

Consumers' Perceptions about Special Day Markets: A Case Study in Islamabad, Pakistan

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Abstract

This study is intended to provide information on consumers' perceptions about special day markets. In Islamabad (capital and metropolitan city of Pakistan) these markets are most famous markets to buy fruits and vegetables and other products at cheaper rates than the local markets. The main objective of this research was to study the quality and price structure of the items sold in special day markets. Special emphasis has been given to examine the special day markets are effective in terms of offering subsidized products to people with low income. With the help of interview schedules data have been collected from 160 households. Descriptive statistics involving the use of measure of central tendency such as frequency, percentage and charts have been used to analyze socio-economic analysis of special day markets. The main findings of this research reveal that good quality of products are sold in the special day markets at cheaper rates than normal prices in the other commercial markets. But prices are not stable in these markets too. However, availability of all products at one place has strong effect on the popularity of these markets. So, special day markets are blessings for those households who are busy whole week but they can purchase fresh fruits and vegetables at every weekend from one place at lower prices. It is recommended for the Capital Development Authority (CDA) administration to control the prices of fruits and vegetables and improve markets structure.

Keywords: Consumers' perceptions, Special day markets, Metropolitan, Islamabad, Households, Socio-economic analysis and subsidized products.