



RESEARCH PAPER

Marketing behaviour of chilli growers

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Abstract : This study was carried out to examine the socio-personal, economic, psychological characteristics and marketing behaviour of chilli growers in Buldhana district of Maharashtra. Findings revealed that majority (70.84%) of the respondents had medium level of marketing behaviour. Correlation analysis revealed that variables *viz.* Family size, extension contact and market orientation of chilli growers had positive and significant association with the marketing behaviour of the respondents. Age is negatively significant with marketing behaviour and Education, land holding, area under chilli cultivation, annual income, income from chilli, and experience in chilli cultivation had non-significant association with the marketing behaviour of the respondents. The variables family size, extension contact and market orientation were found important in term of determining the marketing behaviour of chilli growers.

Key Words : Chilli Growers, Marketing behaviour, Constraints

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