ANALYSIS OF PROFILE OF THE RESPONDENTS AND MARKETING STRATEGIES ADOPTED OF BANANA FARMERS IN THOOTHKUDI DISTRICT

G. MUTHIAH

(REG. NO. 12014)
RESEARCH SCHOLAR, DEPARTMENT OF COMMERCE
RESEARCH CENTRE: S.T. HINDU COLLEGE, NAGERCOIL
(AFFILIATED TO MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI, TAMIL NADU, INDIA)

GUIDE: DR. G. GURUSAMY,
ASSOCIATE PROFESSOR (RTD.), PMT COLLEGE, MELAEELITHANALLUR, TIRUNELVELI – 627 953
(AFFILIATED TO MANONMANIAM SUNDARANAR UNIVERSITY, TIRUNELVELI, TAMIL NADU, INDIA)

mreshan2016@gmail.com,
smariappankgs@gmail.com,
pmurugankgs@gmail.com.

ABSTRACT

India leads the world in Banana production with an annual output of about 14.2 million tonnes against other leading producer countries viz., Brazil, Ecuador, China, Philippines, Indonesia, Mexico, Thailand and Colombia. Banana is reported to be grown in 130 countries in the world. It is found that the significance value for chi-square value of 35.934 is less than the acceptance level of 0.05 (p=0.000). Hence the null hypothesis is rejected and it is concluded that there is a significant difference between the age of the respondents and problems faced by banana farmers. It is concluded that the significance value for chi-square value of 35.934 is more than the acceptance level of 0.05 (p=0.615). Hence the null hypothesis is accepted and it is concluded that there is a significant difference between the educational qualification of the respondents and problems faced by banana farmers. The study concluded that the majority of the cultivators are faced in many problems such as planting materials, cultivation practices, financial assistance, etc.. The government should provide a various facilities for producing banana and to provide a financial service.

KEYWORDS: Profile, marketing strategies, chi-square test, farmers.
Reference


4. Naveen, B., Jayaram, Dhananjaya, Swamy, P.S., Ramesh, G.B. and Raghavendra,


