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## Study of relationship between marketing behavior of pomegranate growers and selected independent variables

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### Abstract

The research was carried out in Nashik, Solapur and Ahmednagar districts of Maharashtra state with sample size of 360 pomegranate growers. An ex-post facto research design was used for research. The data is collected with the help of pre structured interview schedule. The objective of study is to know the relationship between marketing behavior of pomegranate growers and selected independent variables. It was observed that out of twelve independent variables farming experience, area under pomegranate cultivation, productivity, production, annual income, irrigation status, source of information, economic motivation, scientific orientation and risk orientation were positively and highly significant whereas, education is significant and only age is positive and not significant to marketing behavior of pomegranate growers.

**Keywords:** relationship, pomegranate growers, marketing behavior

### Introduction

India is world's largest producer of pomegranates and it produces finest quality pomegranates throughout the year. In India Maharashtra contributes 64.43% in total production and it ranks first in total production followed by Karnataka, Gujarat, Andhra Pradesh, Madhya Pradesh etc. It is an important fruit crop of Maharashtra and its production mainly concentrated in the Western Maharashtra region and the Marathawada region. Commercial cultivation of pomegranate takes place in Solapur, Nashik, Ahmednagar, Pune, Dhule, Aurangabad, Satara, Osmanabad and Latur districts of Maharashtra. The study was conducted to know the relationship between selected independent variables of pomegranate growers with their marketing behavior.

### Objective

To know the relationship between marketing behavior of pomegranate growers and selected independent variables.

### Methodology

The present study was conducted in three districts of Maharashtra state namely Nashik, Solapur and Ahmednagar. Two tahsils with maximum area under pomegranate cultivation were selected from each district. Satana and Malegaon from Nashik, Sangola and Pandharpur from Solapur, Sangamner and Rahata from Ahmednagar were selected for the study. Total six tahsils were purposively selected for study. From each tahsil six villages and 10 growers was selected with maximum area and number of pomegranate growers in consultation with Taluka Agriculture Officer, Agril. Supervisor and Agril. Assistant. In this way totally thirty six villages and 360 respondents was selected for study. Ex- post facto research design was used for study. Data was collected with the help of pre-tested interview schedule by personal interview technique from growers mostly contacting with them on farm. The collected qualitative data is converted into quantitative data by assigning score to them and by using certain statistical tools like frequency, percentage, mean, standard deviation etc. Coefficient of correlation was used to find out relationship between marketing behavior of pomegranate growers and selected independent variables.

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## Result and Discussion

**Table 1:** Coefficient of correlation of selected characteristics of pomegranate growers with their marketing behavior

Sr. No	Independent Variables	Correlation Coefficient
1	Age	0.083 <sup>NS</sup>
2	Education	0.124*
3	Farming Experience	0.196**
4.	Area under Pomegranate Cultivation	0.239**
5.	Productivity	0.229**
6.	Production From Orchard	0.240**
7.	Annual Income	0.145**
8.	Irrigation Status	0.324**
9.	Source of Information	0.411**
10	Economic Motivation	0.402**
11	Scientific Orientation	0.316**
12	Risk Orientation	0.312**

<sup>NS</sup> Non-Significant,

\* Significant at 0.05 level of probability,

\*\* Significant at 0.01 level of probability

The data presented in Table-1 revealed that independent variables like farming experience (0.196\*\*), area under pomegranate cultivation (0.239\*\*), productivity (0.229\*\*), production (0.240\*\*), annual income (0.145\*\*), irrigation status (0.324\*\*), source of information (0.411\*\*), economic motivation (0.402\*\*), scientific orientation (0.316\*\*) and risk orientation (0.312\*\*) were positively and highly significant at 1 per cent level of significance. Education (0.124\*) is significant at 5 per cent level of significance and Only age (0.083<sup>NS</sup>) is found positively but non significant towards marketing behavior of pomegranate growers.

## Discussion

It was observed that out of twelve independent variables farming experience, area under pomegranate cultivation, productivity, production, annual income, irrigation status, source of information, economic motivation, scientific orientation and risk orientation were positively and highly significant towards marketing behavior of growers at 1 per cent level of significance. Whereas, education is significant at 5 per cent level of significance and age is positive but not significant towards marketing behavior of pomegranate growers.

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