

Marketing behaviour of tomato growers in western Maharashtra

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ABSTRACT

The research was conducted in two district of Western Maharashtra. The personal interviewing method used for data collection. The major objective of the research was to study extent of technological gap between recommended and actually adopted tomato technologies by the tomato growers from Western Maharashtra. The present study revealed high technology gap in use of growth regulators, irrigation and nutrient management and plant protection. A majority of the respondents had medium level of marketing behaviour.

INTRODUCTION

There is a yield gap between national and state tomato yield per unit area. For this, the reasons may be many like the use of local material, improper time of planting, shortage of fertilizer, inadequate irrigation facilities etc. Introduction of high yielding varieties and other technologies in tomato is a significant landmark in the agricultural development. The efforts are also being made for transfer of scientific information to potential users as quickly as possible. Nevertheless, there exists a gap between the scientific information evolved and its utilization by ultimate users. Hence, to find out the factors responsible for this are must. With this view in mind, the present study was undertaken to study the personal, social, economic, situational, communication and psychological characteristics of the tomato growers, and to study the marketing behaviour of the tomato growers.

METHODOLOGY

This study was carried out in Nashik and Pune districts of Western Maharashtra, where maximum area under tomato cultivation was observed. From each district, two tahsils were selected on the basis of maximum area under tomato cultivation. Accordingly, Niphad and Dindori tahsils from Nashik district and Junner and Ambegaon tahsils from Pune district were selected for the study. Fifteen villages from each tahsil were selected being the maximum area under tomato cultivation. From each

village, 5 respondent tomato growers were selected randomly, so there were in all 2 districts, 4 tahsils, 60 villages and 300 respondent tomato growers for the study purpose.

RESULTS AND DISCUSSION

The findings obtained from the present study are presented below:

Personal, soci- economic, situational, communication and psychological characteristics of the respondent tomato growers:

The half (51.67 per cent) of the respondent tomato growers were in the middle age group followed by 33.67 per cent of them were in young age group. More than one third (37.00 per cent) of the respondents were educated upto secondary level followed by higher secondary (24.00 per cent). In addition, 13.66 per cent of them were educated upto primary, followed by pre-primary (10.67 per cent). The 55.00 per cent of the respondent tomato growers had family size between 5 to 7 members followed by 37.33 per cent of the respondent tomato growers had up to 4 members family size.

Majority of the respondents (59.33 per cent) were found to have 3 to 5 years of farming experience, whereas, 21.33 per cent were observed with more than 6 years of farming experience. The 37.33 per cent of the respondents had medium social

Key words :

Technological gap, Respondent, Tomato growers, and Marketing behaviour

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