

Attitude of vegetable growers towards Chikkaballapura agriculture produce market committee

¹N. Rupa, ²M.T. Lakshminarayan, ³R. Narayana Reddy, ⁴Dishant Jojit James

¹Research Scholar, Department of Agricultural Marketing, ²Assistant Professor, University Examination Centre, ³Associate Professor, Directorate of Extension, ⁴Ph.D. Scholar, Department of Agricultural Extension, ¹⁻⁴University of Agricultural Sciences, Bengaluru, India

¹nroopa16@gmail.com, ²mtlnextn@gmail.com, ³thoopalli@rediffmail.com, ⁴dishantjj@gmail.com

Abstract

Objectives: To analyze the attitude of vegetable growers towards Chikkaballapura Agriculture Produce Market Committee (APMC)

Methods and statistical analysis: Ninety vegetable growers who had supplied their produce to the Chikkaballapura APMC were personally interviewed using a pre-tested schedule. The collected data were scored, tabulated and analyzed using chi-square test and multiple regression analysis. Ex-post facto research design was followed for the research study.

Findings: Majority of vegetable growers (65.55%) had favourable to more favourable attitude towards Chikkaballapura APMC. All the farmers had agreed with the attitude statement 'APMC ensures fair and competitive prices', whereas cent per cent of the vegetable growers disapproved with the attitude statement, 'APMC collects market fee from traders'. Education, achievement motivation, decision making ability, management orientation, innovativeness, economic motivation, mass media participation, extension agency contact and extension participation of vegetable growers had significant to highly significant association with the attitude towards APMC.

Applications/Improvements: Frequent contact of vegetable growers with the extension agency and active participation in extension activities of APMC/Horticulture Department will help the farmers in knowing and utilizing the various facilities provided by Chikkaballapura APMC. The mass media may also publish/broadcast/telecast about the benefits provided by Chikkaballapura APMC for developing favourable attitude among vegetables growers towards Chikkaballapura APMC.

Keywords: Attitude, Mass media participation, Extension agency contact, Extension participation.

1. Introduction

Chikkaballapura Agriculture Produce Market Committee (APMC) was established on October 12, 1967 and it has a marketyard of 28.31 acres of land. The APMC has three sub-market yards located at Peresandra, which consist of about 4.5 acres, whereas Sidlaghatta submarket and Melur sub market doesnot consist any land. Vegetables are the major commodities traded in ChikkaballapuraAPMC. Vegetables traded in APMC are tomato, potato, cabbage, cucumber, onion, ridge gourd, beetroot, carrot, beans, capsicum, chilly, radish, cauliflower, brinjal, knoll-khol, little gourd, bottle gourd, bitter gourd, snake gourd, ginger and okra. Every Monday, sheep and goat shandy will take place in Peresandra and Sidlaghatta sub market yard. Three hundred and fifty nine traders, 165 commission agents, 130 hamals, eight processors and five weighmen are working at Chikkaballapura APMC. The sale of agricultural producein Chikkaballapura APMC is undertaken by open auction, which ensure a fair and competitive price for the agricultural produce and prevent the cheating of farmers by market functionaries. By these methods, the sale is carried out under the supervision of an official of the market committee. The benefits for farmers from Chikkaballapura APMC includes: farmers gets a fair price for the produce, maintenance of daily list of prices of commodities, correct weighment of agricultural produce, and immediate payment after disposal of the produce.

It also provide marketing facilities to the farmers such as auction platforms, raitha bhavan, and shop-cum-god owns, weigh bridge, electronic weighing machine, warehouse, cold storage, administrative office, pump house, canteen, shade trees, guest house, water facility, roads, toilets, street lights, parking facility etc. With this background, the present study is carried with the following specific objectives:

1. To analyze the attitude of vegetable growers towards Chikkaballapura APMC
2. To find out the association and extent of contribution of personal, socio-economic, psychological and communication characteristics of vegetable growers on the attitude level.

2. Materials and Methods

The present study is carried out purposively in Chikkaballapura district, since it is one of the major vegetable producing districts in Karnataka state and also it is located in the vicinity of Bengaluru city. The study was confined to Chikkaballapura Agricultural Produce Market Committee (APMC) located at Chikkaballapura town in Karnataka state. Chikkaballapura APMC was purposively selected for the study from among the four APMCs functioning in Chikkaballapura district, since number of vegetable arrivals are more in Chikkaballapura APMC (22 Nos.) compared to Chintamani (14 Nos.), Bagepalli (9 Nos.) and Gowribidanur (3 Nos.) APMCs. The maximum arrivals of three vegetables to Chikkaballapura APMC during 2016-17 were tomato (8719.9 t), cabbage (5218.8 t) and cucumber (5033.6 t), hence 30 tomato growers, 30 cabbage growers and 30 cucumber growers (who had supplied their produce to Chikkaballapura APMC during 2016-17) formed the sample. The total sample constituted 90 vegetable growers. The research design adopted for this study was ex-post-facto technique.

Attitude of farmers towards agricultural produce market committee (Dependent variable): Attitude is the degree of positive or negative effect associated with some psychological object [1]. In this study, attitude refers to the degree of positive or negative effect or feelings of vegetable growers towards Chikkaballapura APMC. Scale of [2] was used to quantify the attitude of vegetable growers towards APMC. The scale consisted of 17 attitude statements on a three response continuum of agree, undecided and disagree with a score of 2, 1 and 0, respectively. The summed score thus obtained was considered as attitude score of individual respondent. The maximum score an individual could get was 34 and minimum score was zero, respectively. The respondents were categorized based on mean (21.82) and half standard deviation (2.80) as a measure of check.

Sl. No	Category	Score
1.	Less favourable	< 19.02
2.	Favourable	19.02 to 24.62
3.	More favourable	< 24.62

Information regarding 13 personal, socio-economic, psychological and communication characteristics (independent variables) were measured using suitable scales. The data collected was scored, tabulated and analyzed using chi square test and multiple regression analysis.

3. Results and Discussion

1. Statement-wise attitude of vegetable growers towards APMC

The results in Table 1 reveals that all the vegetable growers (100.00%) had agreed for the statements: APMC ensures fair and competitive prices and APMC collects market fee from traders. Whereas, majority of the vegetable growers had agreed for the statements such as, APMC ensures immediate payment (96.67%), APMC ensures transparency in pricing system (96.67%), market functionaries are cordial and cooperative in day to day business (93.34%), APMC take producers welfare into consideration when making decision (86.67%) and APMC is a boon to farmers (73.34%). Half of the vegetable growers (50.00%) agreed that there is less intervention of middlemen in APMC, while less than half of the vegetable growers agreed for the statements: APMC make advance arrangements for the marketing of produce to avoid unforeseen market fluctuation (36.67%), APMC arranges for immediate sales and in higher volume (23.33%), malpractices are less noticed in APMC (13.33%), selling of produce in regulated market is a complex process (13.33%), APMC is a boon to farmers (13.33%) and handling charges are exorbitant in APMC (6.67%).

Less than one-fourth of the vegetable growers had given the undecided response with respect to the attitude statements: APMC make advance arrangements for the marketing of produce to avoid unforeseen market fluctuation (23.33%), APMC is a boon to farmers (13.33%), APMC take producers welfare into consideration when making decision (13.33%), malpractices are less noticed in APMC (3.33%), selling of produce in regulated market is a complex process (3.33%), market functionaries are cordial and cooperative in day to day business (3.33%), APMC arranges for immediate sales and in higher volume (3.33%) and handling charges are exorbitant in APMC (3.33%). It is also observed from table that all the vegetable growers had disagreed with respect to the statements such as: APMC provides storage facility (100.00%) and credit/loan facilities are not provided by APMC (warehouse receipt) (100.00%), while a majority of vegetable growers had disagreed with respect to the attitude statements like, handling charges are exorbitant in APMC (90.00%), malpractices are less noticed in APMC (83.34%), selling of produce in regulated market is a complex process (83.34%) and APMC arranges for immediate sales and in higher volume (73.34%). Half of the vegetable growers had disagreed that there is less intervention of middlemen in APMC (50.00%), while less than half of the vegetable growers had disagreed with respect to the attitude statements such as: APMC make advance arrangements for the marketing of produce to avoid unforeseen market fluctuation (40.00%), APMC ensures immediate payment (3.33%), market functionaries are cordial and cooperative in day to day business (3.33%) and APMC ensures transparency in pricing system (3.33%). It can be referred that most of the vegetable growers have responded 'agreed' to the statements highlighting the advantages of APMC and 'disagreed' to the statements highlighting the disadvantages of the APMC. The findings denote that the vegetable growers have favourable attitude towards Chikkaballapura APMC.

Table 1. Statement-wise attitude of vegetable growers towards Chikkaballapura APMC (n=90)

Sl. No.	Statements	Vegetable growers					
		Agree		Undecided		Disagree	
		No.	%	No.	%	No.	%
1.	APMC ensures fair and competitive prices	90	100.00	-	-	-	-
2.	APMC ensures immediate payment	87	96.67	-	-	3	3.33
3.	Less intervention of middlemen in APMC	45	50.00	-	-	45	50.00
4.	Malpractices are less noticed in APMC	12	13.33	3	3.33	75	83.34
5.	Selling of produce in regulated market is a complex process	12	13.33	3	3.33	75	83.34
6.	Market functionaries are cordial and cooperative in day to day business	84	93.34	3	3.33	3	3.33
7.	APMC provides storage facility	-	-	-	-	90	100.00
8.	Credit/loan facilities are not provided by APMC (warehouse receipt)	-	-	-	-	90	100.00
9.	APMC arranges for immediate sales and in higher volume	21	23.33	3	3.33	66	73.34
10.	APMC is a boon to farmers	66	73.34	12	13.33	12	13.33
11.	Handling charges are exorbitant in APMC	6	6.67	3	3.33	81	90.00
12.	APMC ensures transparency in pricing system	87	96.67	-	-	3	3.33
13.	APMC take producers welfare into consideration when making decision	78	86.67	12	13.33	-	-
14.	APMC make advance arrangements for the marketing of produce to avoid unforeseen market fluctuation	33	36.67	21	23.33	36	40.00
15.	APMC collects market fee from traders	90	100.00	-	-	-	-
16.	APMC collects market fee from farmers	-	-	-	-	90	100.00

2. Overall attitude of vegetable growers towards Chikkaballapura agricultural produce market committee

The results in Table 2 reveals that 35.55% of the vegetable growers had favourable attitude towards Chikkaballapura APMC, while 34.44 and 30.00% of them had less favourable and more favourable attitude towards APMC, respectively. It can be concluded that a majority of vegetable growers (65.55%) had favourable to more favourable attitude towards APMC. The vegetable growers are of the opinion that APMC ensures fair and competitive price, immediate payment, transparency in pricing system and also promotes welfare activities for the farmers, hence a majority of vegetable growers (65.55%) possessed favourable to more favourable attitude towards APMC.

Whereas, a little more than (1-3%) of the vegetable growers (34.45%) had less favourable attitude towards APMC because of lack of proper maintenance of marketing facilities, political intervention and non-availability of updated market information. Similar findings were reported by [3-2].

Table 2. Overall attitude of vegetable growers towards Chikkaballapura agricultural produce market committee (n=90)

Sl. No.	Attitude category	Vegetable growers	
		Number	Per cent
1.	Less favourable (< 17.07 score)	31	34.45
2.	Favourable (17.07- 20.29 score)	32	35.55
3.	More favourable (> 20.29 score)	27	30.00
Total		90	100.00

Mean=18.68; Standard deviation=3.22

3. Association and extent of contribution of personal, socio-economic and communication characteristics of vegetable growers on attitude towards Chikkaballapura APMC

The association between 13 personal, socio-economic and communication characteristics of vegetable growers with their attitude towards Chikkaballapura APMC is presented in Table 3. It could be observed from the Table 3 that age, family size, land holding and annual income had no significant association with the attitude towards APMC. Education, achievement motivation, decision making ability, economic motivation, mass media participation, extension agency contact and extension participation had significant association at five per cent with the attitude towards APMC, whereas management orientation and innovativeness of vegetable growers had highly significant association at one per cent with the attitude towards Chikkaballapura APMC.

Table 3. Association and extent of contribution of personal, socio-economic and communication characteristics on vegetable growers with attitude towards Chikkaballapura APMC(n=90)

Sl. No.	Characteristics	Chi-square value	Regression coefficient(b)	Standard error of regression coefficient	't' value
1.	Age	2.692 ^{NS}	0.62	0.52	0.83 ^{NS}
2.	Education	11.696*	0.36	0.82	2.77*
3.	Family size	1.012 ^{NS}	0.41	0.38	0.92 ^{NS}
4.	Land holding	3.666 ^{NS}	0.42	0.20	0.47 ^{NS}
5.	Annual income	6.966 ^{NS}	0.51	0.39	0.76 ^{NS}
6.	Management orientation	14.681**	0.16	0.36	2.55*
7.	Achievement motivation	12.691*	0.28	0.81	2.89**
8.	Decision making ability	10.081*	0.36	0.86	2.38*
9.	Economic motivation	10.992*	0.39	0.86	2.20*
10.	Innovativeness	14.292**	0.11	0.36	3.27**
11.	Mass media participation	11.200*	0.15	0.29	1.91 ^{NS}
12.	Extension agency contact	10.812*	0.42	0.89	2.11*
13.	Extension participation	9.999*	0.31	0.78	2.51*

NS: Non-Significant; *Significant at 5%; ** Significant at 1%; $R^2=0.7239$; $F=14.33^{**}$

Table 3 also indicates that, out of 13 personal, socio-economic and communication characteristics studied, eight variables namely, education, management orientation, achievement motivation, decision making ability, economic motivation, innovativeness, extension agency contact and extension participation of vegetable growers were found to be significantly contributing in developing favourable attitude towards Chikkaballapura APMC. All the 13 independent variables together contributed to the tune of 72.39% out of the variation in developing favourable attitude towards Chikkaballapura APMC.

R^2 Value of 0.7239 with significant 'F' value (14.33**) revealed the significance at (1%) level of regression equation in predicting results.

More or less similar findings were reported by [4-5]. Education, management orientation, achievement motivation, decision making ability, economic motivation, innovativeness, extension agency contact and extension participation have synergic effect to one another influencing in creating awareness among vegetable growers regarding the marketing facilities.

4. Conclusion

There is significant association between mass media participation, extension agency contact and extension participation of farmers with their attitude with Chikkaballabur APMC. Frequent contact of vegetable growers with the extension agency and active participation in extension activities of APMC/Horticulture Department will help the farmers in knowing and utilizing the various facilities provided by Chikkaballapura APMC. The mass media may also publish/broadcast/telecast about the benefits provided by Chikkaballapura APMC for developing favourable attitude among vegetables growers towards Chikkaballapura APMC.

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