

Consumers Buying Behaviour of Uzhavar Sandhai in Tamilnadu

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Abstract: Agriculture has been the backbone of the Indian economy and it will continue to remain so for a long time. The growth and development of agriculture depends on the provisions of farm and non-farm services. The marketing of agricultural produce is one of the major significant nonfarm services. Agricultural marketing comprising of all the operations is involved in connecting the production with the consumption of food grains, vegetables, fruits and commercial crops. The production of vegetable has shown an upward trend because of the cultivation of hybrid vegetables. In India, in the agriculture markets such facilities are either missing or inadequate. The farmers markets were organized to improve the conditions of Indian Agriculture Marketing. Hence it is appropriate to examine how far the Uzhavar Sandhaies has been successful in satisfying the specific needs of the vegetable growing farmers and the consumers.

Keywords: Gender, Age, Occupation and Satisfaction Factors

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