

CONSUMER PERCEPTION OF LOCAL WEEKLY MARKETS**A STUDY ON WEEKLY MARKET IN HYDERABAD.****Dr. Md Sadat Shareef****Associate Professor of Commerce, Directorate of Distance Education, Maulana Azad National Urdu University, Gachibowli, Hyderabad, Telangana -500 032,****Email: sadathshareef@yahoo.com****Abstract**

Vegetables are present an important part of the human daily diet in almost any culture of the world. Market is a place where people can buy easily with reasonable price. Weekly market arranged in specific area on specific day to sell the goods. Vegetables vendors are more in weekly market. They purchase vegetables from main market. Financial poor vendors are selling the goods in weekly market. They get daily income which can be used for domestic as well as commercial according to their needs. This paper shows the buyers behavior towards weekly market. It is found that head of the family is controlling the house and providing the requirement of food items from the nearby weekly market. It is a place of getting fresh vegetables. It provides employment opportunity to the micro entrepreneurs with low investment. Evening time is better for the vendors as well as customers. Weekly market saves the time and money which helps the both vendors and customers. Male and females customers also come to the market. They purchase vegetables according to weekly requirements. They need not to visit market every day. It also save the time and transportation expenses. This research paper is to be discussed about “**Consumer Perception of Local weekly Markets – A Study on Weekly Market in Hyderabad.**”

Key Words: *Consumer Perceptions, Weekly Markets, Commercial Needs, Vegetable Sellers*

Statement of the Problem

“Globalization is the process by which markets integrated World Wide”

Michael Spence

Market is a place of buying and selling. Each area has different types of markets. Market is a place where price of a commodity have same price. International, National, Regional and Rural markets are some important types. Like this weekly market also play very important role in economic development. Weekly markets arranged in a specific area on specific day and time to sell the goods. Generally weekly market arranged in residential areas Vegetables, Fish, Fruits, and some small dolls or children’s playing things are sold in this

market. Among them vegetables have more vendors. Customers come to weekly market to purchase vegetables. Vegetable sellers of rural areas attached with this market and they easily transfer this in their own vehicle or rented vehicle. Every one prefers fresh vegetables which can be available in the daily as well as weekly market. Urban and cities life is very busy hence they cannot go to the daily regular market, and they visit weekly market for getting vegetables. Vendors also benefited and they want to sell in weekly market. During the day of weekly market tea stall, snacks drinking water etc. some other short term business also start. Weekly market helps in providing employment opportunity as well as getting income. Financial poor vendors can get benefited with weekly market.

Review of Literature:

Suvrata Chowdhary (2017), in her article on the title “**The local weekly markets of Delhi operating the formal Space and informal economy**” explain the paper in four parts. Sociological analysis informal economy importance of market.

RAMAVATH RAVI, (2018), shows the importance of weekly market in his article “**FUNCTIONING OF WEEKLY MARKETS IN TRIBAL AREAS OF TELANGANA** shows that weekly market creates employment opportunities in their areas and it helps increasing economic status of the vendors. Reasonable prices of the market also one of the key factor where byers prefers the local weekly market. This business not required any high investment. This is a business which gives high return with low investment. The present study stratified random sampling technique is used to select the sample. This study is conducted in two tribal dominated districts of Telangana Khammam and Adilabad.

Prasad, Begari (2018) express the importance and problems of street vendors in the article “**Issues and Challenges of the Weekly Market Street Vendors in Telangan: A Special Reference to Hyderabad**, This article shows the street vendors and their socio economic and health facilities of the street vendors. They are migrated from different areas due to unemployment in rural areas. Majority of the street vendors are migrants from rural area where poverty as well as lack of opportunities for gainful employment has pushed them to look for better opportunities in the cities. Place of Street not have electricity, drinking water, sanitation and toilet facilities so that they are facing lot of problems.

Research Gap

In the light of above research article it is found that Local weekly market play very important role in the society. People gets the vegetables and other related things from their near to residence with reasonable rates as well as saving the public time. Time is more important which can be used with proper planning. Hyderabad is a metropolitan city where peoples are very busy, and they need market near their residence and need to study in this area. Hence study is conducted for the research purpose in selected area of Hyderabad.

Objective of the Study:

The following are the important objectives of the research study.

1. To assess the consumer perception towards weekly market.
2. To analyze the importance of the weekly market in the society.

Hypotheses of the Study

1. Weekly local markets are very useful to the consumers.
2. Middle and downtrodden people purchase the fresh vegetables and fruits in local weekly markets.

Methodology:

Simple random sampling technique used to collect the data. This method is very suitable and helps in analyzing and finding the facts. Simple mathematic tool Average is used to analyses the data.

Reason of the selected areas:

Hyderabad is a metropolitan city where huge people are busy in their life. City life is very busy, most of the people doing jobs in different organizations. Most of the people migrated from different areas for the job hence there is no close family members around them. Children's also under age hence parents not ready to send them in market. They want to save money and time which can be achieved by weekly market. I selected four area of Hyderabad which is thickly populated and weekly market of organizing from long time.

Limitation of the Study:

Study is limited to data collected from the response from the weekly market of the four places of Hyderabad i.e., Gachibowli, Golconda, Mallepally, Tolichowki etc. In this research study the researcher collected a sample of 100 respondents who have been customers of local weekly markets.

Data Analysis:**Table No-1: Sample Size**

Gender	Male	Female	Total
No of Response	60	40	100
Percentage	60%	40%	100%

Source of Data collected and analysed by the researcher.

Above table shows the sample size of data collection. Male are 60% and Females are 40%.

Table No 2: Location of Weekly Market

Location of Market	Male	Female	Total
Gachibowli	12	8	20
Golconda	18	10	28
Mallepally	20	12	32
Tolichowki & Tomb Road	10	10	20
Total	60	40	100

Source of Data collected and analysed by the researcher.



Figure 1: Consumers buying fresh vegetables in the Vegetables weekly market in Hyderabad.



Figure 2: Consumers buying their needy daily goods in the local street market in Hyderabad.

The above table shows the data collected from different areas of weekly local market in the Hyderabad. Surrounding of Telecommnager there is a number of multistoried buildings and highly populated area where residence benefited with weekly local market. Market is organized every Thursday both side of the road and up to 2 o clock. Golconda is a famous place where weekly market is organized on every Sunday, from 4Oclocks to 9 pm opposite of girl's high school. This area is very adjacent to residence area. Mallepally is a highly populated and old area in Hyderabad. In this area weekly market organized Around the Anwarul-u-oolumcollege and both side of road of residence. Huge vendors and customers come to this market. Highest data also collected from this weekly market. Tolichowki 7 tomb road is another place where daily local and weekly local market also organized. This is highly populated area. This market run up to 10 O clock PM.

Table No 3: Velocity of Purchase.

Velocity of purchase	Always	Some Time	Rarely	Total
No of response	65	23	12	100
Percentage	65%	23%	12%	100

Source of Data collected and analysed by the researcher.

The above table reveals the level or velocity of purchase. Sixty percent of customers always benefit with the weekly market, twenty three percent customers benefited some time and twelve percent customers rarely come to market. It shows that most of the people like to purchase from the weekly local market. The weekly market will be success if it organized with prompt.

Table No 4: Visitors of the Market.

Visitors	Head of the Family	Son	Daughter	Total
No of Response	62	27	11	100
Percentage	62%	27%	11%	100%

Source of Data collected and analysed by the researcher.

Above table shows the visitors of the weekly market. Father or Mother is always head of the family and they are responsible for control and organized the requirements of the house. This analyses shows the head of the family is taking care in the city, and after them son and then daughter are visiting the market for purchase.

Table No 5: Reason of visit the Market.

Reasons	Reasonable Price	Fresh Goods	Convenience and Time saved	Total
No of Response	33	40	27	100
Percentage	33%	40%	27%	100%

Source of Data collected and analysed by the researcher.

Above table shows the reasons of visit the weekly market. Fresh goods is a reason one of the important reasons, 40 percent response visit the market for fresh goods. Reasonable price is one the reason for which 33% response visits the weekly market. Residence near to market or on the way of going is considered as convenience. This also helps the visitors for safe money and time.

Table No 6: Age Group of Customers

Age	20-30	30-40	40-50	50-60	Total
No of Response	23	34	29	14	100
Percentage	23%	34%	29%	14%	100%

Source of Data collected and analysed by the researcher.

Above table shows the age group of the customers. 34% customers belong to age group between 30 year to 40 year. 29% customers belongs to 40 year to 50 year age group, These group of age indicate the responsibility of the head of the family if both add it will be 63% of the customers belongs to 30 year to 50 year age group. 14% customers belong to 50 to 60 year age group which is low percentage of customers. This age group people have son, daughter or other family members who can help them, hence this age group of people will be low in weekly market.

Summing up:

Organized local weekly market in the evening time in is suitable for urban area peoples. The vendors also can do other business on morning time. People can easily purchase the goods and save the time. Providing basic facilities like drinking water, toilets, Sanitation, in the market area motivate the vendors as well as customers. It increase the standard of market.

References:

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Related Websites on local weekly markets

<https://www.geeksforgeeks.org>.

<https://www.wiego.org/resources>

<https://www.delhiunlimited.com>