

Patron Option Towards Uzhavar Santhai In Coimbatore

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Abstract- This paper entitled "Patron Options Towards Uzhavar Santhai in Tamil Nadu, India's Coimbatore District." The study looks at local farmers' markets and the preferences of local customers. Farmers can sell their goods directly to consumers at farmers' markets. A structured questionnaire is the tool used to collect data. Tools A Statistical Instrument Ratio Analysis Charts for Presentation Tools suggestions Use Loyalty Rewards to encourage loyalty and provide rewards for ongoing support. Offer customers exclusive discounts or offers on a limited number of items. Allocate certain places or services within Uzhavar Santhai exclusively to patrons. Establish an online marketplace where customers may buy goods straight from Uzhavar Santhai producers. Offer personalized customer packages that include perks like exclusive goods, discounts, and acknowledgement. To support patronage initiatives and spread awareness of sustainable agriculture, approach nearby companies about corporate sponsorship. Create educational outreach initiatives.

I. INTRODUCTION

The foundation of the economic system and a major factor in the expansion of our nation's economy is agriculture. Agriculture is the backbone of the economy and plays a significant role in the growth of the national economy. In India, agriculture is the primary industry. The trajectory of agricultural output is the foundation of the Indian economy's prosperity. It goes without saying that agriculture contributes significantly to India's national GDP. India's agricultural sector provides for almost all of its food needs. They are fed by the cattle industry, which produces thousands of animals a year. Agricultural goods are distributed to the final consumer and their monetary value is established through marketing. Most farmers participate in fairs, local marketplaces, Mandies, cooperative groups, etc. to sell their products. In the agriculture marketing industry, the middlemen exploit both farmers and consumers.

II. STATEMENT OF PROBLEM

The Uzhavar Santhai stands out as a vital hub for sustainable trade in the heart of the Coimbatore region, where the agricultural tapestry is painstakingly weaved with the labor of neighbourhood farmers. But among the picturesque

landscapes and bustling market booths, a significant barrier arises: the delicate dynamics of patronage within the Uzhavar Santhai. The following are the primary issues that this study seeks to address. Customer Understanding How much do Coimbatore district customers know about Uzhavar Santhai and its role in helping them connect with local produce? Patronage Distribution: What elements affect customers' decisions to support the Uzhavar Santhai, and how do these elements alter depending on the demographic? Problems & Obstacles What barriers prevent customers from regularly and actively supporting the Uzhavar

Objectives of the study:

- To Provide a direct platform for farmers in Coimbatore district to sell their produce without middlemen, empowering them economically.
- To identify the performance of Uzhavar Santhai in Coimbatore district.

III. REVIEW OF LITERATURE:

Patel and Singh (2023)

Identify emerging issues and trends in Uzhavar Santhai, including changes in consumer behavior, market dynamics, and the introduction of new agricultural practices the Emerging Issues and Trends:

Smith et al. (2022)

The authors delve into the preferences and behaviors of patrons at Uzhavar Santhai, analyzing buying patterns, product preferences, and factors influencing patron choices, Preferences and Behaviors.

IV. RESEARCH METHODOLOGY

DATA COLLECTION:

The information required for the preparation of report is collected through two sources.

- Primary Data
- Secondary Data

PRIMARY DATA

The data is collected through questionnaires, which form the major part.

SECONDARY DATA

The secondary data has been collected mainly through review of literature which includes magazines, journals and websites.

ANALYSIS AND INTERPRETATION:

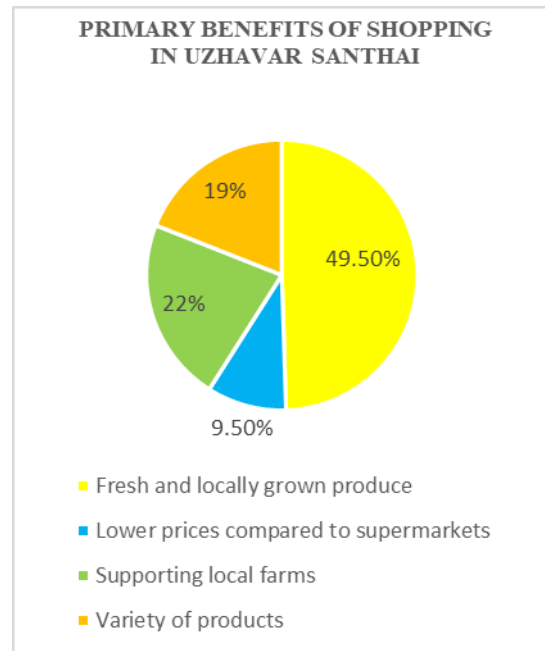
THE PERCEIVENESS OF PRIMARY BENEFITS OF SHOPPING IN UZHAVAR SANTHAI

| PRIMARY BENEFITS OF SHOPPING IN UZHAVAR SANTHAI | FREQUENCY | PERCENTAGE |
|---|------------|-------------|
| Fresh and locally grown produce | 83 | 49.5% |
| Lower prices compared to supermarkets | 16 | 9.5% |
| Supporting local farms | 37 | 22% |
| Variety of products | 32 | 19% |
| Total | 168 | 100% |

V. INTREPRETATION

The preceding table elucidates the reasons behind 49.5 percent of respondents' preference for fresh and locally grown goods, 22% of respondents' support for local farms, 19% of respondents' variety of items, and 9.5 percent of respondents' lower pricing as compared to supermarkets.

Majority 49.5% shows that fresh and locally grown products accounted for the bulk of responders.



VI. FINDINGS

1. Majority 50% of respondent’s purchasing decision is very important.
2. Majority 51.78% of the respondents are very satisfied with the quality of the products.
3. Majority 30.98% of the challenges faced by respondents in purchasing agricultural products are availability of preferred products

VII. SUGGESTIONS

- Implement Loyalty Rewards for patronage, offering incentives for continued support.
- Provide customized patron packages with various benefits such as discounts, exclusive merchandise, and recognition
- Provide Patron-Only Access to certain areas or services within Uzhavar Santhai.

VIII. CONCLUSION

In conclusion, implementing a comprehensive patronage program at Uzhavar Santhai in Coimbatore can greatly enhance community engagement, support local farmers, and promote sustainable agriculture practices. By offering a range of patron membership tiers, subscription services, exclusive events, and educational initiatives, Uzhavar Santhai can foster stronger connections with patrons while providing them with valuable benefits and experiences. Through corporate sponsorships, recognition, and ongoing communication, the market can further solidify its position as a vital hub for local produce and a cornerstone of the

community. With these patron options in place, Uzhavar Santhai can continue to thrive while serving as a model for sustainable agriculture and community involvement in Coimbatore.