as major problems by majority of the users of both the markets.

Non-availability of a member in a family to spend his time for marketing, longer time to sell the produce, timings of the market were reported as the foremost reasons for the non-utilization of farmers' market by the non-users of both the markets.

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Introduction

CHAPTER I

INTRODUCTION

Our rural economy mainly revolves around agriculture, animal husbandry, small trade and cottage industries. Among these, agriculture is described as the most important multiplier of economic growth and development. This stems out of the fact that India depends mostly on agriculture and it contributes to a large share of more than 40 per cent of the national income. Nearly 70 per cent of our people earn their livelihood through agricultural and allied activities. The rapid development in agricultural research and technology in the recent past, has led to a substantial increase in the production of agricultural products. Today, the main challenge faced by the Indian farmers is marketing their produce.

In India, all these years, farmers have been performing the role of producers of commodities. Though over the years, through the extension guidance provided to them, they have excelled in increasing production, but their prosperity has hardly been transformed. This is due to their lack of knowledge and control on the marketing of their produces. As such farmers' market is an exercise to build up farmers orientation to market and in turn to increase their income and prosperity.

Farmers' market is based on the initial experiences of states like Haryana, Punjab and Andhra Pradesh. The essential philosophy behind the farmers' market is to help the farmers not only to plan the production of commodities but also to take the roles of seller of their produces in the market. This would lead eventually to farmers' prosperity and consumers satisfaction. This is also a mechanism to avoid middlemen and help consumers by providing fresh products directly from the farm.

The idea of establishing farmers' market is to achieve the following objectives.

- To create a venue for farmers to sell their own produces directly to consumers.
- Help consumers buy fresh items at comparatively lower prices from the producers directly
- Act as a hub for various activities related to farming, farm families etc.
- Help stabilize prices in other related markets.
- Provide an understanding of consumer needs to the farmers and help dovetail the production system to consumer requirements.
- Help the local administration streamline all operations relating to marketing, at one place.

Extra ordinary hike in the price of vegetables particularly onions, tomato and chillies in the last quarter of 1998 prompted the Government of Andhra Pradesh to intervene in the marketing of vegetables. This was shaped with a master idea as the Rythu Bazaar. A total number of forty-nine RythuBazaars were started in all district head quarters on January 26, 1999. At present, the same model of marketing has been proposed and is functioning in more than 100 centres in Tamil Nadu as 'Uzhavar sandhai' which means farmers' market.

The current scheme on farmers' market development is not only eliminating the middlemen but also ensuring remunerative price for producers and just price for consumers. These markets are mainly started to establish a direct link between the farmers and the consumers. This market has helped both the buyers and sellers owing to remunerative prices, transparent cash transactions, free transport and zero cost for handling and marketing. This scheme has to be popularised among the current non-users if the real benefit of the efforts are to be achieved. In order to gain a thorough understanding of the factors influencing the utilization of farmers' market facilities and problems encountered by the users, this study was conducted with the following specific objectives.

Specific objectives

1. To understand the organizational structure and functioning of farmers' market.
2. To study the socio-economic and socio-psychological characteristics of users and non-users of farmers' market.
3. To analyse the degree of awareness of farmers and utilization of facilities offered by farmers' market.
4. To analyse the marketing behaviour of farmers.
5. To identify the problems encountered in the utilization of farmers' market by users.
6. To study the reasons for non-utilization of farmers' market by non-users.

Scope and importance of the study

An understanding of the socio-psychological and socio-economic characteristics of the users and non-users would serve as a valuable guideline in formulating programmes for different clients.

Understanding the organizational structure and functioning of the farmers' market would help to gain the knowledge of concepts involved, objectives and procedures followed in the same.

The findings about the awareness would show how far the farmers are aware of the facilities offered to them by the farmers' market.

An insight about the marketing behaviour would reveal the existing market facilities and it would be helpful in identifying the factors influencing the same.

A realistic appraisal of the problem encountered by the users would help the market authorities to formulate needed strategies to solve problems.

An analysis of the reasons for non-utilization of farmers' market would help to rectify the practical problems and to propose suitable solutions to them to attract the non-users also towards the farmers' market.

Limitations of the study

The limitations in respect of time and funds restricted the researcher to limit the sample to 180 respondents (60 users and 30 non-users from each district). However, adequate care was taken to make the study as objective, definite and systematic as possible. The findings of this study can be generalised to other comparable areas as relevant and applicable in various degrees.

To gain an understanding about the present investigation, relevant literatures were thoroughly reviewed and are presented in the next chapter.

Review of Literature

CHAPTER II

REVIEW OF LITERATURE

A good understanding of the problem requires an in-depth analysis of the existing body of knowledge in the area of research. Hence, an attempt has been made to review the literature which is meaningful and useful for the study. However, studies on farmers' market are very much limited, the available related literatures are cited in this chapter under the following subheads.

- 2.1 Characteristics of user and non-user farmers.
- 2.2 Awareness of users and non-users about facilities available at service organizations.
- 2.3 Extent of utilization of facilities.
- 2.4 Attitude of users and non-users towards service organizations.
- 2.5 Marketing behaviour of the user and non-user farmers.
- 2.6 Problems encountered by the users.
- 2.7 Reasons for non-utilization.

2.1. Characteristics of user and non-user farmers

Muthuraj (1979) revealed that the user small farmers and non-user small farmers differed significantly in their economic motivation and they did not show significant difference with regard to age, education, farm size, social participation, socio-economic status and market perception. He found that the user and non-user marginal farmers were significantly different in their education, economic motivation and market perception and socio-economic status.

Jayavelu (1980) stated that the participant and non-participant cotton growers differed significantly in five out of eleven characteristics namely age, social participation, socio-economic status, urban contact and market perception.

Mani (1980) reported that out of twelve characteristics studied, the participants and non-participants of regulated markets differed significantly in their socio-economic status, social participation, market perception and economic motivation. There was no significant difference between participants and non-participants in their age, education, farm-size, farming experience, mass-media exposure, urban contact, level of aspiration and overall modernity. He also reported that the participants had higher socio-economic status, higher social participation, greater market perception and higher economic motivation than the non-participants.

Manoharan (1980) concluded that the majority of the participants of market regulation were middle aged, had medium level of farming experience economic motivation, greater urban contact, risk orientation and market perception.

Ashok (1981) reported that the characteristics namely social participation, socio-economic status, contact with extension agency, market perception and economic motivation were the significantly differentiating characteristics of participants from non-participants and they did not differ significantly with respect to age, educational status, farm size, farming experience, media participation and urban contact.

Mani and Knight (1981) reported that the participant farmers of regulated markets had high socio-economic status, greater market perception and higher economic motivation than the non-participants. There was no significant difference between the two groups with regard to their age, education, farm size, farming experience and mass media exposure.

Raveendran (1981) observed that the big landlords preferred regulated market for selling their turmeric and found that 20 per cent turmeric growers who sold their produce were reported to be holding less than 0.2 hectares only.

Suganthi (1991) reported that the users and non-users differed significantly in nine out of eleven characteristics *viz.*, education, social participation, farm size, socio-economic status, contact with extension agency, mass media exposure, market perception, credit orientation and decision making pattern. It could be inferred that the users possessed higher educational status, higher social participation and better market perception than the non-users. There was not much difference between users and non-users with regard to farming experience and economic motivation.

Pandiarajan (1994) reported that the participants were found to have higher farm status, social participation, economic motivation and market perception than the non-participants.

Chinnaiyan and Nasurudeen (1996) reported that educational status of the farmers was found to be an important factor that influences farmer's awareness about regulated markets and the efforts should be made by the officials to disseminate the benefits of regulated markets.

Rajpravin *et al.* (2000) reported that Uzhavar sandhai farmers mostly belong to young and middle age category with 36.66 and 50 per cent respectively. The educational qualification of majority (40%) of Uzhavar sandhai farmers was at primary school level. There were 36.67 per cent illiterate farmers. According to the size of holdings, majority of the Uzhavar sandhai farmers were small and large holding farmers. The participation by marginal farmers was less. With regard to social participation status of Uzhavar sandhai farmers, most of them did not participate in any organization, while 20 and 10 per cent of them members of Agricultural co-operative societies and Mahila mandals respectively.

Shanmugasundaram and Nataranjan (2001) reported that irrespective of age, sex, educational qualifications occupation, level of income and family size, there is no significant difference in the satisfaction level of consumers towards price, variety of produces, quality, working hours of the market, relationship with farmers and facilities available in the market with respect of Uzhavar sandhai.

2.2. Awareness of users and non-users about facilities available at service organizations

Salunke (1977) observed that the beneficiaries had comparatively higher awareness than the non-beneficiaries of SFDA.

Manjappan (1978) reported that majority of the paddy growers (96.8%) were aware of the facilities offered at the regulated market and only 3.28 per cent were unaware of the same. He also found that all the groundnut growers were aware of the facilities available at regulated market.

Vijayaraghavan (1979) reported that participants and non-participant differed significantly in their awareness about IDADP. He also stated that age of the participants of IDADP had negative and highly significant association with awareness while education, occupation, social participation, farming experience, farm size, economic status and overall modernity maintained a positive and significant association with awareness. He further stated that the cropping intensity and risk preference of participants did not show any significant association with their awareness about IDADP.

Mani (1980) inferred that participants were relatively superior in their awareness than non-participants about the facilities offered by regulated market and he also concluded that the characteristics of participants namely education, farm size, socio-economic status, social participation, media participation, economic motivation and level of aspiration showed positive and significant association with awareness. Only age showed negative and significant association with awareness.

Ashok (1981) reported that the participants were higher in their overall awareness about facilities available in the co-operative marketing society which was found to differentiate these two categories significantly at one per cent level and he also concluded that the characteristics of participants namely socio-economic status, contact with extension agency and media participation showed a positive and significant relation with

awareness about the facilities. Farming experience maintained a negative trend with significant association with awareness and other characteristics *viz.*, age, urban contact, market perception, economic motivation and attitude showed non-significant association with awareness about the facilities offered by co-operative marketing society which implied that participants who had higher socio-economic status, greater contact with extension agency and higher media participation would be higher in their awareness.

2.3. Extent of utilization of facilities

Ayyadurai (1980) found that education and contact with extension agency were positively and significantly associated with extent of utilization of facilities offered by TAPCO whereas age, farm size, flock size, social participation, mass media exposure and risk orientation were negatively and significantly associated with extent of utilization.

Kailasam (1980) found that farming experience, social participation and socio-economic status of small farmers and urban contact of big farmers were positively and significantly related to credit utilization behaviour whereas age, educational status, farm size, annual income, urban contact and information need perception were found to have non-significant association with credit utilization behaviour of small farmers.

Ashok (1981) reported that majority of the participants were found in high level at overall utilisation of the facilities offered by the co-operative marketing society and cent per cent of the participants utilized storage and parking facility. Packing material, loan on pledged produce, cattle shed facility were utilized by the majority of the participants from co-operative marketing society.

2.4. Attitude of users and non-users towards service organizations

Manjappan (1978) reported that all the paddy growers and groundnut growers were satisfied with regulated market and had a favourable attitude towards the same.

Mohanadasan (1979) indicated that the social participation had no significant association with attitude of big farmers towards market. The relationship identified in respect of small farmers was positive and significant. He observed a negative and significant relationship between farm size and attitude of big and small farmers towards market. He further reported a non-significant difference between these two variables with regard to small farmers. Market perception had positive and significant relationship with attitude of big farmers whereas it was non-significant with regard to small farmers.

Jayavelu (1980) stated that majority of the participant cotton growers were having greater mass media exposure, better market perception and more favourable attitude towards regulated market.

Mani (1980) observed that variables like education, farm size, social participation, socio-economic status, mass media exposure, level of aspiration, overall modernity were positively and significantly related with the attitude of participants. Age and farming experience were found to have negative and significant relationship with their attitude. Regarding non-participants only farm size and economic motivation showed positive and significant association with their attitude. Negative and significant association was found with regard to their age and market perception. Education, social participation, farming experience socio-economic status, mass media exposure, overall modernity, urban contact, level of aspiration showed non-significant relationship with their attitude towards regulated market.

Ashok (1981) stated that the participants had more favourable attitude towards co-operative marketing society than the non-participants and he concluded that the participants with higher socio-economic status, greater contact with extension agency, higher media participation and higher economic motivation would develop more favourable attitude.

Somu (1982) revealed that adopter farmers of market regulation were found to be significantly different from non-adopter farmers with regard to their attitude towards regulated market. It was found that about three-fifths of the adopter farmers had somewhat favourable attitude towards regulated market.

Suganthi (1991) reported that, with regard to attitude towards regulated market, majority of the users and non-users had a favourable attitude but the difference between the mean scores was not significant. She also reported that out of the eleven characteristics studied, education, social participation, farming experience, contact with change agency, economic motivation and market perception were positively and significantly associated with attitude of users towards regulated market. She also found that the characters namely farm size, material possession, mass media exposure, credit orientation, information source utilization and decision making pattern were found to be not associated with the attitude of both users and non-users of regulated market.

Pandiarajan (1994) reported that majority of the participants (45%) had more favourable attitude towards regulated markets whereas among non-participants only 21.67 per cent had more favourable attitude towards regulated markets.

Ananth (2000) reported that an overwhelming majority of the respondents perceived that they had a high level of opinion towards farmers' market and both the farmers and consumers had a more favourable opinion towards the farmers' market.

2.5. Marketing behaviour of the user and non-user farmers

Dwivedi (1970) reported that some of the big cultivators sold the produce to the nearest market while others sold in the village itself and that to the professional money lenders with whom they had pre-contacts. Very little quantum was transacted through co-operatives.

Palanisamy (1978) analysed the transport facilities, place of sale, persons to whom sold, mode of sale etc. He indicated that bus and cycle were extremely used as a means of transport and majority of the farmers sold their produce locally to the wholesale merchants on weight basis entering into contract with them. He also found that majority of the farmers expressed the existing marketing facilities as sufficient.

Sakthivel (1979) indicated the bullock carts and buses as extensive means of transport and in some cases, tractor attached with trailer was reported as an effective means of transport. He also found that majority of the farmers sold their produce locally and to the commission agents on credit sale and cash down payment.

Menon (1980) reported that only 5.61 per cent of the samples sold their produce in the regulated markets of Madurai district. He commented that disposal of produce was very little through institutional sources, though they were available. It was felt that the local merchants were dominating in the purchase of marketable surplus in the village.

Prasad (1980) stated that the regulated markets would eliminate malpractices and motivate more farmers to utilise the regulated markets, where competition was greater, producer price was highest, correct weighing, fair dealings and prompt payment were also assured to the farmers. The regulated markets could also provide natural meeting place for discussion of new ideas and supply of inputs.

Eswaran (1985) reported that the main factors that encouraged 56 per cent of the farmers to sell their produce through commission agents were better price, better storage facilities and easy loan facilities, whereas 25 farmers who sold through regulated markets were of the opinion that correct weighing, absence of commission, better price were the important reasons for the sale. Remaining 19 farmers who sold their produce through co-operative societies opined that loans and better price were the strong factors for them to sell turmeric through co-operative societies.

Thanulingam and Venkateshwaran (1987) found that all the 70 farmers secured medium and low level of benefits. No farmers had reported high level benefits from the regulated markets indicating that large number of farmers did not utilize the regulated markets fully.

Pradhumankumar (1989) found that for crops which are wholly or almost wholly marketed, the elasticity of output and marketed supply will be approximately equal, whereas for crops such as paddy and wheat where a substantial part of output is retained by farmers for home consumption, the elasticity varies very much.

Suganthi (1991) has reported that with regard to packing materials, gunny bags were utilised by cent per cent of the farmers (users) and non-users of the regulated market to transport their produce. Bullock carts were the main source of transportation of their produce. With regard to place of sale, out of 70 users, 77.14 per cent of them sold their produce fully through the regulated market. Out of this 22.86 per cent, 71.4 per cent were found to sell their produce partially through open market and 15.71 per cent through co-operative societies.

Muthiah (1994) reported that majority of the flower cultivators preferred polythene bag as the packing material. Nearly half of the growers had utilised bi-cycle as the means of transport majority (71.67% and 67.57%) of them sold their produce through commission agents in nearby town respectively. He also found that the extension agency contact and mass media exposure significantly influenced the marketing behaviour of flower cultivators.

Pandiarajan (1994) reported that bullock cart was found to be the most preferred and used mode of transport by majority (75%) of the respondents, irrespective of their participation and he also reported that a vast majority (96.67%) of non-participants were found to sell their produce through open markets only.

Swamidasan (1994) reported that majority of the betelvine growers sold their produce only through commission agents. Few of them sold the produce to the wholesalers. He also noticed that three modes of transport namely headload, cycles and tempo vans were used, majority of the respondents (65.71%) used cycles followed by head loads (24.29%) and tempo van.

2.6. Problems encountered by users

Dwivedi (1970) found that the following malpractices were prevalent in the market yard. The constraints included.

- defects in weighments
- going back from settled rates
- sales outside open auction
- delayed payment of dues
- non-payment to the producer/seller for the number of samples.
- compelling the seller to pay certain charges which did not concern them.
- commission agents and brokers selling the produce in favour of wholesalers.
- high interest charges on the advances made to the producer/seller who were found to make distress sale at lower prices.
- market institutional services not available at village.
- village sales.

Agarwal (1976) identified the following major problems in agricultural marketing in India as inadequate facilities of credit, warehousing inadequate transport, malpractices in buying and selling, lack of grading and standardisation, non-availability of market information and inadequacy of institutional marketing.

Anonymous (1979) reported that many of the farmers did not have space and proper marketing yard. There was no timely credit for the producers. The non-availability of proper transportation facilities and the absence of proper motivation were identified as other problems.

Mamoria (1979) noted the following defects in agricultural marketing namely, lack of collective organisation among farmers, heavy indebtedness and sale in the villages, superfluous middlemen, multiplicity of market charges, malpractices such as manipulation of weights, free sample taking, bargain and brokers in favour of purchasers, multiplication of weights and measures and adulteration of commercial crops and food crops.

Jayavelu (1980) reported the problems perceived by the cotton growers in the utilization of regulated markets in a sequential order as follows.

- lack of credit facilities
- non-availability of packing materials
- inadequacy of physical facilities
- inadequate transport facilities
- delay in payment
- distant location of regulated markets, meagre storage facilities
- less competition among buyers
- cumbersome procedures
- higher storage costs at regulated markets.

Manoharan (1980) indicated lack of credit, strict grading, inadequate transport facilities, high transporting and loading costs, non-provision of shed for cattle and drinking water, inadequate storage space, non-supply of agricultural inputs and cumbersome marketing procedures as the major problems in the use of regulated markets.

Narasimhamurthy *et al.* (1984) revealed that rules and conditions prescribed for non-trading market functionaries are not strictly followed and the problems faced are low earnings, long working hours, lack of physical amenities, lack of proper work environment, lack of protection, medical and health facilities which affect work efficiency.

Ajjan (1986) studied the operational aspects of regulated markets, the constraints involved in the efficient functioning, the measures to overcome the constraints and to suggest policy options to improve their functional efficiency. The results indicated that the real problems are operational bottlenecks rather than structural defects.

Bhasker (1987) found that most glaring lacunae are that regulated markets are confined to taluk headquarters and are not accessible to all farmers living in the far-flung villages. It was felt that the success of the regulated markets would be possible only when the private trade is eliminated and the farmers are offered a price which at least matches the price offered by the commission agents.

Joshi (1987) revealed that the producers are subjected to all kinds of harassment and exploitation due to lack of proper channelisation and exploitation of farmers by middlemen.

Thandulingam and Venkateswaran (1987) found that the major problems faced by the farmers using regulated markets are lack of credit facilities from regulated markets, granting of credit facilities only to traders by commission agents, poor transport facilities, lack of gentle and smooth behaviour of the staff which is detrimental to farmers interest to sell the produce in regulated markets.

Misra (1987) found that mortgage of produce lacks adequate communications, inadequate transport facilities, insufficient storage facilities, poor infrastructure and seasonal gluts are the major problems faced by the farmers in marketing their produce.

Suganthi (1991) found that delayed payments limited participation by outside traders, lack of credit facilities *viz.*, crop loans, pledge loans and input supply strict grading by regulated market officials were reported as the foremost problems encountered by majority of the users in the utilization of regulated markets.

Muthiah (1994) reported that the foremost and predominant problems faced by majority of the flower cultivators were the price fluctuations, more commission, inadequate transport facilities, delayed payment, price fixed by commission agents, high cost of transport, lack of cold storage facilities, lack of co-operative credit facilities and non-availability of flower processing industry.

Balakrishnan *et al.* (1999) reported the following problems faced by the farmers in farmer's market.

- The farmers are reluctant to have transactions continuously upto 7.00 p.m. This is especially so in relation to farmers bringing onion, groundnut, tuber crops like potato, yam, sweet potato and colacassia etc.
- There is no provision for storage of unsold fruits and vegetables brought to the market.
- As farmers are not well versed with trade practices, the consumers cheat them to certain extent with respect to payment of money, small level thefts etc.
- Insufficient number of space/stalls for the farmers.

Ananth (2000) reported that majority of the farmers have reported that in transporting the produce, timings of the market, storing the unsold produce, price fixation by the market committee, problems in getting stalls, problems in payment by consumers and problems in getting weights were the constraints perceived by farmers in using farmer's market.

Seema (2000) reported that the majority of the farmers reported that in getting the stall (90 %) transport facility in return journey to home (86.67 %) timings of the market (80%) price fixation by the market committee (46.67%), amount of produce to bring in the stall (46.67%), amount of produce to bring in the stall (46.67%) and distance of the market were some of the constraints faced by the farmers in using farmers' market.

Shanmugasundaram and Nataranjan (2001) reported that inadequate facilities and restricted working hours were the problems of the consumers towards the Uzhavar sandhai.

2.7. Reasons for non-utilization

Manjappan (1978) reported that majority of the paddy growers did not market their produce through the regulated market, because of the difficulty in transport to the regulated market.

Anonymous (1979) stated that lack of credit facilities in the regulated market was the main reason for non-participation of the farmers.

Ashok (1981) reported that poor quality of packing material (gunny bags) supplied, non-requirement of credit, transportation by lorry or tractors and non-remunerative income from shares were the reasons given by the non-users for the respective facilities.

Suganthi (1991) stated that insufficient quantum for marketing, lack of credit facilities, crop loans, pledge loan etc., delayed payment, cumbersome marketing procedure, distant location of the markets were reported as the foremost reasons for non-utilization of regulated markets by majority of the non-users.

Research Methodology

CHAPTER III

RESEARCH METHODOLOGY

In this chapter, the details regarding the methodology used in the conduct of this investigation are detailed under the following subheads.

- 3.1. Selection of study area
- 3.2. Description of study area
- 3.3. Selection of farmers' markets
- 3.4. Description of farmers' markets
- 3.5. Selection of respondents
- 3.6. Selection of variables and their measurement
- 3.7. Method of data collection
- 3.8. Statistical tools used

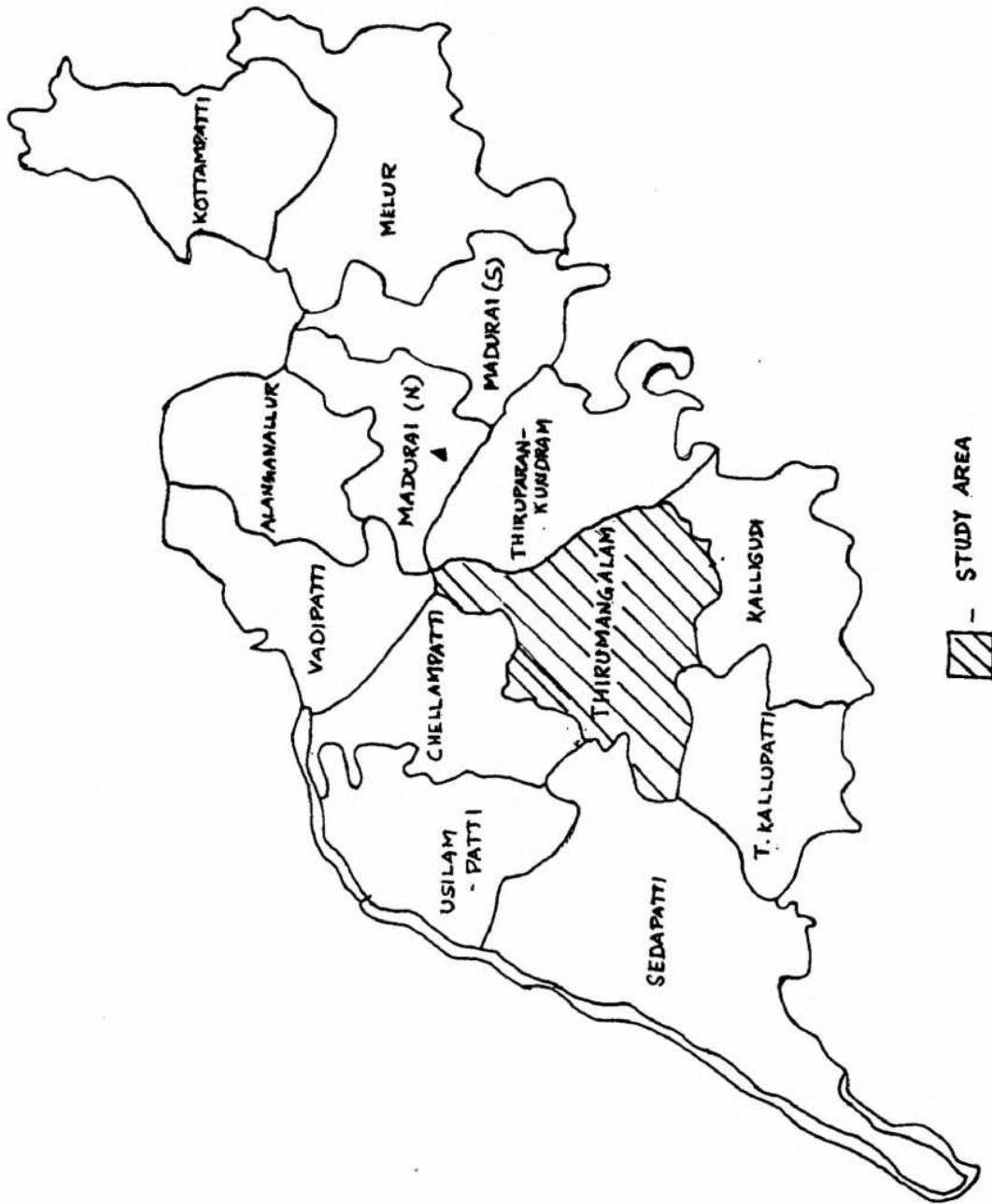
3.1. Selection of study area

To carryout the present investigation, Coimbatore and Madurai districts were selected. In both the districts, farmers' markets have evoked a good response among farmers and consumers. This study is also to compare the performance of first farmers' market in Tamil Nadu (Madurai) with the other (Coimbatore) which was started later but is performing better.

3.2. Description of study area

Coimbatore district is lying between 10°-10' and 11°-30' northern latitude and 76°-40' and 77°-30' Eastern latitude. The total geographical area of the district is 7469 sq.km. It comprises 19 blocks, 4 municipalities and corporation and 2 town panchayats. According to 1991 census, the population of the district is 34,92,012 of which rural population and urban population constitute 16,63,381 and 18,28,631 respectively. The district receives an annual rainfall of 647.2mm. There are 8 farmers' markets in Coimbatore district out of which 3 farmers' markets possess their own land and buildings.

FIG.2 MAP SHOWING THE STUDY AREA
MADURAI DISTRICT



▲ - LOCATION OF THE FARMERS' MARKET

FIG 1 MAP SHOWING THE STUDY AREA
COIMBATORE DISTRICT



Madurai district is lying between 9°30' and 10°-30' Northern latitude and 77° and 78°-3' eastern latitude. The total geographical area is 3741.73 sq.km. It comprises 1 Corporation, 3 municipalities, 13 panchayat unions, 16 town panachyats and 430 village panchayats. According to 1991 census, the population of district is 2400339 out of which rural and urban populations constitute 1203791 and 1196548 respectively. The district receives an annual rainfall of 755.08mm. There are 8 farmers' markets in Madurai district out of which 3 farmers' markets possess their own land and buildings.

3.3. Selection of farmers' markets

Coimbatore district has 8 farmers' markets out of which R.S.Puram market was selected for the study. Because it evoked a good response among the farmers and consumers.

Madurai district has 8 farmers' market out of which Annanagar market was selected for the same reason and it was the first farmers' market in Tamil Nadu.

3.4. Description of farmers' markets

The R.S.Puram market was established on 25.02.2000 in a land area of 1.6 acres, with 104 stalls.

The Annanagar market was started on 14.11.1999 in an area of 0.95 acre. The number of stalls are 119.

Both the markets have all the facilities such as information service centre, drinking water facility, storage room, canteen, telephone facility, free transport facility, security service, sanitation, free weighing machines, green shandy especially for greens and coconut, sale of vegetable seeds, ornamental plants, space for parking vehicles etc. are available.

3.5. Selection of respondents

The farmers who marketed their produce through R.S.Puram and Annanagar farmers' markets were considered as users and those who marketed through commission

Table 1. Distribution of respondents in the study area

S. No	Coimbatore Thondamuthur Block	Users	Non-users	S. No	Madurai Thirumangalam Block	Users	Non-users
1.	Madhampatti	8	6	1.	Mavilipatti	13	5
2.	Thenamanallur	8	2	2.	Karadikkal	13	6
3.	Vellimalaipattinam	7	1	3.	Kinnimangalam	6	3
4.	Alandurai	7	2	4.	Thengalpatti	5	-
5.	Thaliyur	7	8	5.	K. Oothupatti	5	6
6.	Kembanur	4	4	6.	Chekkamurani	5	-
7.	Boluvampatti	4	2	7.	Urappanur	3	3
8.	Thondamuthur	5	3	8.	Meenakshipatti	3	3
9.	Narashipuram	3	-	9.	Kokkulam	3	2
10.	Thenkarai	2	-	10.	K. Puliankulam	2	2
11.	Theethipalayam	2	-	11.	Anuppapatti	2	-
12.	Kalikkanayakempalayam	2	2				
13.	Pooluvapatti	1	-				
	Total	60	30		Total	60	30

mundies, local markets, open markets etc. were considered as non-users. A fixed sample of 60 users and 30 non-users from each selected block of the selected districts were interviewed. Thus the sample constituted 120 users and 60 non-users. According to the market officials, R.S.Puram farmers' market is mostly utilized by the farmers of Thondamuthur block. Hence, the respondents were selected from Thondamuthur block. Thirumangalam block was selected in Madurai for the same reason. Based on the frequency of visits, the users were selected in each block following simple random sampling technique. Thirty non-users were selected in each block with the same simple random sampling technique.

The selected users and non-users were found to be distributed in 13 villages in Thondamuthur block of Coimbatore district and in 11 villages in Thirumangalam block of Madurai district. The details are given in the table 1.

3.6. Selection of variables and their measurement

A list of 20 variables which are likely to influence the utilization and marketing behaviour of the farmers of farmers' market were prepared. For each variable 3 point continuum of relevancy namely, most relevant, relevant, irrelevant was fixed. Thirty seven scientists from various campuses were asked to indicate the relevancy of each variable. Based on the responses, scores such as 3, 2, 1 were given for most relevant, relevant and irrelevant respectively. Ranking was done and based on that 13 independent variables were selected.

The selected dependent variables to users of farmers' market were awareness about facilities offered by farmers' market, extent of utilization of those facilities and the marketing behaviour of the farmers. Except the dependent variable, extent of utilization of facilities, other two variables were selected to the non-users of farmers' market. Variables studied and their measurements are presented in Table 2.

Table 2. Variables studied and their measurement

S.No	Variables	Measurement
I	Independent variables	
1.	Age	Based on census report of GOI, 1981
2.	Educational status	Scoring procedure developed by Mansingh (1993)
3.	Family size	Scoring procedure developed by Mansingh (1993)
4.	Occupational status	Scoring procedure developed by Mansingh (1993)
5.	Cropping intensity	Scoring procedure developed by Mansingh (1993)
6.	Socio-economic status	Scoring procedure developed by Mansingh (1993)
7.	Extension agency contact	Scoring procedure followed by Ashok (1981)
8.	Mass media exposure	Scoring procedure developed by Somu (1982)
9.	Economic motivation	Scoring procedure followed by Suganthi (1991)
10. ✓	Market perception	Scoring procedure developed by Somu (1982)
11.	Decision making pattern	Scoring procedure followed by Suganthi (1991)
12.	Awareness about farmers' market	Scoring procedure developed by Somu (1982)
13.	Attitude towards farmers' market	Scoring procedure followed by Ananth (2000)
II	Dependent variables	
1.	Awareness about facilities offered by farmers' market	Scoring procedure developed by Ashok (1981)
2.	Extent of utilization of facilities offered by farmers' market	Scoring procedure developed by Ashok (1981)
3. ✓	Marketing behaviour	Scoring procedure developed by Suganthi (1991)

3.6. Measurement of Independent Variables

3.6.1. Age

The number of completed years of the respondent at the time of investigation was considered as a measure of age. The respondents were classified into three categories as given below. This classification was based on the census report of GOI, 1981.

Age group	Category
Upto 35 years	young
From 36-45 years	middle aged
Above 45 years	old

3.6.2. Educational status

Educational status was operationalized as the level of literacy possessed by an individual. Based on the scoring procedure developed by Mansingh (1993), the scores are given as follows :

Educational Level	Score
Illiterate	1
Functionally literate	2
Primary education	3
Middle education	4
Secondary education	5
Collegiate education	6

3.6.3. Family size

Family size referred to the actual number of members present in the family. The scoring procedure followed by Mansingh (1993) was adopted.

Category	Score
Upto 5 members	1
More than 5 members	2

3.6.4. Cropping intensity

Cropping intensity was defined as the proportion of annual cropped area to the size of the holding in hectare, expressed in percentage. Scoring procedure developed by Mansingh (1993) was adopted.

Cropping intensity	Score
Low	1
High	2

3.6.5. Occupational status

Occupation was operationalised as the type of work, the farmer was doing for his livelihood. The occupation of farmer was quantified by following the scoring procedure developed by Mansingh (1993). The scoring procedure is as follows :

Category	Score
Wage earner	1
Farming + wage earner	2
Farming	3
Business	4
Services	5
Farming + Business	6
Farming + Services	7

3.6.6. Social participation

Social participation in this study is referred to the degree of involvement of a respondent in formal organization either as a member or as an office bearer in one or more organization. The scale developed by Mansingh (1993) was used for this study. The scoring procedure was given below :

Category	Score
No membership	1
Membership in one organization	2
Membership in more than one organization	3
Office bearer in one organization	4
Office bearer in > one organization	5

3.6.7. Socio-economic status

Socio-economic status was defined by Chapin (1928) as the position of an individual or a family occupied with reference to the prevailing average standards of cultural possession, effective income, material possession and participation in group activity of the community. The scale developed by Mansingh (1993) was adopted to measure the socio-economic status.

This scale consisted of 8 items namely educational status, family status, occupational status, farm status, social participation status, communication status, farm power status and material status. The scoring procedure followed for educational status, occupational status and social participation has already been given. The scoring procedures followed for the rest of the items are given below.

Family status

Family Status	Score
Nuclear family / Joint family	1/2
Low Caste (SC/ST) / High Caste (MBC/BC/FC)	1/2
Mud walled and thatched house	1
Mud walled and tiled house	2
Brick walled and tiled house	3
Brick walled and concrete house	4
Mud floor / cement floor / mosaic floor	1/2/3
Unelectrified house / electrified house	1/2

Farm Status

Farm Status	Score
No land (land less)	1
0-1 ha (marginal farmer)	2
1-2 ha (small farmer)	3
2-4 ha (semi-medium farmer)	4
4-10 ha (medium farmer)	5
> 10ha (large farmer)	6
Canal / Well or lift irrigation	1/2
Low / high cropping intensity	1/2
Permanent labour not engaged / engaged	1/2

Communication Status

Communication Status	Score
No subscription	1
Subscription to newspaper	2
Subscription to weekly or monthly magazines	3
Subscription to agricultural magazines	4

Farm power status

Farm Power Status	Score
Country plough	1
Iron plough	2
Working animals	3
Milch animals	4
Power sprayer	5
Oil engine	6
Bullock cart	7
Cattle shed (tiled)	8
Pumpset	9
Tractor	10

Material status

Material Status	Score
Wall clock	1
Battery operated transistor	2
Radio	3
Fan	4
Tape recorder	5
Biogas plant	6
Television	7
Two wheelers	8
Video cassette player / recorder	9
Telephone	10
Automobile (car, jeep, van etc.)	11

The scores obtained in all items were summed up and the respondents based on socio-economic status were categorised as follows :

SES Category	Score Range
High	Above 182
Upper Middle	141-182
Middle	58-141
Lower Middle	16-58
Low	Below 16

The generalised socio-economic status categorization was arrived as per the study conducted by Mansingh (1993).

3.6.8. Extension agency contact

This referred to the degree to which an individual contacted extension agencies to get information on agriculture and other aspects. The following scoring procedure adopted by Ashok (1981) was adopted.

Frequency of contact	Score
Rarely	1
Sometimes	2
Frequently	3
Purpose of visit	
Non-agriculture	1
Non-agriculture + agriculture	2
Agriculture	3

The products of frequency score and purpose scores for individual change agents were summed up to get final contact with extension agency score of an individual respondent. The respondents were classified as low, medium, and high using cumulative frequency method.

3.6.9. Mass Media Exposure

Mass media exposure is referred to the degree to which an individual was exposed to mass media sources. In this study, mass media exposure was measured in terms of radio listening behaviour, newspaper, magazine, bulletin, leaflet readership and exposure to films and exhibitions. This was measured with the help of the scoring procedure adopted by Somu (1982).

Radio listening, seeing films and	i) Never	0
TV and newspaper reading or	ii) Rarely	1
hearing for the six months	iii) Once a month	2
especially farm oriented	iv) Once a fortnight	3
	v) Once a week	4
	vi) More than one a week	5
	vii) Daily	6
Magazine and leaflet reading or hearing	i) Never	0
seeing agricultural films, agrl. exhibitions,	ii) Occasionally	1
attending agricultural functions and field days	iii) Regularly	2

The sum of the scores obtained was taken as the individuals score on mass media exposure. The respondents were classified as low, medium and high using cumulative frequency method.

3.6.10. Economic Motivation

Economic motivation was defined as occupational in terms of profit maximization and the relative value placed by a farmer on economic ends. It was measured by using the scale followed by Suganthi (1991). The scale consisted of 6 statements of which last one alone was negative. The scoring procedure used was as follows:

Response	Agree	Undecided	Disagree
Positive	3	2	1
Negative	1	2	3

The respondents were classified as low, medium and high using cumulative frequency method.

3.6.11. Market perception

Market perception refers to the capacity / tendency of an individual farmers to identify the market trend to sell the harvested produce for greater returns. The decision to market the produce was assumed to be risk bearing. The sooner the produce was sold, the lesser was the risk involved than were sold at later dates. Hence the following scoring procedure developed by Somu (1982) was followed.

Soon after harvest	1
Selling on contract	2
When it is convenient	3
When in need of cash	4
When price is attractive	5

The cumulative score was taken as a measure of the market perception and it varied between crops. The minimum score was one and the maximum was 15. The respondents were classified as low, medium and high using cumulative frequency method.

3.6.12. Decision making pattern

The decision making pattern refers to the degree to which an individual consulted others before taking final decision to market his produce in the farmers' market. More the authorised and formal sources consulted, better would be adoption, was the assumption made. It was measured using the scale followed by Suganthi (1991).

Decide myself	1
Decide consulting family members	2
Decide consulting friends / relatives	3
Decide consulting market officials	4

The respondents were classified as low, medium and high using cumulative frequency method.

3.6.13. Awareness about farmers' market

The awareness referred to the sources through which a farmer is able to get information on the existence of farmers' market and its functions. The three sources identified included, institutional, non-institutional and mass media resources. Each of these major sources had sub-sources as detailed below. The institutional sources consisted of Administrative Officer, Assistant Administrative Office, Co-ordinator working in the farmers' markets. The non-institutional sources identified included agricultural leaders, progressive farmers, friends, relatives, neighbours. The third source of mass media sources included newspaper, radio, TV, posters, publicities and film. The scoring procedure followed by Somu (1982) was used with slight modification to suit the study. Each sub-source was given a weight of one, the range of score is 0 to 14. Using cumulative frequency method, the respondents were classified as low, medium and high category.

3.6.14. Attitude of farmers towards farmers' market

Attitude of farmers was measured using the scale developed by Ananth (2000). There were 9 statements, of which 4 were negative and 5 were positive. The respondents were asked to respond to each statement in terms of their own degree of agreement or disagreement. The total score for an individual was obtained by adding the weight of all statements. Based on the total attitude score, the respondents were classified into three categories as detailed below.

	Positive statement	Negative statement
More favourable	3	1
Favourable	2	2
Less favourable	1	3

The respondents were classified as low, medium and high using cumulative frequency method:

3.6.15. Awareness about the facilities offered by the farmers' market

Awareness was operationalised as the consciousness of respondents about the facilities offered by the farmers' market. This variable consisted of questions on the following items. They are as given under.

Awareness about,

1. Information centre
2. Storage room
3. Drinking water facility
4. Canteen
5. Telephone facility
6. Free transport
7. Security service
8. Toilet facility
9. Sanitation
10. Free weighing machine
11. Green shandy especially for greens and coconuts
12. Sale of vegetable seeds, ornamental plants
13. Separate sales section for mushroom, tender coconut, milk, and egg
14. Free entrance
15. Space for parking vehicles.

Each respondent was asked to give his response for being aware or not being aware. In order to test the genuineness of their response suitable check questions were also asked for most of the questions.

The responses were quantified by allotting one score for each awareness response and zero for response of not being aware. The sum of all the 'awareness' responses gave the awareness score for each individual. The scoring procedure developed by Ashok (1981) was followed. The questions and details are presented in Appendix II. The respondents were classified as low, medium and high using cumulative frequency method.

3.6.16. Extent of utilization of facilities at farmers' market

The extent of utilization of a facility referred to the number of persons availing the facility as compared to the number of persons for whom it was applicable. This was expressed in percentage. This variable was applicable to participants only.

To find out the extent of utilization, the following procedure, which was developed by Ashok (1981), was followed.

$$\text{Extent of utilization of a facility} = \frac{\text{Number of users availing the facility}}{\text{Number of users for whom applicable}} \times 100$$

The respondents were classified as low, medium and high using cumulative frequency method.

3.6.17. Marketing behaviour

Marketing behaviour was studied under 3 divisions viz., packing materials used, mode of transport, place of sale, the scoring procedure followed by Suganthi (1991) was adopted, were as follows:

Packing materials used	Score
Gunny bags	2
Polyethylene bags	1
Mode of transport	
Bus	5
Lorry	4
Tractor	3
Bullock cart	2
Cycle	1

Place of sale		
Farmers' market	Fully	4
	Partially	3
Open market	Fully	2
	Partially	1

The added scores on the above items for each respondent indicated marketing behaviour score. The maximum score indicates the desirable level of marketing behaviours and the minimum score indicates less desirable level of marketing behaviour.

3.7. Method of data collection

Taking into account the objectives of the study, a well-constructed interview schedule was prepared. The schedule was prepared in English and necessary precautions were taken to see that the questions were unambiguous, clear, complete and comprehensive. The interview schedule was pretested to make it reliable and valid one and necessary modifications were made before the final administration. The data were collected during February and March 2001. The data collected were tabulated and analysed by using various statistical measures.

3.8. Statistical tools used

To draw meaningful conclusion, relevant statistical tools were used and such methods have been given below.

3.8.1. Percentage analysis

Percentage analysis was done to make simple comparisons wherever necessary. Corrections of percentage were made to two decimals.

3.8.2. Cumulative frequency method

This method was used to categorize the respondents into three groups namely low, medium and high groups.

3.8.3. Chi-square analysis

It was done to find out whether there exists any significant difference in the selected characteristics.

3.8.4. Simple correlation

This tool was employed to examine the relationships between the variables.

3.8.5. Multiple Regression Analysis

It was used to find out the contributions of independent variables, multiple regression equation was fitted. Multiple regression analysis helps to find out the extent of contribution of all independent variables on a single set to the dependent variable.

Having adopted the methodology, the data were collected, tabulated, analysed and the results have been presented in the succeeding chapter along with discussion.

Findings and Discussion

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter highlights the findings emerged out of the investigation along with the relevant discussion. They are presented under the following headings in line with the objectives of this study.

- 4.1. Organizational structure and functioning of farmers' market.
- 4.2. Characteristics of users and non-users of farmers' market.
- 4.3. Awareness about facilities and relationship between the characteristics of users and non-users and their awareness about facilities offered by the farmers' market.
- 4.4. Extent of utilization of facilities and the relationship between characteristics of users and their extent of utilization of facilities.
- 4.5. Marketing behaviour of farmers.
- 4.6. Problems encountered by the users of farmers' market.
- 4.7. Reasons for non-utilization of farmers' market as perceived by non-users.

4.1. Organizational Structure and functioning of farmers' market

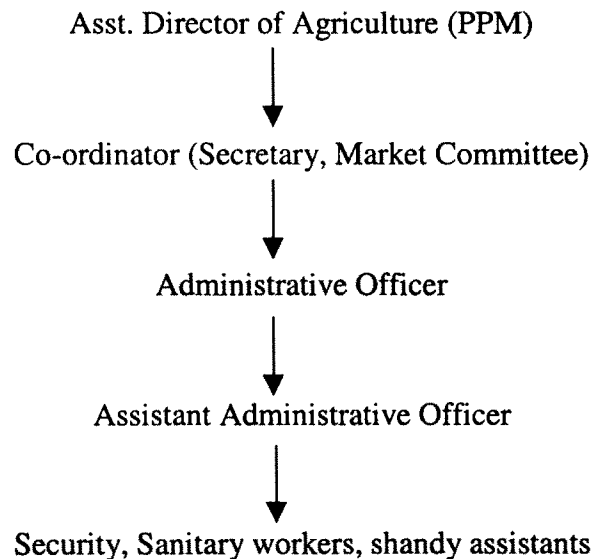
4.1.1. Organizational Structure

Name	Position	Number
Administrative officer	Agricultural Officer	1
Assistant Administrative Officer	Assistant Agricultural Officer	3
Assistant Administrative Officer	Assistant Agricultural Officer (Horticulture)	1
Security		3
Sanitary worker		1
Shandy assistant		5

The secretary, marketing committee, acts as a co-ordinator of farmers' market. He checks the administration of the farmers' market, the maintenance, functioning of farmers' market and price fixation of vegetables etc.

The farmers' market which is not within the limits of district headquarters of marketing committee, the Assistant Director of Agriculture or Assistant Director of Horticulture will take the position of the co-ordinator. All the farmers' markets in a district come under the responsibility of Assistant Director of Agriculture (PPM) in district collectorate.

Fig.3. Administrative Set-up of farmers' market



4.1.2. Identification of farmers

Farmers who cultivate vegetables and fruits in and around a radius of 40 km of farmers' market are identified. The selected farmers are given with identity cards with photo. The identity card is designed in such a way that the farmers' photograph is on one side and his family members who substitute in his absence on the backside, it also has the details which indicate the particulars of the vegetables or fruits they are permitted to sell.

4.1.3. Transportation of produce

The farmers with identity cards are not charged for the luggage in the state transport corporation buses and the bus facility is available to all the identified farmers' villages.

4.1.4. Procedure followed in selling the produce

For the convenience of the farmers and consumers, the farmers' market start functioning from 5 A.M. to 11.00 A.M. The farmers with identity cards only are allowed to sell their produces in market. There is no provision for permanent stall. The stalls are given based on the entry order of the farmers. For all the farmers, a weighing machine is provided free of cost. Based on the previous day's maximum wholesale rate and retail rate, prices of the produces are fixed by administrative officer by adopting 20 per cent more than wholesale rate and 15 per cent less than the retail market rate. Quantity of fruits, vegetables brought are registered daily. These details are regularly sent to Collector through the Assistant Director of Agriculture (PPM). The administrative officers frequently check the selling prices of produces. The selling price fixed by officials is written in slates and also announced through speakers. Storage facilities are also provided for the produces not sold on the same day. There is no entrance fee and minimum fee is collected for using toilets and parking the vehicles.

4.1.5. Facilities offered by farmers' market

1. Information Centre
2. Storage room
3. Drinking water
4. Canteen
5. Telephone
6. Free transport
7. Security service
8. Sanitation

9. Toilet facility
10. Free weighing machine
11. Green shandy especially for greens and coconuts
12. Sale of vegetable seeds, ornamental plants.
13. Separate sales section for mushroom, tender coconut, egg and milk
14. Free entrance
15. Space for parking vehicles.

4.2. Characteristics of users and non-users of farmers' market

4.2.1. Age

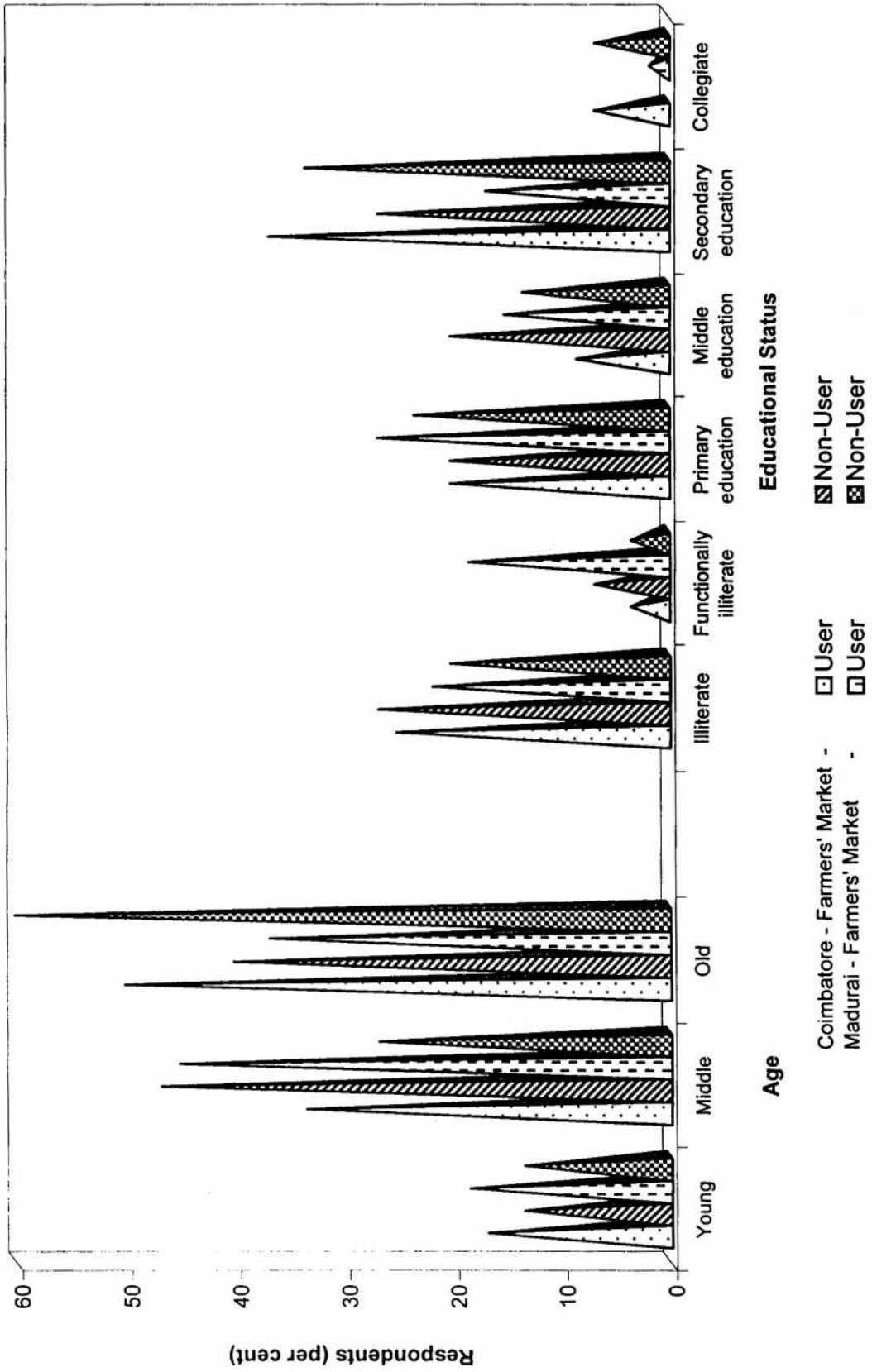
Age of the users and non-users of farmers' market was studied to understand the age groups of them. The details are presented in Table 3.

Table 3. Distribution of respondents according to their age

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Young	10	16.67	4	13.33	11	18.33	4	13.33
2.	Middle	20	33.33	14	46.67	27	45.00	8	26.67
3.	Old	30	50.00	12	40.00	22	36.67	18	60.00
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		1.51 NS				4.38 NS			

The data in table 3 revealed that exactly half of the users of Coimbatore farmers' market have fallen into the old age group followed by middle (33.33%) and young (16.67%) age groups. Among the non-users 46.66 per cent fell in the middle age group followed by old (40%) and young age (13.33%).

Fig. 4. Distribution of respondents according to their age and education status



On the contrary, the users of Madurai farmers' market had larger percentage share in the middle age group (45%) followed by old (36.67%) and young age group (18.33%). With regard to the non-users, majority of the non-users (60%) fell into old age group. There was not much difference in the case of young age group in both users and non-users of Madurai market.

This showed that the users and non-users of farmers' market belonged to various age groups. The result of chi-square analysis indicates that there is no significant difference in the age among users and non-users of the farmers' market at Coimbatore and Madurai

This was in agreement with the findings of Mani (1980) and Ashok (1981) who reported that the users and non-users did not differ significantly with respect to age.

4.2.2. Educational Status

Literacy, whether low or high has an influence over a farmer in understanding and subsequently acting upon the technology suited to his farming conditions. The data collected are presented in Table 4.

The data presented in the table 4 indicated that 36.66 per cent of the users of Coimbatore farmers' market had their education upto secondary level followed by illiterates (25%), primary education (20%), middle education (8.33%) collegiate education (6.67%) and functionally literate (3.33%). Among the non-users equal percentage of them (26.66%) were in secondary level and illiterates followed by primary and middle level education each sharing 20 per cent. Only 6.68 per cent of them were functionally literates. None among the non-users had collegiate education.

Table 4. Distribution of respondents according to their educational status

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Illiterate	15	25.00	8	26.67	13	21.67	6	20.00
2.	Functionally literate	2	3.33	2	6.67	11	18.33	1	3.33
3.	Primary education	12	20.00	6	20.00	16	26.67	7	23.33
4.	Middle education	5	8.33	6	20.00	9	15.00	4	13.33
5.	Secondary education	22	36.67	8	26.66	10	16.67	10	33.33
6.	Collegiate	4	6.67	-	-	1	1.66	2	6.68
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		2.47 NS				5.41 NS			

It could be observed from the table 4 that 26.66 per cent of the users of Madurai farmers' market had primary education followed by illiterates (21.67%), functionally literate (18.33%), secondary level education (16.67%), middle education. Only a negligible percentage of users (1.67%) had collegiate education. With regard to non-users, 33.33 per cent of them had secondary education.

From this data, it could be concluded that there was not much difference among users and non-users in their educational status in both the districts. This has also been supported by the non-significant values of chi-square analysis.

This was in accordance with the findings of Mani and Knight (1981) who reported that there was no significant difference among the users and non-users of regulated market with regard to educational status.

4.2.3. Family size

Family size indicates the availability of members in a family for performing various farm and home activities. The data collected are presented in table 5.

Table 5. Distribution of respondents according to their family size

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Upto 5 members	15	25.00	24	80.00	16	26.67	27	90.00
2.	More than 5 members	45	75.00	6	20.00	44	73.33	3	10.00
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		31.10**				32.15**			

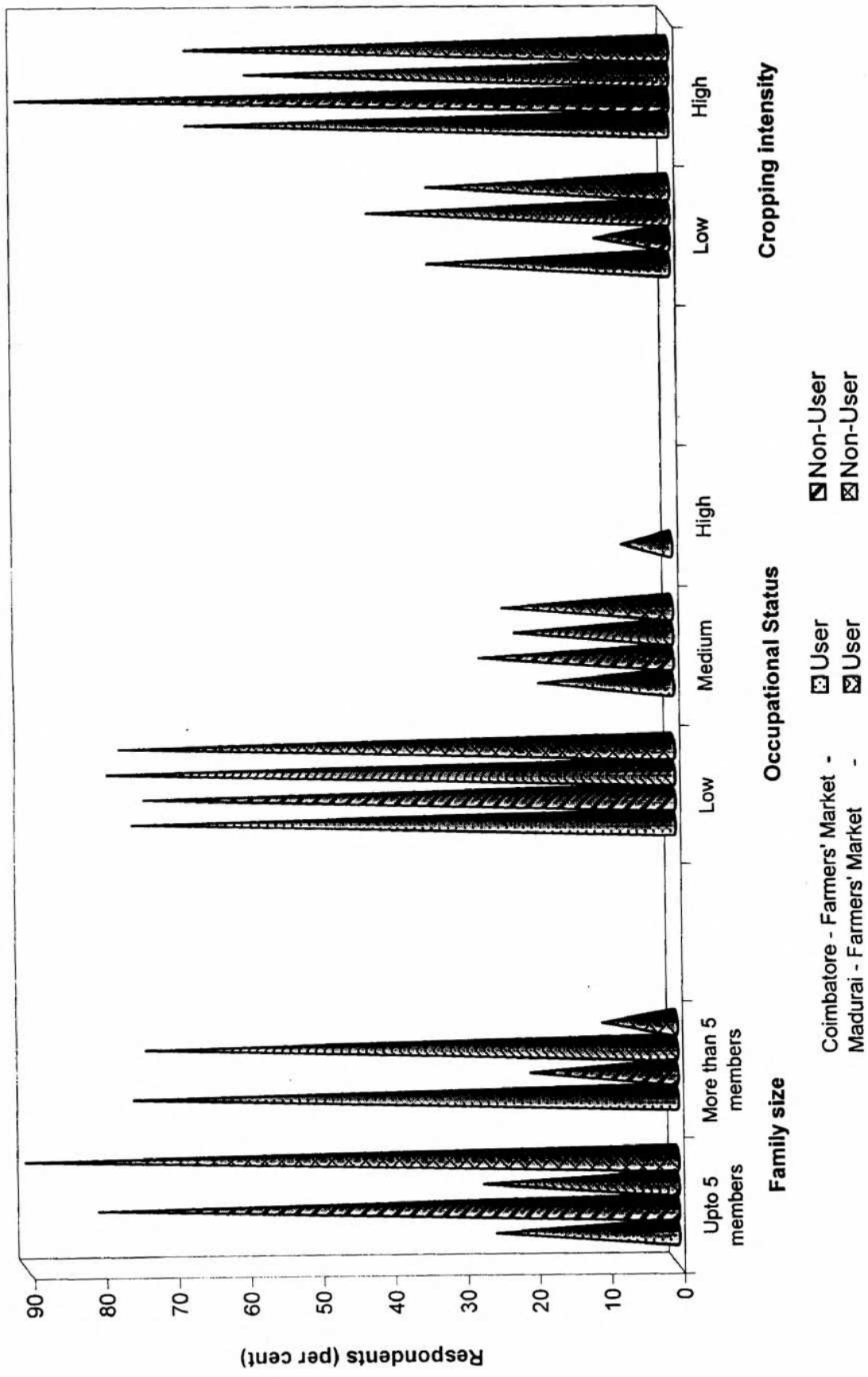
From the table 5, it could be seen that three fourth of the users of Coimbatore farmers' market had the family size with more than five and only one fourth of the users had upto 5 members in their family. In contrast, more than three fourth of the non-users (80%) had upto 5 members in their family.

Among the users and non-users of Madurai farmers' market 73.33 per cent had more than 5 members in a family and 90 per cent of the non-users had upto 5 members in their family.

As chi-square values are highly significant, the users and non-users of both the markets significantly differed with their family size.

Hence, it could be concluded that the family size influenced the usage of farmers' market in both the districts. The probable reason may be the availability of members to take care of the marketing or trading activities in addition to their farm and home activities.

Fig. 5. Distribution of respondents according to their family size, occupational status and cropping intensity



4.2.4. Occupational status

The occupational status decides the time available to farmers to involve in farming activities. When a farmer is fully engaged in farming alone, less time could be spent in other activities. The data collected on occupational status are presented in the Table 6.

It could be observed from the table 6 that three-fourth of the users (75%) of the Coimbatore farmers' market fell under the low occupational status followed by medium occupational status (18.33%). Only 6.67 per cent of them had high occupational status. Among the non-users, 73.33 per cent of them come under low occupational status followed by medium category (26.67%).

Above three-fourth of the users and non-users of Madurai farmers' market belonged to low occupational status (78.33 and 76.67 % respectively) followed by nearly one-fourth of the users and non-users (21.67 and 23.33 %) under medium category. None among the non-users of both the markets and users of Madurai farmers' market had high occupational status.

Table 6. Distribution of respondents according to their occupational status

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Low	45	75.00	22	73.33	47	78.33	23	76.67
2.	Medium	11	18.33	8	26.67	13	21.67	7	23.33
3.	High	4	6.67	-	-	-	-	-	-
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		0.029 NS				0.032 NS			

From this result, it could be concluded that there was not much difference among users and non-users with regard to occupational status. This has been supported by the non-significant values of chi-square.

4.2.5. Cropping intensity

Higher the cropping intensity, more will be the extent of utilization of land possessed by the individual. The data collected are presented in table 7.

Table 7. Distribution of respondents according to cropping intensity

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Low	20	33.33	3	10.00	25	41.67	10	33.33
2.	High	40	66.67	27	90.00	35	58.33	20	66.67
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		5.726*				0.5843 NS			

From the data in the above table, it could be observed that users and non-users of Coimbatore farmers' market had come under the high category. Among them, the non-users had higher percentage (90%) than the users (66.67%).

Majority of the users and non-users of Madurai farmers' market also fell under the high category (58.33 and 66.67% respectively) followed by low cropping intensity (41.66 and 33.33 % respectively) to the users and non-users.

It could be observed that the non-users with higher cropping intensity did not utilize the farmers' market. It may be due to easy disposal of their produces in the local markets in bulks.

The result of chi-square analysis indicates that there exists a significant difference in the cropping intensity among the two categories of Coimbatore market. In contrast, there is no significant difference among the two categories of Madurai farmers. This might be due to variation in the cropping pattern.

4.2.6. Socio-economic status

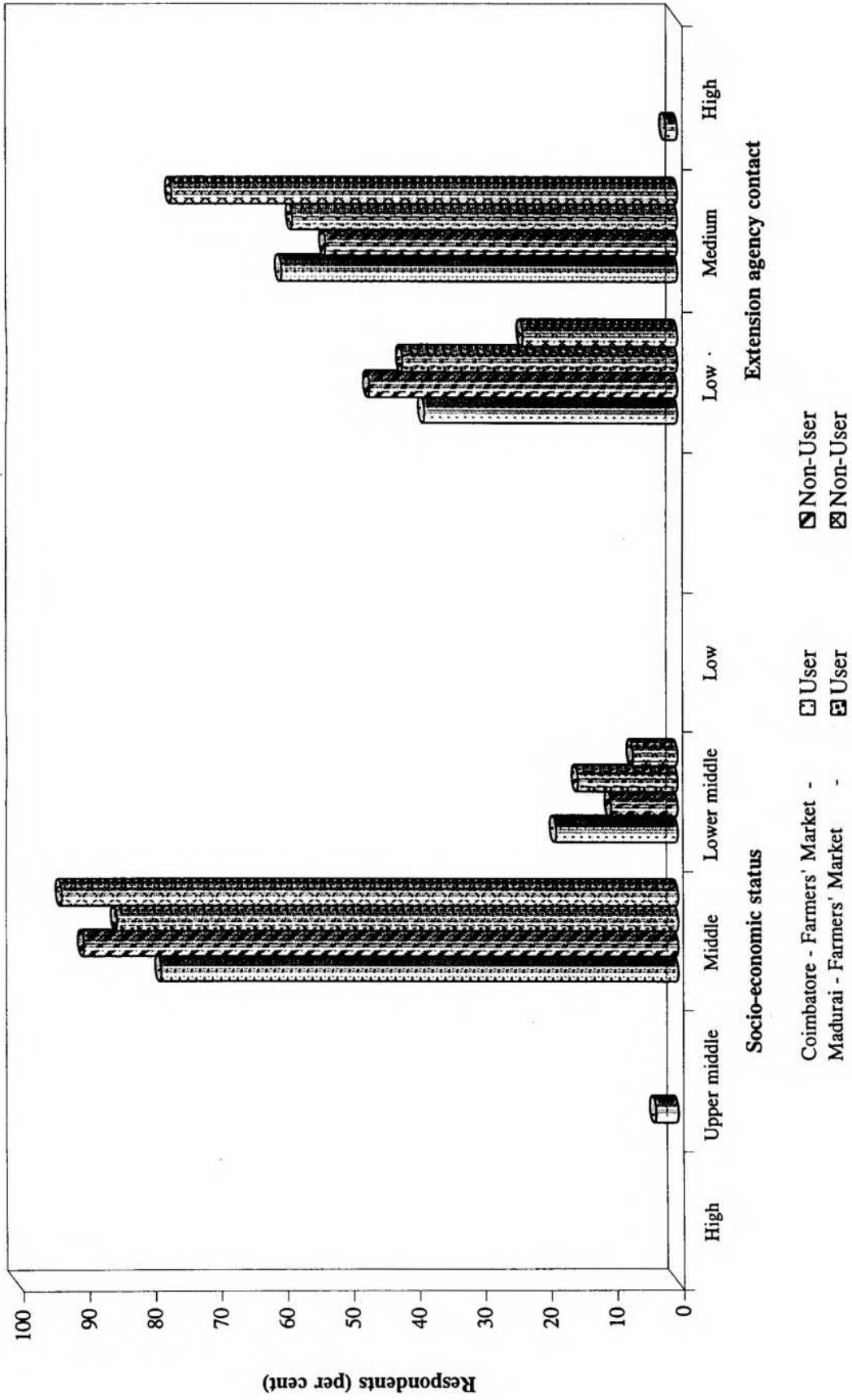
Socio-economic status of the users and non-users was studied to categorise them into high, upper middle, middle, lower middle and low socio-economic status groups. The details are presented in Table 8.

Table 8. Distribution of respondents according to their socio-economic status

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User		Non-User		User		Non-User	
		No	%	No	%	No	%	No	%
1.	High	-	-	-	-	-	-	-	-
2.	Upper middle	2	3.33	-	-	-	-	-	-
3.	Middle	47	78.34	27	90.00	51	85.00	28	93.33
4.	Lower middle	11	18.33	3	10.00	9	15.00	2	6.67
5.	Low	-	-	-	-	-	-	-	-
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		1.058 NS				1.296 NS			

A perusal of the above table revealed that 78.34 percent of the users of Coimbatore farmers' market were in medium level of socio-economic status and 18.33 and 3.33 per cent belonged to lower middle and upper middle socio-economic status respectively. With regard to non-users, 90 per cent of them belonged to middle socio-economic status and only 10 per cent of the non-users belonged to lower middle category.

Fig. 6. Distribution of respondents according to their socio-economic status and extension agency contact



The users and non-users of Madurai farmers' market were in nearly equal level of socio-economic status and only a meagre percentage of them (3.33%) were in lower middle and upper middle socio-economic status.

From this data, it can be observed that both users and non-users possessed almost an identical level of socio-economic status. Hence, the socio-economic status could not act as a discriminating factor among users and non-users. This has been supported by the non-significant values of chi-square analysis.

This was in contradiction with the findings of Jayavelu (1980) and Mani (1980) who reported that participants and non-participants differed significantly in their socio-economic status.

4.2.7. Extension Agency Contact

The frequency of contact with extension agency will increase the farmers' participation in innovative programmes. Details on level of extension agency contact by users and non-users of farmer's market were collected and presented in Table 9.

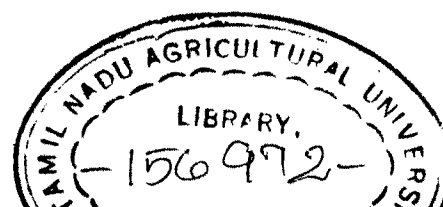
Table 9. Distribution of respondents according to their extension agency contact

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Low	23	38.33	14	46.67	25	41.67	7	23.33
2.	Medium	36	60.00	16	53.33	35	58.33	23	76.67
3.	High	1	1.67	-	-	-	-	-	-
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		0.5736 NS				2.935 NS			

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The data in table 9 revealed that majority of the users (60%) of Coimbatore farmers' market had medium level of extension agency contact followed by 40 per cent in the low category. Only a negligible percentage of users (1.67%) had high level of extension agency contact. Among the non-users, more or less half of them had low (46.67%) and medium (53.33%) level of extension agency contact respectively.

An identical percentage of low and medium (41.67 and 58.33% respectively) level of extension agency contact was reported by the users of Madurai farmers' market as that of the non-users of Coimbatore farmers' market. In the case of non-users, above three-fourth of them (76.67%) had medium level and 23.33 per cent had low level of extension agency contact.

From the above results, it could be observed that none of non-users of both the markets and users of Madurai market had high level of extension agency contact. Hence, the extension agency contact could not discriminate the users from non-users in both the markets.

This is in contradiction with the findings of Suganthi (1991) who reported that significant difference existed between participants and non-participants of regulated market with regard to extension agency contact.

4.2.8. Mass media exposure

Mass media exposure plays an important role in gaining knowledge about farm technologies. It helps to acquire more knowledge and information with respect to the needs. Hence, it becomes necessary to be conversant as to how far the farmers utilise the mass media. The pertinent data in this regard are presented in Table 10.

The table 10 revealed that the users and non-users of Coimbatore farmers' market had almost equal percentage of mass media exposure in both low level (46.67 and 50% respectively) and medium level (53.33 and 50% respectively) of mass media exposure.

Table 10. Distribution of respondents according to their mass media exposure

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Low	28	46.67	15	50.00	29	48.33	12	40.00
2.	Medium	32	53.33	15	50.00	31	51.67	18	60.00
3.	High	-	-	-	-	-	-	-	-
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		0.1029 NS				0.7366 NS			

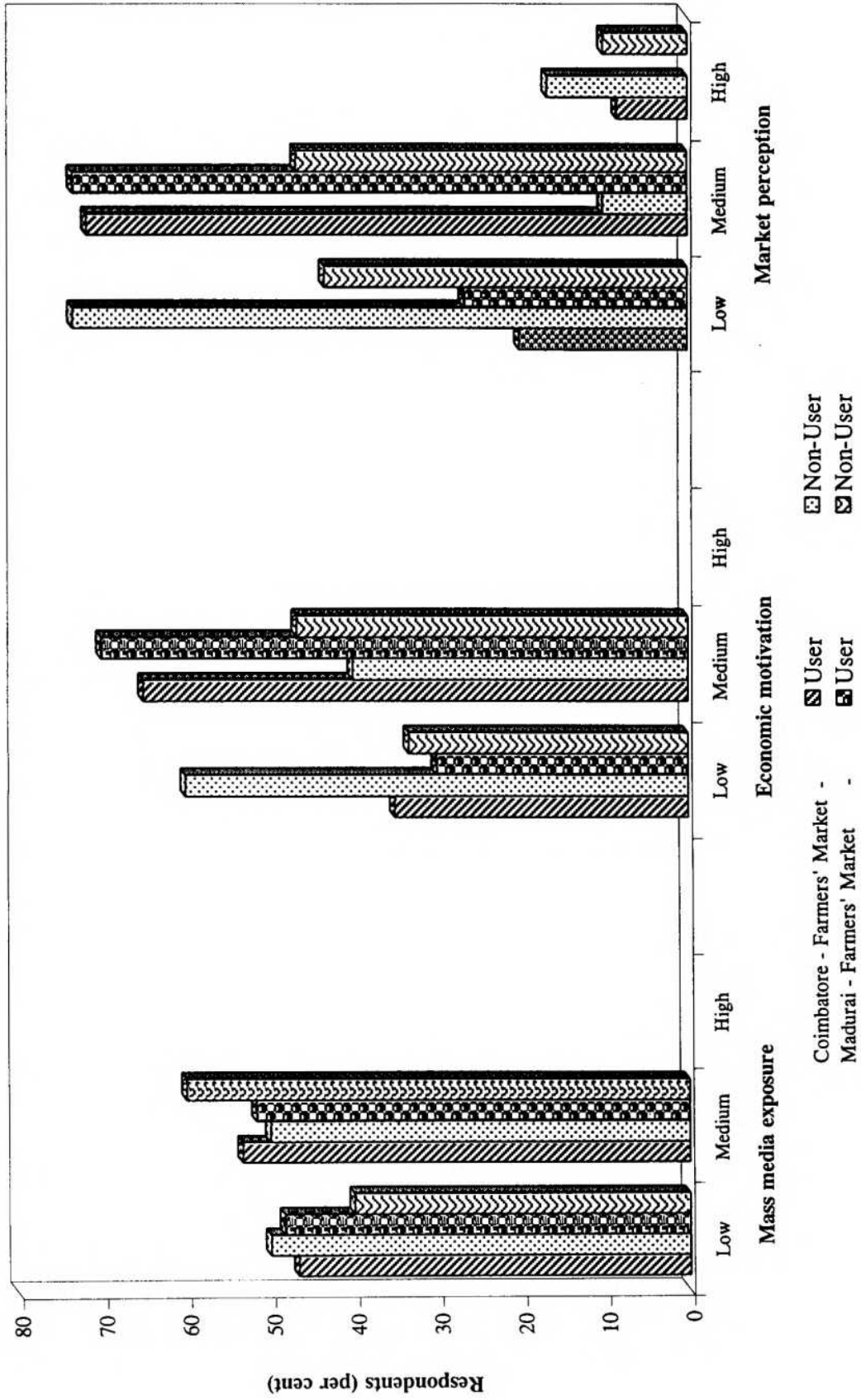
A similar trend was found among the users and non-users of Madurai market who were possessing low level (48.33 and 40% respectively) and medium level (51.67 and 60% respectively) of mass media exposure.

None among the users and non-users of both the markets had high level of mass media exposure. Their socio-economic status might have influenced this factor. Higher socio-economic status might have influenced this factor. Higher socio-economic status would have helped them for greater mass media exposure. But, there existed only middle and lower middle socio-economic status in the study area.

The non-significant chi-square values revealed that the users and non-users of both the markets did not differ significantly with the mass media exposure.

This finding is in conformity with the findings of Mani and Knight (1981) who reported that non-significant relationship existed between participants and non-participants of regulated market with regard to mass media exposure.

Fig. 7. Distribution of respondents according to their mass media exposure, economic motivation and market perception



4.2.9. Economic motivation

Every individual has an urge to earn more and more money irrespective of their occupation. Farmers are not an exception to this. The data were collected and depicted in Table 11.

Table 11. Distribution of respondents according to their economic motivation

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Low	21	35.00	18	60.00	18	30.00	16	33.33
2.	Medium	39	65.00	12	40.00	42	70.00	14	46.67
3.	High	-	-	-	-	-	-	-	-
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		5.09*				4.63*			

It could be seen from the table 11 that majority of the users (65%) of Coimbatore farmers' market had medium level of economic motivation followed by 35 per cent who had low level of economic motivation. In contrast 60 per cent of the non-users had low level economic motivation followed by 40 per cent of them with medium level economic motivation. None among the users and non-users had high level of economic motivation.

From the results, it could be observed that majority of the users (70%) of Madurai farmers' market had medium level of economic motivation followed by low level (30%). In contrast, a major proportion of the non-users had low level of economic motivation (53.33%). None among the users and non-users of both the markets had high level of economic motivation.

The users and non-users of both the markets differed significantly with their economic motivation as seen from the chi-square analysis.

This is in accordance with the findings of Mani (1980) who reported that the participants and non-participants of regulated market differed significantly in their economic motivation.

4.2.10. Market Perception

An individual farmer who has the capacity /tendency to identify the market trend to sell his produces would get greater returns. The data collected are presented in Table 12.

Table 12. Distribution of respondents according to their market perception

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Low	12	20.00	22	73.33	16	26.67	13	43.33
2.	Medium	43	71.67	3	10.00	44	73.33	14	46.67
3.	High	5	8.33	5	16.67	-	-	3	10.00
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		24.20**				3.94*			

The data in the table12 revealed that 71.67 per cent of the users of Coimbatore farmers' market had medium level of market perception whereas the perception of non-users was low (73.33%). The percentage of respondents who had high level of market perception was more among the non-users (16.67%) than users (8.33%).

The users and non-users of Madurai farmers' market had similar trend of increased proportion in medium level of market perception (73.33 and 46.66% respectively) than the low market perception holders (26.67 and 43.33% respectively). Only 10 per cent of the non-users had a high market perception.

From the results, it can be concluded that the market perception could not be considered as a discriminating factor between users and non-users. This has been supported by the non-significant values of chi-square analysis.

The mixed level of market perception may be due to the varying nature of produces, price trend, the indebtedness etc. The results suggest that there were hopes to increase the level of market perception by advising the farmers to decide the cropping pattern according to prevailing market trend and sell the produces for better prices.

This is in conformity with the findings of Suganthi (1991) who reported that highly significant difference existed between the participants and non-participants of regulated market with regard to market perception.

4.2.11. Decision Making Pattern

The decision to market the produce was assumed to be risk bearing. More the authorised and formal resources consulted, better would be the adoption. The data collected are presented in Table 13.

Table 13. Distribution of respondents according to their decision making pattern

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Self	10	16.67	12	40.00	12	20.00	11	36.67
2.	Friends & Relatives	8	13.33	3	10.00	7	11.67	4	13.33
3.	Family members	14	23.33	8	26.67	15	25.00	10	33.33
4.	Market officials	28	46.67	7	23.33	26	43.33	5	16.67
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		7.50*				6.85*			

It is evident from table 13 that 46.67 per cent of users of Coimbatore market consulted market officials before marketing their produce followed by 23.33 per cent who consulted family members and 16.67 per cent who did not consult anybody. With regard to non-users, 40 per cent of them did not consult anybody and they took their own decision. More or less one-fourth of them consulted family members (26.67%) and market officials (23.33%). Only 10 per cent of them have consulted their friends and relatives.

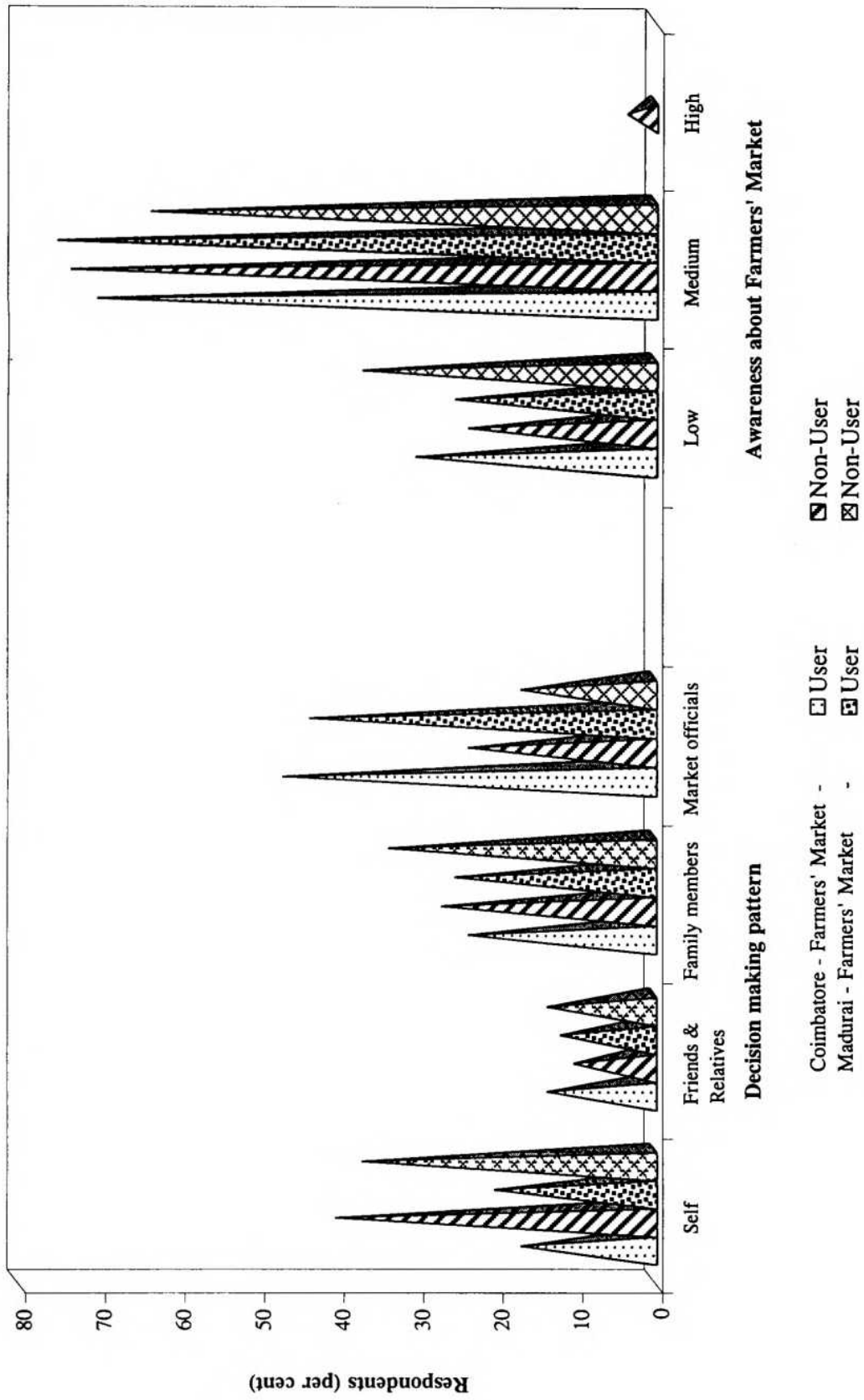
The findings in table 13 revealed that 43.33 per cent of users of Madurai farmers' market discussed with market officials about market price, market condition etc., before marketing their produce, followed by 25 per cent who have consulted family members and 20 per cent did not consult anybody. Only 11.67 per cent of the users consulted their friends and relatives regarding the marketing. With regard to non-users, 36.67 per cent of them had consulted nobody. Nearly equal percentage of the non-users consulted market officials (16.67%) and friends and relatives (13.33%).

It could be concluded from the findings that the users of both the markets have consulted market officials about the existing market situation and become aware of the benefits of selling the produces through farmers' market. On the other hand, non-users mostly depended on the decision made by the family and self-decision which reduced the chances of knowing the available marketing facilities.

From the table 13, it could be observed that a significant difference existed in the decision making pattern of both the categories of farmers in Coimbatore and Madurai districts.

This findings is in conformity with the findings of Somu (1982) and Suganthi (1991) who reported that a significant difference exists between the adopter and non-adopter farmers of regulated markets in their decision making pattern.

Fig. 8. Distribution of respondents according to their decision making pattern and awareness about farmers' market



4.2.12. Awareness about farmers' market

Awareness about farmers' market through institutional, non-institutional and mass media sources was studied for users and non-users of farmers' market. The data collected were presented in Table 14.

Table 14. Distribution of respondents according to their awareness about farmers' market

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Low	18	30.00	7	23.34	15	25.00	11	36.67
2.	Medium	42	70.00	22	73.33	45	75.00	19	63.33
3.	High	-	-	1	3.33	-	-	-	-
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		0.44NS				1.32NS			

The data in table 14 revealed that 70 per cent of Coimbatore farmers' market had medium level of awareness followed by low (30%). With regard to non-users, medium level of awareness was found among 73.33 per cent of them followed by 23.33 per cent with low level. Out of thirty non-users, only one had higher awareness about farmers' market.

In the Madurai market, three-fourth of the users (75%) and nearly two-third of the non-users had medium awareness level followed by 25 and 36.67 per cent at low awareness level respectively.

It could be concluded that except a meagre percentage of non-users, others had medium and low-level of awareness. The probable reason might be the moderate level of extension agency contact and mass media exposure of respondents in both the farmers' markets.

Chi-square analysis showed a non-significant relationship among users and non-users with regard to their awareness about farmers' market.

4.2.13. Attitude towards farmers' market

To know about the favourable or unfavourable attitude associated with individual users and non-users towards farmers' market, data were collected and presented in Table 15.

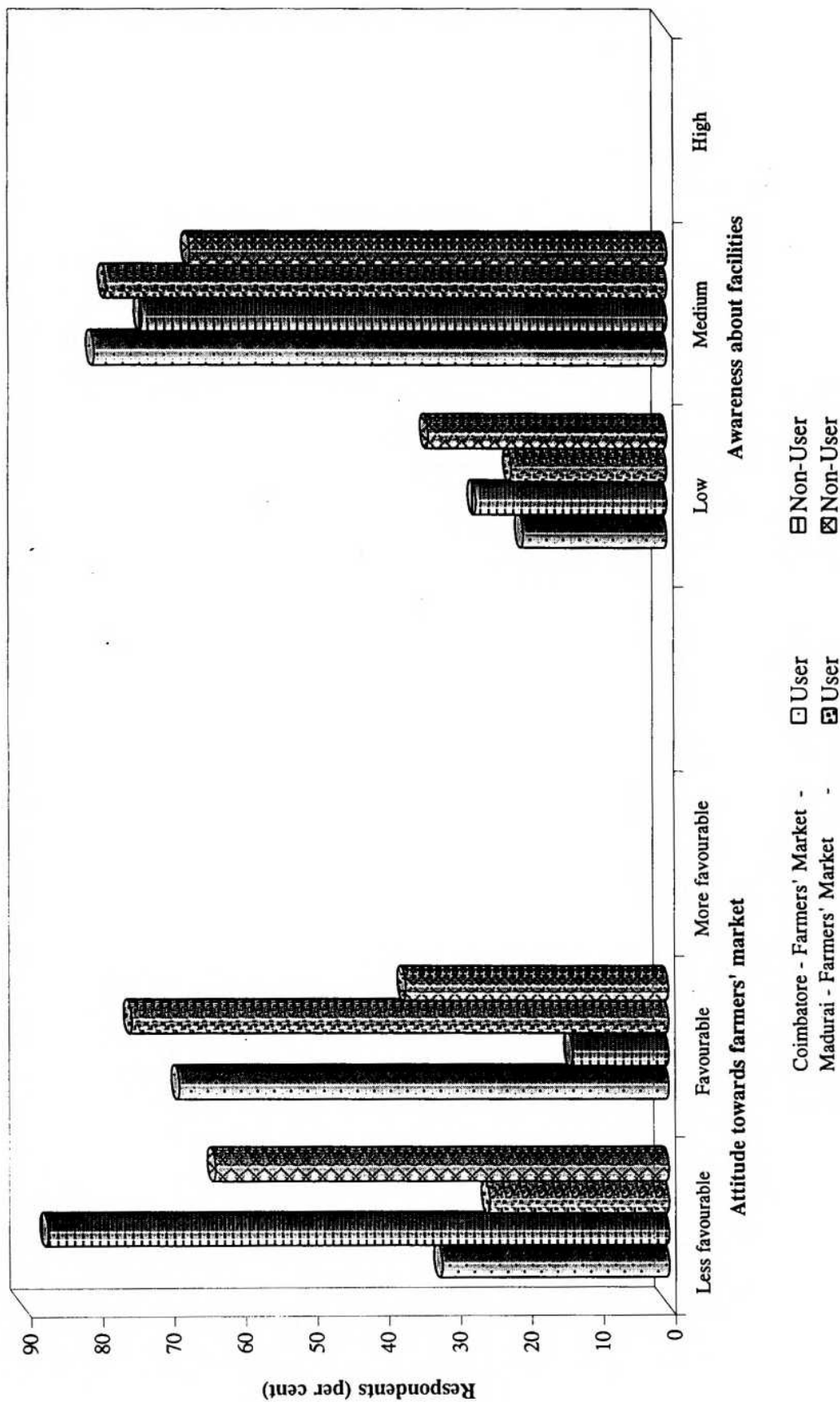
The findings indicate that 68.33 per cent of the users of Coimbatore farmers' market had a favourable attitude towards farmers' market followed by 31.67 per cent of users with less favourable attitude. With regard to non-users 86.67 per cent had a less favourable attitude followed by negligible percentage with favourable attitude (13.33%).

Table 15. Distribution of respondents according to their attitude towards farmers' market

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Less favourable	19	31.67	26	86.67	15	25.00	19	63.33
2.	Favourable	41	68.33	4	13.33	45	75.00	11	36.67
3.	More favourable	-	-	-	-	-	-	-	-
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		24.2**				12.5**			

From the table, it could be observed that three fourth of the users of Madurai market (75%) had a favourable attitude towards farmers' market and the non-users had a less favourable attitude (63.33%). One fourth of the users and more than one third of the non-users had a less favourable and a favourable attitude towards the farmers' market respectively.

Fig. 9. Distribution of respondents according to their attitude towards farmers' market and awareness about facilities offered by farmers' market



None among the users and non-users of both the markets had more favourable attitude towards the same. The reason might be the easy disposal of their produce in the open markets.

It could be concluded that the higher percentage of favourable attitude of the users than the non-users might be due to the facilities offered by farmers' market, absence of middle man, remunerative price, *etc.*

The result of chi-square analysis indicates that there existed a highly significant difference in the attitude of users and non-users of both the markets

4.3. Awareness about facilities offered by the farmers' market

Awareness is considered to be the pre-requisite to utilize the facilities offered by the farmers' market. The data collected are presented in Table 16.

Table 16. Distribution of respondents according to their awareness about facilities.

S. No	Category	Coimbatore farmers' market				Madurai farmers' market			
		User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
		No	%	No	%	No	%	No	%
1.	Low	12	20.00	8	26.67	13	21.67	10	33.33
2.	Medium	48	80.00	22	73.33	47	78.33	20	66.67
3.	High	-	-	-	-	-	-	-	-
	Total	60	100.00	30	100.00	60	100.00	30	100.00
Chi-square value		0.51NS				1.43NS			

The data in table 16 revealed that the users of both the markets had medium level of awareness about the facilities (80 and 78.33% respectively) and nearly an equal percentage of low level awareness (20 and 21.67% respectively). With regard to non-users, 73.33 and 66.67 per cent had medium level of awareness respectively in both the markets followed by 21.67 and 33.33 per cent of non-users who had low level of awareness.

None among the respondents of both the markets had high level of awareness of facilities offered by the farmers' market. The reason might be a low to medium level of awareness about farmers' market, extension agency contact and mass media exposure.

Awareness about the facilities of users and non-users could not act as a discriminating factor, this has been supported by the non-significant values of chi-square analysis.

4.3.1. Relationship of characteristics of users and non-users of farmers' market with their awareness about facilities offered by the farmers' market

Correlation analysis was carried out to find out the relationship of characteristics of users and non-users of farmers' market with their awareness about facilities offered by the same and the results are given in Table 17.

Coimbatore Farmers' Market

It could be observed from the Table 17 that out of 13 characteristics studied, family size, economic motivation, market perception, decision making pattern, awareness about farmers' market and attitude towards farmers' market were found to be positively and significantly associated with awareness of users about the facilities of farmers market. The findings on the variables market perception, economic motivation and attitude of users were contradictory to the findings of Ashok (1981) who reported non-significant association between market perception, economic motivation and attitude with awareness about facilities. Other characteristics *viz.*, age, educational status, occupational status, cropping intensity, socio-economic status, extension agency contact and mass media exposure showed non-significant relationship with awareness.

With regard to non-users, two out of thirteen characteristics namely occupational status and market perception showed positive and significant relationship with awareness. Age alone showed a negative and significant relation with awareness which was in

Table 17. Zero order correlation co-efficient between characteristics of users and non-users of farmers' market and their awareness about facilities offered by the same

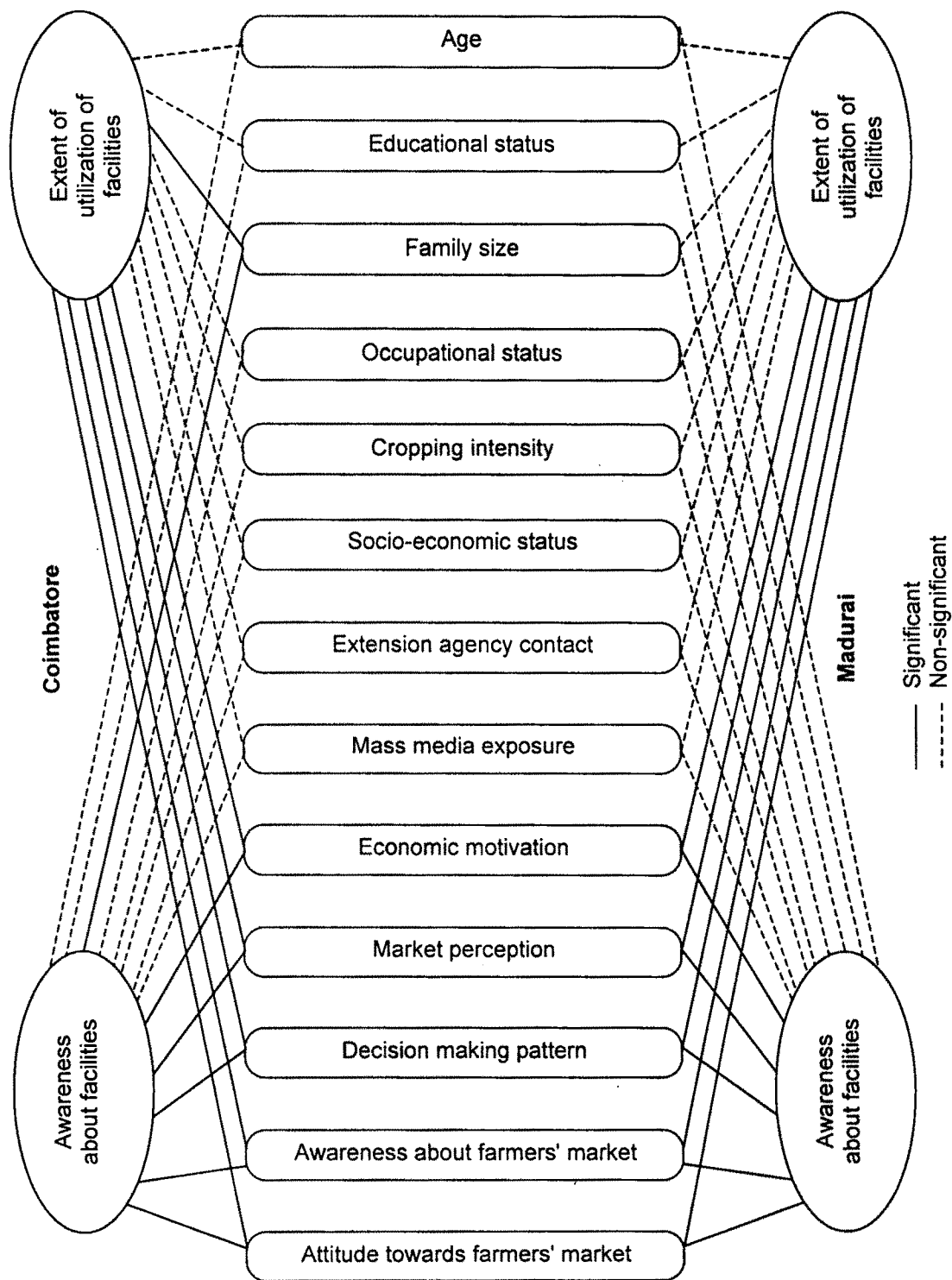
Variable Code Number	Independent Variables	Coimbatore Farmers' Market		Madurai Farmers' Market	
		Users (n=60) 'r' value	Non-users (n=30) 'r' value	Users (n=60) 'r' value	Non-users (n=30) 'r' value
X1	Age	0.1794 NS	-0.4421*	-0.0162 NS	0.2140 NS
X2	Educational Status	0.0445 NS	0.3160 NS	0.0085 NS	-0.2319 NS
X3	Family Size	0.8290 **	-0.0679 NS	0.8447 **	0.0391 NS
X4	Occupational status	0.0730 NS	0.3619*	0.0318 NS	-0.0741 NS
X5	Cropping intensity	0.0126 NS	0.0830 NS	-0.0035 NS	0.5819 **
X6	Socio-economic status	0.0977 NS	0.1585 NS	-0.1017 NS	0.3794 *
X7	Extension agency contact	0.0017 NS	-0.0406 NS	-0.0585 NS	0.1609 NS
X8	Mass media exposure	-0.1582 NS	-0.0315 NS	0.1731 NS	0.1669 NS
X9	Economic motivation	0.8633 **	0.0470 NS	0.8289 **	0.2504 NS
X10	Market perception	0.8866 **	0.5783**	0.8918 **	0.9312 **
X11	Decision making pattern	0.8979 **	0.3021 NS	0.8636 **	-0.2831 NS
X12	Awareness about farmers' market	0.9200 **	-0.0902 NS	0.9091 **	0.0751 NS
X13	Attitude towards farmers' market	0.7766 **	-0.2771 NS	0.8188 **	0.7508 **

* Significant at 5% level

** Significant at 1% level

NS Non-significant

Fig. 10. Empirical model showing the relationship of users with their awareness about and extent of utilization of facilities offered by farmers' market



agreement with the findings of Mani (1980) who reported age alone showed a negative and significant relationship with awareness. The other characteristics of non-users showed non-significant relationship with awareness.

It was vivid from the above findings that the users who had larger family size, higher economic motivation, market perception, decision making pattern and higher degree of awareness about farmers' market, favourable attitude would be higher in their awareness about the facilities offered by the farmers' market. With regard to non-users, younger farmers with higher occupational status and higher market perception would be higher in their awareness.

Madurai farmers' Market

From Table 17 it could be seen that out of thirteen characteristics studied six characteristics namely family size, economic motivation, market perception, decision making pattern, awareness about farmers' market and attitude towards farmers' market showed positive and significant relationship in respect of the users. With regard to non-users, four out of thirteen characteristics namely cropping intensity, socio-economic status, market perception and attitude towards the farmers' market showed positive and significant relationship with awareness.

It was evident from the above findings that the family size, economic motivation, market perception, decision making pattern, awareness about farmers' market and attitude towards farmers' market showed positive and significant association with awareness among users of both the markets. The larger family size would facilitate the division of labour to different farm and home activities and also to marketing activities. In addition to this, higher economic motivation and market perception would have motivated them to become aware of the facilities of the farmers' market in order to get remunerative price for the produce. More the authorised and formal sources consulted,

Table 18. Multiple regression analysis of independent variables towards dependent variable – awareness about facilities offered by farmers' market (Coimbatore farmers' market)

Variable Code Number	Independent variables	Users (n=60)			Non users (n = 30)		
		Partial Regression Co-efficient	SE	't' value	Partial Regression Co-efficient	SE	't' value
X1	Age	0.0111	0.0066	1.6753NS	-0.0179	0.0264	0.6780NS
X2	Educational Status	0.0531	0.0532	0.9985NS	0.0796	0.2910	0.2735NS
X3	Family size	1.2041	0.2904	4.1457**	0.7501	0.7417	1.0112NS
X4	Occupational status	-0.0775	0.0849	-0.9127NS	0.4681	0.2131	2.1964*
X5	Cropping intensity	0.3540	0.1540	2.2981*	-0.7645	0.9536	-0.8016NS
X6	Socio-economic status	0.5247	0.1850	2.8358**	1.9597	1.1319	1.7313NS
X7	Extension agency contact	-0.0198	0.0206	-0.7684NS	0.0377	0.0771	0.4892NS
X8	Mass media exposure	0.0219	0.0186	-1.1739NS	-0.0279	0.0823	-0.3392NS
X9	Economic motivation	0.6230	0.0785	7.928**	0.3871	0.2133	1.8146NS
X10	Market perception	-0.0935	0.0953	-0.9815NS	0.6434	0.1836	3.5025**
X11	Decision making pattern	0.5397	0.1954	2.7614**	-0.3544	0.2589	-1.3690NS
X12	Awareness about farmers' market	-0.4330	0.2271	-1.9062NS	-0.0414	0.3755	-0.1103NS
X13	Attitude towards farmers' market	0.1650	0.0429	3.8433**	-0.0532	0.1447	-0.3677NS

USERS

R² = 0.7254

F value = 9.554

NON USERS

R² = 0.5797

F Value = 1.8036

* Significant at 5% level

** Significant at 1% level

NS Non Significant

Fig. 12. Empirical model showing the influence of independent variables on the awareness of facilities offered by farmers' market in Coimbatore District

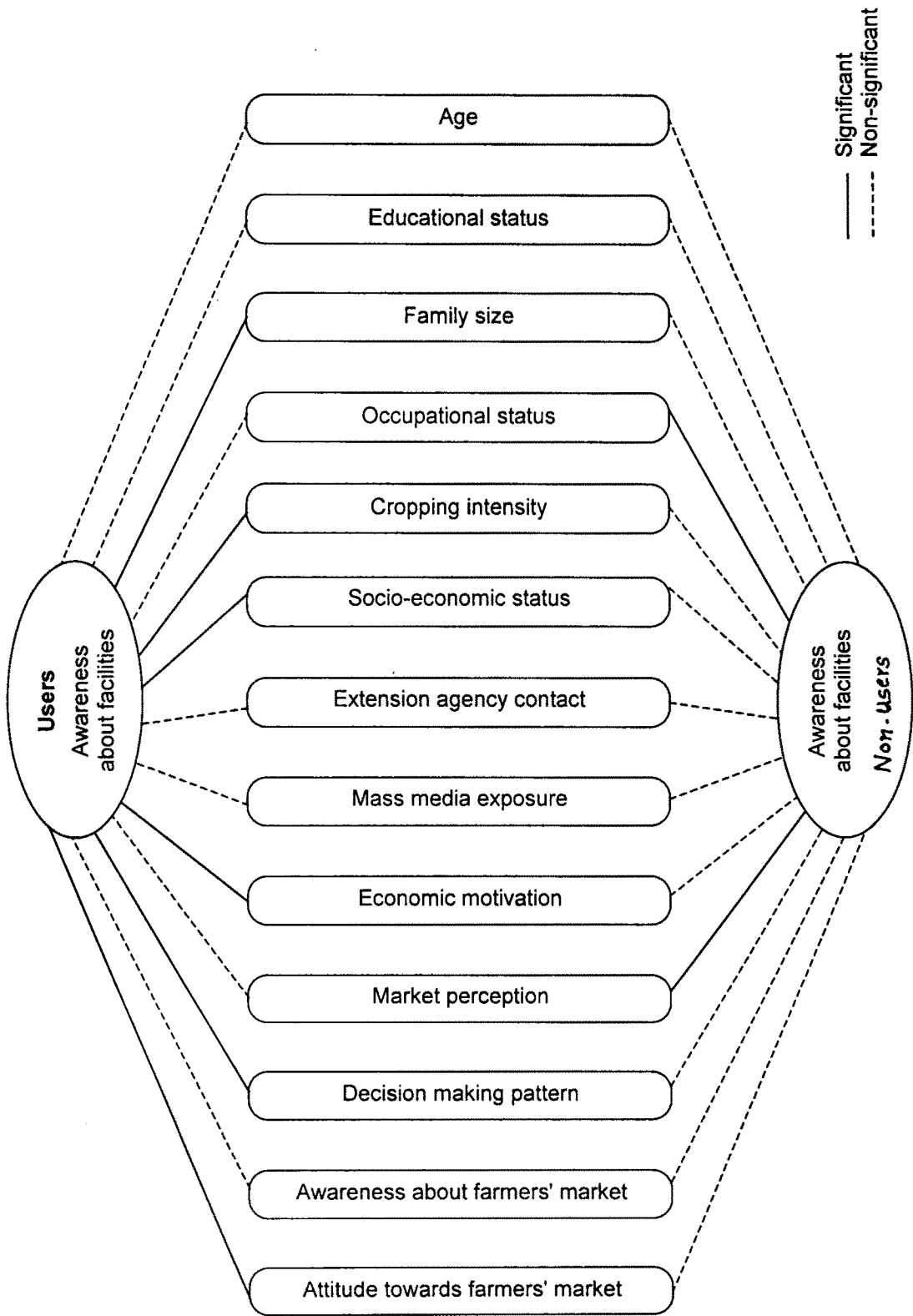
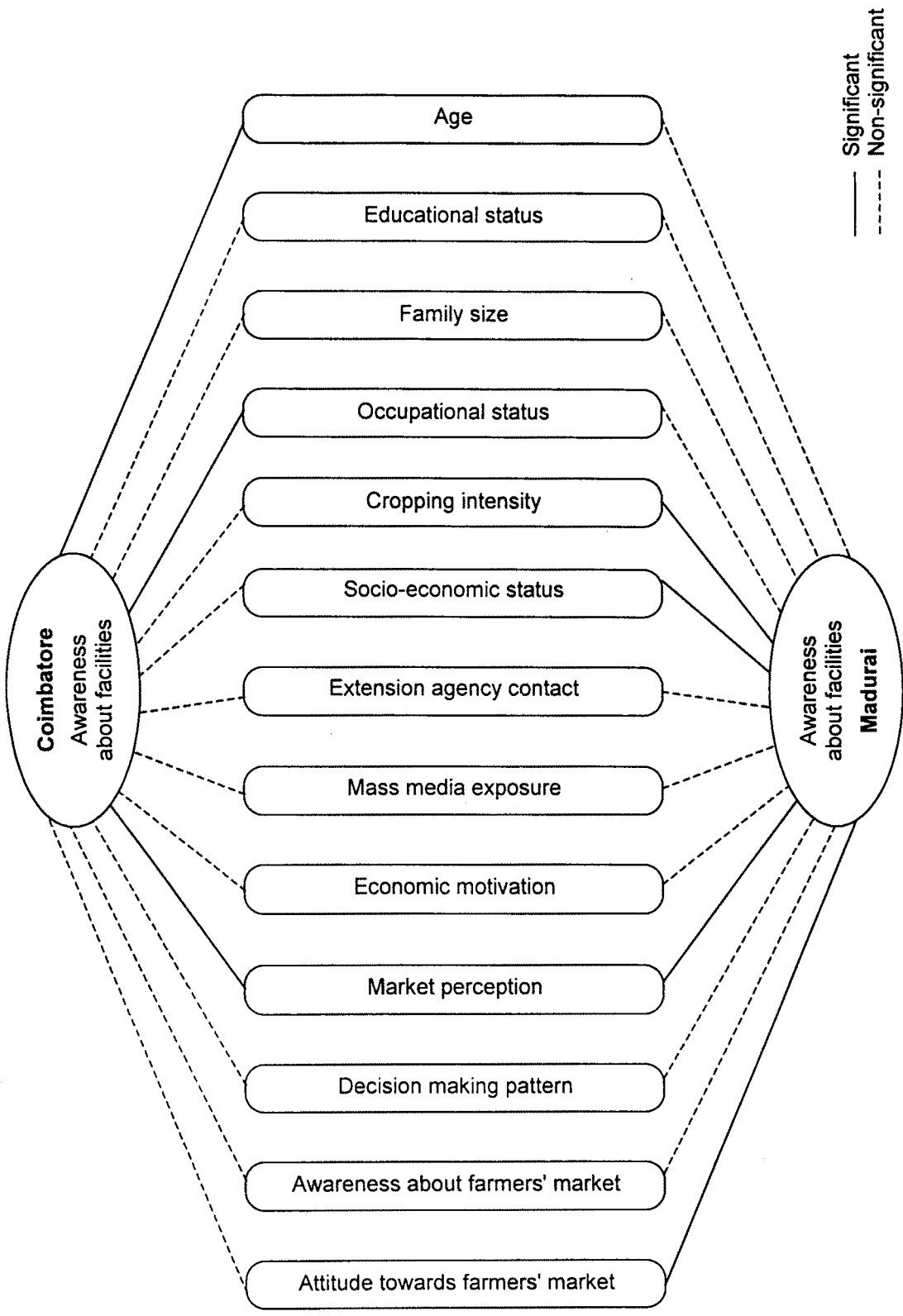


Fig. 11. Empirical model showing the relationship between characteristics of non-users and their awareness about facilities offered by farmers' markets



better would be the adoption. The awareness of farmers' market through different sources would create a favourable attitude towards farmers' market to obtain modern facilities available in the same.

4.3.2. Influence of independent variables on awareness of users and non-users about facilities offered by farmers' market

The variation explained by thirteen independent variables of users of farmers' market with the dependent variable, awareness about facilities offered by farmers' market is presented in Table 18 and Table 19.

Coimbatore farmers' market

From the Table 18, it could be observed that for users of Coimbatore farmers' market, the co-efficient of multiple regression namely R^2 was 0.7254 and was significant. It implies that all the independent variables put together, *Ceteris paribus*, has explained 72.54 per cent of variation in the awareness of users about facilities offered by farmers' market.

From the 't' values, it could be seen that the independent variables viz., family size, cropping intensity, socio-economic status, economic motivation, decision making pattern and attitude towards farmers' market were positive and highly significant. This revealed that an unit increase in family size, cropping intensity, socio-economic status, economic motivation, decision making pattern and attitude would increase the awareness by 1.2041, 0.3540, 0.5243, 0.6230, 0.5397 and 0.1650 units respectively. Developing more consciousness about the facilities offered by a particular thing can be expected to lead to the increased utilization of the same. Farmers' markets really help the farmers to get a remunerative price in addition to eliminating the expenditures like commissions to middlemen, transporting cost etc. in marketing. Increased use of farmers' market can be ensured by making the farmers to aware the facilities. As revealed in the study, higher the cropping intensity, socio-economic status and economic motivation, the

Table 19. Multiple regression analysis of independent variables towards dependent variable – awareness about facilities offered by farmers' market (Madurai farmers' market)

Variable Code Number	Independent variables	Users (n=60)			Non users (n = 30)		
		Partial Regression Co-efficient	SE	't' value	Partial Regression Co-efficient	SE	't' value
X1	Age	0.0210	0.0076	2.7397**	-0.0105	0.0125	-0.8388NS
X2	Educational Status	0.1404	0.0760	1.8472NS	-0.2769	0.1211	-2.2862*
X3	Family size	1.5695	0.5002	3.1378**	0.4344	0.4579	0.9488NS
X4	Occupational status	0.0844	0.0652	1.2942NS	-0.1021	0.1120	-0.9121NS
X5	Cropping intensity	0.1160	0.1702	0.6819NS	0.0512	0.3147	0.1628NS
X6	Socio-economic status	0.6158	0.2275	2.7062**	1.2024	0.5890	2.0385NS
X7	Extension agency contact	-0.0068	0.0204	-0.3343NS	-0.0242	0.0391	-0.6198NS
X8	Mass media exposure	0.0052	0.0222	0.2373NS	0.0817	0.0301	2.7100*
X9	Economic motivation	0.4123	0.0757	5.4416**	0.2812	0.1036	2.7133*
X10	Market perception	-0.1952	0.1210	-1.6124NS	0.3534	0.0702	5.0818**
X11	Decision making pattern	0.0260	0.2556	0.1020NS	-0.1090	0.0910	-1.1971NS
X12	Awareness about farmers' market	1.6489	0.6399	2.576*	-0.0890	0.1329	-0.6696NS
X13	Attitude towards farmers' market	0.3629	0.0766	4.735**	0.1201	0.0498	2.4102*

USERS

R² = 0.5363

F value = 4.183

NON USERS

R² = 0.9344

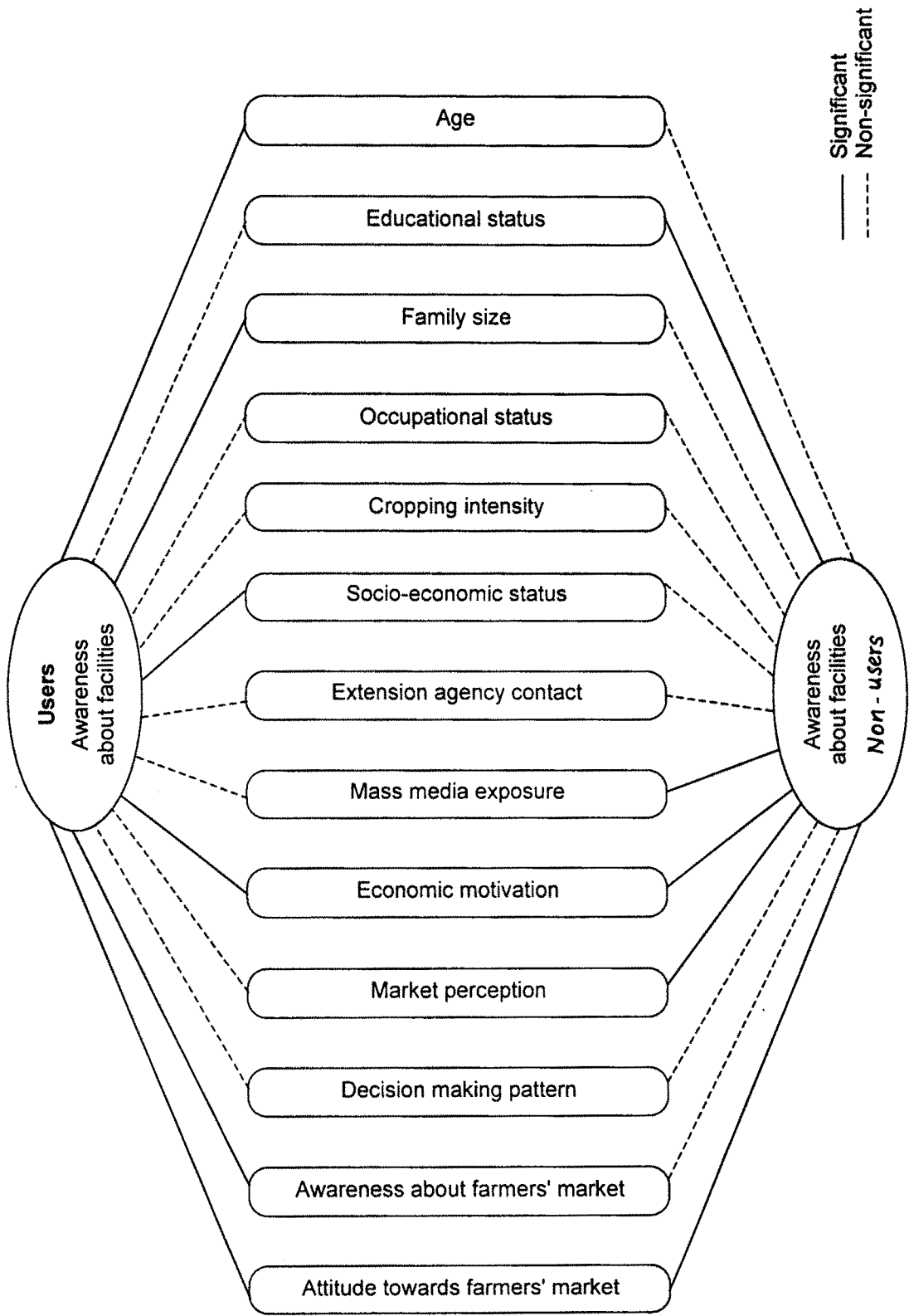
F Value = 18.6348

* Significant at 5% level

** Significant at 1% level

NS Non Significant

Fig. 13. Empirical mode showing the influence of independent variables on the awareness of facilities offered by farmers' market in Madurai district



more would be the produces produced and hence a need arised to market those produces to get a remunerative price. More the favourable attitude towards farmers' market, more interest would be created to know the facilities offered by the same which can be achieved by consulting the authorised and formal sources like market officials etc.

With regard to non-users, the findings in table reveal that the variables occupational status and Market perception were positive and highly significant. This means that an unit increase in occupational status and market perception would increase the awareness above facilities by 0.2131 and 0.1836 units respectively. The other variables did not show any association with awareness. Non-users with higher occupational status and market perception were found to have more awareness about the facilities offered by farmers' market.

Madurai farmers' market

It could be observed from the Table 19 that the coefficient of multiple regression (R^2) was 0.5363 and was significant for the users of Madurai farmers' market.

It implies that all the thirteen variables contributed to the extent of 53.63 per cent variation in the dependent variable *viz.*, degree of awareness about facilities offered by the farmers' market.

It could be seen that the independent variables age, family size, socio-economic status, economic motivation, awareness about farmers' market and attitude towards the same were positive and significant. This revealed that an unit increase in those variables would increase the awareness by 0.0210, 1.5695, 0.6158, 0.4123, 1.6489 and 0.3629 units respectively.

The above findings revealed that old aged farmers with large family size who had higher socio-economic status, economic motivation, more awareness and a favourable attitude towards the farmers' market would have more awareness about the facilities offered by the same.

With regard to non-users of Madurai farmers' market, the multiple regression co-efficient (R^2) was 0.9344 and was significant. From Table 19, it could be observed that all the independent variables put together *Cetaris paripus*, has explained 93.44 per cent of variation in the awareness of facilities offered by the farmers' market. Of the thirteen independent variables, four variables namely, mass media exposure, economic motivation, market perception and attitude contributed significantly towards the awareness about facilities offered by farmers market. Only educational status showed negative and significant relationship with awareness, which means that an unit decrease in educational status results in decrease in awareness by 0.2769 units.

4.4. Extent of utilization of facilities offered by farmers' market by the users

Coimbatore farmers' market

Table 20 gives the distribution of participants according to the extent of utilization of facilities offered by farmers' market. It could be observed from the table that out of the fifteen facilities, nine facilities namely information centre, drinking water facility, telephone facility, free transport, severity service, toilet facility, sanitation, free weighing machine, free entrance were utilized by all the users.

Canteen facility was utilized by 96.66 per cent of the users. In the case of facilities like separate sales section for mushroom, tender coconut, egg and milk and space for parking vehicles were utilized by 83.33 per cent each by the users. Above three fourth of the users (76.66%) availed the green shandy facility especially for greens and coconuts. Two third (66.66%) and nearly two third of the users (63.33%) utilized the sale of vegetable seeds and ornamental plants and storage room facility respectively.

Madurai farmers' market

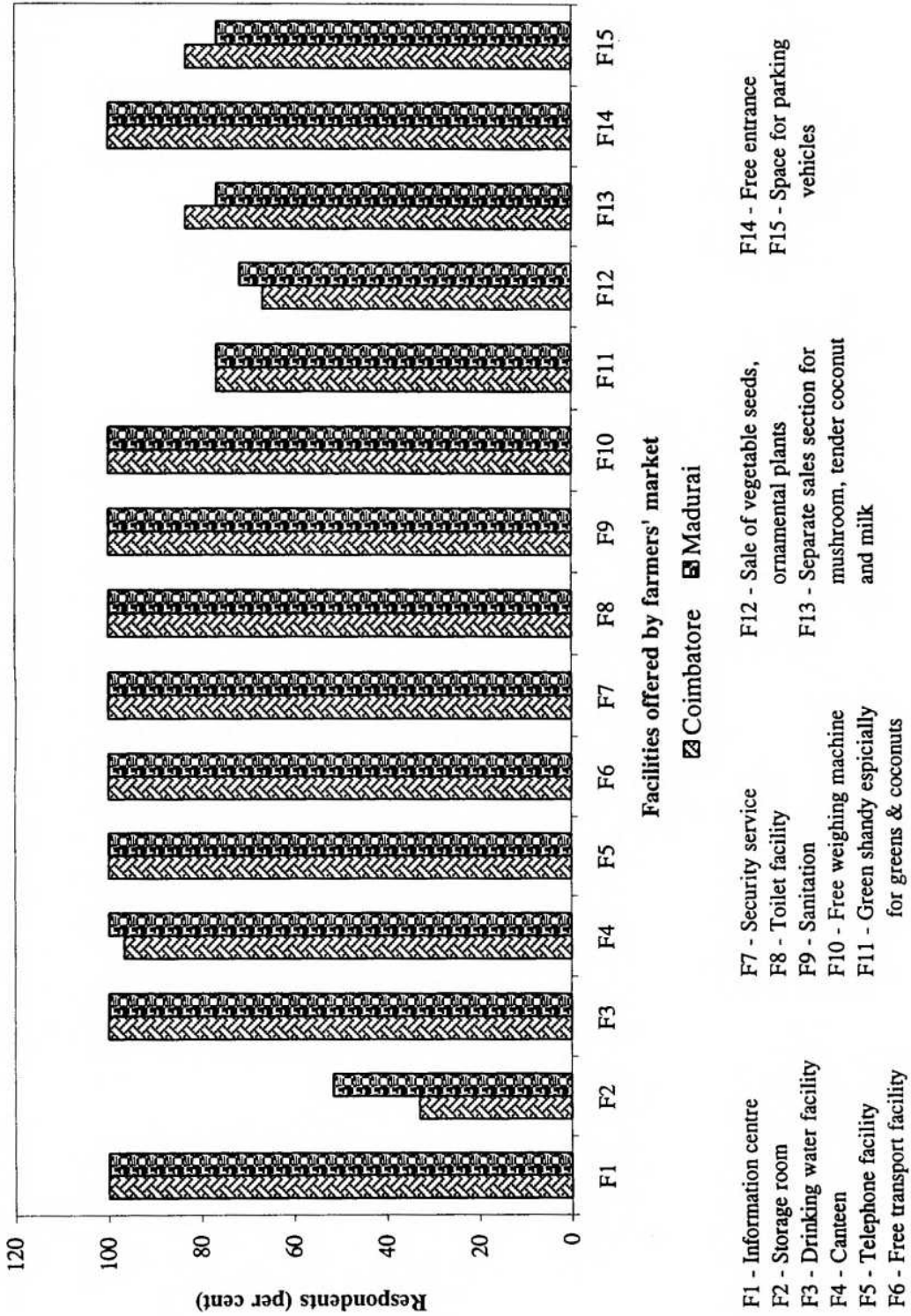
With regard to users of Madurai farmers' market, out of 15 facilities, ten facilities were availed by them namely information centre, drinking water facility, canteen facility, canteen, telephone facility, tree transport, security service, toilet facility, sanitation, free

Table 20. Extent of utilization of facilities offered by farmers' market by the users

(n=60)

S. No.	Facilities	Coimbatore farmers' market		Madurai farmers market	
		User		User	
		No.	%	No.	%
1.	Information centre	60	100.00	60	100.00
2.	Storage room	38	33.00	31	51.66
3.	Drinking water facility	60	100.00	60	100.00
4.	Canteen	58	96.66	60	100.00
5.	Telephone facility	60	100.00	60	100.00
6.	Free transport facility	60	100.00	60	100.00
7.	Security service	60	100.00	60	100.00
8.	Toilet facility	60	100.00	60	100.00
9.	Sanitation	60	100.00	60	100.00
10.	Free weighing machine	60	100.00	60	100.00
11.	Green shandy especially for greens and coconuts	46	76.66	46	76.66
12.	Sale of vegetable seeds, ornamental plants	40	66.66	43	71.66
13.	Separate sales section for mushroom, tender coconut, egg and milk	50	83.33	46	76.66
14.	Free entrance	60	100.00	60	100.00
15.	Space for parking vehicles	50	83.33	46	76.66

Fig. 14. Extent of utilization of facilities offered by farmers' market by the users



weighing machine and free entrance facility. An equal percent of the users (76.66%) availed the green shandy facility and facility of separate sales sections for mushroom etc., followed by 71.66 per cent utilized the facility of sale of vegetable seeds and ornamental plants. Above half of the users (51.66%) utilized the storage room facility.

In both the markets, the facilities such as information centre, drinking water facility, canteen facility, telephone facility, free transport facility, security service, toilet facility, sanitation, free weighing machine and free entrance facility were utilized by all the users. In both the markets the storage facility was less utilized comparatively due to limited space for storage and non-availability of cold storage to perishable vegetables.

Nearly one third of the users do not utilize the green shandy, separate sales sections for mushroom etc. only because of not growing the greens or coconuts or not producing mushroom etc. More or less one fourth of the users have not utilized the space for vehicles because of transporting their produce through buses.

From the above findings, it is evident that the facilities at the farmers' market were fairly well utilized by the users of both the farmers' markets.

4.4.1. Relationship of characteristics of users of farmers' market with their extent of utilization of facilities offered by farmers' market

The characteristics of users and their relationship with extent of utilization of facilities were studied and findings related to these aspects have been discussed in the succeeding lines.

Coimbatore farmers' market

It could be observed from Table 21 that out of 13 variables studied, six variables namely family size, economic motivation, market perception, decision making pattern, awareness about farmers' market and attitude towards the same found to be positive and highly significant at one per cent level.

Table 21. Zero order correlation co-efficient between characteristics of users of farmers' market and their extent of utilization of facilities

Variable Code Number	Independent Variable	Coimbatore farmers' market 'r' value	Madurai farmers' market 'r' value
X1	Age	0.1315 NS	0.0105 NS
X2	Educational Status	0.0655 NS	-0.0530 NS
X3	Family size	0.8106**	0.7890**
X4	Occupational status	0.0209 NS	0.0100 NS
X5	Cropping intensity	-0.0281 NS	0.0667 NS
X6	Socio-economic status	0.0450 NS	-0.1388 NS
X7	Extension agency contact	-0.0556 NS	0.0219 NS
X8	Mass media exposure	-0.1055 NS	0.1840 NS
X9	Economic motivation	0.8972**	0.8408**
X10	Market perception	0.9301**	0.9236**
X11	Decision making pattern	0.9124**	0.8490**
X12	Awareness about farmers' market	0.9258**	0.9184**
X13	Attitude towards farmers' market	0.7977**	0.8977**

* Significant at 5% level

** Significant at 1% level

NS Non-significant

The relation between the family size and utilization was significant indicating that larger the family size greater would be the extent of utilization. The probable reason may be the availability of a member to look after the marketing other than farm and home activities.

Economic motivation showed a positive and significant relation with utilization which meant higher economic motivation would increase the extent of utilization. The reason may be the desire to get high income by utilizing the facilities offered. This finding was in accordance with the findings of Vijayaraghavan (1979) and Ashok (1981).

Market perception showed a positive and significant relation with extent of utilization which meant that a favourable perception would increase the utilization of facilities. This finding supported the findings of Vijayaraghavan (1979) and Ashok (1981).

In addition, efficient decision making, awareness and favourable attitude would result in a maximum utilization of facilities offered by the farmers' market.

Madurai Farmers' Market

The same findings were found with the users of Madurai farmers' market as it is evident from the data presented in the Table 21.

4.4.2. Influence of independent variables on the extent of utilization of facilities offered by farmers' market by the users

Coimbatore farmers' market

It could be observed from the Table 22 that the co-efficient of multiple regression (R^2) was 0.8723 and was significant for the users of Coimbatore farmers' market.

It implies that all the thirteen variables contributed to the extent of 87.23 per cent variation in the dependent variable *viz.*, extent of utilization of facilities offered by farmers' market.

Table 22. Multiple regression analysis of independent variables towards dependent variable – Extent of utilization of facilities offered by farmers' market

(n = 60)

Variable Code Number	Independent variables	Coimbatore Farmers' Market			Madurai Farmers' Market		
		Partial Regression Co-efficient	SE	't' value	Partial Regression Co-efficient	SE	't' value
X1	Age	0.0070	0.0061	1.559NS	0.0109	0.0061	1.7782NS
X2	Educational Status	0.0741	0.0491	1.5084NS	0.0288	0.0609	0.4743NS
X3	Family size	1.0920	0.2684	4.0683**	0.8338	0.4007	2.0806*
X4	Occupational status	-0.0924	0.0784	-1.1785NS	0.0486	0.0522	0.9298NS
X5	Cropping intensity	0.1741	0.1423	1.2229NS	0.0768	0.1363	0.5633NS
X6	Socio-economic status	0.4929	0.1709	2.8828**	0.3382	0.1823	1.8554NS
X7	Extension agency contact	-0.0385	0.0190	-2.0163NS	0.0019	0.0163	0.1220NS
X8	Mass media exposure	-0.0223	0.0172	-1.2924NS	0.0075	0.0178	0.4249NS
X9	Economic motivation	0.6640	0.0726	9.1446**	0.3459	0.0607	5.6974**
X10	Market perception	0.1430	0.0881	1.6236NS	-0.0498	0.0970	-0.5139NS
X11	Decision making pattern	0.5581	0.1806	3.0899**	0.0631	0.2048	0.3082NS
X12	Awareness about farmers' market	0.5299	0.2099	2.5245*	1.3737	0.5126	2.6795**
X13	Attitude towards farmers' market	0.1134	0.0396	2.8573**	0.4111	0.0614	6.6947**

COIMBATORE FARMERS' MARKET MADURAI FARMERS' MARKET

R² = 0.8723

R² = 0.861

F value = 24.7052

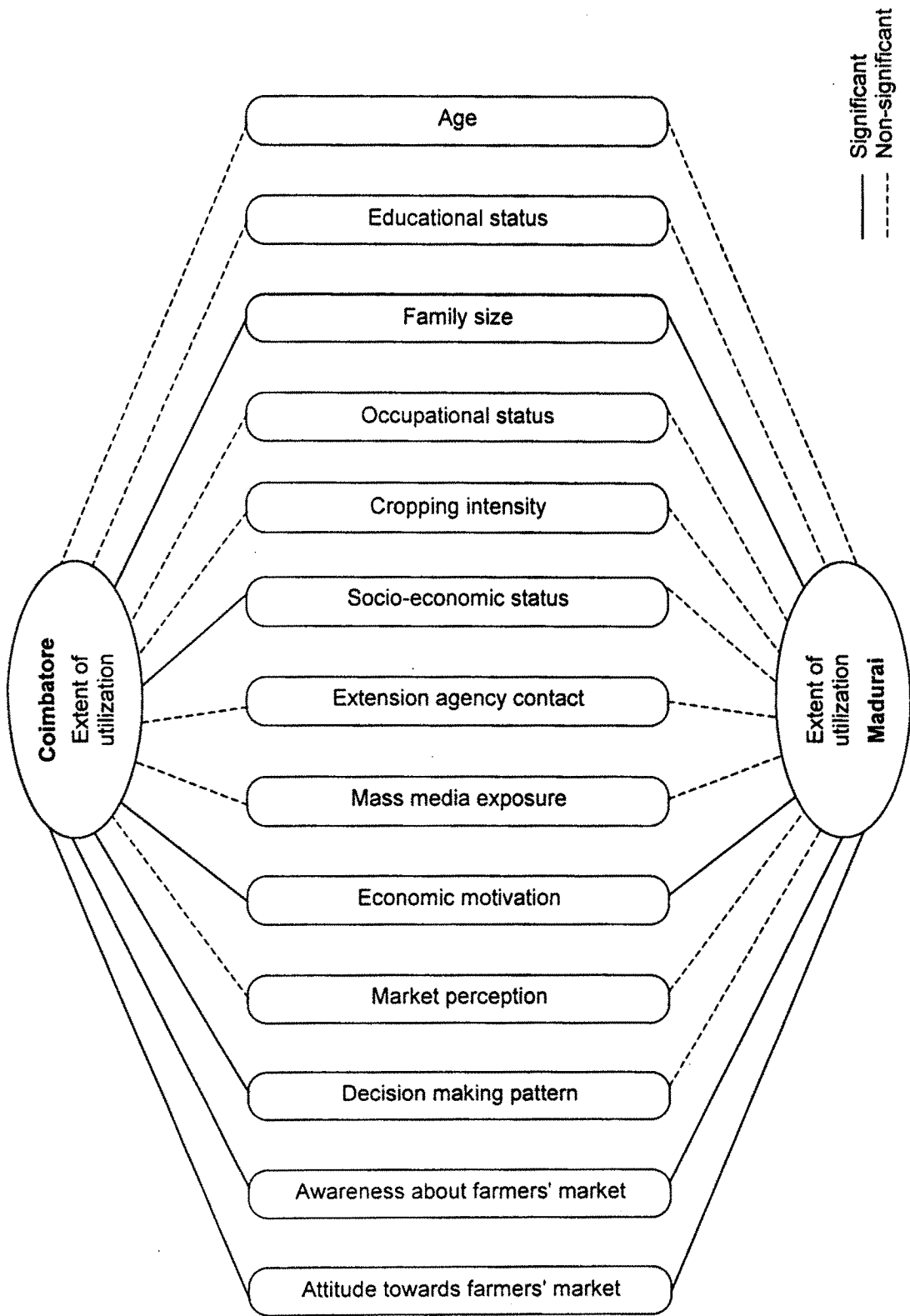
F Value = 22.48

* Significant at 5% level

** Significant at 1% level

NS Non Significant

Fig. 15. Empirical model showing the influence of independent variables on the extent of utilization of facilities offered by farmers' markets



Of the thirteen independent variables considered for the study, six variables namely, family size, socio-economic status, economic motivation, decision making pattern, awareness about farmers' market and attitude towards the same contributed significantly towards extent of utilization. This indicated that an unit change in above mentioned six variables, would increase the extent of utilization to an extent of 1.092, 0.4929, 0.6640, 0.5581, 0.5299 and 0.1134 units respectively keeping other variables constant.

The above findings revealed that large family size, higher socio-economic status, economic motivation, efficient decision making pattern, awareness about farmers' market and favourable attitude towards the same influenced the extent of utilization of facilities offered by farmers' market.

Madurai farmers' market

From the Table 22, it could be observed that the multiple regression co-efficient of users of Madurai farmers' market was 0.8610 and significant. This indicates that all the thirteen variables contributed to the extent of 86.10 per cent variation in the dependent variable *viz.*, extent of utilization of facilities. Out of thirteen independent variables studied, four facilities namely, family size, economic motivation, awareness about farmers' market and attitude towards the same were positive and significant. This indicated that an unit increase in these four variables would increase the extent of utilization by 0.8338, 0.3459, 1.3737 and 0.4111 units respectively.

4.5. Marketing behaviour of the users and non-users of farmers' market

The marketing behaviour of the users and non-users of farmers' markets of two districts was studied under three items namely packing materials used mode of transport and place of sale. The findings are presented in the table 23.

Table 23. Distribution of respondents by the marketing behaviour

Marketing behaviour items	Coimbatore farmers' market				Madurai farmers' market			
	User (n=60)		Non-User (n=30)		User (n=60)		Non-User (n=30)	
	No	%	No	%	No	%	No	%
1. Packing Materials used								
a) Gunny bags	50	100.00	30	100.00	60	100.00	30	100.00
b) Polyethylene bags	-	-	-	-	-	-	-	-
c) Others	6	10.00	10	33.33	3	5.00	5	16.66
2. Mode of transport								
a) Bus	52	86.66	10	33.33	55	91.66	14	46.66
b) Lorry	2	3.33	2	6.66	-	-	1	3.33
c) Tractor	8	13.33	6	20.00	6	10.00	4	13.33
d) Bullock cart	3	5.00	3	10.00	7	11.66	6	20.00
e) Two wheelers	10	16.66	10	33.33	12	20.00	10	33.33
f) Cycle	3	5.00	5	16.66	10	16.66	8	26.66
3. Place of sale								
a) Farmers' market								
(i) Partially	22	36.66	-	-	20	33.33	-	-
(ii) Fully	38	63.33	-	-	40	66.66	-	-
b) Open markets								
(i) Partially	22	36.66	-	-	20	33.33	-	-
(ii) Fully	-	-	30	100.00	-	-	30	-

Coimbatore farmers' market

From the table 23, it could be observed that the gunny bags were used as packing materials by cent per cent of both users and non-users of farmers' market. This might be due to the availability of gunny bags with them and moreover due to easy handling. Ten per cent of the users and one-third of the non-users used bamboo baskets for vegetables like tomato and used cardboard boxes for grapes as packing materials.

With regard to mode of transport, 86.66 per cent of the users and one third of the non-users (33.33%) have made use of bus to transport their produce to the market yard. This was followed by two-wheelers (16.66%) and tractors (13.33%). Meagre percentage of users used bullock carts (5%), cycles (5%) and lorry (3.33%). Among the non-users 33.33 per cent of the non-users used two-wheelers to transport the produce followed by tractors (20%) cycle (16.66%), bullock cart (10%) and lorry (6.66%).

With regard to place of sale, out of 60 users, nearly two-third sold their produce fully through the farmers' market. The remaining 36.66 per cent sold their produce partially through farmers' market and open markets.

Madurai farmers' market

The data in Table 23 revealed that cent per cent of the users and non-users made use of gunny bags as their packing material and only a negligible percentage of users (5%) and non-users (16.66%) used other packing materials like bamboo baskets for packing vegetables. None among the users and non-users had used card board boxes as like farmers of Coimbatore district who are growing grapes.

With regard to mode of transport, 91.66 per cent of users and 46.66 per cent of the non-users have made use of bus to transport their produce to the market yard. Twenty per cent of the users have made use of two wheelers and less than 20 per cent of the users have utilized

other modes. None among the users have made use of lorry as their transport mode. With regard to non-users, one-third of them have made use of two-wheelers followed by cycles (26.66%), bullock carts (20%) and tractors (13.33%) only a meagre per cent of the non-users (3.33%) made use of lorry as their mode of transport.

With regard to place of sale, two-third of the users have sold their produce fully through farmers' markets. The remaining one-third of them have sold their produce partially through farmers' market and open markets nearby.

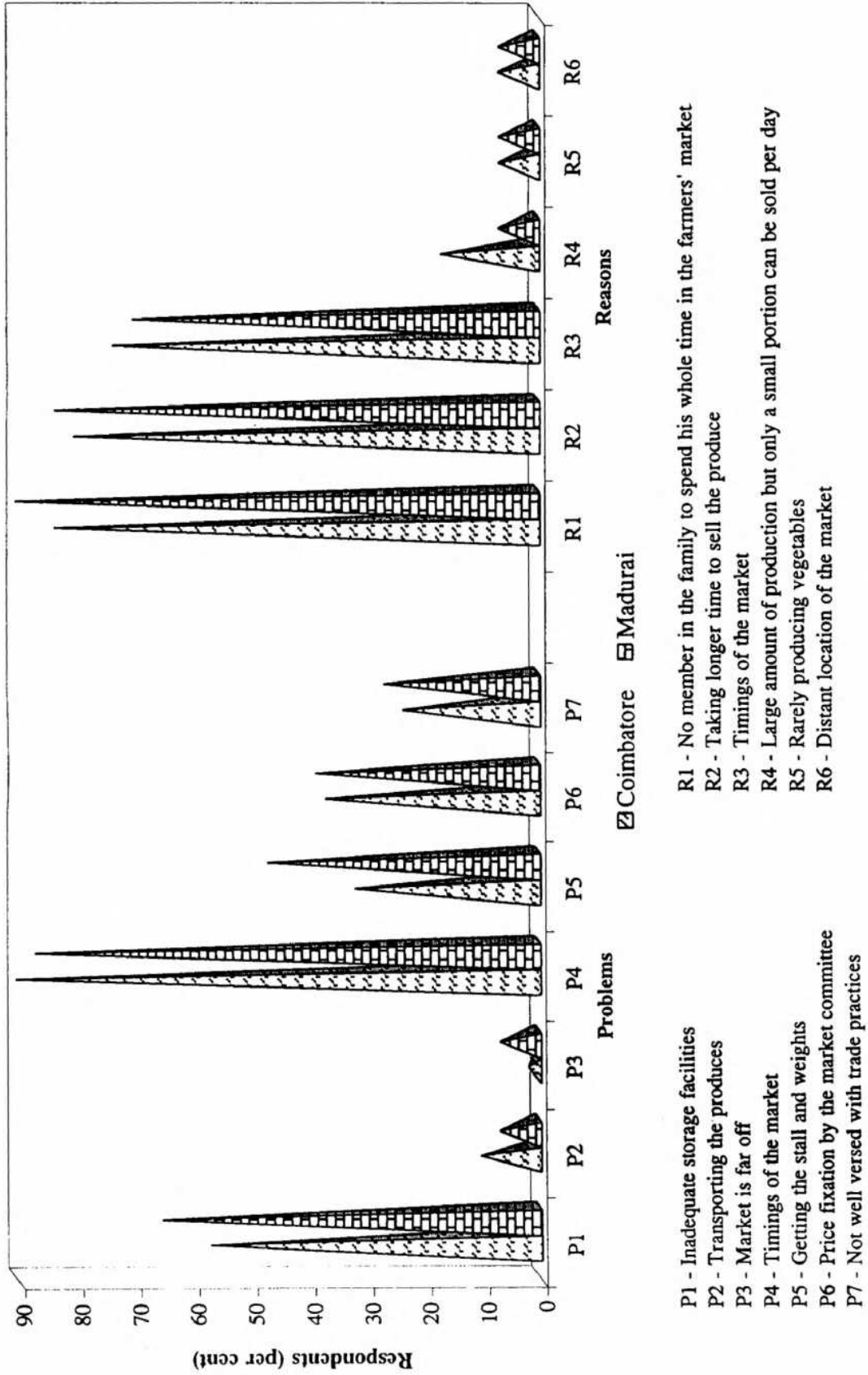
It could be concluded from the findings that cent per cent of the farmers whether they were users or non-users of both the districts used gunny bags as the packing materials for their produce. Few of the users and non-users of Coimbatore district had grown grapes and hence, they used cardboard boxes as packing materials. With regard to mode of transport, larger proportion of the farmers of both the districts made use of bus as their mode of transport. The reason might be the facility of free transport provided by the government to the users. The non-users also used the bus as a mode of transport due to cheaper transport cost. While considering the place of sale, the users of both the markets partially utilized the open markets to a considerable level. The reason might be the larger volume of vegetables produced and easy disposal of produces in the local markets, wholesale markets etc.

4.6. Problems encountered by the users in utilizing the farmers' market

The problems encountered by the users in the utilization of farmers' market are presented in table 24.

A perusal of the table 24 revealed that timings of the market was the foremost problem expressed by 90 and 86.66 per cent of the users of Coimbatore and Madurai markets respectively. The farmers reported this as a problem because the farmer spent his whole day in the market especially during the morning hours that would affect his day to day farm and home activities.

Fig. 16. Problems encountered by users and reasons for non-utilization expressed by non-users of farmers' market



- P1 - Inadequate storage facilities
 - P2 - Transporting the produces
 - P3 - Market is far off
 - P4 - Timings of the market
 - P5 - Getting the stall and weights
 - P6 - Price fixation by the market committee
 - P7 - Not well versed with trade practices
- R1 - No member in the family to spend his whole time in the farmers' market
 - R2 - Taking longer time to sell the produce
 - R3 - Timings of the market
 - R4 - Large amount of production but only a small portion can be sold per day
 - R5 - Rarely producing vegetables
 - R6 - Distant location of the market

Table 24. Problems encountered by users in utilizing the farmers' market

(n=60)

S. No.	Problems	Coimbatore Farmers' Market		Madurai Farmers' Market	
		No	%	No	%
1.	Registration as a member of the farmers' market	-	-	-	-
2.	Inadequate storage facilities	34	56.66	39	65.00
3.	Transporting the produces	6	10.00	4	6.66
4.	Market is far off	2	1.66	4	6.66
5.	Marketing procedure is cumbersome	-	-	-	-
6.	Timings of the market	54	90.00	52	86.66
7.	Getting the stall and weights	19	31.66	28	46.66
8.	Price fixation by the market committee	22	36.66	23	38.33
9.	Not well versed with trade practices	14	23.33	16	26.66

Inadequate storage facility was stated as a problem by 55.66 per cent and 65.00 per cent of the users of both the markets respectively. This problem might be due to the limited space for storing the unsold produces and the non-availability of cold storage for the vegetables that are perishable in nature.

The third problem reported by 36.66 and 38.33 per cent of the users of Coimbatore and Madurai markets respectively was price fixation by the market committee. This problem would be expressed by the farmers because of the price fixed by the market committee might be lesser than the local markets and wholesale markets nearby.

The users of both the markets expressed yet another problem in getting stalls and weights. The familiar and regular users must be provided with stalls and weights without any delay. The space should be increased to spread variety of produces separately.

Considerable proportion of users expressed that they were not well versed with trade practices, which lead to cheating in payment of money to some extent, by the consumers.

In addition, transporting the produces was found be a problem by 10.00 and 6.66 per cent of users of Coimbatore and Madurai farmers market respectively.

Distant location of the farmers' market was expressed by a negligible percentage of users of Coimbatore (6.66%) and Madurai (6.66%) farmers' market as a problem.

4.7. Reasons for non-utilization of farmers' market

The reasons for non-utilization of facilities of farmers' market as perceived by non-users are presented in table 25.

Non-availability of a member in the family to spend his time for marketing in farmers' market was reported by 83.33 and 90 per cent of the non-users of Coimbatore and Madurai farmers' market respectively as the foremost reason.

Unlike the whole sale markets and commission mundies, the farmers have to wait for longer time to sell / dispose their produces in farmers' market. It was expressed as a problem by 80 and 83.33 per cent of non-users of both Coimbatore and Madurai markets respectively .

Nearly three fourth of the non-users (73.33 and 70% respectively) of both the markets expressed that timings of the market was the reason for not using the market.

The farmers could not sell their large volume of produce at time of need. This was the reason for non-utilization as expressed by 16.66 and 6.66 per cent of the non-users of Coimbatore and Madurai farmers' markets.

Table 25. Reasons for non-utilization of farmers' market as expressed by non-users
(n=30)

S.No.	Reasons	Coimbatore Farmers' Market		Madurai Farmers' Market	
		No	%	No	%
1.	No member in the family to spend his whole time in the farmers' market	25	83.33	27	90.00
2.	Taking longer time to sell the produce	24	80.00	25	83.33
3.	Timings of the market	22	73.33	21	70.00
4.	Large amount of production but only a small portion can be sold per day in the farmers' market	5	16.66	2	6.66
5.	Rarely producing vegetables	2	6.66	2	6.66
6.	Distant location of the market	2	6.66	2	6.66

There was also a negligible percentage of (6.66 per cent) non-users of both the markets who expressed that they were rarely producing vegetables and distant location of the market were the reasons for non-utilization.

The findings have been summarised and given in the next chapter.

Summary and Conclusion

CHAPTER V

SUMMARY AND CONCLUSION

In our country, agriculture has to feed millions of people, hence, agricultural marketing would remain as an essential component. An acceptable market system should try to aim at channelising the farm products in an efficient way as to help the producer to get the major share from what the consumers pay. Such a market system, besides providing prospects to the rural economy should also try to curtail the activities of middlemen who are unscrupulous and notorious suckers of the benefits of the farming. Efficient market system ensures offering of fair price to the farmers and reducing the cost involved in marketing of the produce.

Farmers' markets are mainly started to establish a direct link between the farmers and the consumers. Those markets have helped both the buyers and sellers owing to remunerative prices, transparent cash transactions, free transport and zero cost for handling and marketing. In order to know about the factors which influenced the use of farmers' markets, awareness about the facilities offered by the same, the extent of utilization of those facilities, problems encountered by the users and the reasons for non-utilization of farmers' market, the present study was conducted with the following specific objectives.

Specific Objectives

1. To understand the organizational structure and functioning of farmers' market.
2. To study the socio-economic and socio-psychological characteristics of users and non-users of farmers' market
3. To analyse the degree of awareness of farmers and utilization of facilities offered by farmer's market.
4. To analyse the marketing behaviour of farmers.
5. To identify the problems encountered in the utilization of farmers' market by users.
6. To study the reasons for non-utilization of farmers' market by non-users.

The research was carried out in randomly selected villages in Thondamuthur block of Coimbatore district and in Thirumangalam block of Madurai district in Tamil Nadu. A sample of 60 users and 30 non-users were selected from each district using simple random sampling technique. Data were collected with the help of a well-structured and pre-tested interview schedule and analysed with the help of suitable statistical techniques. The salient findings of this study are as follows :

5.1. Organizational structure and functioning of farmers' market

1. Farmers' market (Uzhavar sandhai) is a welfare scheme implemented by the Government of Tamil Nadu. The district authorities set up markets having adequate number of stalls or shops in centralised area with necessary infrastructure facilities. Each market covers 10-15 villages within a 40km radius having vegetable / fruit cultivation in at least 200 hectares.
2. The farmers are given with identity cards. They can bring their produces to the market place and sell directly to the consumers. A special committee with farmers' representatives decides the prices on a daily basis. The price will be more than the wholesale rate and less than the retail rate in the general markets in the area.
3. The farmers can bring the vegetables and fruits in the state transport corporation buses without paying luggage and they are insulated from the possible harassment of city porters. Traders and middlemen are not allowed to buy from these markets.

5.2. Socio-economic and socio-psychological characteristics of users and non-users of farmers' market

1. Exactly half of the users of Coimbatore farmers' market were found to be under old age group. Among the non-users 46.67 per cent fell in the middle age group. On the contrary, higher percentage of the users of Madurai farmers' market was under the middle age group. Majority of the non-users (60%) fell into old age group. This showed that the users and non-users of farmers' markets belonged to various age groups.

2. With regard to education, secondary level education was identified as a predominant educational status among users (36.67%) and non-users (26.67%) of Coimbatore farmers' markets. In the case of users of Madurai farmers' market, 26.67 per cent of them had primary education and with regard to non-users, 33.33 per cent of them had secondary education.
3. Majority of the users of both the markets had the family size with more than five members in their family (75 and 73.33% respectively). Among the non-users, 80 and 90 per cent respectively in both the districts had upto 5 members in their family.
4. With regard to occupational status, three fourth of the users (75%) of the Coimbatore farmers' market fell under the low occupational status. In the case of Madurai farmers' market, the users and non-users belonged to low occupational status (78.33 and 76.67% respectively). None among the non-users of both the markets and users of Madurai farmers' market had high occupational status.
5. With regard to cropping intensity, the users and non-users of Coimbatore farmers' market were under the high category. Among the users and non-users of Madurai farmers' market also, majority of them fell under the high category (58.33 and 66.67% respectively).
6. Both the users and non-users of Coimbatore and Madurai farmers' markets possessed almost an identical level of socio-economic status (Middle socio-economic status).
7. Majority of users (60%) of Coimbatore farmers' market and non-users (76.67%) of Madurai farmers' market had medium level of extension agency contact. An equal percentage of low and medium (41.66 and 58.33% respectively) level of extension agency contact was reported by the users of Madurai farmers' market as

that of non-users (46.66 and 53.33% respectively) of Coimbatore farmers' market. None of the non-users of both the markets and users of Madurai market had high level of extension agency contact.

8. With regard to mass media exposure, the users and non-users of Coimbatore farmers' market had almost equal percentage of mass media exposure in both low level (46.66 and 50% respectively) and medium level (53.33 and 50% respectively). A similar trend was found among the users and non-users of Madurai farmers' market. None among the users and non-users of both the markets had high level of mass media exposure.
9. Majority of the users of both the markets had medium level of economic motivation (65 and 70% respectively). In contrast, majority of the non-users of both the markets had low level of economic motivation (60 and 53.33% respectively). None among the users and non-users had high level of economic motivation.
10. With reference to market perception, 71.67 per cent of the users of Coimbatore farmers' market had medium level of market perception whereas, the perception of non-users was low (73.33%). The users and non-users of Madurai farmers' market had similar trend of higher proportion in medium level of market perception (73.33 and 46.67%) than the low market perception holders (26.67 and 43.33%).
11. With regard to decision making pattern, 46.67 and 43.33 per cent of users of Coimbatore and Madurai farmers' market, consulted market officials before marketing their produce. With regard to non-users, 40 and 36.66 per cent of them in both the markets did not consult anybody and they took their own decision.
12. With regard to awareness about farmers' market, except a meagre percentage of non-users, others had medium and low-level of awareness in both the markets.

13. The users of Coimbatore and Madurai farmers' market had a favourable attitude towards farmers' market (68.33 and 75% respectively). Among the non-users of both the markets, 86.67 and 63.33 per cent of them had a less favourable attitude towards the same.

5.3. Awareness about the facilities offered by the farmers' market

14. The users of both the markets had medium level of awareness about the facilities (80 and 78.33% respectively). With regard to non-users, 73.33 and 66.67 per cent of them had medium level of awareness respectively in both the markets. None among the respondents of both the markets had high level of awareness of facilities offered by the farmer's market.

5.3.1. Relationship of characteristics of users and non-users with their awareness about facilities offered by the farmers' market

15. Characteristics of the users of Coimbatore farmers' market namely, family size, economic motivation, market perception, decision making pattern, awareness about farmers' market and attitude towards farmers' market were found to be positively and significantly associated with awareness of users about the facilities of farmers' market. With regard to non-users, only occupational status and market perception showed positive and significant relationship with awareness. Age alone showed a negative and significant relation with awareness.
16. In the case of the users of Madurai farmers' market, characteristics namely, family size, economic motivation, market perception, decision making pattern, awareness about farmers' market and attitude towards farmers' market showed positive and significant relationship with awareness. Among the non-users, the characteristics such as cropping intensity, socio-economic status, market perception and attitude towards the farmers' market showed positive and significant relationship with awareness.

5.3.2. Influence of independent variables on awareness of users and non-users about facilities offered by farmers' market

17. In the case of Coimbatore farmers' market, all the thirteen variables together explained as much as 72.54 per cent of variation in the awareness of facilities offered by farmers' market. Of these, the variables namely, family size, cropping intensity socio- economic status, economic motivation, decision making pattern and attitude towards farmers' market were positive and highly significant. With regard to non-users, the variables, occupational status and market perception were positive and highly significant.
18. With regard to users of Madurai farmers' market, all the thirteen variables contributed to the extent of 53.63 per cent variation in the dependent variable viz., degree of awareness about facilities of these such as age, family size, socio-economic status, economic motivation, awareness about farmers' market and attitude towards the same were positive and significant. With regard to non-users, it would be observed that all the independent variables put together *Ceteris paribus*, has explained 93.44 per cent of variation in the awareness of facilities offered by farmers' market. Only educational status showed negative and significant relationship with awareness of the same.

5.4. Extent of utilization of facilities offered by farmers' market by the users

19. In both the markets, the facilities such as information centre, drinking water, canteen, telephone, free transport, security service, toilet, sanitation, free weighing machine and free entrance were utilized by cent per cent of the users. The storage facility was less utilized comparatively in both the markets due to limited space for storage and non-availability of cold storage for storing perishable vegetables and fruits. From the results, it is evident that the facilities at the farmers' market were fairly well utilized by the users of both the farmers' markets.

5.4.1. Relationship of characteristics of users of farmers' market with their extent of utilization of facilities

20. It was found that out of thirteen variables studied, six variables namely family size, economic motivation, market perception, decision making pattern, awareness about farmers' market and attitude towards the same found to be positive and highly significant. The same findings were found with the users of both the markets.

5.4.2. Influence of independent variable on the extent of utilization of facilities offered by farmers' market by the users

21. It could be observed that all the thirteen variables contributed to the extent of 87.23 per cent variation in the extent of utilization of facilities by users of Coimbatore farmers' market. Of these, six variables namely, family size, socio-economic status, economic motivation, decision making pattern, awareness about farmers' market and attitude towards the same contributed significantly towards extent of utilization.

22. With regard to users of Madurai farmers' market, all the thirteen variables, put together contributed to the extent of 86.10 per cent variation in the dependent variable *viz.*, extent of utilization of facilities offered by the same. Out of these, four variables namely family size, economic motivation, awareness about farmers' market and attitude towards the same were positive and significant.

5.6. Marketing behaviour of the users and non-users of farmers' market

23. With regard to packing materials used, gunny bags were used by cent per cent of the farmers whether they were users or non-users of both the districts. Larger proportion of farmers of both the districts made use of bus as their mode of transport. While considering the place of sale, the users of both the markets partially utilized the open markets to a considerable level.

5.7. Problems encountered by the users in utilizing farmers' market

23. Most of the users of both the markets (90 and 86.66% respectively) pointed out that 'timings of the market' was the foremost problem in the utilization of farmers' market followed by the problem of inadequate storage facilities as expressed by 56.66 and 65 per cent of the users respectively in Coimbatore and Madurai markets. The other important problems identified were in getting the stall and weights, price fixation by the market committee and not well versed with trade practices. Transporting the produces and distant location of markets were expressed by a negligible percentage of users of both the markets (6.66% each) as the problems.

5.8. Reasons for non-utilization of farmers' market

24. The three important reasons identified by the non-users of both the markets for non-utilization of farmers' market were, 'non-availability of a member in a family to spend his time for marketing', 'taking longer time to sell the produce' and 'Timings of the market'.

IMPLICATIONS OF THE STUDY

On the basis of the salient findings of this study, few implications are given below. These implications will be of immense use in formulating strategies for developing the farming community through efficient marketing system. These implications will also help the market personnels in improving the existing marketing system so that, there will be utilization of farmer's markets to the maximum extent possible by majority of the farmers.

1. As the farmer himself indulges in selling his produce at the market, he could not do his day-to-day agricultural work. Hence, the timings of the markets have to be changed probably more in the evening hours in cities and towns.

2. The farmer's markets don't have adequate storage facilities. If the farmers have unsold goods at the end of the day, have to take the same to his place and bring them back the next morning. This is an unnecessary burden to them. The state government should create adequate storage facilities within the farmer's market.
3. There is a need for constant vigilance over the price fixation by the market officials.
4. The regular users must be provided with stalls and weights without delay.
5. The space for the stalls should be increased to keep all their produces.
6. Production plans should be given to the selected villages by the state agriculture and horticulture departments to sustain farmer's market.
7. This scheme prevents the farmers from relying on the middlemen. Hence the farmers will face financial problems. Unless the government provides financial assistance, there is a possibility that the farmers may revert to the old fashion of relying on the middlemen.
8. Increasing bus frequency in the route of farmers market, to have more and more utilization of such market both by producers and consumers.

SUGGESTIONS FOR FUTURE RESEARCH

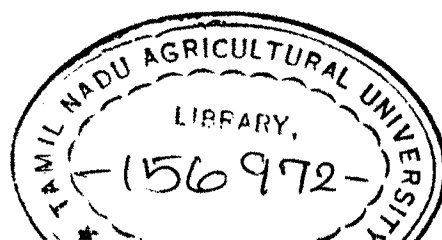
1. The role expectation and role performance of farmers' market can be studied.
2. A separate study can be taken up on the impact of the farmer's market on farming.
3. An in depth study on the administrative aspects of the farmer's market and communication behaviour of the officials can be conducted.

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Appendices

APPENDIX I

From

Dr. R. Netaji Seetharaman, Ph.D.
 Professor & Head,
 Dept. Of Agricultural Extension & Rural Sociology,
 Agricultural College and Research Institute,
 Coimbatore - 641 003.

Dated :

Dear Sir / Madam,

Sub: Postgraduate education - Research Project - Rating of variables for thesis
 Work Judges opinion - Reg.

I wish to state that **Miss. N. THENMATHI** has taken up a thesis research project entitled "**Functioning of Farmers' market (Uzhavar sandhai) - A Critical analysis**" for her **M.Sc. (Agri.)** degree programme under my guidance. The specific objectives of the study are:

1. To understand the organisational structure and functioning of farmers' market.
2. To study the socio-economic and socio-psychological characteristics of users and non-users of farmers' market.
3. To analyse the degree of awareness of farmers and utilization of facilities offered by the farmers' market.
4. To analyse the marketing behaviour of farmers.
5. To identify the problems encountered in the utilization of farmers' market by users.
6. To study the reasons for non-utilization of farmers' market by non-users.

For this purpose, the student researcher has identified a list of possible variables from literature, discussion with advisory committee members and extension officials. Based on your professional expertise, you have been selected as a judge to get your valuable opinion. I request you to please examine the variables critically on the following aspects.

- Whether the variables included are sufficient for the study, if any addition of new variables is felt necessary, please feel free to add them to the list.
- A three point psychological continuum of relevance *viz.* Most relevant, Relevant and Non- relevant is given for consideration.

I request you to kindly spend some of your valuable time and rate all the variables and return the scoring sheet at your earliest convenience to the student.

Thanking you

Yours sincerely,
(Dr. R. NETAJI SEETHARAMAN)

Topic : Functioning of Farmers' market (Uzhavar sandhai) - A critical analysis

Dependent variables : 1. Awareness about the facilities. 2. Extent of utilization of facilities.
3. Marketing behaviour of farmers

Kindly Put Tick (✓) Mark in the appropriate column

S. No.	Independent Variable	Most relevant	Relevant	Non- relevant
1.	Age			
2.	Educational status			
3.	Farm size			
4.	Farming experience			
5.	Cropping intensity			
6.	Annual income			
7.	Social Participation			
8.	Socio-economic status			
9.	Urban contact			
10.	Extension agency contact			
11.	Mass-media exposure			
12.	Economic motivation			
13.	Risk orientation			
14.	Market perception			
15.	Credit orientation			
16.	Information source utilization			
17.	Decision making pattern			
18.	Level of aspiration			
19.	Awareness about farmers' market			
20.	Attitude towards farmers' market			
21.	Others if any			

Signature
Name & Designation

APPENDIX II

Functioning of farmer's market (Uzhavar sandhai) -

A critical analysis

Interview Schedule

Village: Respondent No.

Block : District :

PART A

Name of the Respondent :

1. Age (in years) :

2. Educational status : Illiterate / Functionally literate / Primary /
Middle / Secondary / Collegiate

3. Family status :

- a. Nuclear family / Joint family
- b. Low caste (SC, ST) / High caste (MBC, BC, FC)
- c. (i) Mudwalled and thatched house
(ii) Mudwalled and tiled house
(iii) Brick walled and concrete roof
(iv) Brick walled and tiled house
- d. Mud floor / cement floor / mosaic floor
- e. Unelectrified house / electrified house

4. Occupational status :

- a. Wage earner
- b. Farming & wage earner
- c. Farming
- d. Business
- e. Services
- f. Farming & Business
- g. Farming & services

5. Farm status

- a. (i) No land
- (ii) < 1 ha
- (iii) 1-2 ha
- (iv) 2-4 ha
- (v) 4-10 ha
- (vi) > 10 ha
- b. Canal / well or lift irrigation
- c. Low / high cropping intensity
- d. Permanent labour not engaged / engaged

6. Communication status

- a. No subscription
- b. Subscription to news papers
- c. Subscription to weekly or monthly magazines
- d. Subscription to agricultural magazines

7. Farm power status

- | | |
|--------------------|----------------------|
| i. Bullock | vi. Tractor |
| ii. Cow | vii. Oil engine |
| iii. Bullock cart | viii. Pumpset |
| iv. Country plough | ix. Power sprayer |
| v. Iron plough | x. Cattle shed-tiled |

8. Material status

- i. Wall clock
- ii. Battery operated transistor
- iii. Radio
- iv. Fan
- v. Tape recorder
- vi. Biogas plant
- vii. Television

- viii. Two wheelers (Scooter, Motorcycle, Moped, etc.)
- ix. Video cassette player / Video cassette recorder
- x. Telephone
- xi. Automobiles (Car, Jeep, Van, etc.)

9. Extension agency contact

Agency	Awareness		Frequency			Purpose of contact	
	Aware	Not aware	Frequently	Some times	Rarely	Agri.	Non agri.
A.A.O.							
A.O.							
A.D.A.							
Officials of Farmers' market							
Scientists of TNAU							
Others (specify)							

10. Social participation

S. No	Name of the organization	Member	Office bearer
1.	Village panchayat		
2.	Panchayat union		
3.	Co-operative societies		
4.	Land development bank		
5.	Regulated market		
6.	Farmers' market		
7.	Youth club		
8.	Farmers' discussion group		
9.	Political organisation		
10.	Any other (specify)		

11. Mass media exposure

S. No.	Mass media	Daily	More than once in a week	Once in a week	Once in fort night	Once in a month	Rarely	Never
1.	Radio How often do you listen to radio i. General ii. Farm							
2.	Television How often do you view TV i. General ii. Farm							
3.	Newspaper How often do you read or listen to reading newspaper i. General ii. Farm							
4.	Films How often do you see films? i. General ii. Farm							
5.								

		Frequently	Occasionally	Never
1.	How often do you read Agrl. Magazines, leaflets etc.			
2.	How often do you see Agrl. Exhibitions			
3.	How often do you participate in agrl. functions, field days etc.			

12. Economic motivation

Please give your degree of agreement and disagreement or undecidedness about each of the following statements.

S.No.	Statement	A	UD	DA
1.	A farmer should work towards larger yields & economic profits			
2.	A most successful farmer is one who makes the most profit			
3.	A farmer should try new farming ideas which may earn him more money			
4.	Economic assistance must be provided to bring up his children			
5.	It is enough if one member of the family earns			
6.	A farmer must earn his living but the most important thing in life cannot be defined in economic terms			

13. Market perception

- a) When do you market majority of your produce?
- Soon after harvest
 - When price is attractive
 - When in need of cash
 - On contract
 - When it is convenient

b)

S.No.	Produce sold	Price expected	Price received	Price different	Farmers reaction		
					Satisfied	Beneficial	Disappointed
1.							
2.							
3.							
4.							

14. Decision making pattern

How do you decide to market your produce?

- a. Decide myself
- b. Decide consulting my family members
- c. Decide consulting friends & relatives
- d. Decide consulting market officials

15. Awareness about farmers' market

Please indicate as to how you received information (aware) of farmers' market.

- **Institutional sources** (please specify)
Co-ordinator / Administrative officer / Asst. Administrative Officer.
- **Non – institutional sources**
Agrl. Leaders / progressive farmer / friends / relatives / neighbours / other
- **Mass media sources**
Newspaper / radio / T.V. / posters / others

16. Attitude towards farmers' market

Please give your agreement, disagreement or undecidedness for each of the following statements.

S. No.	Statement	A	UD	DA
1.	Marketing through farmer's market involves a complex procedure			
2.	Farmer's market does not give competitive price for the farmer's produce			
3.	Farmer's market does not serve the farming community at all			
4.	Disposing of a farmers produce in an open market does not take much of his time			
5.	The development of farmers' market is the only way to ensure better price for farmers' produce			
6.	Farmers' market offers the best institutional support to the farmers			
7.	Farmers' markets have to be established at all places immediately			
8.	The acquaintance with the farmers' market helps farmers after cropping pattern depending on the price situation			
9.	The farmers' market satisfies only the specified crop growers			

PART B

17. Awareness about the facilities offered by the farmers' market?

I am interested in knowing about your awareness regarding the various facilities offered by the farmers' market

- a) Does the farmers' market provide the following facilities
- | | |
|---|----------|
| 1. Information centre | Yes / No |
| 2. Storage room | Yes / No |
| 3. Drinking water | Yes / No |
| 4. Canteen | Yes / No |
| 5. Telephone | Yes / No |
| 6. Free transport | Yes / No |
| 7. Security service | Yes / No |
| 8. Toilet | Yes / No |
| 9. Sanitation | Yes / No |
| 10. Free weighing machine | Yes / No |
| 11. Green shandy especially for greens and Coconuts | Yes / No |
| 12. Sale of vegetable seeds, ornamental plants | Yes / No |
| 13. Separate sales section for mushroom, tender coconut, egg and milk | Yes / No |
| 14. Free entrance | Yes / No |
| 15. Space for parking vehicles | Yes / No |

PART C

18. Extent of utilization of facilities

I am interested to know as to what extent you have utilized the facilities offered by farmers market

- a) Did you utilise the following facilities
- | | |
|-----------------------|----------|
| 1. Information centre | Yes / No |
| If not, reasons | |
| a) | |
| b) | |

- | | |
|--|----------|
| 2. Storage room | Yes / No |
| If not, reasons | |
| a) | |
| b) | |
| 3. Drinking water | Yes / No |
| If not, reasons | |
| a) | |
| b) | |
| 4. Canteen | Yes / No |
| If not, reasons | |
| a) | |
| b) | |
| 5. Telephone | Yes / No |
| If not, reasons | |
| a) | |
| b) | |
| 6. Free transport | Yes / No |
| If not, reasons | |
| a) | |
| b) | |
| 7. Toilet | Yes / No |
| If not, reasons | |
| a) | |
| b) | |
| 8. Free weighing machine | Yes / No |
| If not, reasons | |
| a) | |
| b) | |
| 9. Green shandy especially for greens and Coconuts | Yes / No |
| If not, reasons | |
| a) | |
| b) | |
| 10. Sale of vegetable seeds, ornamental plants | Yes / No |
| If not, reasons | |
| a) | |
| b) | |

11. Separate sales section for mushroom, tender coconut, egg and milk Yes / No

If not, reasons

a)

b)

12. Space for parking vehicles Yes / No

If not, reasons

a)

b)

PART D

19. Marketing behaviour

a) Packing materials used

1. Gunny bags

2. Polyethylene bags

3. Others

b) How do you transport your produce?

1. Bullock cart

2. Cycle

3. Bus

4. Lorry

5. Tractor

c) Where do you sell your produce?

Crops grown	Farmers' market		Open market	
	Partially	Fully	Partially	Fully

PART E**20. Problems faced by farmers**

- a. Registration as a member of the farmers market?
- b. Inadequate storage facilities
- c. High transport cost
- d. Market is far off
- e. Marketing procedure is cumbersome
- f. Timings of the market
- g. Getting the stall & weights
- h. Price fixation by the market committee
- i. Others specify.

PART F**21. Reasons for non-utilization**

Please state the reasons if you have not marketed the produce through farmers' market.