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Research Paper

Characteristics and marketing behaviour of coconut growers in Thanjavur district of Tamil Nadu

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ABSTRACT : The present study was taken to analyze the characteristics and marketing behaviour of coconut growers in Thanjavur district of Tamil Nadu. The total sample size was 120 coconut growers from the two villages of Pattukottai block in Thanjavur district. The study revealed that more than half of the respondents had medium to high level of marketing behaviour. The factors such as farm size, economic motivation and market decision exhibited significant and positive correlation whereas credit orientation had negative and significant contribution with marketing behaviour of coconut growers.

KEY WORDS : Marketing behaviour, Coconut growers, Correlation

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