



Research Note

## Marketing behaviour of pulse growers of Amravati district of Maharashtra

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**ABSTRACT :** The study was undertaken in the year 2011-12. A sample of 120 farmers was randomly selected in 10 villages of Chandur Bazar Panchayat Samiti of Amravati District of Maharashtra. Majority (73.33%) of farmers had medium level of marketing behaviour. Among the selected characteristics, education, cosmopolitanism, extension contact, market orientation and mass media availability were positive and significantly related with level of marketing behaviour and age and farming experience were negative and significant with marketing behaviour where as land holding and annual income were non-significant with level of marketing behaviour.

**KEY WORDS :** Marketing behaviour, Pulse growers

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Business refers to any activity undertaken for getting maximum profit from the means of production, but agriculture business is experienced by means of farmers as a non-profitable activity. In the world of modern agriculture and globalization, market play vital role for getting more profit by wisely using information for trading goods.

India has the largest area under pulses in the world. A large number of pulse crops like chickpea, urd, mung, lentil and pea are grown in India. Marketing of any agricultural produce requires knowledge about the largest information and demand of particular commodity to which a person deals. It is also true in the case of pulses marketing.

The specific objectives undertaken for studies are as follows:

- To study the personal, socio-economic psychological characteristics of pulses growers.
- To study the marketing behaviour of pulse growers about market.
- To study the relationship between personal, socio-economic and psychological characteristics of pulse growers with their marketing behaviour.
- To study the problems faced by the farmers for seeking information about market.

Amravati block was purposively selected for the study.

The study was conducted in Chandur Bazar Tahasil of Amravati district. Farmers in 10 villages were contacted at their places of residence and data were collected by personal interview. From 10 villages, 120 respondents were selected. The interview schedule was constructed by formulating relevant questions in accordance with objectives of the study. The schedule included questions pertaining to age, education, land holding, annual income, farming experience, cosmopolitanism, extension contact, market orientation and mass media availability as well as marketing behaviour of pulse growers and constraints faced by them while seeking information about marketing.

The information from the respondents was collected by personal interview methods and their responses were considered for the purpose of present study. Data related to the marketing behaviour of pulse growers and constraints faced by farmers while seeking information about market were collected. Mean, S. D., correlation and 't' test methods were used for analysis of the data.

The results obtained from the analysis of data are discussed in different sub-heads as under:

### Level of marketing behaviour of pulse growers:

It is observed from the findings presented in Table 1 that, 73.33 per cent of farmers had medium and 13.33 per cent of