

Marketing behaviour of sericulturists and their suggestions in Karnataka state

J.H. GAIKWAD AND P.G. KHALACHE

Received : October, 2010; Accepted : November, 2010

ABSTRACT

Kolar district was selected purposefully for the study as a representative for South Karnataka region. In all total 90 respondents were selected randomly from Chintamani Taluka of Kolar district. The study concluded that 64.40 per cent of the respondent sericulturists had medium level of rational marketing behaviour whereas 18.90 per cent and 16.70 per cent of them had low and high level of rational marketing behaviour, respectively. Majority of the respondents made suggestions like fertilizers should be provided at subsidized rates (71.10 per cent), chemical fertilizers and other required chemicals should be made timely available (73.30 per cent), knowledge should be provided regarding use of bio-fertilizer and VAM (83.30 per cent), in time credits at lower interest rates should be provided (66.70 per cent).

Gaikwad, J.H. and Khalache, P.G. (2011). Marketing behaviour of sericulturists and their suggestion in Karnataka state. *Internat. J. Com. & Bus. Manage*, 4(1): 21-22.

Key words : Marketing behaviour, Suggestions, Sericulturist

Karnataka is the leading producer of mulberry silk, followed by Andhra Pradesh and Tamil Nadu. In Karnataka, Kolar district is the leading silk producer. Mysore, Bengaluru, Mandya are the other traditional silk producing areas in Karnataka. The study was conducted on the marketing behaviour of sericulturist and their suggestions with the specific objectives to study the marketing behaviour of the sericulturists and to invite suggestions made by the sericulturists.

METHODOLOGY

Kolar district was selected purposefully for the study as a representative for South Karnataka region. Kolar district comprises of 11 Tahsils Out of these Tahsils, Chintamani Taluka was selected purposefully on the basis of highest area and production of raw mulberry silk. Sericulturists those who have already harvested a minimum of three crops of mulberry were selected randomly from the list. Thus, in all total 90 respondents were selected randomly from Chintamani Taluka of Kolar district.

Correspondence to:

J.H. GAIKWAD, Department of Agricultural Extension Education, Mahatma Phule Krishi Vidyapeeth, Rahuri, AHMENDAGAR (M.S.) INDIA

Authors' affiliations:

P.G. KHALACHE, Department of Agricultural Extension Education, Mahatma Phule Krishi Vidyapeeth, Rahuri, AHMENDAGAR (M.S.) INDIA

ANALYSIS AND INTERPRETATION

Table 1 reveals that 64.40 per cent of the respondent sericulturists had medium level of rational marketing behaviour whereas 18.90 per cent and 16.70 per cent of them had low and high level of rational marketing behaviour, respectively.

Table 1 : Distribution of the respondent sericulturists by their marketing behaviour

Sr. No.	Marketing behaviour (Scores)	Number of respondents (n=90)	Percentage
1.	Low (Upto 2)	17	18.90
2.	Medium(3 to 4)	58	64.40
3.	High(5 and above)	15	16.70
	Total	90	100.00

Data of Table 2 reveals that majority of the respondents made suggestions like; fertilizers should be provided at subsidized rates (71.10 per cent), chemical fertilizers and other required chemicals should be made timely available (73.30 per cent), knowledge should be provided regarding use of bio-fertilizer and VAM (83.30 per cent), in time credits at lower interest rates should be provided (66.70 per cent), proper guidelines for appropriate use of disinfectants should be provided (80.00 per cent), training and demonstrations should be organized to provide knowledge regarding scientific Chawki worm rearing (60.00 per cent). Manju (1997) also made the