

A STUDY ON ACTUAL PURCHASE BEHAVIOUR IN FARMERS MARKET AT MMM TOMATO EXPORTS

Submitted in partial fulfilment of the requirements for the award of

BACHELOR OF COMMERCE

BY

VIJAYARAGAVAN.M 41740044



**DEPARTMENT OF BUSINESS
ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

CATEGORY-1 UNIVERSITY BY UGC

Accredited with Grade “A++” by NAAC | 12B Status by UGC | Approved by AICTE

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **Vijayaragavan. M** (Register No.41740044) who carried out the Project Report at “**MMM TOMATO EXPORTS**”, **DHARAMAPURI** under our supervision for a period 3 months from January 2024 to March 2024.

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TO WHOMSOEVER IT MAY CONCERN

This is with reference to your request letter received regarding permission to do “PROJECT” in our company. We are pleased to inform you that your request has been accepted and the company given permission this is to certify that **Mr. M .VIJAYARAGAVAN** Reg No : **41740044** student of **B.COM** (General) **3rd year** from **Sathyabama Institute of Science and Technology , Chennai 600119** to has undergone “PROJECT” in our company from **February 07,2024** to **March 15 ,2024**.

Throughout this period, his performance was deemed to be excellent.

We extend our best wishes to him for all his future endeavours.

M.M.MURUGAN

Owner MMM Tomato Exports

For MMM TOMATO MANDI

[Handwritten Signature]
Proprietor 15/3/24

DECLARATION

I AM **VIJAYA RAGAVAN .M (Reg.No.41740044)** hereby declare that the Project Report entitled **A STUDY ON ACTUAL PURCHASE BEHAVIOUR IN FARMERS MARKET** done by me/us under the guidance of **DR.R.TAMILSELVAN** (Internal Guide) and **Mr.SIVA** (External guide) at “**MMM TOMATO EXPORTS**”, **DHARAMAPURI** is submitted in partial fulfillment of the requirements for the award of Bachelor of commerce.

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SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my science thanks to board of Management of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

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I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.R.THAMILSELVAN**, for his/her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

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VIJAYARAGAVAN.M

ABSTRACT

The project examined "A STUDY ON ACTUAL PURCHASE BEHAVIOUR IN FARMERS MARKET by MMM TOMATO EXPORTS, DHARAMAPURI." This research was conducted with the major aim to determine whether the farmers market provided by the MMM TOMATO EXPORTS. The customer needs or not. Convenient sampling technique was adopted with the sample size of 107 respondents. The primary data for the study was collected with a self - designed questions. Percentage analysis was made to compare preferences of customers towards farmers market of MMM TOMATO EXPORTS. The tomato finding of the study was that majority of the customers were completely satisfied with farmers market by MMM TOMATO EXPORTS which includes documentation process, tomato etc., The tomato recommendations from this study includes better financing option, marketing etc., which should further enhance their sales in addition to the existing farmers market.

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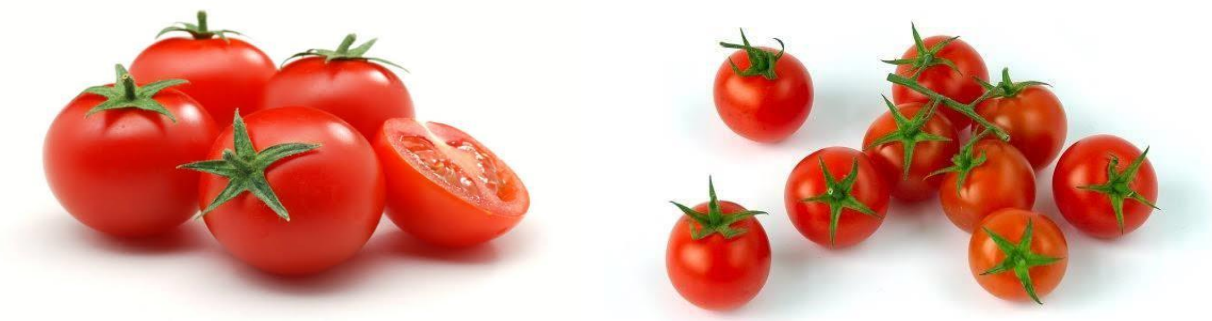
CHAPTER I

INTRODUCTION

1.1 INTRODUCTION TO THE STUDY:

The advantages of simplifying the factors in the food supply chain and requiring shorter food miles, compared with a global food system, have led to local food systems being regarded as a more sustainable way to purchase food. Farmers' markets, which are a sustainable format for purchasing food, have flourished all over the world in recent years. Numerous literature sources have indicated that farmers' markets can boost the sustainability of agricultural production and consumption through the reconnected relationship between the producers and the consumers.

TOMATO:



Farmers' markets are capable of enhancing three aspects of sustainability: social, economic, and environmental . For instance by providing platforms for individuals in the food industry to contact each other directly, farmers' markets are able to enhance local knowledge, promote local identity, and build trust in relationships with their partners or customers, all of which benefit social sustainability. Furthermore, the usage of environment-friendly farming methods supports the producers' and consumers' growing concerns about their co-responsibility in environmental conservation and are beneficial for environmental sustainability.

Since farmers' markets have the above-mentioned features, i.e., social and environmental sustainability, consumers are willing to pay a premium price, which increases the farmers' income, develops the local economy, and contributes to economic sustainability in other words, enhancing social, economic, and environmental sustainability are the greatest concerns of

farmers' market consumers. These concerns influence farmers' markets consumers' purchase intentions.

Therefore, the main research question for this study was to examine whether farmers' markets in Taiwan have established appropriate requirements or standards, and delivered prompt communication to customers to match their needs and desires, which in turn would establish their loyalty. Exploring the determinants of actual purchase behaviour in farmers' markets allowed us to obtain the answers for the above research question.

The global agri-food value chain primarily runs through supermarket-oriented channels; in light of this, farmers' markets and community supported agriculture can be seen as an intersection point between the terminal channel of the local agri-food value chain and the consumers.

A farmers' market is defined in this paper as a farmer-run market set at a distinct location in which the producers of agricultural products sell directly to the general consumer population. Transactions that occur at farmers' markets take the form of face-to-face interactions, providing a close link between the consumer environment and the consumers and producers. This link offers opportunities for the kind of mutual interaction and social embeddedness that allows consumers to understand the producers and the production process from farm to table; this enhances consumers' understanding and trust in agricultural products and their safety, all the while accruing social capital. The interaction that occurs at a farmers' market between producers and consumers is a demonstration of the trust and reliance between the two parties.

The interaction opens up a channel for both sides to participate in discussion, which maintains and strengthens institutional trust. Farmers' markets and similar operations increase the benefits reaped by both the consumer and producer. Lated studies have shown that the social capital generated from the transparent exchange between consumers and producers at farmers' markets demonstrates the opportunity for trust in and accountability of the institution, which benefits consumers and their understanding of said system's conventions.

Through face-to-face interaction, consumers can find out more about the product's origins, other food items, and food safety. This allows them to form a sense of reliance on and trust in the producer, thereby lowering barriers to purchasing and increasing the intensity of the intention to buy or re-buy a product. In marketing research, consumers' purchase intentions are a major research topic.

Trust theory is typically applied to examine factors affecting purchase intentions. Some studies on consumer trust in food products have focused on the effects of new food products, new

processing technology, new policies, and food safety crises on such trust. Few studies have investigated how different types of trust in local food systems affect consumers' purchase intentions. Regarding local food systems, local production for local consumption or for selling on farmers' markets has increased. The quality and safety of agricultural products are ensured through standards established by the local market. Farmers directly sell and explain the products to consumers. This enables farmers to interact and establish connections with consumers, thus developing an interpersonal trust relationship. We consider that understanding interpersonal trust, institutional trust, and consumer groups' purchase intention is beneficial in managing a directsales model of agricultural products.

The primary purpose of the research was to examine the relationship between institutional trust, interpersonal trust, consumers' purchase intentions, and actual purchase behavior from the consumers' perspective in the context of farmers' markets. Moreover, we attempted to integrate and extend research on this topic and provide implications for the sustainable management of farmers' markets.

1.2 INDUSTRY PROFILE :

Institutional trust is built on the foundation of non-individualistic societal conventions and institutions. The trust that is created with another in this discussion is not generated by the relationship and familiarity between people, but is rather the evaluation of trust based on objective non-interpersonal elements such as professional qualifications, laws, and regulations.

Zucker (1986), suggested that three primary factors contribute to institutional trust: the social distance between the two parties, meaning that transactions can take place across groups; the geographical distance, which means that the transaction under institutional trust is not limited by the geospatial restrictions; and lastly, the inseparable nature of transactions in a social system in that both the buyer and seller rely on each other for inter-network transactions.



In the field of food research, institutional trust is the consumer's degree of faith in the food's safety regulations and system. Institutional trust is usually the degree of confidence based on the intentions, capabilities, and fairness of the parties involved in the operation of the system, as well as the efficiency and consistency of said system. Previous studies have shown that consumer trust in the institution has a demonstrable influence on consumers' decision-making.

A study on consumer decision-making for agricultural products by Lobb et al. has shown that institutional trust, risk awareness, and attitudes have a significant effect on each other such that the consumers' perception of risk will be altered by the level of trust they have in the institution.

The trust they have in the official authority of the institution will also lower the perception of risk towards the consumption of agricultural products. Janssen and Hamm pointed out that institutional trust is particularly important in consumer acceptance of the seals of approval awarded to organic food.

Two important aspects of institutional trust are "competence trust" and "goodwill trust." Competence trust refers to consumers' expectations of the performance of the technical capabilities on the supply side; goodwill trust is manifested in the social relationships of consumers. The producers are especially attentive to such relationships, as reflected in their moral and ethical duty to the consumer.

Considering all of the above, this study believes that institutional trust goes beyond the most basic characteristics of intrinsic professional competence; consumer expectations of institutional reliability also incorporate the consumer's own responsibility to be proactive. The farmers' market operates on face-to-face buy-sell transactions between a producer and consumer. When operating under the mindset of "you are responsible for what you produce," building institutional trust between a buyer and seller becomes possible through mutual communication and understanding of each other's actions, values, and ways of thinking.

1.3 INTERPERSONAL TRUST:

The definition of trust within interpersonal relations proposed by Rosseau refers to the relationship of trust between individuals. The one doing the trusting has a sense of security with the one being trusted, and although this may sometimes lead to negative outcomes, the one doing the trusting will not be able to change their foundation of trust. In this context, there is a trust mechanism of emotional recognition.

The foundation of trust built by both sides is formed from long-term interactions, which allows both sides to understand and acknowledge each other's emotions. In short, interpersonal trust is built on the interaction between people and furthered by the experience and familiarity of both parties, which can reduce communication costs and improve the efficiency of cooperation.

In this study, interpersonal trust is created at the farmers' market when producers speak directly to consumers face-to-face, allowing both parties to interact and get to know one another on a more familiar level. This is sometimes followed by the building of friendships. It is upon this foundation that interpersonal trust is built.

The farmers' market can be conceptualized as a form of food transaction and networking between the producer and consumer. It is a closer and more direct consumer environment for consumers and producers. The concept of the embeddedness of a social relationship within interpersonal interaction gives consumers the opportunity to become familiar with the producers.

Concurrently in this connection, consumers develop a deeper understanding and trust in the safety of agricultural products; furthermore, both sides accumulate mutual benefit from the interpersonal interaction.

An important feature of the farmers' market is the interpersonal interaction element with which the dimension of interaction can be assessed by the degree of mutually beneficial exchange and interactions between partners. Continuous interaction acts like a social adhesive by maintaining partnerships that facilitate the exchange of information and interpersonal relationship-building. Establishing close interactions helps organizations deal with conflicts and crises as they arise and come up with joint-effort solutions to deal with them.

The interpersonal interaction between producer and consumer provides a foundation for the accumulation of relationship capital, which is executed with the intrinsic reciprocity of benefit and trust. The farmers' market not only supplies local fresh agricultural products, but also a network for the exchange of distinct preference, needs, and supply-related information, which directly translates into reductions in prices and in the transactional costs of gathering information. Many studies on farmers' markets have shown that consumers patronize farmers' markets due in part to the abundant interpersonal interactions that occur.

1.4 PURCHASE INTENTION AND ACTUAL PURCHASE BEHAVIOR:

Purchase Intention and Actual Purchase Behavior Ajzen claimed that “behavioral intention is an indication of an individual’s readiness to perform a given behavior, which is assumed to be an immediate antecedent of behavior”, “behavior is an individual’s observable response in a given situation with respect to a given target”.

In behavioral science theory, behavioral intention could shape personal attitude and predict individual behavior. Consumer intention has received considerable attention in consumer behavior research.

A consumer’s purchase intention could be an important causal predictor of their behavior. Some studies on consumers’ food purchasing behavior have indicated that a consumer’s purchase intention is their subjective behavioral tendencies when purchasing a product and that it is a measure of the consumer’s likelihood of purchasing a product.

In addition, previous research revealed that purchase intention can be represented by consumer loyalty and purchase likelihood as indicators of purchase intention.

Purchase intention could refer to what consumers think they will buy. According to Brown, customers who have intentions to purchase a product will show higher actual purchasing rates than those who have a lower intention to buy. Specifically, the customers of our farmers markets in this study having intentions to purchase products could be the first step in developing the demand for agricultural products.

Purchasing behavior refers to a process through which people seek, choose, purchase, use, evaluate, and handle products or services to satisfy their needs and wants. These actions are part of consumers’ decision-making processes because purchasing behavior can reflect the degree of consumers’ willingness to pay for a product or service. In fact, purchase intentions do not always result in actual purchase behavior, and a gap exists between this intentional and real purchase behavior .

Prior studies investigated the actual purchase behavior in consuming organic food products. For instance, Niessen and Hamm’s study identified that 50% of customers say they would buy organic products, but only 15% bought what they said in the end. The products in the farmers markets in this study are produced in an environmentally friendly way in the small-scale farms. Most of them are fresh, safe, and taste good, so the average price is higher than those adopting traditional farming.

We consider that when consumers generally show willingness to purchase a high-priced product frequently, their actual purchase behavior for the product is high. Aside from the above discussion, the theory of reasoned action (TRA) claims that “people’s actual behavior is determined by their intention to perform the behavior; this intention, in turn, is predicted by their attitude toward behavior and subjective norms”. Attitude represents “the person’s general feeling of favorableness or unfavorableness for the behavior”.

Institutional trust adopted by this study may represent the meaning of attitude. In other words, if a consumer has positive beliefs or trust in a farmers’ market’s standards of quality and safety for agricultural products, he/she has a favorable attitude and purchase intention. Subjective norms could refer to a consumer’s perception that “the importance of people around him/her and their opinions on how he or she should act will determine the behavioral outcome”.

Similarly, interpersonal trust could mean subjective norms: a two-way communication exists between a consumer and farmer to build trust.

This study adopted the TRA and modified attitude and subjective norms with institutional trust and interpersonal trust, respectively. Moreover, the study employed structural equation modeling (SEM) based on the empirical research to validate the hypothetical relationships between four constructs in this study, as suggested by Hair et al. Either the theory of planned behavior or TRA could explain consumer decisions to engage in sustainable agricultural practices.

We thus conclude that the farmers’ market is characterized by sustainability features, just as Arabska claimed: “farmers’ markets are considered as a sustainable business model of networking which encourages production and consumption of local food of healthy origin adhering to high standards for quality and safety, building society and trust and encouraging development of rural regions.”

1.5 RELATIONSHIP BETWEEN INSTITUTIONAL TRUST, INTERPERSONAL TRUST, PURCHASE INTENTION, AND ACTUAL PURCHASE BEHAVIOR:

The definition of trust is diverse. Hobbs and Goddard reviewed previous studies and proposed that consumers believe that they can rely on someone or an organization to accomplish their goals. This is because from the consumers’ perspective, the person or organization has the ability to help consumers and because the person’s or organization’s values and intentions are consistent with those of the consumers.

According to research related to food consumption, trust is a major factor affecting consumers' decisions to purchase food. Trust is also a crucial factor affecting consumers' attitudes toward food production processes, production information, and safety policies; considerable attention has been paid to institutional trust—the factor related to food regulation—and interpersonal trust—the factor emphasizing human interaction and communication to create trust.

We compared these two types of trust and examined their relationship with consumers' purchase intentions.

Therefore, we proposed that interpersonal trust and institutional trust in farmers' markets are correlated. We hypothesized that interpersonal trust and institutional trust are positively correlated in farmers' markets (Hypothesis 1). Regarding institutional trust, competence and trustworthiness are considered the primary constitutive factors of institutional trust; they emphasize food source information and professionalism in regulation and monitoring and provide explanations to consumers.

The literature suggests that when consumers cannot understand the various steps involved in food production, are unfamiliar with the food producer and seller, or encounter risk factors associated with food production (such as new food production technology or the formulation of food safety policies), their purchase intentions and decisions can be enhanced by cultivating institutional trust. In current food production systems, transparency and traceability in the formulation of institutional standards are considered major factors toward improving institutional trust and strengthening consumers' purchase intention. On the basis of previous studies, we examined the relationship between institutional trust related to farmers' markets and consumers' purchase intentions. We hypothesized that institutional trust related to farmers' markets would positively affect consumers' purchase intentions (Hypothesis 2).

As for interpersonal trust, during a product-purchasing process, interpersonal trust is created when the buyer and the seller communicate face-to-face about the production process, value, and concepts underlying the product. Farmers' markets emphasize a buyer–seller relationship. In markets, a buyer's trust in the seller is created through the interaction and communication between the buyer and the seller. Such communication not only provides information to the consumer about the food producer but also enlightens the consumer about the value and concepts underlying the production process, thereby affecting the consumer's purchase intention.

We also conducted the study to elucidate how farmers can gain recognition and enhance consumers' purchase intentions through strengthening interpersonal trust. Accordingly, we

hypothesized that interpersonal trust in farmers' markets would positively influence consumers' purchase intentions (Hypothesis 3).

In this study, customers' purchase intentions had a mediating effect on purchase behavior and purchase antecedent's variables, such as attitude, emotion, or trust proposed in this study.

On the basis of the described studies, we conducted the present study to examine the relationship between consumers' purchase intentions and actual purchase behavior for products in farmers' markets. In the context of farmers' markets, consumers' purchase intentions can be a crucial indicator for consumers' purchasing behaviors.

We hypothesized that in farmers' markets, consumers' purchase intentions would positively influence their actual purchase behaviors (Hypothesis 4) A farmers' market is comparable to the concept of relationship marketing. Communication and exchange between the buyer and the seller lead to two outcomes. First, the seller increases the quality of the product in order to meet the market standard and consumer expectations.

Second, the consumer's trust in the seller increases, thereby increasing the consumer's loyalty and repurchase intention. Prior studies show that perceived consumer effectiveness positively affects their attitude toward consuming sustainable dairy products, which in turn influences consumers' intention to buy.

STATEMENT OF THE PROBLEM:

- ❑ Farmers markets have been more well-known in recent years as places to find fresh, locally grown produce and as a means of facilitating direct communication between farmers and customers.
- ❑ Farmers markets are becoming more and more popular, but there is still a lack of a thorough knowledge in the variables impacting consumer behavior in this particular type of market.
- ❑ The creation of practical plans to improve market viability and sustainability for farmers, market organizers, and legislators is hampered by this knowledge gap.

NEED OF THE STUDY:

- ❑ In marketing research, consumers' purchase intentions are a major research topic.
- ❑ Some studies on consumer trust in food products have focused on the effects of new food products, new processing technology, new policies, and food safety crises on such trust.
- ❑ Farmers directly sell and explain the products to consumers. This enables farmers to interact and establish connections with consumers, thus developing an interpersonal trust relationship.
- ❑ We consider that understanding interpersonal trust, institutional trust, and consumer groups' purchase intention is beneficial in managing a direct-sales model of agricultural products.

OBJECTIVE OF THE STUDY:

- ❑ The primary purpose of the research was to examine the relationship between institutional trust, interpersonal trust, consumers' purchase intentions, and actual purchase behavior from the consumers' perspective in the context of farmers' markets.
- ❑ To provide implications for the sustainable management of farmers' markets.

COMPANY PROFILE

INTRODUCTION ABOUT COMPANY:

Overview of the company:

MMM Tomato Exports is a well-known agricultural export business that specializes in the production, processing, and international sale of premium tomatoes. Our company has established a reputation for offering high-quality tomato products to global markets, owing to our unwavering dedication to sustainability, innovation, and quality. Since 2000, we have been providing farm fresh tomato products to customers.

Mission Overview:

Our goal is to produce the best tomatoes possible through cultivation, processing, and export, all while upholding the highest standards of quality, supporting sustainable farming methods, and enhancing the world's food supply.

Key Principles:

Throughout the production process, we uphold stringent quality control methods to guarantee that our customers receive only the best tomato products.

Sustainability:

We're committed to using ecologically friendly farming methods, minimizing our carbon footprint, and processing products in an eco-friendly manner.

Innovation:

To enhance our agricultural methods, product offers, and business processes, we consistently allocate resources towards research and development.

Client Satisfaction:

We put our clients' needs first and collaborate closely with them to deliver customized tomato solutions.

Services and Goods:

A variety of tomato products and associated services are provided by MMM Tomato Exports, including:

Fresh Tomatoes:

Meticulously picked at the height of ripeness, we provide fresh, premium-quality tomatoes to global markets.

Processed Tomato Products:

Diced tomatoes, puree, sun-dried tomatoes, and tomato paste are all produced at our processing facility.

Packaging and logistical:

We provide adaptable packaging solutions to satisfy the unique needs of our clients, as well as effective logistical support to guarantee prompt and secure delivery.

Sustainability Initiatives:

We can offer documentation and certifications pertaining to our environmentally friendly methods, and we are dedicated to sustainable agriculture.

Customer Support:

From order placement to delivery, our team of experts is here to help customers choose the best tomato products and offer assistance.

The main farms and processing plant of MMM Tomato Exports are situated in the productive, which is renowned for having the perfect climate for tomato farming. Our facilities are positioned strategically to allow us to guarantee the quality and freshness of our tomato products.



Information to Contact:

Phone: 94439 06630

E-mail: mmmtomatoexports@gmail.com

When it comes to carefully sourced and processed quality tomato products, MMM Tomato Exports is your reliable partner. Worldwide distributors, wholesalers, and retailers are welcome to contact us, and we look forward to building enduring, mutually beneficial partnerships. You can count on us for quality, sustainability, and dependability whether you need fresh tomatoes or processed tomato products.

CHAPTER II

REVIEW OF LITERATURE

Engel, J.F., Blackwell, R.D., & Miniard, P.W. (2014): In their seminal work, Engel, Blackwell, and Miniard introduce the concept of consumer purchase decision-making. Their model, known as the Consumer Decision Process Model, outlines the various stages that consumers go through

when making a purchase, providing a foundational framework for understanding purchase behavior.

Kotler, P. & Armstrong, G. (2018): In "Principles of Marketing," Kotler and Armstrong explore the psychological and social factors that influence consumer behavior. Their research delves into the role of perception, motivation, and culture in shaping purchase decisions, providing a comprehensive overview of the factors at play.

Solomon, M.R. (2016): Solomon's book, "Consumer Behavior: Buying, Having, and Being," is a renowned resource that delves into the psychological and sociocultural aspects of consumer behavior. The author discusses the impact of culture, subculture, and social influences on purchase behavior, shedding light on the multifaceted nature of consumer choices.

Bettman, J.R. (2000): In "An Information Processing Theory of Consumer Choice," Bettman presents an information-processing model of consumer decision-making. This model focuses on how consumers acquire, process, and use information to make purchase decisions, offering a cognitive perspective on purchase behavior.

Rook, D.W. (2002): Rook's research on the consumer's emotional experiences during the purchase process introduces the concept of consumer involvement and emotional connection with products. His work emphasizes the role of emotions in shaping purchase decisions and consumer behavior.

Sheth, J.N. & Venkatesan, M. (2017): Sheth and Venkatesan's groundbreaking research on consumer behavior introduces the concept of the theory of buyer behavior. Their work explores the factors that influence consumers' decisions and the role of psychological and sociocultural variables.

Ajzen, I. (2016): Ajzen's theory of planned behavior has been influential in understanding the role of attitudes, subjective norms, and perceived behavioral control in predicting and explaining consumer behavior. This theory has been widely applied in studying purchase behavior and consumer decision-making.

Hoyer, W.D. & MacInnis, D.J. (2019): In "Consumer Behavior," Hoyer and MacInnis provide a comprehensive overview of consumer decision-making processes. They discuss the impact of consumer learning, memory, and attitudes on purchase behavior and how marketers can leverage these insights.

Dholakia, U.M. (2018): Dholakia's research on online consumer behavior and e-commerce examines how digital technologies have transformed the way consumers make purchase decisions. His work explores the role of online reviews, social media, and digital marketing in shaping consumer choices.

Foxall, G.R. (2014): Foxall's behavioral perspective on consumer choice emphasizes the role of operant conditioning and behavioral economics in understanding and predicting consumer behavior. His research highlights the importance of reinforcement and reward mechanisms in purchase decisions.

Feagan, R. (2007): Feagan's study focuses on the cultural and social aspects of farmers' markets. She explores the role of farmers' markets in fostering a sense of community, cultural exchange, and social interaction. Her work underscores the cultural significance and social cohesion facilitated by these markets.

Galt, R.E., & Nelson, A. (2011): Galt and Nelson examine the role of farmers' markets in the context of broader food system sustainability. Their research explores the challenges and opportunities that farmers' markets face in promoting sustainable agriculture, addressing issues related to access and equity, and contributing to food system resilience.

Wilkins, J.L., & Hillers, V.N. (2012): In their work, Wilkins and Hillers study the food safety practices and standards in farmers' markets. Their research provides insights into the safety of products sold in these markets and the challenges vendors face in adhering to food safety regulations.

Pothukuchi, K. and Kaufman, J.L. (2000): In their seminal work, Pothukuchi and Kaufman explore the social and economic aspects of farmers' markets. They emphasize the role of farmers' markets in fostering community development, examining how these markets provide a platform for social interaction and contribute to neighbourhood revitalization. Their research underscores the importance of understanding the social dynamics at play in farmers' markets.

Umberger, W.J., et al. (2003): Umberger and his team delve into consumer preferences and willingness to pay premiums for organic and locally produced foods in farmers' markets. Their study highlights the significance of factors such as product attributes, consumer demographics, and market-specific characteristics in shaping purchase behavior. It provides valuable insights into the appeal of sustainable and locally sourced products.

Lyson, T.A. and Guptill, A. (2004): Lyson and Guptill's research focuses on the role of farmers' markets in promoting sustainable agriculture and rural development. They emphasize the potential of farmers' markets to support local economies and reduce the environmental impact of food systems. Their work provides a comprehensive overview of the multifaceted benefits of these markets.

Thilmany, D., et al. (2008): Thilmany and her colleagues investigate consumer behavior in the context of direct-to-consumer marketing channels, including farmers' markets. Their study identifies key drivers that influence consumer choices, such as product attributes, consumer demographics, and market-specific factors. It underscores the value of consumer-focused research in understanding purchase behavior.

Loureiro, M.L. and Hine, S. (2007): Loureiro and Hine explore consumer attitudes and behaviors regarding sustainable agriculture and farmers' markets. They analyze the willingness of consumers to pay premiums for environmentally friendly and locally sourced products. Their research underscores the importance of understanding consumer values and how they impact purchase behavior.

Groppel-Klein, A. and Becker, T. (2008): Groppel-Klein and Becker's research takes a closer look at the influence of social interactions and interpersonal relationships on purchase decisions in farmers' markets.

Their study reveals that the personal connection between vendors and consumers plays a pivotal role in shaping purchase behavior, emphasizing the unique social aspect of these markets.

Caracciolo, F., et al. (2015): Caracciolo and his team investigate the role of trust and social norms in farmers' markets. They explore how the level of trust in vendors and the adherence to social norms influence consumers' purchasing decisions. Their research sheds light on the importance of trust-building and adherence to ethical standards in these markets.

McAdams, A. (2017): McAdams provides a comprehensive analysis of farmers' markets as community hubs and drivers of local food systems. The research emphasizes the communal and educational aspects of these markets, highlighting the role of farmers' markets in fostering community engagement and food system education.

Bowen, S. and Muthersbaugh, T. (2013): Bowen and Muthersbaugh examine the complexities of sustainable food systems, with a focus on farmers' markets. Their research investigates the

challenges and opportunities that farmers' markets face in the context of broader food system sustainability, including issues related to consumer behavior, access, and social justice.

Gaul, D. (2020): Gaul explores the impact of COVID-19 on farmers' markets and consumer behavior. The study offers insights into how external factors, such as a global pandemic, can influence purchase behavior, market dynamics, and the adaptability of these markets.

Kreuzberg (2020): Krueckeberg provides an in-depth look into the reasons for selecting a particular feed dealer. Direct questioning revealed that farmers were primarily interested in location, brand, and quality. It appeared that price, service, and management were of secondary importance. Reactions to situation-action questions, however, revealed that price, credit, location, and brands were the major considerations in selecting a feed dealer.

Funk (2014): In his study of the response of farmers to the different marketing activities of feed firms, found that farmers responded more to changes in price than to changes in other major variables. While a positive relationship was found to exist between changes in the number of dealers, hence relative nearness of the dealer, and changes in a firm's market share, and between advertising and market share, these relationships were weak compared to the market share price relationship.

Storey (2008): Storey investigated the shopping behavior of farmers in considerable detail in his 1958 study of machinery purchasing decision. He found that the extent of shopping was greater for farm machinery than others had found in the case of feeds. Although most of the farmers in his sample contacted only one or two dealers, a sizeable minority would contact three or more before making a purchase. In addition, several contacts or discussions were held with these dealers during the shopping period.

North Carolina, Dean, Auerbach and Marsh (2019): investigated the extent of rationality in decision-making among farm operators. Defining rationality as the "use of deliberation, planning, and best available sources of information and advice in arriving at decisions as a means of achieving maximum economic ends, they developed a rationality index which was used to categorize farmers according to their degree of rationality in decision-making. Several relationships were found between the degree of rationality exhibited by the farmer and other variables.

Kohls (2019): Kohls claims that the decision-making process in purchasing farm machinery usually progresses over a long period of time. He says, "first there is the period in which the need or desire for a piece of equipment gradually is evolved, then shopping and decision of purchase

take place" (9, p.12). He then attempted to determine the factors which trigger this decision process. His conclusion was that this process is usually begun when the farmer recognizes a replacement need. Some other less important factors starting this process were found to be: a change in farm. Operations, desirable changes in newer models, and labor saving.

CHAPTER III

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY:

Although decision making is not a part of research, research does help policymakers make decisions. The methodology of a study is a logical sequence that connects empirical data to the study's initial research questions and, eventually, to its conclusions. A research methodology is a method for solving a research problem in a systematic manner. Experimentation is carried out in order to test hypotheses and discover new relationships. Among variables, if any. The internal concept underlying research is its methodology; it admires the study, dictates the acquisition of data and categorises them in rational relationship, establishes a means of refining raw data, organises an approach so that the meanings that lie beneath the external of those data are visible, and finally discloses a conclusion but the conclusions drawn on the basis of the data.

3.2 RESEARCH DESIGN:

The investigation is descriptive in nature. As a result, systematic methods for data collection and analysis have been implemented. A research design is the arrangement of conditions for data collection and analysis in such a way that it aims to combine relevance to the research purpose with procedure economy. This study employs descriptive research to describe consumer

purchasing behaviour. Descriptive research includes various types of surveys and fact-finding inquiries that are concerned with describing the characteristics of a specific consumer.

3.3 DATA SOURCES:

1. Primary Data
2. Secondary Data

3.3.1 PRIMARY DATA:

The researchers collected data using a well-structured questionnaire that included demographic information as well as study-related information.

3.3.2 SECONDARY DATA:

Secondary data was collected from

1. Journals
2. Newspapers
- 3 Official sites.

3.4 SAMPLE UNIT:

The customer who ever is purchasing in the farmers market is considered a sample unit. Primary is used in the study to determine the relationship between a dependent variable and one or more independent variables.

3.5 SAMPLE SIZE:

The research is based on primary data gathered from respondents. A total of 37 respondents were chosen to study the purchase behavior in farmers market. is used in the study to determine the relationship between a dependent variable and one or more independent variables

3.6 SAMPLING TECHNIQUE & METHOD:

The sampling data are gathered using the primary mode of data collection, which entails direct participation of the sample. The researcher have interviewed the respondents with the structured questionnaire. The person product - moment correlation is calculated by dividing the sample of the two variables by the product of the two standard deviations and shows the strength of the linear relationship. The convenience sampling method was used to select respondents for this

study.

3.7.1 DATA COLLECTION:

This data is collected based on interview method, the sampling data are collected in the form of questionnaire. A total of 37 respondents were chosen to study the purchase behavior in farmers market. The samples are limited in number. Percentage analysis aids in the establishment of relationships between samples and populations.

3.8 STATISTICAL TOOLS USED:

1. Simple Percentage analysis
2. Correlation and coefficient analysis
3. Regression.

3.8.1 SIMPLE PERCENTAGE ANALYSIS:

The samples are limited in number. Percentage analysis aids in the establishment of relationships between samples and populations.

Simple percentage analysis makes it possible to describe the profile classification of respondents who fall into a specific category, such as gender, age, marital status, annual income, and so on, in order to standardise and compare the information tabulated and to explain the massive data in the simplest form.

3.8.3 CORRELATION AND COEFFICIENT ANALYSIS:

Correlation is used in the study to determine the relationship between a dependent variable and one or more independent variables. Correlation analysis is used to learn about the nature of relationships between two variables. The person product - moment correlation is calculated by dividing the sample of the two variables by the product of the two standard deviations and shows the strength of the linear relationship. The correlation coefficient in person product - moment correlation is not robust because strong linear relationships between the variables are not recognised. Because the correlation coefficient is sensitive to outlying points, it is not resistant to them.

3.8.4 REGRESSION:

Regression is a statistical technique used in finance, investing, and other fields to determine the strength and nature of a relationship between one dependent variable (usually denoted by Y) and a set of other variables (known as independent variables).

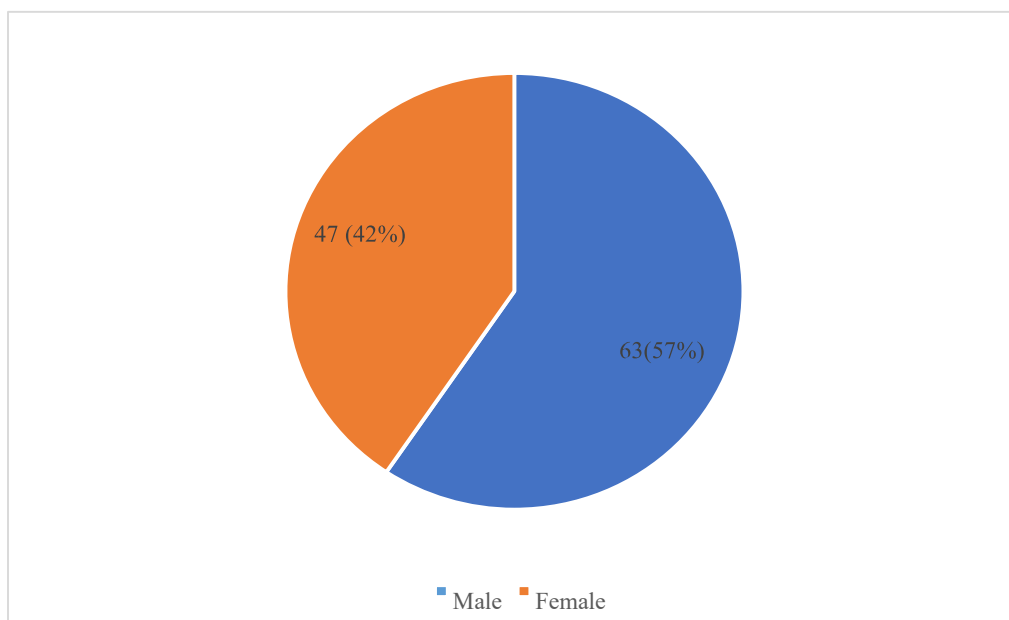
CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Table 4.1 Shows the Gender of the respondents

Particulars	No. of Respondents	Percentage
Male	63	57%
Female	47	42%
Total	110	100 %

Chart 4.1 Shows the Gender of the respondents



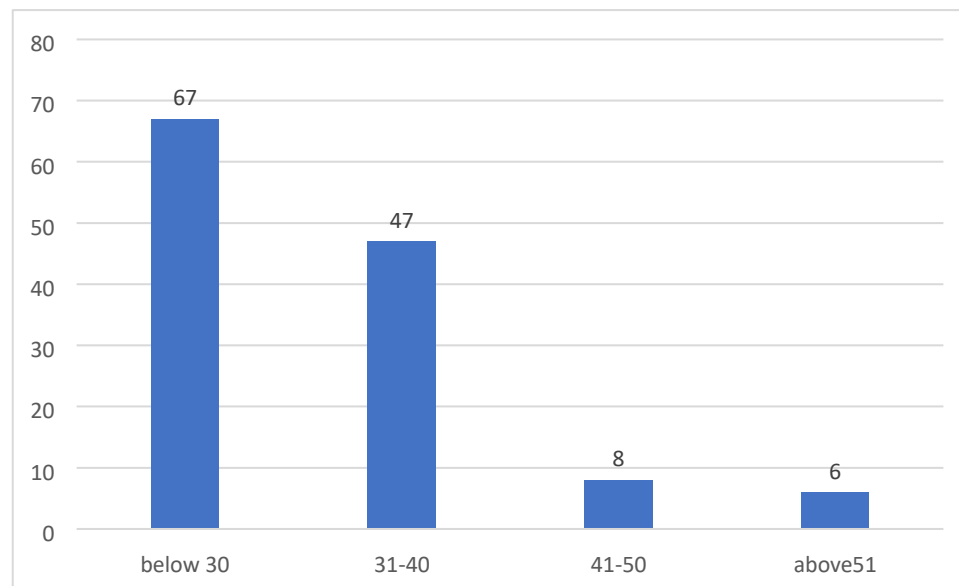
Interpretation:

From the above table it is inferred that 57% of respondents belongs to Male Category. 42% of respondents belongs to Female category.

Table 4.2 Shows the Age of the respondents

Particulars	No of respondents	Percentage
Below 30	67	61%
31-40	47	26%
41-50	8	6%
Above 51	6	5%
Total	110	100 %

Chart 4.2 Shows the Age of the respondents



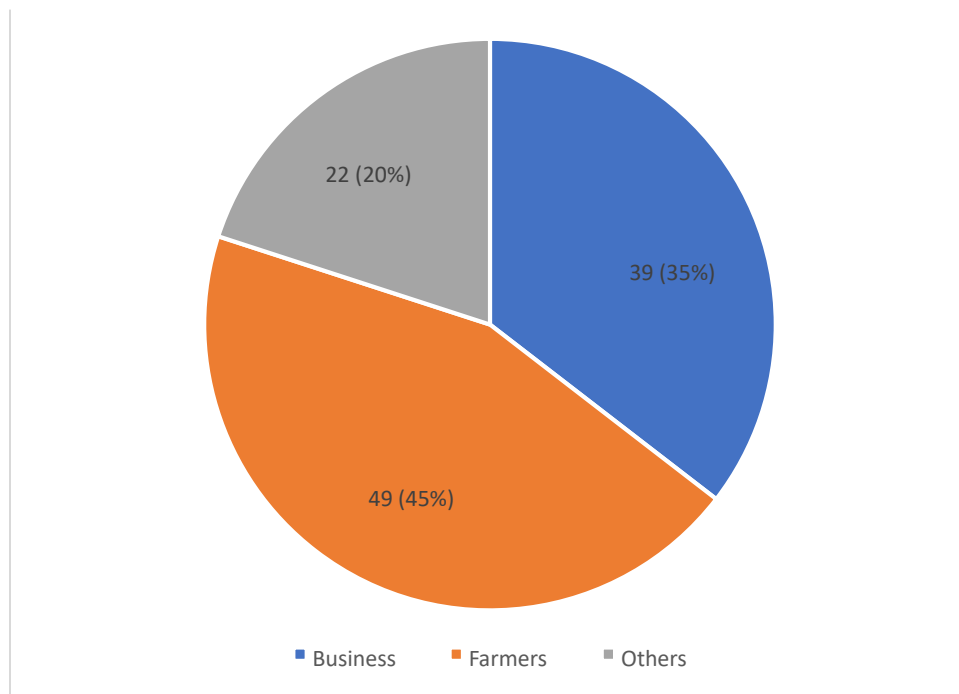
Interpretation:

From the above table it is inferred that 61% of respondents belongs to Below 30 Category. 26 % of respondents belongs to 31-40 category. 6 % of respondents belongs to 41-50 category. 5 % of respondents belongs to Above 50 category .

Table 4.3 Shows the Occupation of the respondents

Particulars	No of respondents	Percentage
Business	39	35%
Farmer	49	45%
other	22	20%
Total	110	100 %

Chart 4.3 Shows the Occupation of the respondents



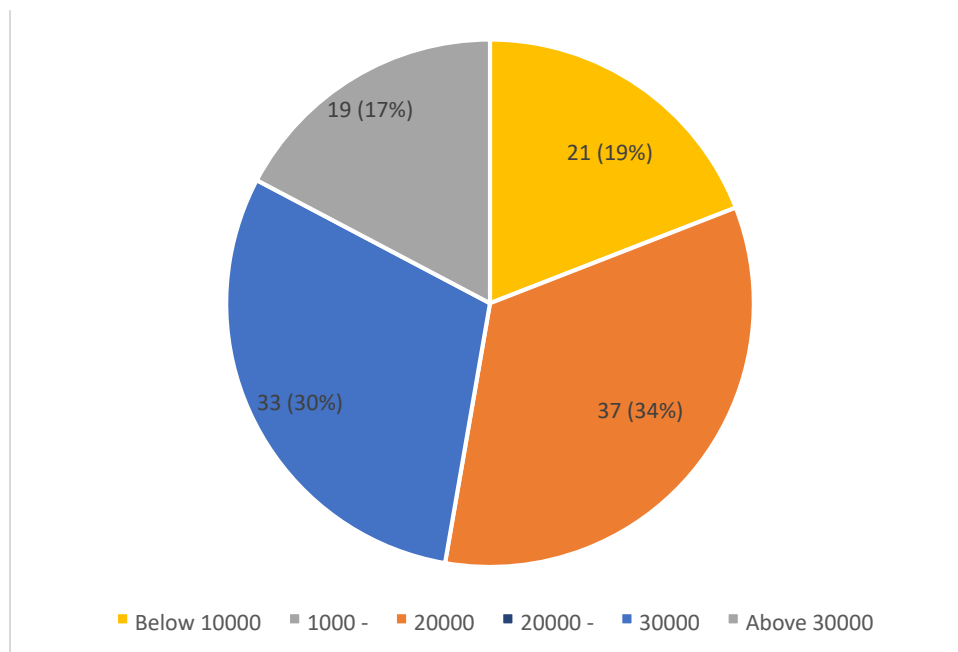
Interpretation:

From the above table it is inferred that 35% of respondents belongs to Business Category. 45 % of respondents belongs to Farmer category. 20 % of respondents belongs to other category.

Table 4.4 Shows the Annual Income of the respondents

Particulars	No of respondents	Percentage
Below 10000	21	19%
10000-20000	37	34%
20000-30000	33	30%
Above 30000	19	17%
Total	110	100 %

Chart 4.4 Shows the Annual Income of the respondents



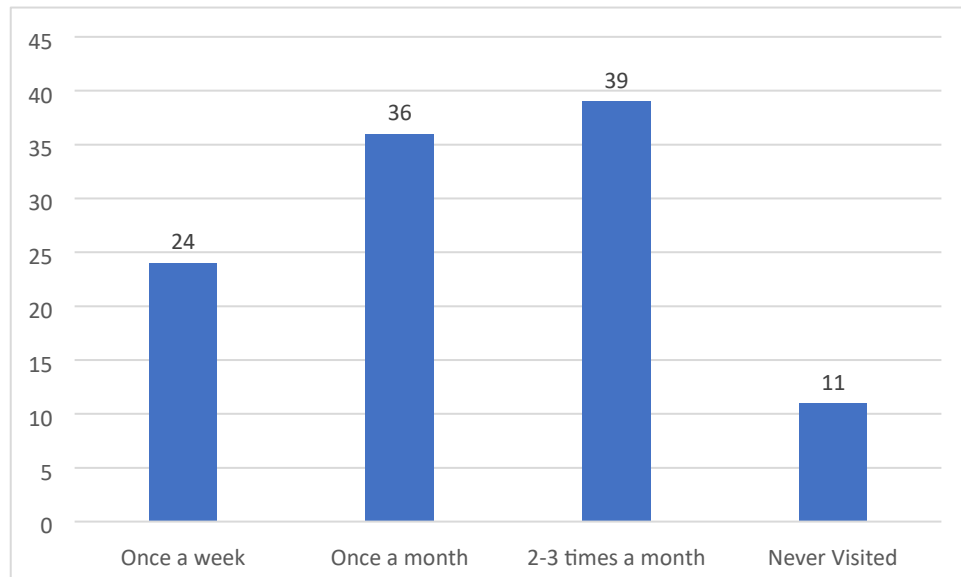
Interpretation:

From the above table it is inferred that 19% of respondents belongs to Below 10000 Category. 34% of respondents belongs to 10000-20000 category. 30% of respondents belongs to 20000-30000 category. 17% of respondents belongs to Above 30000.

Table 4.5 Shows the Visit to Farmers Market

Particulars	No of respondents	Percentage
Once a week	24	22%
Once a month	36	33%
2-3 times a month	39	35%
Never visited	11	10%
Total	110	100 %

Chart 4.5 Shows the Visit to Farmers Market



Interpretation:

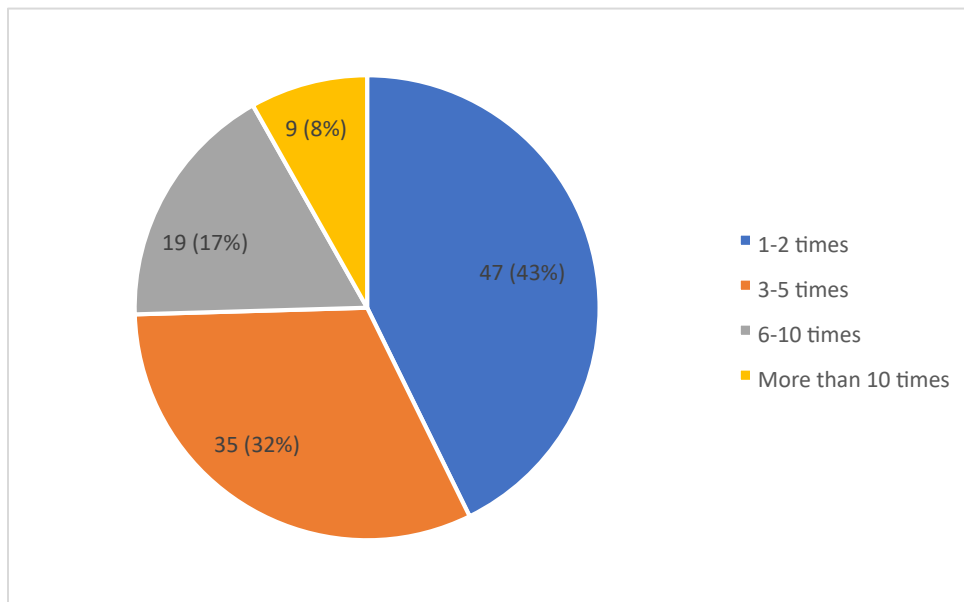
From the above table it is inferred that 22% of respondents belongs to Visiting farmers market Once a Week. 33% of respondents belongs to Visiting farmers market Once a Month. 35% of respondents belongs to Visiting farmers market 2-3 times a month. 10% of respondents belongs to Visiting farmers market are never visited.

Table 4.6 Shows the Visited to Farmers Market in the Past month/year

Particulars	No of respondents	Percentage
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1-2 times	47	43%
3-5 times	35	32%
6-10 times	17	17%
More than 10 times	8	8%
Total	110	100%

Chart 4.6 Shows the Visited to Farmers Market in the Past month/year



Interpretation:

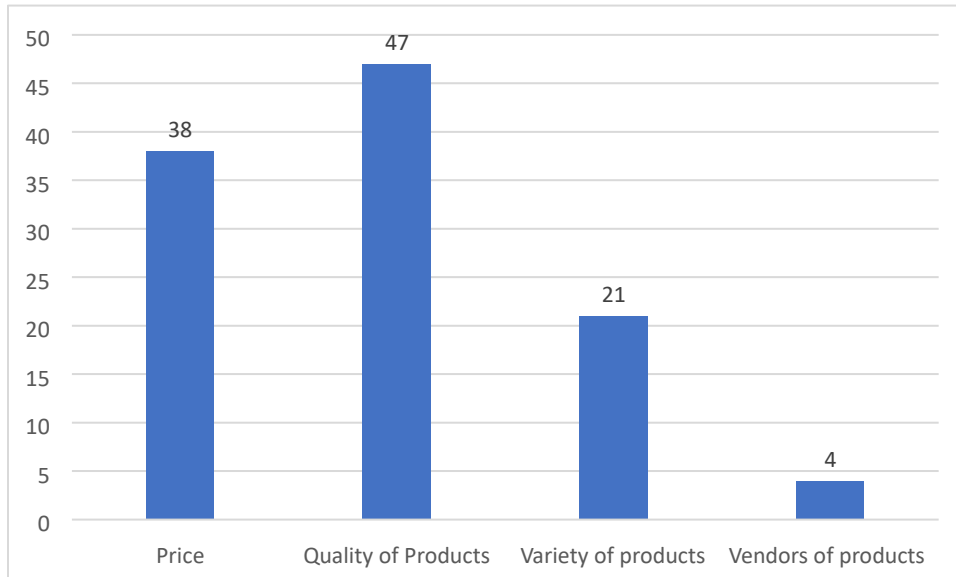
From the above table it is inferred that 43% of respondents Visited the farmers market 1-2 times in Past month/year. 32% of respondents Visited the farmers market 3-5 times in Past month/year. 17% of respondents Visited the farmers market 6-10 times in Past month/year. 8% of respondents Visited the farmers market more than 10 times in Past month/year.

Table 4.7 Shows the decision of Vendors Purchasing from Farmers Market

Particulars	No of respondents	Percentage
Price	38	34%

Quality of Products	47	43%
Variety of products	21	19%
Vendors of products	4	4%
Total	110	100%

Chart 4.7 Shows the decision of Vendors Purchasing from Farmers Market



Interpretation:

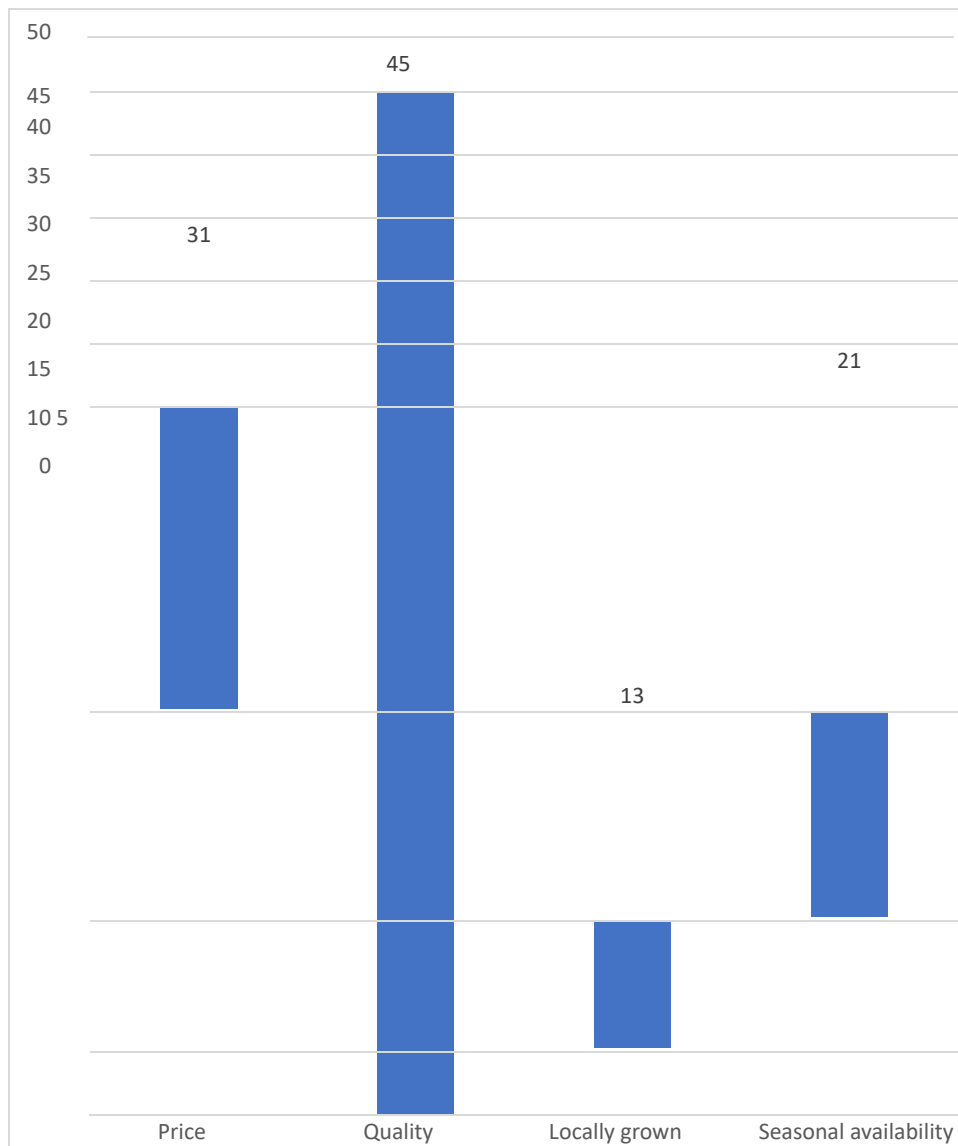
From the above table it is inferred that 34% of respondents decides to purchase based on price in farmers market. 43% of respondents decides to purchase based on quality of products in farmers market. 19% of respondents decides to purchase based on variety of products in farmers market. 4% of respondents decides to purchase based on vendors of product in farmers market.

Table 4.8 Shows the Purchase Decisions at Farmers Market

Particulars	No of respondents	Percentage
Price	31	28%
Quality	45	41%

Locally grown	13	12%
Seasonal availability	21	19%
Total	110	100 %

Chart 4.8 Shows the Purchase Decisions at Farmers Market



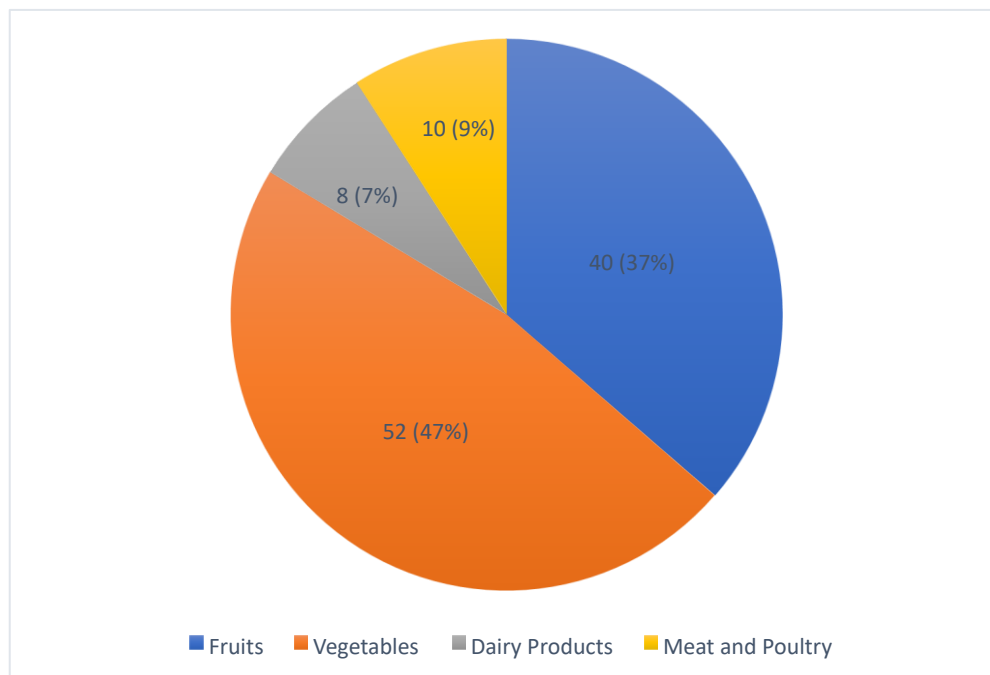
Interpretation:

From the above table it is inferred that 28% of respondents decides to purchase based on price in farmers market. 41% of respondents decides to purchase based on quality of farmers market. 12% of respondents decides to purchase based on locally grown in farmers market. 19% of respondents decides to purchase based on seasonal availability in farmers market.

Table 4.9 Shows the Products Usually Purchase at Farmer Market

Particulars	No of respondents	Percentage
Fruits	40	37%
Vegetables	52	47%
Dairy Products	8	7%
Meat and Poultry	10	9%
Total	110	100 %

Chart 4.9 Shows the Products Usually Purchase at Farmers Market



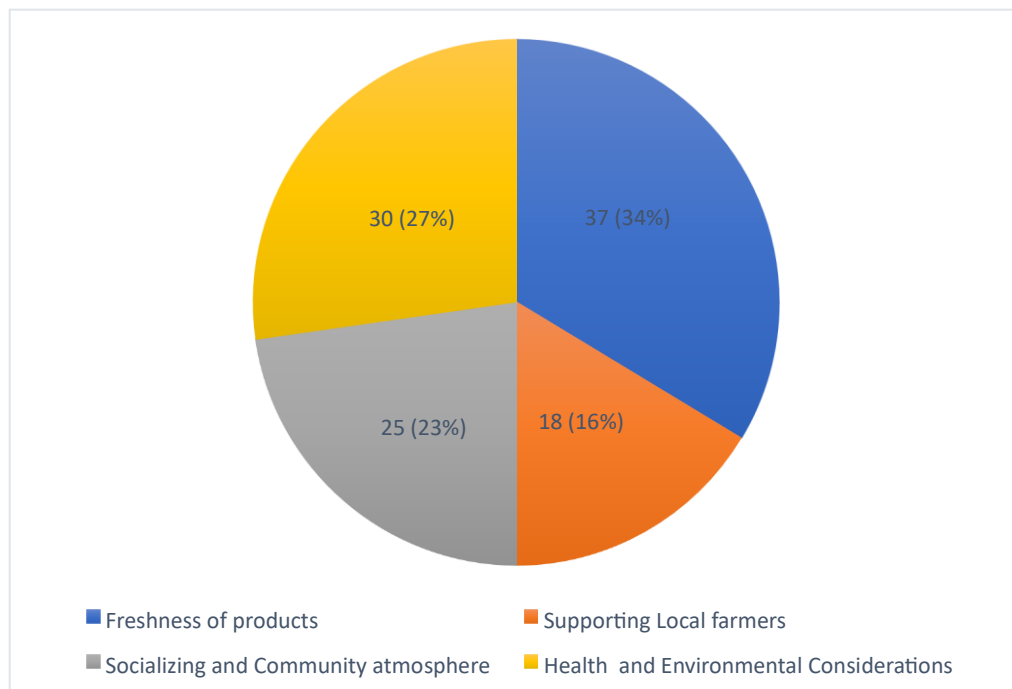
Interpretation:

From the above table it is inferred that 37% of respondents purchase fruits in farmers market. 52% of respondents purchase Vegetables in farmers market. 7% of purchase Dairy Products in farmers market. 9% of respondents purchase Meat and Poultry in farmers market.

Table 4.10 Shows the Motivates to Purchase at Farmers Market

Particulars	No of respondents	Percentage
Freshness of products	37	34%
Supporting Local farmers	18	16%
Socializing and Community atmosphere	25	23%
Health and Environmental Considerations	30	27%
Total	110	100 %

Chart 4.10 Shows the Motivates to Purchase at Farmers Market



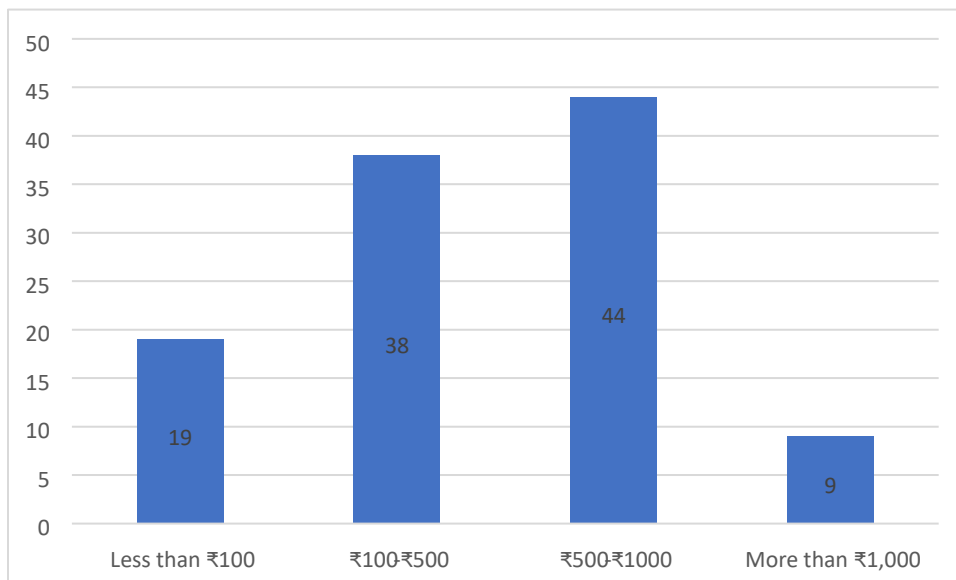
Interpretation:

From the above table it is inferred that 34% of respondents motivates based on freshness of products in farmers market. 16% of respondents motivates based on Supporting Local farmers in farmers market. 23% of respondents motivates based on Socializing and Community atmosphere in farmers market. 27% of respondents motivates based on respondents Health and Environmental Considerations in farmers market.

Table 4.11 Shows the amount of money usually spend each time in farmers market

Particulars	No of respondents	Percentage
Less than ₹100	19	17%
₹100-₹500	38	35%
₹500-₹1000	44	40%
More than ₹1,000	9	8%
Total	110	100 %

Chart 4.11 Shows the amount of money usually spend each time in farmers market



Interpretation:

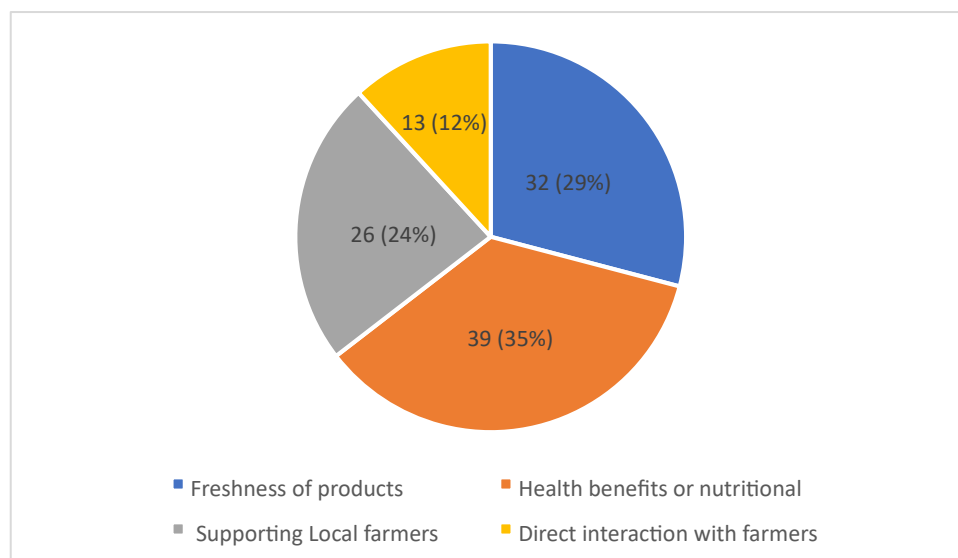
From the above table it is inferred that 17% of respondents spend less than ₹100 in farmers market. 35% of respondents spend ₹100-₹500 in farmers market. 40% of respondents spend ₹500-₹1000 in farmers market. 8% of respondents spend More than ₹1,000 in farmers market.

Table 4.12 Shows the factors would justify paying a higher price for products at farmers market.

Particulars	No of respondents	Percentage
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Freshness of products	32	29%
Health benefits or nutritional	39	35%
Supporting Local farmers	26	24%
Direct interaction with farmers	13	12%
Total	110	100 %

4.12 Shows the factors would justify paying a higher price for products at farmers market



Interpretation:

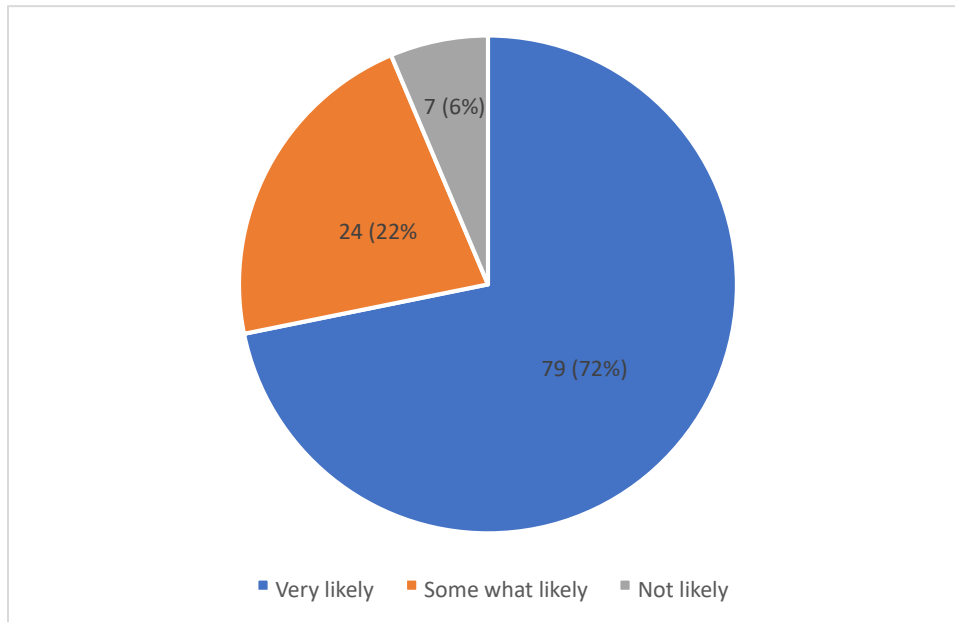
From the above table it is inferred that 29% of respondents factors a higher price based on Freshness of products in farmers market. 35% of respondents factors a higher price based on Health benefits or nutritional in farmers market. 24% of respondents factors a higher price based on Supporting Local farmers in farmers market. 12% of respondents factors a higher price based on Direct interaction with farmers in farmers market.

Table 4.13 Shows the recommend to products at farmers market.

Particulars	No of respondents	Percentage
Very likely	79	72%

Some what likely	24	22%
Not likely	7	6%
Total	110	100%

4.13 Shows the recommend to products at farmers market.



Interpretation:

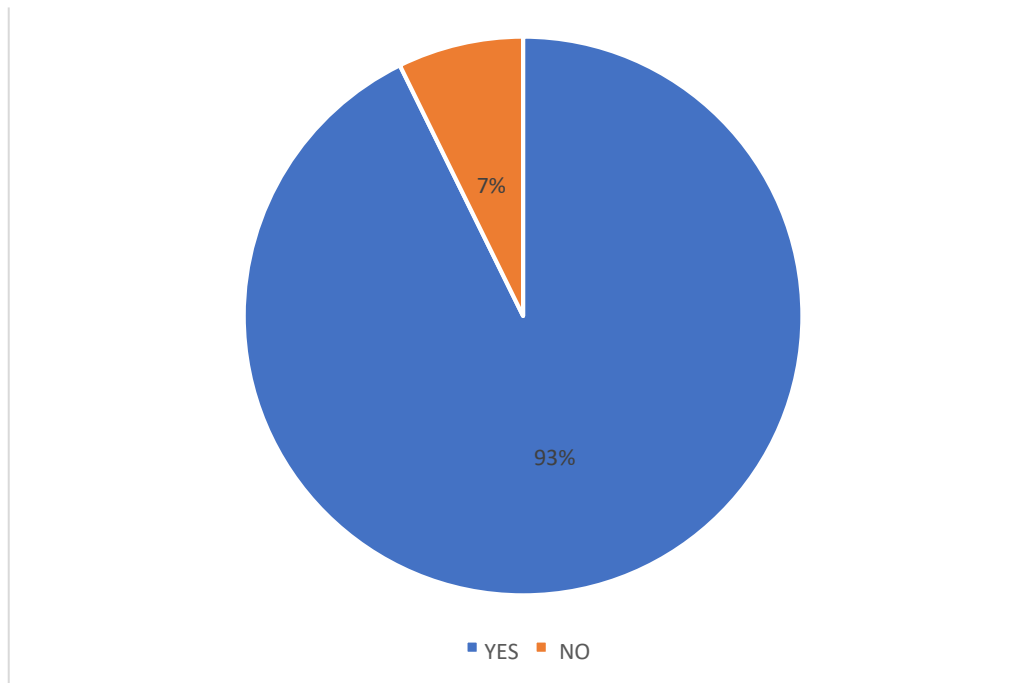
From the above table it is inferred that 37% of respondents recommend purchase based on Very likely in farmers market. 52% of respondents recommend purchase based on Some what likely in farmers market. 7% of respondents recommend purchase based on Not likely in farmers market.

Table 4.14 Shows the compared to conventional grocery stores for products at farmers market.

Particulars	No of respondents	Percentage
YES	102	93%
NO	8	7%

Total	110	100%
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4.14 Shows the compared to conventional grocery stores for products at farmers market.



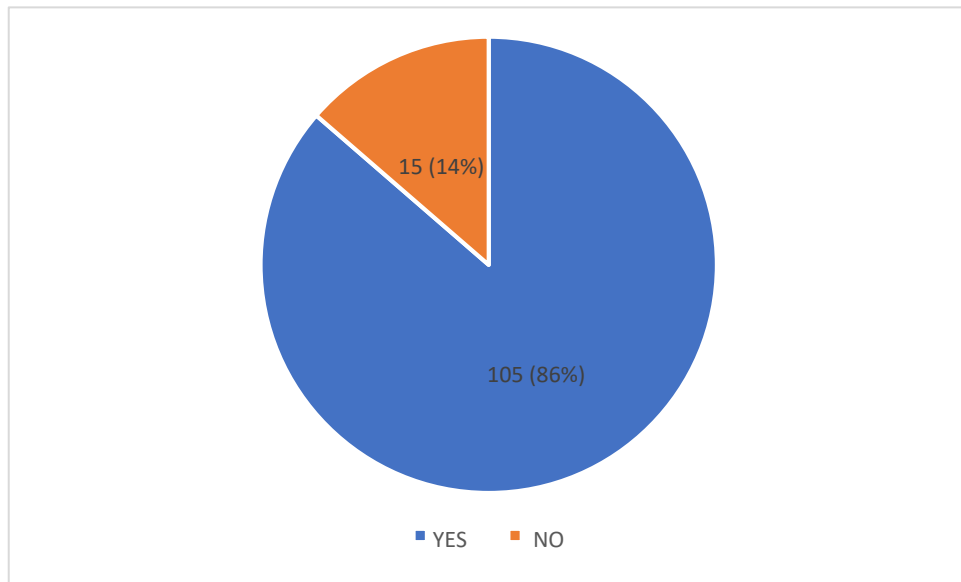
Interpretation:

From the above table it is inferred that 93% of respondents has “YES” I am willing to pay a premium based on products in farmers market. 7% of respondents “NO” I prefer to pay lower prices at conventional stores based on products in farmers market.

Table 4.15 Shows the prioritize purchasing organic or locally grown products at farmers market.

Particulars	No of respondents	Percentage
YES	95	86%
NO	15	14%
Total	110	100%

4.15 Shows the prioritize purchasing organic or locally grown products at farmers market.



Interpretation:

From the above table it is inferred that 86% of respondents has “YES” prioritize purchasing organic based on products in farmers market. 14% of respondents “NO” locally grown based on products in farmers market.

Table 4.16 Shows the improved or changed products at farmers market.

Particulars	No of respondents	Percentage
Excellent	58	53%
Very good	42	38%
Good	9	8%
Poor	1	1%
Total	110	100 %

4.16 Shows the improved or changed products at farmers market.



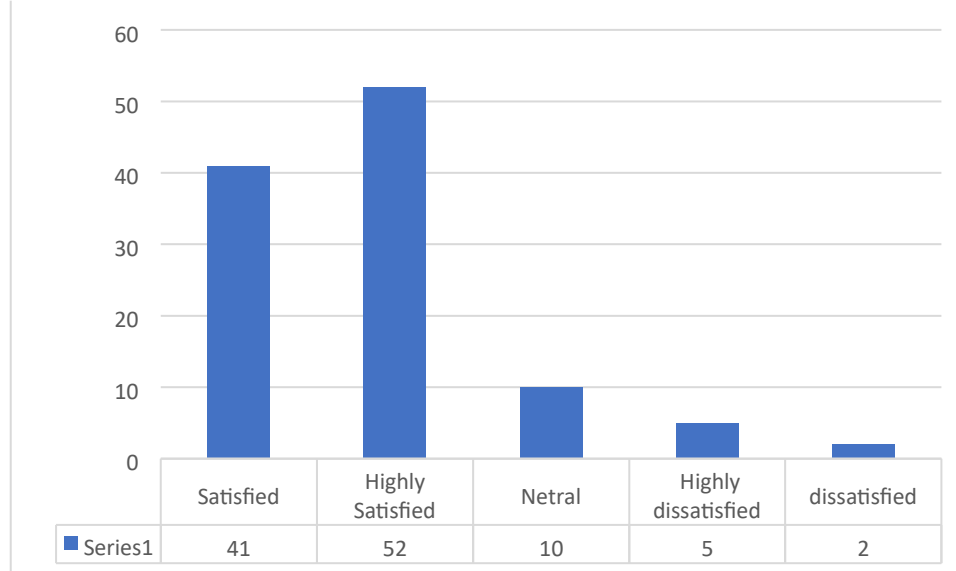
Interpretation:

From the above table it is inferred that 53% of respondents Improved or changed on based Excellent in farmers market. 38% of respondents Improved or changed on based Very good in farmers market. 8% of respondents Improved or changed on based Good in farmers market. 1% of respondents Improved or changed on based Poor in farmers market.

Table 4.17 Shows the Rate on opinion about products at farmers market.

Particulars	No of respondents	Percentage
Satisfied	41	37%
Highly Satisfied	52	47%
Neutral	10	9%
Highly dissatisfied	5	5%
dissatisfied	2	2%
Total	110	100 %

4.17 Shows the Rate on opinion about products the farmers market.



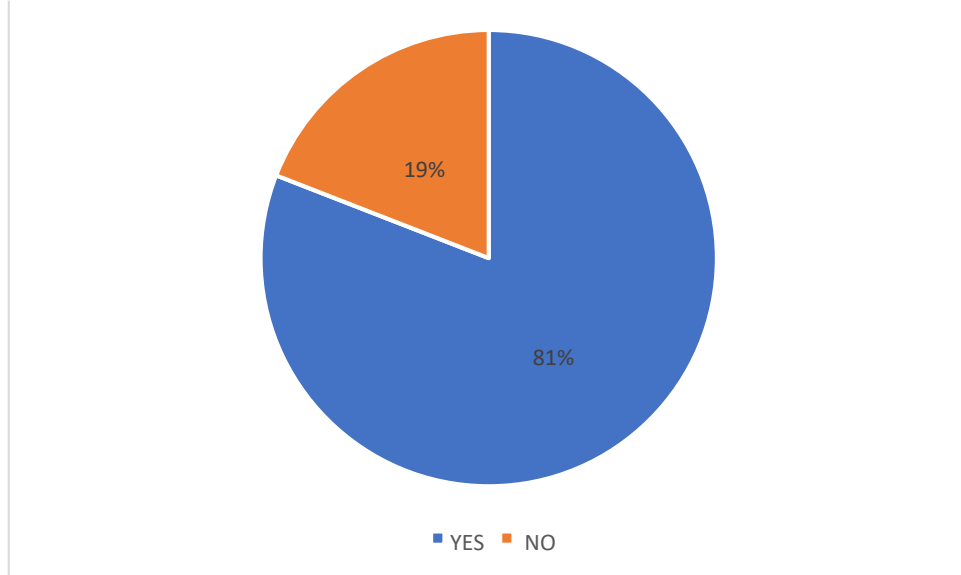
Interpretation:

From the above table it is inferred that 37% of respondents are each statement purchase on based Satisfied in farmers market. 47% of respondents are respondents are each statement purchase on based Highly Satisfied in farmers market. 9% of respondents are each statement purchase on based Neutral in farmers market. 5% of respondents are each statement purchase on based Highly dissatisfied in farmers market. . 2% of respondents are each statement purchase on based dissatisfied in farmers market.

Table 4.18 Shows the any suggestion for new services or products offered to farmers market.

Particulars	No of respondents	Percentage
YES	89	81%
NO	21	19%
Total	110	100%

4.18 Shows the any suggestion for new services or products offered to farmers market.



Interpretation:

From the above table it is inferred that 81% of respondents has “YES” any suggestion offered based on new products in farmers market. 19% of respondents “NO” any suggestion offered based on new services in farmers market.

TABLE -4.19 SHOWING RESULTS OF CORRELATION ANALYSIS:

H01-There is no significant relationship between Institutional trust, Interpersonal trust, Purchase Intension, Actual purchase behaviour.

HA1-There is significant relationship between Institutional trust, Interpersonal trust, Purchase Intension, Actual purchase behaviour.

Relationship Institutional	Institutional trust	Interpersonal trust	Purchase intention	Actual purchase behaviour
Institutional trust	1	-	-	-
Interpersonal trust	0.816501	1	-	-
Purchase intention	0.739938	0.92923	1	-

Actual purchase behaviour	0.698539	0.853267	0.912552	1
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Interpretation:

According to the preceding table, the institutional trust of interpersonal trust value is 0.81(81%). The relationship between purchase intention and institutional trust value is 0.73(73%). The actual purchase behaviour relationship with institutional trust value is 0.69 (69%). The correlation between purchase intention and interpersonal trust is 0.92 (92%). The actual purchase behaviour relationship with interpersonal trust is 0.85 (85%). Following the purchase.

TABLE - 4.20 SHOWING RESULTS OF REGRESSION ANALYSIS :

H02-There is no significant Influence between Institutional trust and Interpersonal trust on Purchase Intension.

HA2-There is significant Influence between Institutional trust and Interpersonal trust on Purchase Intension.

Regression Statistics	0.974006
Multiple R	0.929799
R Square	0.864526
Adjusted R Square	0.857396
Standard Error	1.678017
Observations	110

Interpretation:

The table above is a study of regression statistics using multiple R, R square, and modified R square. The multiple R is an independent variable having a value of 0.92 (92%) The R square's dependent variable has a value of 0.86 (86%). The modified R square's dependent variable of 0.85 (85%) is significant. The multiple R 0.92 (92%), which appears in the table above, has the highest correlation.

ANOVA	DF	SS	MS	F	Significance F
Regression	2	682.8067	341.4034	121.2482	0
Residual	48	106.9981	2.81574	0.857396	0
Total	50	789.8048	344.21914	122.105596	0

Interpretation:

The significant value of ANOVA should be less than 0.05. The above table shows the statistical significance of regression models that run. Here the value is 0.00 which is lower than 0.05. The above table indicates that the regression model predicts the dependent significantly well.

	Coefficients	Standard Error	t Stat	Pvalue	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.423854	0.7255	0.584224	0.56	-1.04484	1.892551	-1.04484	1.892551
Institutional trust	-0.05086	0.093358	-0.54476	0.59	-0.23985	0.138136	-0.23985	0.138136
Interpersonal trust	0.801863	0.085034	9.429868	0.57	0.62972	0.974006	0.62972	0.974006

TABLE - 4.21 SHOWING RESULTS OF REGRESSION STATISTICS ANALYSIS:

H03-There is no significant Influence between Institutional trust and Interpersonal trust on Actual purchase behaviour.

HA3-There is significant Influence between Institutional trust and Interpersonal trust on Actual purchase behaviour.

Regression Statistics	
Multiple R	0.85
R Square	0.73
Adjusted R Square	0.71
Standard Error	1.58
Observations	37

Interpretation:

The table above is a study of regression statistics using multiple R, R square, and modified R square. The multiple R is an independent variable having a value of 0.85 (85%) The R square's dependent variable has a value of 0.73 (73%). The modified R square's dependent variable of 0.71 (71%) is significant. The multiple R 0.85 (85%), which appears in the table above, has the highest correlation.

ANOVA	DF	SS	MS	F	Significance F
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Regression	2	253.55	126.77	50.87	0
Residual	38	94.7	2.49		
Total	40	348.24			

Interpretation:

The significant value of ANOVA should be less than 0.05. The above table shows the statistical significance of regression models that run. Here the value is 0.00 which is lower than 0.05. The above table indicates that the regression model predicts the dependent significantly well.

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.67	0.68	0.99	0.33	-0.71	2.05	-0.71	2.05
Institutional trust	0	0.09	0.04	0.97	-0.17	0.18	-0.17	0.18
Interpersonal trust	0.46	0.08	5.79	0	0.3	0.63	0.3	0.63

CHAPTER V

5.1 FINDINGS, SUGGESTIONS AND CONCLUSION

₹ According to the above word cloud, fruits is the least preferred product, while vegetables are the most preferred.

₹ From the above table it is inferred that 59.5% of respondents belong to Male Category. 40.5 % of respondents belong to Female category.

₹ From the above table it is inferred that the majority of the respondents are below the 30 age group with 59.5%.

₹ From the above table it is inferred that 32.4% of respondents belong to Business Category. 37.8 % of respondents belong to Farmer category.29.7 % of respondents belong to other category.

₹ From the above table it is inferred that 18.9% of respondents belong to Below 10000 Category. 24.3% of respondents belong to 10000-20000 category.29.7% of respondents belong to 20000-30000 category. 27.0% of respondents belong to Above 30000.

₹ From the above table it is inferred that 21.6% of respondents belong to Visiting farmers market Once a Week. 21.6% of respondents belong to Visiting farmers market Once a Month.43.2% of respondents belong to Visiting farmers market 2-3 times a month. 13.5% of respondents who belong to Visiting farmers market have never visited.

₹ From the above table it is inferred that 29.7% of respondents Visited the farmers market 12 times in Past month/year. 24.3% of respondents Visited the farmers market 3-5 times in Past month/year. 21.6% of respondents Visited the farmers market 6-10 times in Past month/year. 24.3% of respondents Visited the farmers market more than 10 times in Past month/year.

- ₹ From the above table it is inferred that 10.8% of respondents decide to purchase based on price in farmers market. 48.6% of respondents decide to purchase based on the quality of products in the farmers market.
- 18.9% of respondents decide to purchase based on a variety of products in the farmers market. 21.6% of respondents decide to purchase based on vendors of products in farmers markets.
- ₹ From the above table it is inferred that 13.5% of respondents purchase fruits in farmers markets. 48.6% of respondents purchase Vegetables in farmers markets. 18.9% purchase Dairy Products in farmers markets. 18.9% of respondents purchase Meat and Poultry in farmers markets.
- ₹ From the above table it is inferred that the majority of the respondents 29.7% are motivated to buy based on freshness of products in farmers markets.
- ₹ From the above table it is inferred that 10.8% of respondents spend less than ₹100 in farmers markets. 32.4% of respondents spend ₹100-₹500 in farmers markets. 35.1% of respondents spend ₹500-₹1000 in farmers markets. 21.6% of respondents spend More than ₹1,000 in farmers markets.
- ₹ The table above is a study of regression statistics using multiple R, R square, and modified R square. The multiple R is an independent variable having a value of 0.92 (92%) The R square's dependent variable has a value of 0.86 (86%). The modified R square's dependent variable of 0.85 (85%) is significant. The multiple R 0.92 (92%), which appears in the table above, has the highest correlation.
- ₹ The significant value of ANOVA should be less than 0.05. The above table shows the statistical significance of regression models that run. Here the value is 0.00 which is lower than 0.05. The above table indicates that the regression model predicts the dependent significantly.

5.2 SUGGESTIONS

The study's analysis and findings have led to the following recommendations, which would aid in the successful operation of farmers' market.

- The majority of the consumers are men, so most of the men have the habit of purchasing behaviour over females.
- The majority of responses are from people aged below 30. As a result, these aged people went to farmers' market more.
- Conduct regular interviews of farmers market customers to document their purchase habits.
- This gives useful information regarding the sorts of things customers purchase, the merchants with whom they connect, and their overall buying habits.
- Farmers may concentrate on growing and providing high-quality food free of flaws and injuries. They can also develop efficient harvesting and packing procedures to reduce spoiling and retain freshness.
- Farmers can focus on producing seasonal produce that is in high demand.
- Farmers can attempt to do any promotional activities that encourage the consumers to come again.
- They can also ensure that the market is well-organized and clean to create a positive shopping experience for customers.
- Additionally, they can attract the younger consumers by Aligning the farmers market with the health and wellness trends that resonate with younger consumers.

5.3 CONCLUSION

After a brief analysis and study on the topic A STUDY ON ACTUAL PURCHASE BEHAVIOUR IN FARMERS MARKET by MMM TOMATO EXPORTS I have come to the conclusion that:

According to the findings of the study on real buy behavior in farmers' markets, a variety of factors impact consumer behavior, including product quality, freshness, feeling of community, environmental sustainability, pricing, demography, and time of year. Farmers and market

managers may influence purchasing behavior by improving these characteristics, such as giving competitive prices, emphasizing environmental sustainability advantages, and targeting certain demographics. Farmers and market managers may also attract younger customers by embracing technology and social media, curating a range of items that appeal to younger customers, encouraging a healthy lifestyle and wellbeing, and stressing cost and value.

CHAPTER 6

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SECTION A

APPENDIX: RESEARCH QUESTIONNAIRE

1. What is your Gender?

- a) Male
- b) Female

2. Which age group you belong to?

- a) Below 30
- b) 31-40
- c) 41-50
- d) Above 50

3. What is your Occupation?

- a) Business
- b) Farmer
- c) Other

4. What is your Annual Income Level?

- a) Below 100000
- b) 100000 - 200000
- c) 200000 – 300000
- d) Above 300000

5. How often do you visit the farmers market?

- a) Once a week
- b) Once a month
- c) 2-3 times/month
- d) Never visited

6. How many times have you visited the farmers market in the past month/year? a)

1-2 times

b) 3-5 times

c) 6-10 times

d) More than 10 times

7. How do you decide which vendors to purchase from the marker?

a) Price

b) Quality of the products

c) Variety of products

d) Vendors reputation

e) Other

8. What factors influence your purchase decision s at the farmers market? a)

Price

b) Quality

c) Locally grown

d) Seasonal availability

e) Other

9. Which of the following products do you usually purchase at the farmers market? a)

Fruits

b) Vegetables

c) Dairy products

d) Meat and poultry

e) Other

10. What motivates you to shop at the farmers market?

- a) Freshness of the product
- b) Supporting local farmers
- c) Socializing and community atmosphere
- d) Health and environmental considerations

11. Are you willing to pay higher price for products at the farmers market compared to conventional grocery stores?

- a) Yes, I am willing to pay a premium for farmer's market products
- b) No, I prefer to pay lower prices at conventional stores

12. What factors would justify paying a higher price for products at the farmers market? a)

- Freshness of product
- b) Health benefits (or) nutritional value
- c) Supporting local farmers
- d) Direct interaction with farmers

13. Do you prioritize purchasing organic or locally grown products at the farmers market? a)

- YES
- b) NO

14. How likely are you to recommend the farmers market to others?

- a) Very likely
- b) Somewhat likely
- c) Not likely

15. What is the amount of money you usually spend each time at the farmer's market? a)

- Less than 100rs
- b) 100rs – 500rs
- c) 500rs – 1000rs

d) More than 1000rs

16. Is there anything you would like to see improved or changed at the farmers market? a)

Excellent

b) Very good

c) Good

d) Poor

17. Rate your opinion for each statement about purchase the farmers market?

a) Satisfied

b) Highly Satisfied

c) Neutral

d) Highly Dissatisfied

e) Dissatisfied

18. Do you have any suggestions for new products (or) services that could be offered to the farmers market?

a) YES

b) NO

THANK YOU

