



RESEARCH ARTICLE :

Marketing behaviour of groundnut farmers in Anantapuramu district of Andhra Pradesh

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SUMMARY : The present investigation was carried out to study the marketing behaviour of groundnut farmers in Anantapuramu district of Andhra Pradesh. *Ex-post facto* research design was followed for the study and a sample of 120 respondents were drawn. The results of the study revealed that 67.50 per cent of the groundnut farmers had medium marketing behaviour followed by high (18.33%) and low (14.16%) levels of marketing behaviour with medium planning orientation (79.16%), medium production orientation (79.16%), medium marketing orientation (69.16%), medium marketing information sources utilization (74.17%), medium decision making ability (70.83%), medium risk taking ability (68.33%).

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KEY WORDS:

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