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RESEARCH ARTICLE :

Marketing behaviour of vegetable growers

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SUMMARY : Production of vegetables is very good source of income and employment. Vegetable production was dominant in the economy of the Kolar district. For the study 120 vegetable growers were selected from the four taluks of the Kolar district by simple random sampling technique. The findings reveal that, 48.33 per cent used tempo to transport their produce, 46.67 per cent used plastic crates as packing material, majority of the farmers sold their produce immediately after harvest in the nearby markets. Where as 71.67 per cent farmers opinioned that, they receive full payment on the spot after sale. Commission agents (95.83%) and neighbours/relatives (66.67%) were the important source of market information. Major problems in marketing were price fluctuation (97.50%), followed by high hamli charges (66.67%) and high transport charges (64.17%).

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