



RESEARCH PAPER

Adoption of label claim recommendation by cotton growers

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Abstract : The present study adoption of label claim recommendation by cotton growers was conducted in the year 2021-2022 in Dhamangaon Rly tehsil of Amravati district. The study was planned to investigate adoption of label claim recommendation by cotton growers. The exploratory design of social research was used for the present investigation. The data was collected by personally interviewing the respondents with help of presented structured schedule, 120 cotton growers constituted 12 cotton growers from each village consisting of 10 villages was the sample for this study. The statistical methods such as mean, frequency, standard deviation and correlation were used. The findings of correlation analysis revealed that characteristics such as social participation and risk orientation were found positive and highly significant with adoption at 0.01 per cent level of probability, whereas annual income and innovativeness had positively significant with adoption at 0.05 per cent level of probability. The variables age, education, land holding, area under cotton crop were found no relationship with adoption so these were non-significant.

Key Words : Cotton Growers, Adoption, Label claim, Recommendation, Insecticides

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