



Behaviour of Sales and Purchases During Festival Season – A Study in Khammam District

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ABSTRACT:

India is a multicultural land with people speaking thousands of languages, observing various traditions and celebrating thousands of festivals. Each place of the country has a unique culture with specific celebrations and individual offerings. Besides, there are more than 2 million temples, 11 lakh mosques and churches in the country. All these are the hubs of cultural marketing. The festivals and the temples together lift up the entire economy flourish the business and keep the country booming through expenditure balance.

Along with the above, the celebration of events of human life contributes a lot to this. All these events, celebrations provide an economic advantage to the country by generating employment and creating new avenues for business and manufacturing.

This project studies the economic Impact of festivals on the Indian economy. The study also analyses the perception of Vendors and consumers to know the dynamics of sales and purchases during the festival season.

I. Introduction:

“Greatness of a culture can be found in its festivals”

India is a multicultural country with several languages, traditions, festivals, food habits and so on. Its multiculturalism not only helps for innovation and creativity, but also for business development and economic growth.

It is said that there are over a thousand festivals in India throughout the year. India’s annual festive season takes off during Pongal (January) and goes on till the end of Christmas (December). Between both these festivals, different parts of the country are engaged in festivities

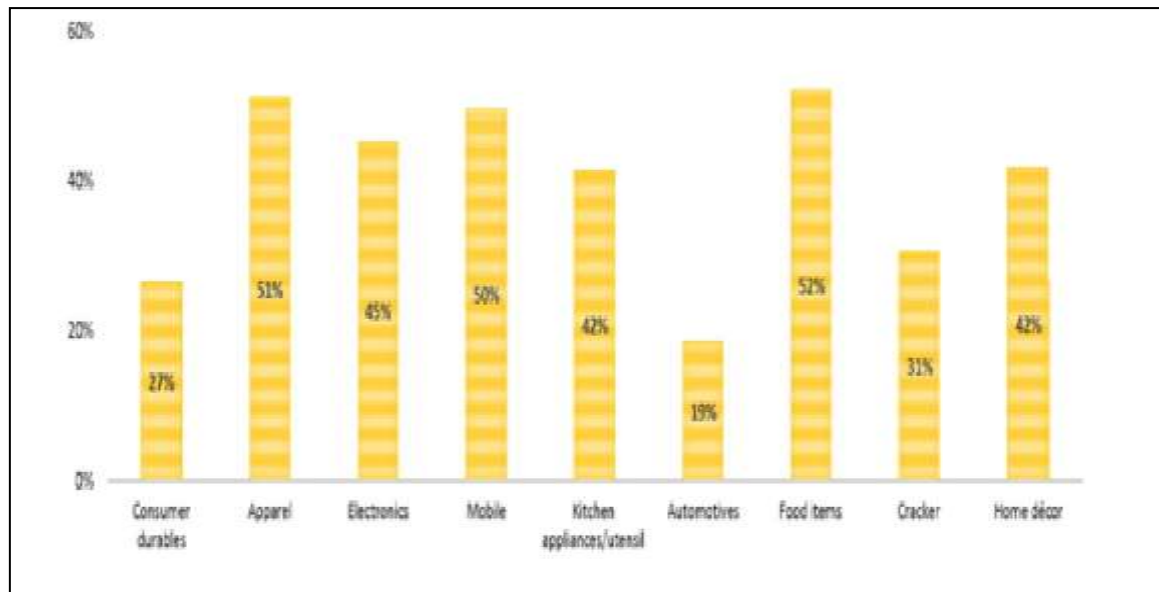
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Students of Department of Commerce & Business Management, SR&BGNR Govt Arts & Science College (A), Khammam, TS, India like Gudi Padwa (Ugadi), Onam, Ganesh Chaturdi Durga Pooja, Dhanteras, Rakhi, Diwali, Eid-UI-Fitr (Ramzaan) among others. However, **the economic impact is in its peak during August to November. Every festival is welcomed with big celebrations and sometimes unison of cultures.

II. Statement of the Problem:

According to 2011 enumeration, we have 2.1 million temples and holy places in the country over which draw in a tremendous load of riches through offerings. Temples and festivals together lift up the entire economy, flourish the business and keep Indian economy booming through expenditure balance.

Besides, the celebration of events of human life in family and community like birthdays, *Namakranotsav*, *annaprasana*, marriage and other specific days boost the sales of special products. These festivals and celebrations also need special rituals to be performed involving the services of rural vocations and artists like Dhobi, Barber, Priest, Potter, Weaver and the like. The services of these artisans help the rural economy to grow. Along with these, these celebrations kick off the sales of textile and fashion industry to a remarkable extent. According to Indian Retail.com People prepare for the festive season by painting and accessorizing their homes, getting into their ethnic wear and jewelry, visiting loved ones, indulging in sweets, gifts, and crackers. To rub off the luck from this auspicious period, they buy or replace automobiles, consumer durables, and electronics items. Marketers and retailers offer motivation through offers, promotions, and financing options. E-commerce brands earmark pre-Diwali for heavily promoted sales. Even the stock market hosts a 1-hour Muhurat trading session which often registers a rise in Sensex. Often, periods of economic slowdowns are countered by Diwali.

Fig.1: Category wise purchase intent

Source: India Retail.com Nov.2023 (A comparison of change in purchase intent between 2022-2023, during festival season)

III. Objectives of the Study:

- To study the growth in business transactions during festivals.
- To understand the perception of Vendors regarding the behavior of sales during festivals
- To analyse the behaviour of consumers in shopping with reference to festival seasons.

IV. Review of Literature:

Various studies highlight key insights into consumer behavior and marketing strategies during festival seasons:

1. KK Pandey, V Mishra, S Sangwan: Research shows that 41% of the population prefers shopping from local markets during festivals to support local businesses and enjoy the tactile experience of purchasing. They avoid malls and online orders due to higher prices.
2. S Chowdhury, MS Rahman, MS Mia, MM Hossain: Consumer tastes evolve, with increased sales of electronic goods during festivals. New technology adoption enhances customer satisfaction. Discounts drive sales, with electronics sales increasing by 20-30%. Purchases often coincide with increased disposable income during festivals like Eid-ul-Fitr and Eid-ul-Azha.
3. Ashwani Arora, Executive Director at Market Xcel: Understanding changing consumer behavior is crucial for brands to thrive. Encouraging sustainable actions and providing rewarding experiences can boost brand reputation and financial gains.
4. Ming Zeng, Hancheng Cao, Min Chen, Yong Li: E-commerce sales surge during festivals, driven by discounts and promotions. Peak sales occur around 00:30 and 10:30 am on November 11th. Customers browse before purchasing, and popular items see significant sales increases.
5. V. T. Shailashri, Dr.P.S.Aithal, Dr. Surekha Shenoy: Festival sales are lucrative for marketers, especially on e-commerce platforms like Flipkart and Amazon. A holistic marketing approach is necessary, as both genders shop in similar proportions during festivals.
6. R Kumari, P Pandey: Festival sales are favorable for promoters, especially targeting the 20 to 30 years age group. A systematic approach to marketing strategies, including deals with banks, proves successful. Differentiated marketing campaigns for men and women may not be necessary, as shopping proportions remain consistent during festivals.

V. Methodology:

a. Source of Data:

This study employed a combination of primary and secondary data sources. Secondary data was gathered from research publications, books, and relevant websites. Primary data was collected through a structured questionnaire distributed among vendors and consumers.

b. Study Period:

The study was conducted between August 2023 and March 2024 to capture the festival season's dynamics and its impact on sales and purchases.

c. Sampling Design:

A multi-stage random sampling method was utilized to select representative samples from both urban and rural areas of Khammam District. One urban area, Khammam Municipal Corporation, and one rural area, Raghunadhapalem Mandal, were chosen. From both areas, 50 vendors and 50 consumers were selected randomly.

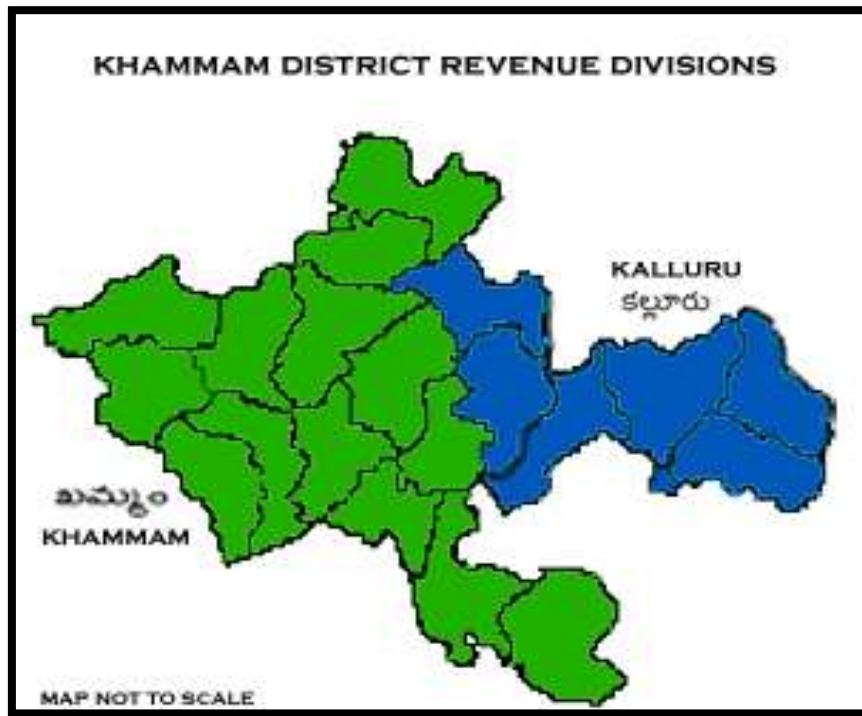


Fig.2: Revenue Mandals in Khammam district

d. Sample Composition:

Vendors were selected based on the types of products they sold, including crackers, toys, idols, home appliances, textiles, jewelry, etc. The sample encompassed various business sizes and locations to ensure diversity. Similarly, consumers were selected across different age groups, professions, income levels, and locations to capture a broad spectrum of perspectives.

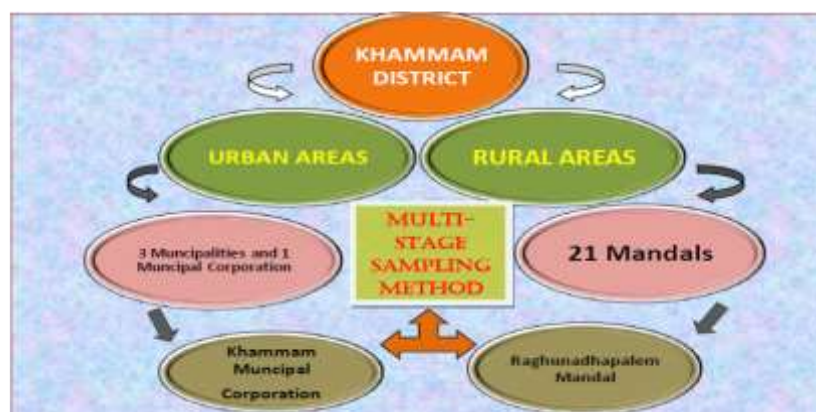


Fig.3: Sample Design in Multistage Sampling Method

In selecting the vendors, sellers of special products were picked up and the number of each type of vendor is as follows:

Table.1: Sample Composition

S.No.	Vendors	Number
1	Cracker Sellers	5
2	Toys and diya sellers	3
3	Colours Sellers	2
4	Ganesh & Durga Idol Sellers	5
5	Christmas product Sellers	5
6	Haleem Sellers	2
7	Rakhi & Greeting card sellers	4
8	Home Appliances	5
9	Textiles	6
10	Jewellery	2
11	Sweet shops & Home food makers	6
12	Tailors	4
13	Beauty Parlour	1
	TOTAL	50

e. Data Collection Method:

Primary data was collected through structured questionnaires administered to vendors and consumers. The questionnaires were designed to gather insights into sales behavior, consumer preferences, purchasing patterns, and reasons for festival-related purchases.

f. Statistical Tools:

The primary data collected was analyzed using statistical tools such as simple averages and percentages to identify trends and patterns in sales behavior and consumer preferences during the festival season.

g. Limitations of the Study:

- Owing to the shortage of time and resources, the sample selected is limited and confined to some urban and rural areas of the district.
- This study is restricted to Festival Economy only. The Economy of Temple and Holy places and celebration of special events are not considered for study.
- While selecting vendors, retailers and small vendors (Hawkers, Footpath vendors and peddlers) are taken. Banking and financial institutions, Stock market changes and real estate sellers are not considered under the sample.

VI. Analysis of the Secondary Data:**a. Types of festivals in India:**

1. National Festivals: Celebrated by all Indians, including Independence Day, Republic Day, and Gandhi Jayanti. Demand for national flags and related items increases during these festivals.

2. Religious Festivals: Spanning from Pongal in January to Christmas in December, these festivals generate demand for specific products based on the occasion, such as Rakhis, colors for Holi, diyas, clay idols, and crackers for Diwali.
3. Arts Festivals: Events like Ajanta Ellora Festival, India Art Fair, and Kala Ghoda Arts Festival showcase creative arts like paintings, music, dance, and theatre, leading to increased demand for food and hospitality.
4. Seasonal and Harvest Festivals: Events like Makara Sankranti, Gudi Padwa, and Baisaki are celebrated across different states, with each festival creating demand for local products. For example, Makara Sankranti is known as Pongal in Tamil Nadu and Bihu in Assam.
5. Kumbmelas, Yatras, and Jatharas: Events like Kumbh Mela, Char Dham Yatra, and Jatharas generate significant revenue for local markets through pilgrimages, rituals, and community commerce.

b. Economic Impact of Celebrations on Market:

1. Spending on Special Products: Sales of festival-specific items like Rakhis, colors for Holi, and decorative items witness significant growth during festive seasons, contributing to billions in revenue.
2. Retail and Consumer Goods: Retail businesses experience peak sales during festivals as consumer spending surges on clothing, jewelry, electronics, and home appliances. Discounts and promotions drive increased sales.
3. Textiles and Jeweler Industry: The textiles and jewelry industries see heightened activity during the festive season, with traditional attire and gold purchases surging, especially during festivals like Dhanteras and Akshaya Tritiya.
4. Creation of Employment:

During the festive season, various industries experience significant economic activity:

1. Employment Opportunities: Festivals generate employment opportunities worth Rs. 6,000 crores annually, employing nearly 8 lakh people directly and indirectly.
2. Real Estate and Home Décor: The festive season is considered auspicious for buying homes, leading to increased property transactions and attractive deals from real estate developers.
3. Automobiles: Automakers launch new models and offer discounts, resulting in a surge in vehicle sales. In 2023, automotive retail sales reached an all-time high, with a 19% increase compared to the previous year.
4. Hospitality and Tourism: Festivals attract tourists, boosting bookings and revenues for hotels, restaurants, and tourism-related businesses.
5. Manufacturing and Production: Manufacturers ramp up production to meet increased demand for consumer goods during the festive season.
6. Advertising and Marketing: Companies invest in advertising campaigns to attract customers, boosting the advertising and media industry.
7. Banks and Financial Services: Increased consumer spending leads to higher demand for financial products, prompting banks to introduce special festive season offers.
8. Charitable Giving: Festivals prompt charitable giving, benefiting the nonprofit sector and philanthropic activities.
9. Stock Markets: Positive sentiment and increased economic activity during the festive season can impact stock markets.
10. Home Appliances: Indian e-commerce platforms witness significant growth in sales during the festive season, with categories like electronics, fashion, home appliances, and beauty experiencing a surge.
11. E-commerce and Online Retail: Online shopping gains prominence during festivals, with e-commerce platforms offering special sales and discounts, leading to higher revenues for these companies.



Fig.4 Evolution of E-commerce Festival Sales

Source: The Internet and Mobile Association

The Indian e-commerce market has witnessed remarkable growth, with a CAGR of 54.6% from 2007 to 2011. The B2C segment emerged as the leader, capturing 56% of the market during the fiscal year 2010-2011. Driven by the 'Digital India' program, internet connections rose to 830 million in 2021, making India the third-largest online shopper base globally, with over 150 million users in FY 2021. UPI payments reached over \$100 billion monthly by 2021, nearly doubling to \$192 billion by September 2023.

In 2022, the e-commerce market in India was \$74.8 billion, projected to reach \$188 billion by 2025 and \$350 billion by 2030. Festive shopping contributes significantly to this volume, with some brands generating over a third of their annual sales during this period. During this year's mega sale, a leading marketplace saw a 16% rise in GMV to Rs 29,000 crore in the first four days.

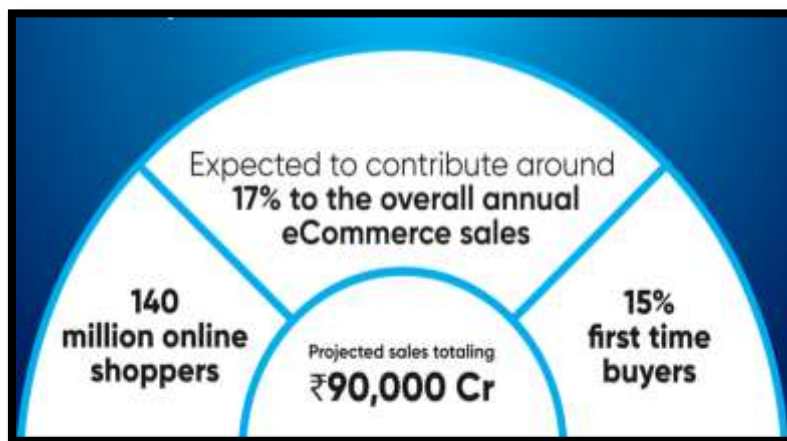
E-commerce has transformed festival shopping behavior, with customers anticipating special deals and promotions during this period. The share of e-commerce is expected to reach 30-35% in the next 3-5 years, with traditional retail comprising 65-70%. Festive season e-commerce sales have grown exponentially, with sales reaching INR 40 billion in 2016, INR 290 billion in 2020, showing nearly a 5x increase from 2017 to 2020.

Fig.5: Number of Internet Users and UPI payments



Source: The Digital Yatra

Fig.6: Estimation of E commerce Festival sales 2023-24



According to a **RedSeer report**, the festive season in 2023 boosted Indian eCommerce platforms, with projected sales totaling INR 90,000 crore. This represents a significant 18%-20% increase from the previous year, driven by an estimated 140 million online shoppers. These festive season sales are expected to contribute around 17% to the overall annual eCommerce sales for the year.

Fig.7: Big online Market Place's traffic during Festive Sales period between August 2022 and January 2023

	Flipkart.com	Snapdeal.com	Amazon.in
August	134,500,000mn	79,600,000mn	141,500,000mn
September	134,000,000mn	82,300,000mn	141,500,000mn
October	164,000,000mn	109,500,000mn	200,000,000mn
November	121,000,000mn	89,900,000mn	176,500,000mn
December	128,000,000mn	83,100,000mn	171,000,000mn
January	133,000,000mn	86,200,000mn	185,500,000mn

Source : Similarweb.Com

VII. Analysis of Primary Data:

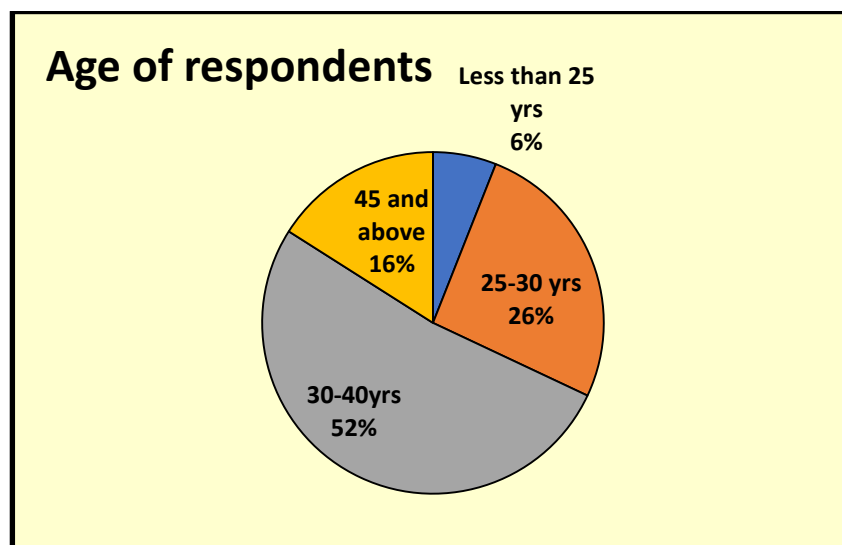
Behaviour of sales during Festival season – Perception of Vendors

Analysis of QUESTIONNAIRE 1

Table.2: Age of the Respondents

S.No.	Age	No of Respondents	Percentage
1	Less than 25 yrs	03	6%
2	25-30 yrs	13	26%
3	30-40yrs	26	52%
4	45 and above	08	16%
	Total	50	100%

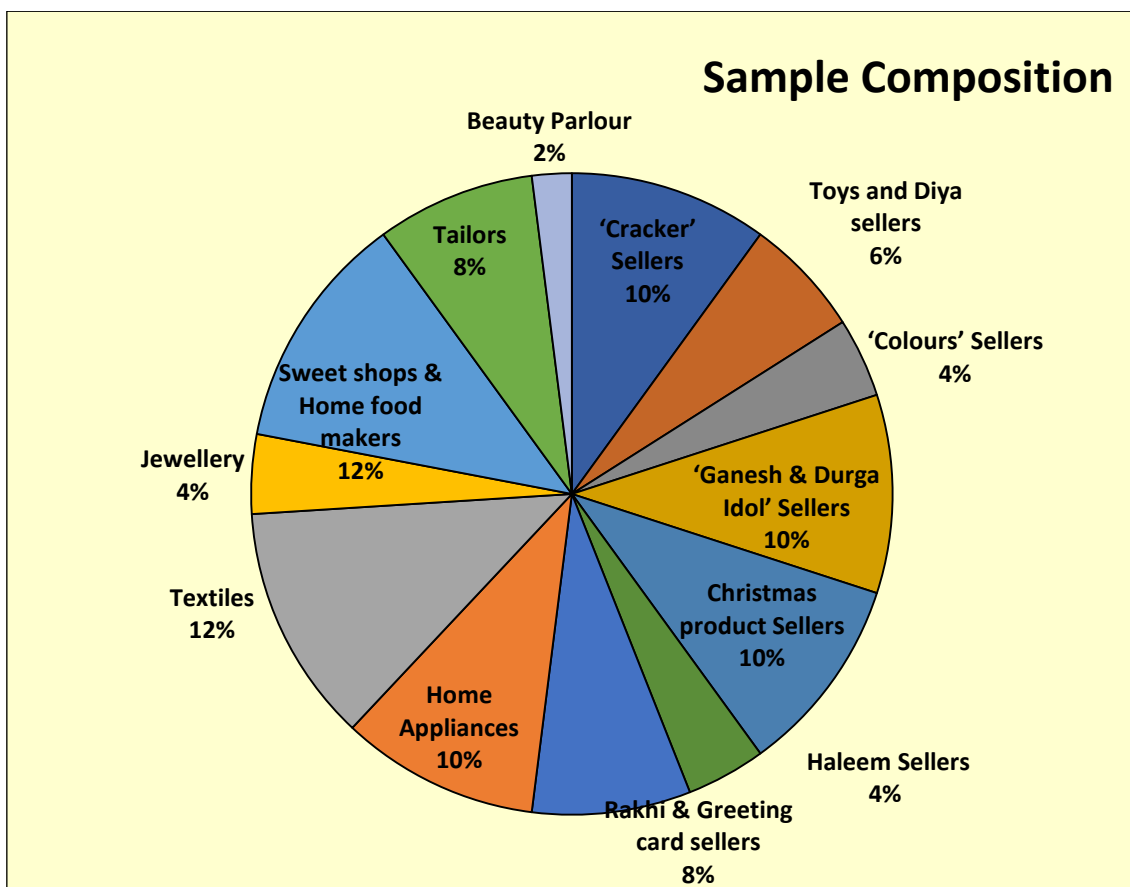
Fig.8: Age of the Respondents



Source: Field Survey

Table 3: Nature of Business of the respondents

S.No.	Vendors	Number
1	'Cracker' Sellers	5
2	Toys and Diya sellers	3
3	'Colours' Sellers	2
4	Flower Sellers	3
5	'Ganesh & Durga Idol' Sellers	5
6	Christmas product Sellers	5
7	Haleem Sellers	2
8	Rakhi & Greeting card sellers	4
9	Home Appliances	5
10	Textiles	3
11	Jewellery	2
12	Sweet shops & Home food makers	6
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14	Beauty Parlour	1
	TOTAL	50

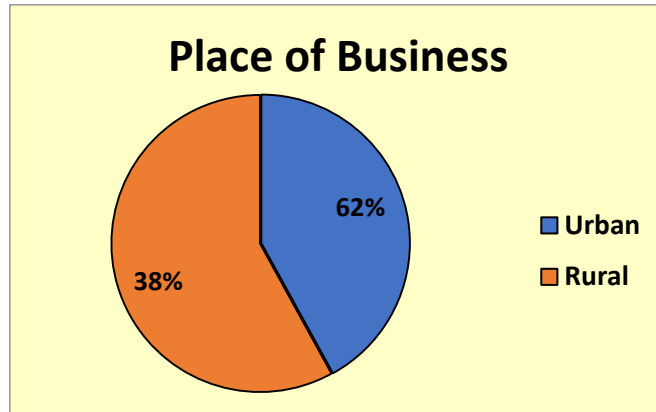


Source: Field Survey

Table4: Place of Business of the respondents

S.No.	Place of Business	No of Respondents	Percentage
1	Urban	31	62%
2	Rural	19	38%
3	Total	50	100%

Fig.10: Place of Business

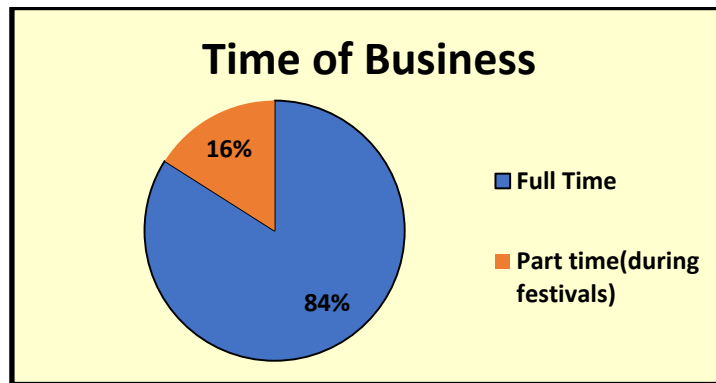


Source: Field Survey

Table 5: Time of Business of the respondents

S.No.	Time of Business	No of Respondents	Percentage
1	Full Time	42	84%
2	Part time(during festivals)	08	16%
	Total	50	100%

Fig.11: Time of Business



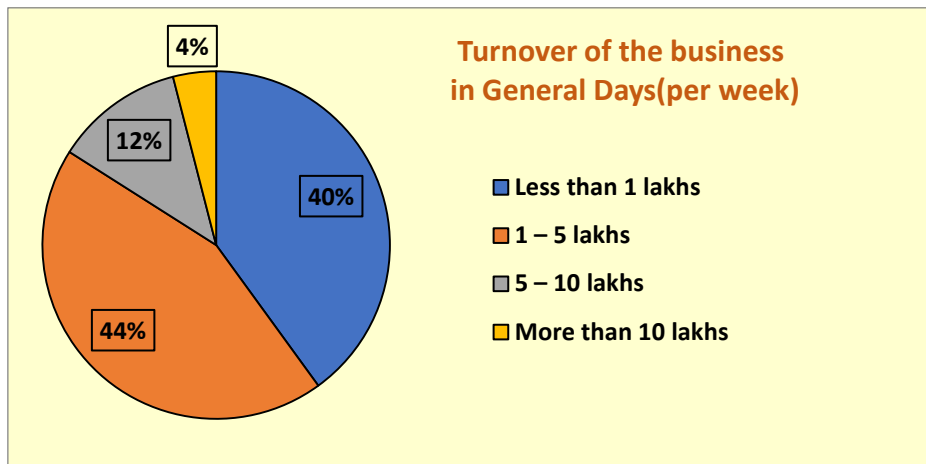
Source: Field Survey

Table 6: Turnover of the business in General Days (per week)

S.No.	Turnover of the business in General Days (per week)	No of Respondents	Percentage
1	Less than 1 lakhs	20	40%
2	1 – 5 lakhs	22	44%
3	5 – 10 lakhs	06	12%
4	More than 10 lakhs	02	04%

	Total	50	100%
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Fig.12: Turnover of the business in General Days (Per week)



Source: Field Survey

Table 7: Turnover of the business in Festive Days (per week)

S.No.	Turnover of the business in Festival Days (per week)	No of Respondents	Percentage
1	Less than 1 laks	02	04%
2	1 - 5 laks	18	36%
3	5 - 10 lakhs	20	40%
4	More than 10 lakhs	10	20%
	Total	50	100%

Fig.13: Turnover of the business in Festival Days (Per week)

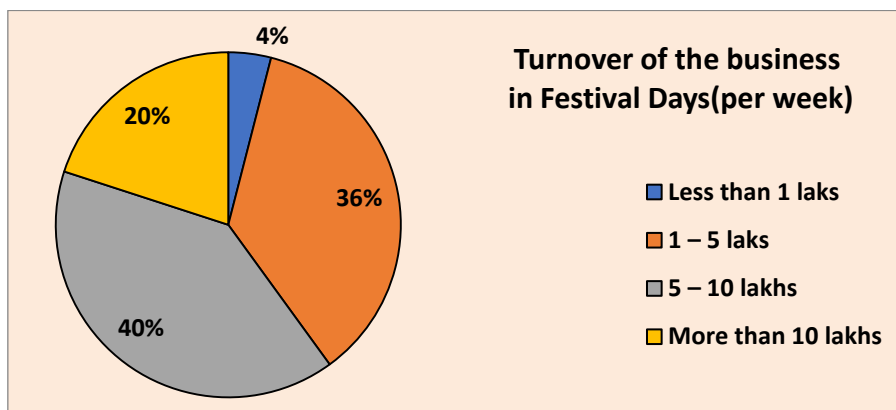
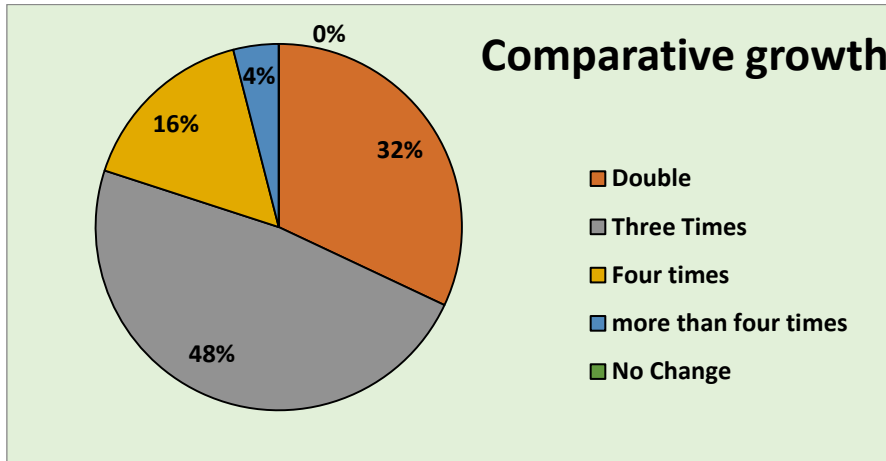


Table 8: Comparative growth of Sales of General days and Festival Days

S.No.	Comparative growth	No of Respondents	Percentage
1	Double	16	32%
2	Three Times	24	48%
3	Four times	08	16%

4	more than four times	02	04%
5	No Change	00	00%
	Total	50	100%

Fig.14: Comparative growth of Sales of General days and Festival Days



Source: Field Survey

Behaviour of Purchases during during Festival season – Perception of Consumers

Analysis of Primary Data from Questionnaire 2

Table 9: Age of the respondents(Consumers)

S.No.	Age	No of Respondents	Percentage
1	Less than 25 yrs	02	04%
2	25-30 yrs	14	28%
3	30-40yrs	22	44%
4	45 and above	12	24%
	Total	50	100%

Fig.15: Age of the Respondents (Consumers)

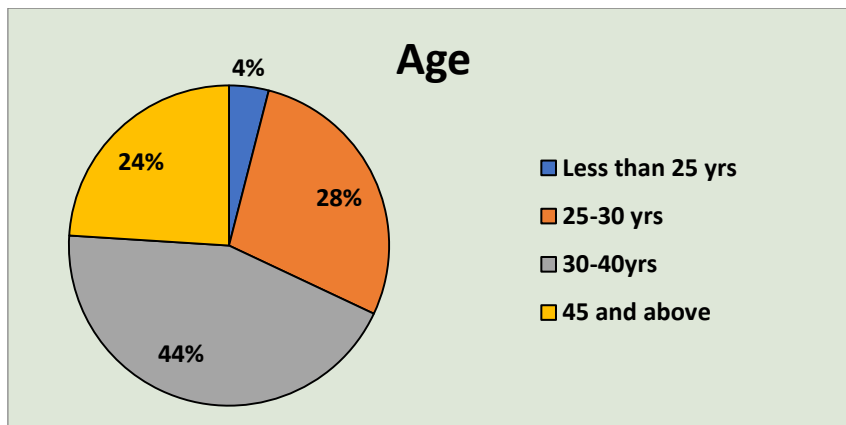
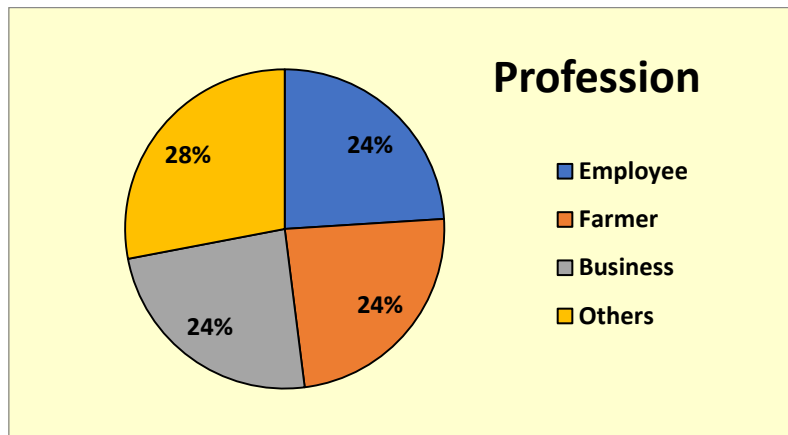


Table 10: Profession of the respondents (Consumers)

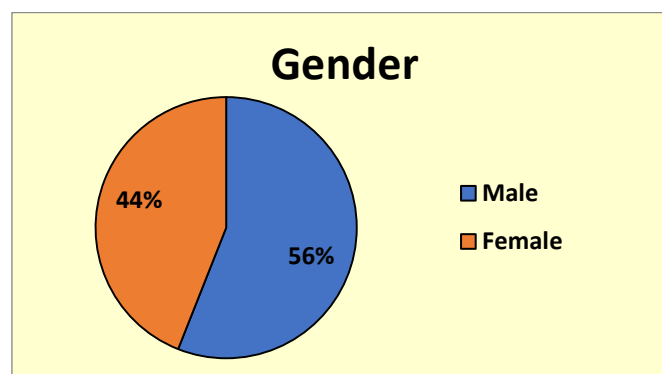
S.No.	Profession	No of Respondents	Percentage
1	Employee	12	24%
2	Farmer	12	24%
3	Business	12	24%
4	Others	14	28%
	Total	50	100%

Fig.16: Profession of the Respondents

Source: Field Survey

Table 11: Gender of the respondents (Consumers)

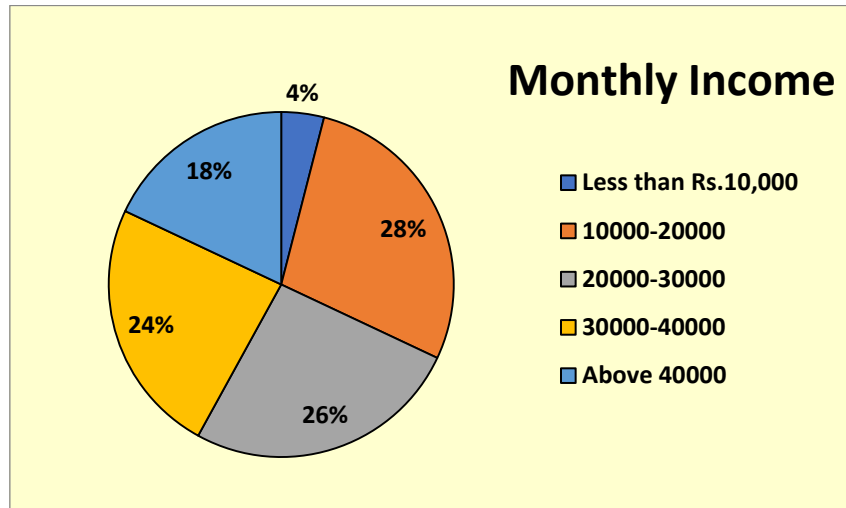
S.No.	Gender	No of Respondents	Percentage
1	Male	28	56%
2	Female	22	44%
	Total	50	100%

Fig.17: Gender of the Respondents**Table 12: Monthly Income of the respondents (Consumers)**

S.No.	Monthly Income	No of Respondents	Percentage
1	Less than Rs.10,000	02	04%
2	10000-20000	14	28%
3	20000-30000	13	26%

4	30000-40000	12	24%
5	Above 40000	09	18%
	Total	50	100%

Fig.18: Monthly Income of the Respondents

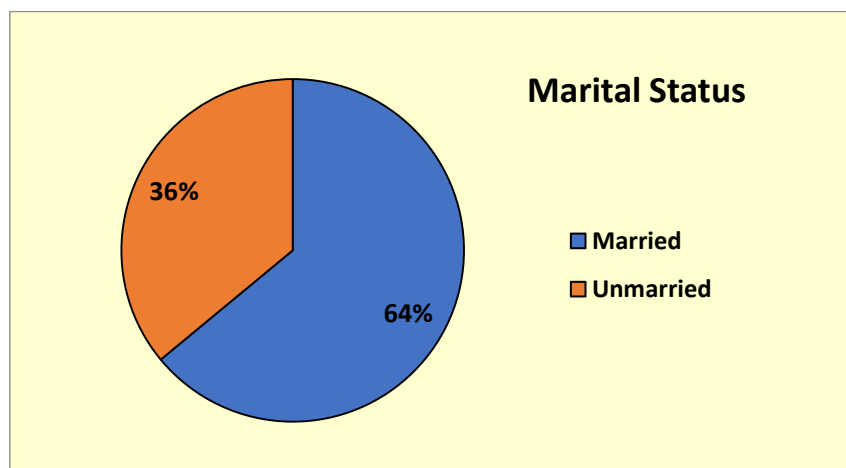


Source: Field Survey

Table 13: Marital Status of the respondents (Consumers)

S.No.	Marital Status	No of Respondents	Percentage
1	Married	32	64%
2	Unmarried	18	36%
	Total	50	100%

Fig.19: Marital Status of the Respondents



Source: Field Survey

Table 14: Do you have the habit of spending more during festivals?

S.No.	Habit of Spending	No of Respondents	Percentage
1	Yes	47	94%
2	No	01	02%

3	Sometimes	02	04%
	Total	50	100%

Fig.20 Habit of Spending during festival season

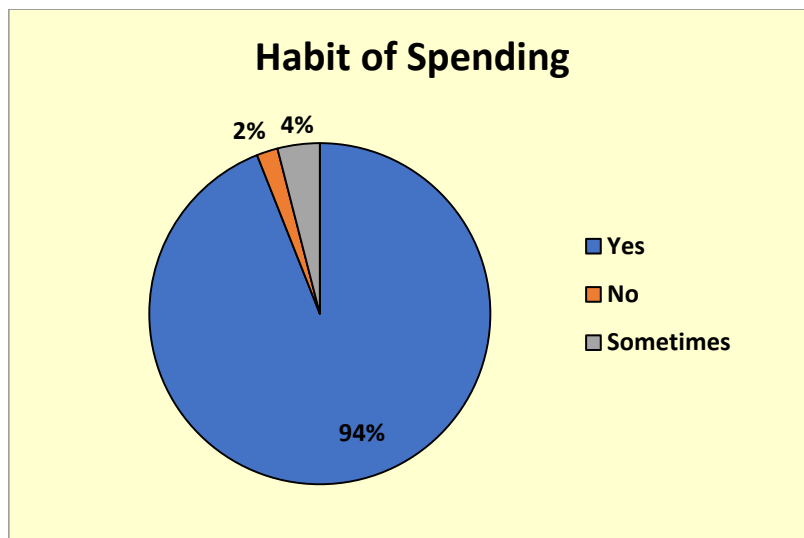


Table 15: The festival, usually, you spend more (Multiple select)

S.No.	Habit of Spending	No of Respondents	Percentage
1	Diwali	40	80
2	Pongal	36	72
3	Eid Ul Fitr	06	12
4	Christmas	04	8
5	Bathukamma	29	58
6	Others	14	28

Fig.21: The festival, usually, you spend more

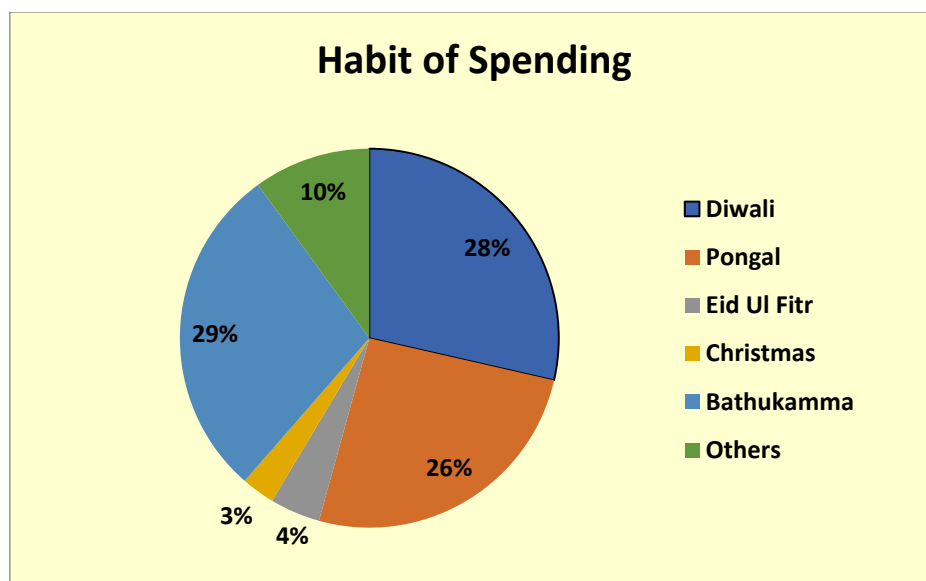


Table 16: Most preferred product you purchase during festivals (Multiple select)

S.No.	Most preferred product	No of Respondents	Percentage
1	Cloths	49	100
2	Jewellery	05	10
3	Electronics	03	06
4	Gifts	12	24
5	Sweets & Food items	18	37
6	Decorative Articles	38	78
7	Others	14	29
	Total	49	100

Fig.22: Most Preferred Product during festival purchases

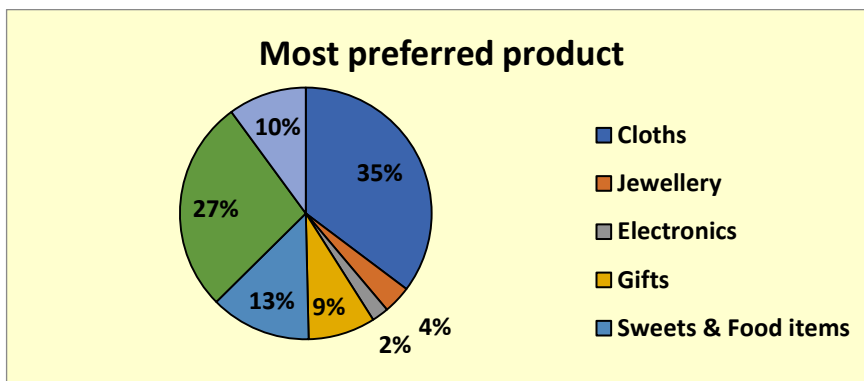


Table 17: Reason for buying during festivals

S.No.	Reason for buying	No of Respondents	Percentage
1	To perform rituals	39	80%
2	Availability of more varieties	05	10%
3	Offers & Discounts	03	6%
4	Happiness and pleasure	02	4%
	Total	49	100%

Fig.23: Reason for buying during Festivals

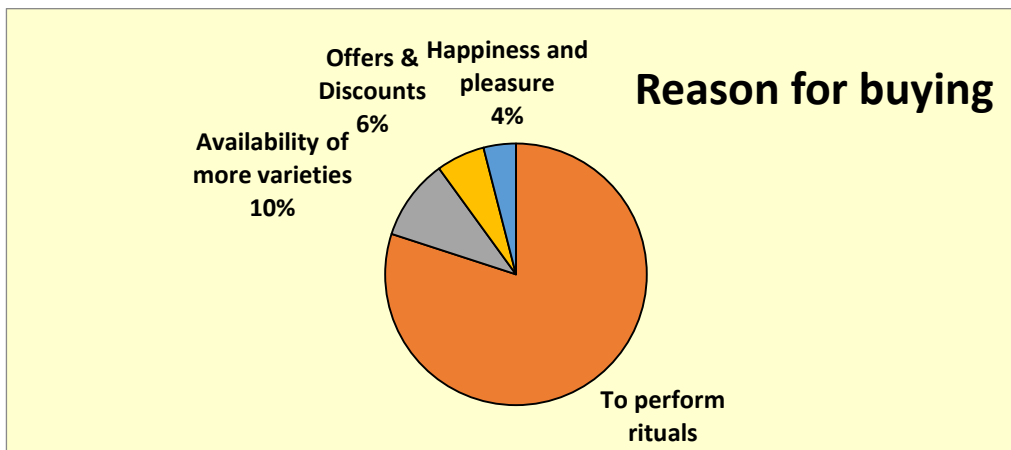
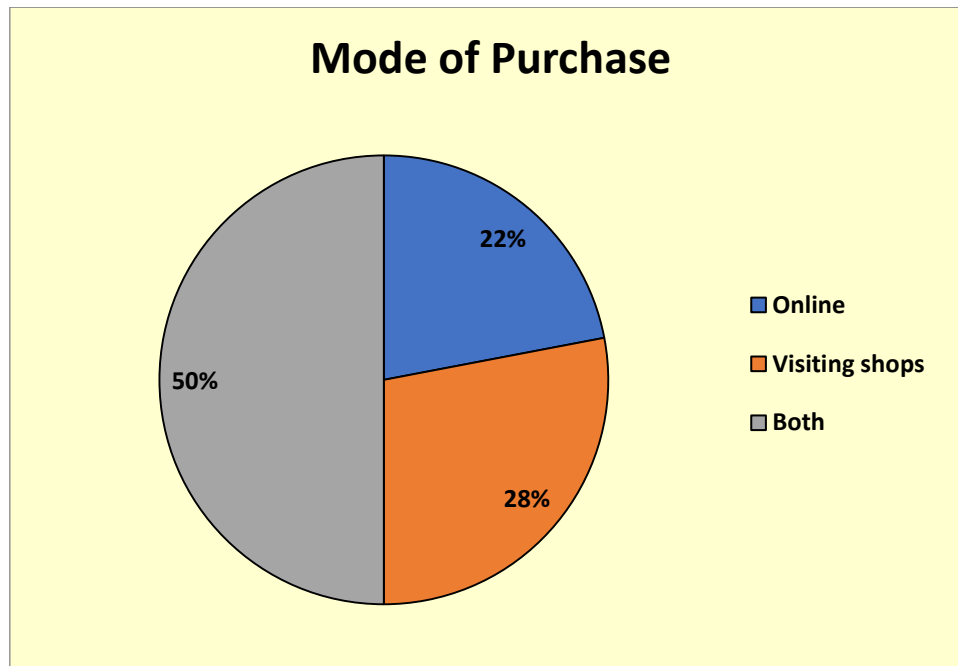


Table 18: Mode of Purchase of the respondents (Consumers)

S.No.	Mode of Purchase	No of Respondents	Percentage
1	Online	11	22%
2	Visiting shops	14	28%
3	Both	25	50%
	Total	50	100%

Fig.23: Mode of Purchase

Source: Field Survey

VIII. Findings:

- The survey revealed that 48% of vendors recorded 3times increase in their sales during festival season and 16% recorded double amount of sales. It means 64% of vendors expressed remarkable hike in sales.
- 94% of selected consumers said that they have the habit of spending more during festivals. 2% of them have the habit to purchase sometimes. Hence 96% of the respondents have the habit of festival purchase.
- Highest number of respondents purchase for Diwali (40) followed by Pongal (36).
- All the respondents prefer purchase of cloths for festivals followed by decorative articles (36 respondents).
- 80% of the respondents purchase for performing rituals related to the festivals.
- 22% purchase exclusively through online where as 28% prefer offline purchases. 50% of consumers go for both mode of purchase. It indicates that online purchases are increasing.

IX. Suggestions:

1. Establish Permanent Festival Markets: The study reveals that many vendors resort to setting up temporary shops or tents during the festival season. It would be beneficial to establish permanent festival markets or designated areas where vendors can sell their goods during festive seasons. This would provide stability to vendors and make it easier for consumers to locate and access festival-related products.

2. Diversify Product Offerings: Vendors should consider diversifying their product offerings based on the festivals being celebrated. For example, they can sell Ganesh idols during Ganesh Chaturthi, crackers and diyas during Diwali, and Christmas items in December. This approach would cater to the specific needs and preferences of consumers during different festivals, leading to increased sales opportunities.

3. Enhance Marketing and Promotion: Vendors should focus on enhancing their marketing and promotional efforts during the festive season. This could include offering special discounts, promotions, and incentives to attract customers. Utilizing social media platforms, local advertising, and word-of-mouth marketing can also help increase visibility and attract more consumers.

4. Improve Accessibility and Convenience: Ensure that festival markets or shops are easily accessible to consumers, both in urban and rural areas. Consider factors such as transportation, parking facilities, and proximity to residential areas. Additionally, offering online purchasing options can further enhance convenience for consumers who prefer to shop from the comfort of their homes.

5. Collaborate with Local Authorities: Collaborate with local authorities and government bodies to support the establishment of permanent festival markets or designated areas. Advocate for infrastructure improvements, such as better roads, lighting, and sanitation facilities, to enhance the overall shopping experience for consumers.

6. Encourage Sustainable Practices: Encourage vendors to adopt sustainable practices in their businesses, such as using eco-friendly materials, reducing waste, and promoting fair trade practices. Consumers are increasingly conscious of sustainability issues, and incorporating these practices can attract environmentally conscious consumers and enhance the reputation of vendors.

7. Offer Unique and Traditional Products: Highlight the uniqueness and authenticity of traditional festival-related products. Consumers often seek out traditional and culturally significant items during festivals, so offering a wide range of such products can attract customers looking for authentic experiences.

8. Provide Customer Engagement: Engage with customers to understand their preferences and feedback regarding festival-related products. Collecting customer feedback can help vendors tailor their offerings to better meet consumer needs and preferences, leading to increased customer satisfaction and loyalty.

By implementing these suggestions, vendors can capitalize on the opportunities presented by festival seasons and enhance their sales and business growth. Additionally, these measures can contribute to the overall economic development of the community and create a more vibrant and enjoyable festival experience for consumers.

X. Conclusion:

The study attempted to interpret the behaviour of sales and Consumers during festive season which resulted in understanding the basic matters that influence customers while buying during festivals. Major item purchased during the season is apparels and there is lot of impulse purchases happening during festivals. To tap these opportunities, designers, manufacturers, and sellers of textiles and apparel products should be up to date with target consumer behaviour so that they can utilise the opportunity well.

The study underscores the significant economic impacts of festivals on both vendors and consumers in Khammam District. By understanding the behavior of sales and purchases during festival seasons, businesses can optimize their strategies to capitalize on increased consumer spending. Moreover, the findings highlight the potential benefits of establishing permanent sales locations and diversifying product offerings to enhance the festival shopping experience for all stakeholders.

It is also found that India is still an importer of some special goods like crackers and colours. Till 2021, we had been importing Rakhis also. If the government focuses the manufacturing of such products under 'ATMA NIRBHAR BHARATH', it contributes to the national policy of **VIKASITH BHARATH**.

XI. References:

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