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## CONSUMER ATTITUDE TOWARDS ORGANIC TERRACE GARDENING- A STUDY IN BANGALORE CITY

<sup>1</sup>Athulya V and <sup>2</sup>Dr. M Ramya

<sup>1</sup>Ph.D Research Scholar and <sup>2</sup>Assistant Professor

<sup>1&2</sup>Department of Commerce (IB), Hindusthan College of Arts & Science  
Coimbatore, Tamil Nadu, India

### Abstract

Population in the urban areas is expanding dramatically. The more significant part of them are travelers from towns looking for a livelihood. They left a green and quiet environment and entered the solid timberland. The majority of them feel that their kids miss the experience and advantages of regular stable country life. Guardians visiting city homes of their kids can't endure polluted city climate in any event for a week. We discover residue and smoke all over. Indeed, even sound individual encounters suffocation. Individuals with Asthma and allergies think that it is hard to breathe. Town life is only a sweet memory for senior residents who left their towns many years prior. They can't return now. A slight alleviation for every one of these emotions has a kitchen garden. There is no space left for a genuinely expanding populace itself. At that point, where do you plan a garden? The appropriate response is Terrace Garden or Rooftop Garden. In this study, the researcher aims to analyze consumer attitudes towards organic terrace gardens in Bangalore City.

**Keywords:** Organic, Terrace garden, Consumer, Attitude.

### Introduction

Terrace gardening is a moderately new concept in India, yet it is becoming a quickly adjusted way of life particularly in metropolitan urban areas. Bangalore is one such city that battles with significant urbanization with no space left to oblige nature. Hence, the residents of this modern, speedy city are conforming to porch gardening to feel nearer to nature from the solace of their homes. How about we start with the nuts and bolts first. What is a Terrace garden, you inquire? The definition of a porch garden is very strict. In basic terms, a kitchen garden that you develop on the roof, porch or balcony of your home is known as a Terrace Garden. Clearly, a porch garden in a city like Bangalore would not be just about as natural as the one you would develop on the ground in your Terrace. There is additionally a limitation regarding the plants that you can fill in a porch garden, essentially because of the absence of room.

Be that as it may, Terrace gardening in Bangalore can be done on practically a wide range of buildings like residential pads, individual houses, business centers, factories, and godowns. The only prep you need to do is a straightforward waterproofing of the roof. The most awesome aspect, you don't need any farming knowledge to develop your own porch garden. You only need to have a passion for it and the willingness to get your hands dirty. Also, a Terrace garden takes as little as a week to set up and you can receive the rewards within a month from planting your first plant.

In the present metropolitan environment tall structures, stopping regions, the organization of streets have gained major metropolitan land. In a particularly blocked environment, the rooftop and porch of structures give a significant likely wellspring of open-air space available to clients of the structure. The requirement for Terrace gardens has expanded with an expanding number of elevated structures which deprive their inhabitants of any visual contact with nature. Terrace gardens bring back the missing connection among man and nature on a moderate scale. The pattern of porch garden isn't new, for quite a long time it has been basic to utilize rooftops as a living space/Recreational space. The previously known recorded reference to a rooftop garden is the stone sanctuaries in the district of Mesopotamia. Civilizations in Mesopotamia constructed rooftop gardens millennia prior on the landings of Ziggurats, or ventured pyramids.

### Objective of the study

1. To study and understand what is terrace garden and the basic requirements for terrace gardening.
2. To find out the motivation behind the organic terrace gardening.
3. To examine the problems faced by respondents while doing the gardening job.
4. To analyse consumer attitude towards organic terrace gardening.

### Research Methodology

This study is descriptive and analytical which describes and analyse the behaviour of the consumers towards Organic Terrace Gardening. It analyses the socio-economic variables of organic consumers. The data can be collected through primary and secondary sources. The data can be collected using a well-structured questionnaire. The questionnaire mainly focused on the variables like, demographic profile, motivation factors, attitude, behaviour, problems and satisfaction towards Organic Terrace Gardening.



Convenient sampling technique was used in the study to collect sample of 200 customers from Bangalore City, Karnataka. The data was collected through a five-point Likert scale questionnaire from the respondents.

Review of Literature

Green roofs protect the roof membranes from extreme heat, wind, and ultraviolet radiation. Due to the presence of vegetation and a thick substrate layer, the daily expansion and contraction of the roofing membrane can be avoided. Green roofs are also named "eco-roofs", "living roofs" or "roof gardens", and are basically roofs with plants in their final layer (Cox, 2010; Parizotto and Lamberts, 2011). Green roofs are generally built to enhance the energy efficiency of their buildings. Due to the high rate of energy and resource consumption of buildings, various sustainable approaches and environmentally responsible energy-efficient technologies have been proposed and applied to realize low-energy buildings (Zhou et al., 2014; Ghaffarian Hoseini, 2013). These include advanced eco-technologies, energy-efficient systems, and renewable energy sources. Green roofs are often identified as a valuable strategy for making buildings more sustainable (Ghaffarian Hoseini, 2013).

What is Terrace Garden?

A terrace garden is a garden which is established on a terrace, roof, or porch, for the most part in a house where there is limited gardening space. These sorts of terrace gardens are particularly well known in urban zones.

Good reason to start a Terrace Garden

You may feel that gardening is an ideal movement for your grandpa or grandmother since they have time to burn and can stand to sit it away on plants. Or on the other hand, possibly you live in a little condo and have no space to set up your garden. Or then again it is your traveling way of life that is in the manner. Whatever your pardon for not beginning a garden, you're passing up a ton of incredible advantages that it manages. On the off chance that you are concocting pardons why you shouldn't start a garden, stop it at this moment and begin checking the valid justifications why you should begin a porch garden in your home.

- Consume calories and stay fit
Get more vitamin D
Interface with good bacteria
Alleviate stress
Interface with the community
To improve Oxygen production
To provides important education in a subtle manner
Keeps the temperature cooler
For poison free veggies and fruits

What are the benefits of terrace gardening in Bangalore?

Minimal yet rewarding, a terrace garden is the most ideal approach to get a good deal on fresh produce since it is effectively open on your roof-top. Other than giving great quality yield, a terrace garden can be beneficial in such countless alternate manners also. Listed underneath are a portion of the manners in which a terrace garden in Bangalore could be advantageous. A terrace garden -

- Keeps the temperature cooler.
Helps in rainwater harvesting.
Brings you nearer to nature.
Makes your home look all the more visually appealing.
Helps in reducing pollution.
Yields fresh and organic produce.
Permits you to develop medicinal herbs and plants at home

Kind of vegetation plant in terrace garden

Table.1

Table with 6 columns: Vegetables (Annual, Perennial), Herbs (Annual, Perennial), Fruits, and Flowers. Rows include Beans, Beetroot, Bitter Melon, Carrot, Bottle Gourd, Cucumber, Capsicum, Chilli, Pepper, Coriander, Fenugreek, Garlic, Basil, Carom, Dill, Ginger, Saffron, Holy Basil, Thyme, Turmeric, Rosemary, Strawberry, Blueberry, Fig, Tomato, Pineapple, Cantaloupe, Petunia, Geranium, Begonia, Lobelia, Pansy, and Impatiens.



Eggplant		Parsley	Mint	Banana	Chrysanthemum
Okra			Curry Leaves	Watermelon	Dianthus
Onion			Indian Sorrel	Currant	Fuchsia
Peas			Lemon Grass	Gooseberry	Zinnia
Potato				Passion Fruit	
Radish					
Spinach					
Lettuce					
Zucchini					

What are the fundamental prerequisites to begin terrace gardening in Bangalore?

Pre-arranging is key when you are considering setting up a garden that will give you a decent yield of produce lasting through the year. We've made a rundown of the fundamental things that you need before you get your hands messy.

- ✚ Ensure your terrace or roof-top has sufficient daylight alongside some obscure spots.
- ✚ Simple admittance to water is an absolute necessity for watering the plants and keeping the region clean consistently.
- ✚ In tropical and subtropical zones like Bangalore, getting a shade net would be incredibly beneficial.
- ✚ Get sufficient lattice or posts for the vegetables, for example, creepers and climbers that need backing to develop.
- ✚ Accumulate all your gardening instruments like gloves, spades, wedges, scoops, support shears, and others used to blend soil, trim or prune, cut leaves and branches, and to gather the produce.
- ✚ It's additionally critical to realize which plant goes in what container. You would prefer not to plant a tree in a little container and have its roots spreading every which way, breaking the pot.
- ✚ For climbers, get huge containers of in any event 2x2x1 ft in size. While, wide boxes with a profundity of 6-12 inches would be ideal for short, verdant vegetables.
- ✚ Perpetual plants like papaya and banana, then again, which develop to be tall trees require containers with a profundity of at any rate 5-6 ft.

Finally, ensure that you get enough seeds from the plants you need to fill in your terrace garden.

How to begin terrace gardening in Bangalore?

Since you have accumulated every one of the provisions to set up your terrace garden, how about we start gardening.

- ✚ Be set up to offer opportunity to your terrace garden. It will require however much love and care as could reasonably be expected.
- ✚ The great part about gardening is getting your hands filthy. Try not to be frightened of the dirt and its occupants.
- ✚ You will come into contact with a great deal of bugs, bugs, birds, and creatures who additionally need to appreciate the yummy products of the soil from your garden.
- ✚ Chalk out a game plan for the kinds of plants that you need to develop. Execute this arrangement by organizing them such that you use the most extreme space on your terrace.
- ✚ Disappointment is an integral part of life. Gardening is the same. Try not to surrender in the event that you don't see things work out as you envisioned it would. A few explanations behind disappointment could be overwatering, extreme manuring, stuffing plants, deficient watering, or lacking manuring.
- ✚ Prep doesn't simply comprise of gathering the important things, yet in addition some examination work. Do intensive exploration on gardening tips and deceives, watch you tube recordings and discover what technique for gardening suits you the best.
- ✚ We know the plants in your terrace garden resemble your children and you have put a ton of time, care and love into them. It could be hard for you to head out in different directions with even a solitary sapling. In any case, don't be dampened.



Result and Discussions

Table 2 Demographic Profile

Table with 4 columns: Factor, Options, Frequency, Percentage. Rows include Age, Gender, Qualification, Income, and Occupation categories.

Inference: From the table it is shows that out of 200 respondents, majority(48.5) of the respondents belong to above 41 years age group. About Gender category Majority (66%) of the respondents are Female categories. Out of 200 respondents (49%) of them are belongs to Graduate level education category. The majority of the respondents (49%) were drop under above 30,001-40,000 income groups. About the occupation Majority of the (52.5%) respondents are pensioners.

Motivational factors behind the Organic Terrace Garden at Home

Table 3

Table with 2 columns: Consideration/Factors, Percentage. Rows list factors like 'To improve Oxygen production' and 'For poison free veggies and fruits'.

INFERENCE: When we analyse the motivation factors behind gardening Majority (54%)of the respondents opt for organic terrace gardening for their mental relief or to improve their mental health. The majority(51%) say that they were doing gardening for poison-free products.

Problems faced by Organic terrace gardener

Table 4

Table with 2 columns: Considerations, Percentage. Rows list problems like 'Effect of catastrophic' and 'Leaching process, it can lead to the reduction in the soil quality'.



INFERENCE: The above table clearly defined that, besides its plenty of benefits, terrace gardening's main drawback is rainwater saturation of the ground. It happens when terracing holds a lot of water, which is consumed into the ground or soil. The issue with ground saturation is that it can prompt water flood through times of weighty downpours. It can wind up source more harmful spillover than in the un-terraced region. And 48% of the respondents responded that soil erosion was another issue regarding terrace gardening. If not precisely kept up, terraces can prompt more significant soil erosion, regularly downslope from the terracing, than in non-terraced regions.

Consumer Attitude towards Organic terrace gardening

Table 5

Table with 3 columns: Considerations, Frequency & Percentage (Yes), and Frequency & Percentage (No). Rows include questions about starting a garden, stress levels, willingness to get dirty, expense, habitat for birds, and oxygen production.

INFERENCE: The above table declared that 99% of the respondents agreed that terrace gardening would be a source of oxygen production. Most of them (98%) of the respondent says that it would reduce the stress levels. Finally, 100% replied that it would perform as a habitat for the city wearing birds.

Findings

- 1. Majority(48.5) of the respondents belong to above 41 years age group.
2. About Gender category Majority (66%) of the respondents are Female categories.
3. Out of 200 respondents (49%) of them are belongs to Graduate level education category.
4. Majority of the respondents (49%) were drop under above 30,001-40,000 income groups.
5. About the occupation Majority of the (52.5%) respondents are pensioners.
6. When we analyse the motivation factors behind gardening Majority (54%)of the respondents opt for organic terrace gardening for their mental relief or to improve their mental health. The majority(51%) say that they were doing gardening for poison-free veggies and fruits.
7. Besides its plenty of benefits, terrace gardening's main drawback is rainwater saturation of the ground. It happens when terracing holds a lot of water, which is consumed into the ground or soil. The issue with ground saturation is that it can prompt water flood through times of weighty downpours. It can wind up source more harmful spillover than in the un-terraced region. And 48% of the respondents responded that soil erosion was another issue regarding terrace gardening. If not precisely kept up, terraces can prompt more significant soil erosion, regularly downslope from the terracing, than in non-terraced regions.
8. Majority 99% of the respondents agreed that terrace gardening would be a source of oxygen production. Most of them (98%) of the respondent says that it would reduce the stress levels. Finally, 100% replied that it would perform as a habitat for the city wearing birds.

Conclusion

This is a heavenly blessing from the lord to us, so cultivating by the terracing strategy is something worth being thankful for and furthermore worthwhile. Nonetheless, it has its own restriction. It is otherwise called step cultivating by local people. Terrace/rooftop gardening isn't for most extreme creation or profits like ordinary cultivating. Acquiring a work is likewise not the point. It is only a valuable and magnificent leisure activity. Yet, it empowers us to develop and utilize poison-free new vegetables and natural products. Terrace garden is an extraordinary chance for senior residents to invest their energy and assists with keeping up great health. It gives adequate actual exercise to homemakers of the urban communities. Youngsters get openness to the universe of plants. It makes interest and interest in them about plants, bugs, birds, and nature. Terrace gardening is an intriguing difference in work for utilized youth at the end of the week. Terrace gardeners get the fulfilment of decreasing contamination of the city to a little degree. The terrace garden makes a cool microclimate on the open blistering terrace. Along these lines it keeps the home underneath cool. A terrace garden can be a decent spot for morning activity and meeting with companions in the evening. Regardless of whether the yield of plants isn't up to the assumptions different advantages are guaranteed. In the event that the yield is sizable by appropriate arranging and support, it saves the going through on vegetables consistently. One can develop and utilize restorative plants like Basil, sweet banner, ginger, Brahmi, mint, neem, Giloy and so on too. Aside from all these the passionate touch with these plants and plants offers freshness to the bustling mind of the city individuals.



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