

Click www.researchjournal.co.in/online/subdetail.html to purchase.



Visit us - www.researchjournal.co.in ■ DOI : 10.15740/HAS/IRJAES/10.1/65-67

International Research Journal of Agricultural Economics and Statistics

Volume 10 | Issue 1 | March, 2019 | 65-67 ■ ISSN-2229-7278



Research Paper

Effect of marketing strategy on sale of fertilizer in Shrirampur and Nagar tahasil

■ R.A. Chaudhari and A.S. Kshirsagar

See end of the paper for authors' affiliations

Correspondence to :

R.A. Chaudhari

College of Agriculture
Business Management,
Loni (M.S.) India

Email : rushikeshchaudhari358@gmail.com

Paper History :

Received : 24.10.2018;

Revised : 26.01.2019;

Accepted : 07.02.2019

ABSTRACT : We study the effect of marketing strategy on sale of fertilizer in Shrirampur and Nagar tahsil. This study was conducted between June 2018 and September 2018 on sample of 100 farmers from 6 villages of two tahsil of A.Nagar district of MH. Primary data were collected by survey method and appropriate tools were used to analyses data. The finding suggested that more than 60 per cent farmers purchase fertilizer by affordable or less price. Marketing strategy has been focus of organization and tool for attaining overall performance.

KEY WORDS : Marketing strategy, Product, Price ,Discount, Place, Promotion

HOW TO CITE THIS PAPER : Chaudhari, R.A. and Kshirsagar, A.S. (2019). Effect of marketing strategy on sale of fertilizer in Shrirampur and Nagar tahasil. *Internat. Res. J. Agric. Eco. & Stat.*, **10** (1) : 65-67, DOI : 10.15740/HAS/IRJAES/10.1/65-67. Copyright@ 2019: Hind Agri-Horticultural Society.