

**RESEARCH ARTICLE :**

Marketing behaviour of hi-tech farmers in Kerala

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12.03.2020;

Revised :

08.04.2020;

Accepted :

16.04.2020

SUMMARY : The study was conducted to assess the marketing behaviour of hi-tech farmers in the state of Kerala. The investigation was carried out on two categories of hi-tech farmers *viz.*, polyhouse farmers and open precision farmers to analyse the discrimination in their marketing behaviour. A sample of 60 farmers was selected by multistage sampling. The analysis indicated that the marketing behaviour of polyhouse and open precision farmers was found to be significantly different, particularly with respect to marketed surplus *i.e.*, open precision farmers followed farming as a profitable business while polyhouse farmers had less marketed surplus and lower price satisfaction. It was also found that open precision farmers had better backward and forward linkages with input and marketing agencies, respectively which contributed greatly to their success. The study also throws light on the various marketing channels used by hi-tech farmers in the state.

KEY WORDS :

Marketing behaviour,
Hi-tech farmers,
Marketed surplus,
Linkages, Marketing
channels

How to cite this article : Karat, Shilpa, Baby, Smitha and Helen, S. (2020). Marketing behaviour of hi-tech farmers in Kerala. *Agric. Update*, 15(1 and 2): 68-74; DOI : 10.15740/HAS/AU/15.1and2/68-74. Copyright@ 2020: Hind Agri-Horticultural Society.

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