

Introduction

“Agriculture is the most healthful, most useful and most noble Employment of Man”.

- George Washington

Agriculture has always been fundamental to human survival, primarily by providing food. Approximately a century ago, farmers mainly cultivated crops for their own consumption and engaged in bartering within their villages or nearby areas, leading to a largely self-sufficient lifestyle. Over time, however, the agricultural landscape has shifted significantly from self-sufficiency to commercialization. Today, the agricultural sector requires well-structured and accessible markets close to farmers to promote growth, employment, fair prices and economic prosperity in rural areas.

Marketing serves as the vital link between production and consumption. It ensures that products of the right quality and quantity are available at the right place, price and time, creating value throughout the entire supply chain to satisfy customer demands and achieve business objectives. Thus, marketing represents the final and most crucial stage in the agricultural production process.

Markets are categorized based on location, frequency and type of transactions. Village markets handle local, often perishable goods within a small community. Primary wholesale markets are situated near production centers, where farmers sell their produce directly. Secondary wholesale markets operate around key trading points and handle large quantities of agricultural products. Terminal markets focus on large-scale distribution and export, often located in major cities and seaports. Seaboard markets are coastal markets used for importing and exporting goods.

Markets can also be classified by area coverage (local, regional, national, or global), time span (short, long, or always open), volume of transactions (wholesale or retail), nature of transactions (spot or forward), number of commodities (general or specialized), degree of competition (from perfect to monopolistic) and type of commodities (commodity or capital). They can also be producing or consuming, regulated or unregulated, urban or rural and involve cooperative or private marketing margins.

Agricultural marketing has evolved from traditional marketplaces and barter systems to modern practices, including currency-based transactions, assembly, preparation, storage, packaging and distribution. In India, the regulation of agricultural markets began with the Royal Commission on Agriculture's 1928 recommendations, leading to the Model Bill of 1938 and the Agricultural Produce Marketing Regulation (APMR) Act post-independence. This act enabled state governments to establish Agricultural Produce Marketing Committees (APMCs), widely adopted in the 1960s (Gosh, 2013).

APMCs and mandis were created to ensure fair prices for farmers while reducing marketing costs and post-harvest losses. Mandis are marketplaces for agricultural produce where farmers sell crops to wholesalers and traders. They manage market functions like weighing, sale methods, grading and payments, playing a crucial role in agricultural trade. With 7,246 mandis operating nationwide, they form a significant part of India's agricultural marketing system (Saha et al., 2023).

Agricultural marketing evolves to meet future demands, ensuring efficient agricultural goods flow and economic sustainability. It involves coordinating activities from farms to consumers, meeting needs through an efficient exchange.

Rural farmers are individuals engaged in agricultural activities, primarily in rural areas and typically cultivate crops, raise livestock or engage in other agricultural practices for livelihood. Agricultural markets are distinguished by the types of products traded, such as grain or vegetable markets, each specializing in specific commodities.

According to the National Statistical Office's Situation Assessment of Agricultural Households (SAAH) report for 2018-19, India has approximately 93.09 million agricultural households, indicating that the number of farmers in the country ranges from about 90 million to nearly 150 million (Damodaran & Agarwal, 2021).

Farmers play a crucial role in cultivation, harvesting, post-harvest storage and processing to ensure product quality. They transport produce to markets, engage in direct sales and negotiate prices, making agricultural marketing fundamental to their success and financial stability. Farmers can be categorized based on the size of their landholdings, each reflecting different scales of operation and resource availability. Marginal farmers operate on less than 1 hectare, often relying on subsistence farming with limited resources. Small farmers, with 1 to 2 hectares, can engage in small-scale commercial farming. Semi-medium farmers, holding 2 to 4 hectares, have opportunities for diversified crop

production and better income stability. Medium farmers, managing 4 to 10 hectares, benefit from more extensive and mechanized operations, enhancing productivity and profitability. Large farmers, with over 10 hectares, engage in high-volume production using advanced technology, significantly contributing to the agricultural economy (Press Information Bureau, 2019).

Agricultural marketing helps farmers understand the value of their crops in different markets, guiding their decisions on what to grow and when to sell for optimal prices. It also promotes the sale of fresh produce, which improves access to healthier food and creates jobs in rural areas, supporting community development.

Market channels are the pathways through which agricultural products move from producers to consumers. Direct channels involve farmers selling directly to consumers, while indirect channels rely on intermediaries like wholesalers and retailers. These channels are crucial in connecting farmers with diverse market outlets, provide market information and enhance efficiency by reducing transaction costs and optimizing resource use. Forward linkages connect producers with stages like wholesalers and retailers for distribution, while backward linkages connect them with input suppliers like seed and fertilizer providers. Strengthening both types of linkages is essential for improving market access, sustainability and the overall efficiency of the agricultural supply chain.

Agricultural information sources and market channels are closely connected, as reliable information is essential for efficient market functioning. Farmers use various sources like government agencies, agricultural extension services, market reports and digital platforms to access data on market prices, demand trends, weather forecasts and best farming practices. This information helps farmers make informed decisions about crop selection, harvesting times and choosing the best markets, thereby optimizing their profits and reducing waste.

An essential aspect of the movement of agricultural products from farms to consumers is input marketing and agricultural produce marketing. Input marketing involves acquiring essential resources such as fertilizers, seeds and farm machinery, is crucial for effective agricultural production. Agricultural produce marketing includes various stakeholders like farmers, traders, wholesalers, processors and retailers, all working to move products from farms to consumers.

The agricultural sector in India is vital to the economy, employing many in rural areas and contributing significantly to GDP. However, agricultural marketing in developing countries, including India, faces numerous challenges. Farmers face challenges such as market inefficiencies, poor infrastructure and price fluctuations. Climatic variability and lack of market intelligence further hinder their access to profitable markets. The sector struggles with a fragmented supply chain, inadequate marketing infrastructure and delays due to intermediaries. Addressing these issues is essential for improving efficiency and sustainability.

Agriculture plays a crucial role in Assam's economy, yet it remains underdeveloped. This is reflected in the high dependence on agriculture for livelihood, the prevalence of traditional farming techniques, low productivity, limited use of modern farm inputs and inadequate agricultural infrastructure. The growth rate of the economy of Assam can be enhanced by developing the agricultural sector. But as a matter of fact, this sector is facing a number of challenges in terms of technology, finance, market practices etc. At the same time, it is true that extensive research studies are essential for the development of this particular area. Challenges such as inadequate market infrastructure and heterogeneous market functioning persist, particularly in Eastern and North-Eastern states like Assam and Meghalaya. Efforts by organizations like the Assam Agricultural Marketing Board are underway to regulate markets and improve trading practices, but there is still room for further development and enhancement of the agricultural marketing system in India.

Horticulture development is currently constrained by poor marketing arrangements, highlighted by a significant disparity between the prices that rural farmers receive for their produce and the higher prices that urban consumers pay.

The significance of horticulture in Indian agriculture has grown, recognized for its potential to earn foreign exchange. The Eighth Five-Year Plan significantly increased funding for the sector to Rs. 10,000 million from Rs. 76.1 million in the Fifth Plan, introducing programmes for various crops and Rs. 975 million for exports. This shift has led more cultivators to grow horticultural crops, enhancing India's global standing sector. India ranks second globally in vegetable production after China. In 1994, India contributed 13.42% of the world's vegetables and nearly 44% of cauliflower globally (Subrahmanyam & Gajanana, 2000).

India's vegetable production is projected to reach 212.91 million tonnes in 2022-23, up from 209.14 million tonnes in 2021-22 (Ministry of Agriculture & Farmers Welfare, 2023). In Assam, the vegetable cultivation area in 2024 was 302.257 hectares, down from 304.100 hectares in 2023. Since March 2012, the average area has been 300.747 hectares, with a peak of 317.591 hectares in 2016 and a low of 265.995 hectares in 2012 (CEIC, 2023).

Vegetables are essential for providing vital nutrients like vitamins and minerals in a balanced human diet and their cultivation is particularly beneficial for small and marginal farmers due to its labour-intensive nature and profitability. Despite the significance of vegetables, their cultivation, consumption and marketing in India have been relatively overlooked.

The 2011-12 NSSO Consumer Expenditure Survey (CES) reported annual per capita vegetable consumption at 82.2 kg in rural areas and 83.2 kg in urban areas. (Motkuri, 2020). The average per capita vegetable consumption in India remains below the balanced diet requirement due to production and marketing challenges.

A vegetable market is a type of facility designed in various colors, materials, shapes, sizes and styles with accurate and specific fruit and vegetables (Food Marketing Technology, 2021). Since vegetables are perishable in nature, proper handling is essential for effective marketing. Vegetable development hinges not only on effective production techniques but also on a robust marketing system. Being highly seasonal and labour-intensive, vegetables demand careful attention during handling and transportation. Their bulkiness poses challenges in these areas, often leading to significant post-harvest losses. Seasonal production patterns can result in market oversupply, causing price volatility and compelling farmers to sell their produce at lower prices to pre-harvest contractors and commission agents.

Major constraints in marketing vegetables include insufficient market information, significant price fluctuations, considerable price spreads, malpractices in weighing and storage, inadequate storage facilities, a shortage of processing industries or units, high labour costs, elevated transportation expenses and delayed payments. Understanding the behaviour, practices, functions, characteristics and scope of agricultural marketing is essential for overcoming the challenges. This involves studying how markets operate, the roles of various stakeholders and the processes involved in getting products from farms to consumers.

Farmers play a central role in agricultural marketing behaviour and post-harvest marketing practices, serving as key participants in the entire marketing process from production to consumption. Farmers are responsible for producing agricultural products and the decisions regarding crop selection, cultivation methods, inputs usage and harvesting timing directly influence the availability, quality and quantity of agricultural products in the market.

Marketing behaviour refers to a person's attitude or conduct towards marketing activities (Nadhika & Krishnankutty, 2023). It encompasses the strategies farmers use to analyze consumer purchasing decisions, understand the factors influencing those decisions and determine how businesses can effectively reach and satisfy their target audience. Marketing behaviour primarily focuses on understanding the psychological, social and economic aspects that drive consumer actions.

The marketing behaviour of farmers is shaped by a range of important decisions influenced by multiple factors. One key factor is market accessibility, which encompasses both physical proximity and economic feasibility, determining where and how farmers sell their produce. Harvesting decisions are made to ensure vegetables are picked at optimal maturity and under favourable conditions, maximizing flavor, freshness and longevity. Sorting and grading are performed to enhance quality by minimizing damage and improving aesthetic appeal.

Proper storage strategies are crucial for maintaining freshness, extending shelf life and aligning market timing with consumer demand to minimize losses. Effective packaging decisions facilitate transportation, protect quality and increase product attractiveness. The timing of sales is strategically chosen based on market conditions and immediate financial needs, while market selection is guided by factors such as demand, proximity, price and competition.

Pricing decisions are influenced by various factors such as seasonal fluctuations, market demand, product quality standards, production costs and competitive pressures. The availability of accurate and timely price information plays a crucial role in farmers decision- making processes, allowing them to negotiate fair prices and select the most profitable marketing channels.

Effective marketing behaviour helps farmers access markets, increase sales and generate income, thereby supporting rural livelihoods, fostering economic growth and ensuring food security. Farm size and scale also impact marketing behaviour, with large-scale farmers often having greater bargaining power and resources to access formal markets, while small-scale farmers may rely more on local or informal channels. Moreover, market structure, risk and uncertainty, institutional support and socioeconomic factors all contribute to shaping farmers marketing decisions, highlighting the complexity of agricultural marketing and the need for tailored interventions to support farmers in navigating these challenges effectively.

Marketing practices refer to the specific activities, methods and techniques that businesses use to implement their marketing strategies. These practices are the concrete actions taken to promote, sell and distribute products or services.

Farmers are actively involved in marketing strategies to appeal to buyers and distinguish their products in the market. They frequently utilize diverse marketing channels, ranging from direct sales to consumers to engaging with wholesalers, cooperatives and utilizing online platforms or farmer's markets to target different consumer segments.

Marketing strategies encompass various practices, such as choosing varieties known for their excellent keeping and processing abilities, employing strategic harvesting methods to optimize yields and reduce losses, conducting sorting and grading based on criteria like size, color and shape. Implementing washing and trimming processes to improve visual appeal and eliminate impurities.

Processes like curing, waxing, precooling and post-harvest disease control are employed to further extend shelf life and maintain product integrity. Packaging plays a crucial role in protecting produce during transportation and storage, while efficient transport systems help preserve quality through proper handling and temperature control. Moreover, effective marketing systems and storage facilities ensure smooth distribution and optimal conditions for maintaining freshness until the produce reaches consumers. The post-harvest management of vegetables plays a crucial role in ensuring their quality, minimizing losses and meeting consumer demand.

Post-harvest losses in the horticulture sector, especially for vegetables, are a significant concern in India. To address this issue, the government has introduced various

initiatives aimed at reducing these losses, including the establishment of food processing units, cold chain infrastructure and pack houses. Measures such as pre-cooling and post-harvest disease control contribute to preserving product freshness and reducing losses.

Transportation and storage are critical components of the post-harvest chain, where temperature control and proper handling are paramount to prevent quality deterioration. However, challenges persist including inadequate infrastructure, lack of market access and limited resources for small-scale producers. Addressing the challenges and implementing effective post-harvest management practices are essential steps towards reducing post-harvest losses, enhancing food security and supporting the livelihoods of farmers in the horticulture sector. The importance of horticulture in providing employment opportunities and driving economic growth is recognized, with initiatives like the National Horticulture Mission aiming to promote its holistic development.

Agricultural marketing schemes and programmes represent efforts undertaken by governments, agricultural organizations and various stakeholders to boost farmer support, improve market accessibility, boost agricultural product promotion and safeguard food security. The nature of these initiatives can differ across nations and may encompass diverse strategies and actions. Agricultural marketing schemes and programmes are of utmost importance for the development and sustainability of the agriculture sector. These initiatives are essential for connecting farmers and consumers, ensuring the smooth exchange of agricultural goods and services.

Marketing schemes and programmes, governments and agricultural organizations can provide farmers with access to valuable resources, including market information, training, infrastructure and financial support. These programmes help farmers to adopt modern marketing techniques and technologies, improve product quality and standards and enhance competitiveness in domestic and international markets.

Government Schemes and programmes are instrumental in fostering economic growth and development in rural communities by creating employment opportunities, generating income for farmers and stimulating investment in agriculture-related industries. These initiatives promote food security and sustainability by ensuring a stable supply of nutritious food to meet the dietary needs of the population.

The Government of India has implemented a multitude of schemes and programmes aimed at enhancing productivity, profitability, financial inclusion and the

overall welfare of farmers with the goal of transforming them into modern society members. These initiatives, such as Minimum Support Price (MSP), Pradhan Mantri Krishi Sinchai Yojana (PMKSY), Paramparagat Krishi Vikas Yojana (PKVY) and Pradhan Mantri Fasal Bima Yojana (PMFBY) play a crucial role in increasing agricultural output, ensuring water conservation, providing crop insurance and promoting sustainable farming practices.

Schemes such as the Kisan Credit Card Loan Scheme and the Micro Irrigation Fund aim to provide timely credit and irrigation facilities. Meanwhile, initiatives like National Agriculture Market (eNAM) focus on leveraging technology to further enhance agricultural practices and marketing. These schemes not only boost farm income but also contribute to the overall growth and development of rural areas, thereby transforming the lives of farmers and paving the way for a modern agricultural sector in India. To address the need for agricultural product storage structures, aiming to provide scientific storage facilities at the rural level through public-private partnerships. Agricultural market advisory services have been introduced to enhance rural people's capabilities in adapting to marketing-related activities effectively.

Grading and standardizing agricultural produce have also been emphasized to ensure quality assurance for producers, processors and consumers. Marketing training programmes have been implemented to address challenges such as transportation issues and pre-and post-harvest losses. Also, globalization has brought significant changes to the agricultural sector, presenting both challenges and opportunities for farmers to adapt to technological advancements and market variations. These efforts collectively aim to strengthen the agricultural marketing infrastructure and support the welfare of farmers across India.

Access to finance is essential for farmers to invest in inputs, equipment, technology and infrastructure needed for production, processing and marketing activities. By providing financial resources, agricultural finance enables farmers to improve the quality and quantity of their produce which in turn enhances their ability to meet market demand and compete effectively.

India's agricultural landscape is undergoing a digital revolution with the emergence of various innovative platforms and applications designed to empower farmers and

transform agricultural marketing. In today's digital age, digital marketing plays a crucial role. It encompasses a wide range of online strategies and channels including social media, search engines, email, websites and mobile apps to reach and engage target audiences effectively.

The widespread adoption of digital communication technologies, particularly mobile phones among farmers is increasingly common, even among those with lower incomes and education levels. With the increasing accessibility of mobile phones, many farming households now possess at least one device which is often shared among family members for various purposes.

Digital marketing facilitates direct sales channels, reducing dependence on traditional intermediaries and enabling farmers to sell their products directly to consumers through online marketplaces. It encompasses various forms, including internet marketing, e-marketing and online marketing, all of which leverage electronic devices and the internet to reach target customers. This approach not only enables cost-effective marketing but also helps farmers overcome traditional barriers such as geographical limitations and intermediary exploitation.

E-marketing or digital marketing are like superheroes for farmers bringing a host of benefits to their doorstep. Firstly, they open up a wide market for farmers, allowing them to sell their products not just locally, but worldwide. This means they can reach customers from different states and even different countries. Secondly, digital platforms operate 24/7 so that farmers can sell their products anytime they want, without any time constraints. Thirdly, e-marketing ensures that farmers get the right price for their products by connecting them directly with buyers, eliminating the need for middlemen and their costs. Lastly, it reduces wastage of agricultural products by ensuring that farmers always have customers to sell to, thus preventing their produce from going to waste.

Digital platforms provide farmers with the ability to showcase their produce, share information about farming practices and engage directly with consumers, thereby building brand awareness and fostering trust and loyalty. It enables farmers to access valuable market insights, monitor industry trends and stay informed about consumer preferences, allowing for more informed decision-making and strategic planning. Farmers are being empowered through digital tools to discover buyers willing to offer favorable prices, adopt modern farming techniques and establish enduring relationships with customers. It also

empowers agricultural businesses to enhance their visibility, expand market reach and ultimately drive growth thus enhancing the profitability and efficiency of farming.

Digital marketing has emerged as a transformative force in the agricultural sector, offering farmers and farmer producer organizations (FPOs) a powerful tool to enhance market access and increase profitability. It also highlights its role in connecting farmers directly with national and international markets through platforms like social media, WhatsApp and YouTube. By leveraging digital technologies, farmers can access real-time market information, expand their customer base and secure higher prices for their agricultural produce.

Challenges such as limited resources and inadequate training persist but the adoption of digital marketing holds immense potential to revolutionize agricultural marketing practices and drive sustainable growth in the sector. Initiatives like E-Choupal by ITC, Reliance Group's contract farming strategy and government-backed apps like Agri Market and Napata are transforming the way farmers access markets, information and services. These digital platforms bridge the gap between farmers and buyers to eliminate middlemen and provide farmers with crucial market insights, weather forecasts and agronomic advice.

Organizations like NAFED and e-Krishi Kendra are leveraging technology to streamline agricultural supply chains, making it easier to transport agricultural products from farms to markets. They also provide farmers with access to essential resources and market connections.

Various applications, such as IKISAN and KISAN MANDI, simplify the process for farmers to locate marketplaces for selling crops and purchasing necessary farming supplies. These platforms also provide valuable information on farming techniques and best practices, helping farmers improve productivity and efficiency.

Digital marketing platforms including agricultural portals, enable direct interaction with consumers, providing real-time updates on produce availability, prices and promotions. They offer features such as weather updates, government schemes and farming advice. These portals connect farmers with buyers, supporting online trading and broader market access, helping farmers make informed decisions and improve productivity which helps build a loyal customer base and improves demand forecasting. Simultaneously, offline marketing remains vital in vegetable marketing. Traditional methods such as farmer's markets, roadside stands and in-store promotions are crucial for reaching consumers who prefer to see and select their

produce in person. Offline marketing efforts are often complemented by digital strategies, as online advertisements can drive foot traffic to physical markets, while promotional events announced on social media can attract more visitors.

By integrating digital and offline marketing approaches, farmers can maximize market reach, enhance customer engagement and boost sales. Thus, Marketing plays a crucial role in vegetable marketing, influencing both marketing behaviour and practices through digital platforms as well as offline methods.

RESEARCH GAP

Despite extensive research on agricultural marketing in India, a significant gap persists in understanding rural farmers' marketing behaviours and practices in Dibrugarh, Assam. Many studies have overlooked the influence of regional socioeconomic factors, knowledge, opinion, marketing behaviour and limited access to marketing channels on farmers' marketing decisions. Hence, the study aims to address these gaps by examining both traditional and digital marketing practices, exploring the behavioural influences on farmers' marketing decisions and assessing their awareness of agricultural marketing among the farmers.

OBJECTIVES OF THE STUDY

The present study entitled — “Agricultural Marketing Behaviour and Practices of Rural Farmers in Dibrugarh District, Assam” is conducted with the following objectives:

1. Study the socio-economic characteristics of the farmers;
2. Identify the behaviour, practices adopted and barriers experienced in the field of vegetable marketing by the farmers;
3. Assess the knowledge and opinion of the farmers towards vegetable marketing and digital marketing; and
4. Impart educational awareness on agricultural marketing and assess its impact among the farmers.

FORMULATION OF THE HYPOTHESIS

A hypothesis is a tentative statement that suggests a possible explanation for a phenomenon or a relationship between variable. Hypotheses can take various forms depending on the nature of the research and the type of investigation being conducted.

Mainly, they can be formulated as null and alternative hypotheses. In research, hypotheses are formulated based on existing knowledge, theories and observations. The hypothesis of the study are:

- ◆ H1: There is a significant association between socioeconomic characteristics and marketing practices in vegetable marketing.
- ◆ H2: There is an association between socioeconomic characteristics and the level of marketing behaviour.
- ◆ H3: There is a relationship between socioeconomic characteristics and factors influencing marketing behaviour.
- ◆ H4: There will be an impact of knowledge, opinion and marketing behaviour among the farmers on agricultural marketing before and after educational awareness.
- ◆ H5: There will be a significant difference before and after educational awareness based on socioeconomic characteristics with knowledge, opinion and marketing behaviour among the farmers.

SIGNIFICANCE OF THE STUDY

- ◆ Agriculture is the primary sector of Assam's economy, making it essential to understand farmers' marketing behaviour, as their economic activities heavily revolve around agriculture.
- ◆ Assam's favourable social conditions, topography and climate support agriculture, necessitating a holistic approach to understanding the local context. These factors influence market accessibility, the timing of market activities, transportation and the social dynamics that shape farmers' engagement with markets.
- ◆ The economic reliance on agriculture in Dibrugarh district highlights the importance of effective vegetable marketing practices for the financial well-being of farmers. Vegetable cultivation is a key source of income and often experiences consistent, high demand in both local and regional markets.
- ◆ Vegetables are highly perishable, requiring effective and timely marketing to prevent losses and ensure farmers' produce reaches the market on time.
- ◆ Farmers face difficulties in accessing reliable agricultural marketing information and navigating existing market systems, which hampers their ability to make informed decisions.

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- ◆ Integrating both digital and traditional marketing approaches allows a comprehensive approach, utilizing the strengths of both to maximize market reach, enhance customer engagement and boost sales for vegetable producers and marketers.

STATEMENT OF THE PROBLEM

Agriculture, being the most important sector, faces significant challenges in marketing. Farmers in Assam encounter substantial difficulties in vegetable marketing due to limited access to resources, inadequate market information and inefficient marketing channels, all of which impact their economic sustainability (Saikia, 2013). There is a need to understand the socio-economic factors that influence these farmers' marketing practices, including age, gender, education, land size, annual income and farming experience. The barriers, behaviours and traditional practices in vegetable marketing need exploration to identify key areas for improvement. With the growing potential of digital marketing, assessing farmers' awareness and opinions on both conventional and digital marketing channels can reveal their readiness for new marketing tools. By providing targeted educational awareness, this study aims to evaluate the impact of enhanced knowledge on farmers' marketing behaviours and income, supporting their economic resilience and adaptability.

RESEARCH QUESTIONS

- ◆ What marketing practices do farmers follow for vegetable sales?
- ◆ How do farmers adapt their marketing behaviour for vegetables?
- ◆ What factors influence farmers' marketing behaviour?
- ◆ What are farmers' knowledge and opinions regarding agricultural marketing and digital agricultural marketing?
- ◆ What challenges do farmers encounter and what recommendations do they propose to overcome them?

SCOPE OF THE STUDY

- ◆ The present study can help to identify the current marketing practices and farmers' behaviour in vegetable marketing, promoting sustainable agricultural practices and ensuring the long-term viability of vegetable production and marketing systems.

- ◆ This study will provide insights into the motivating factors which influence the marketing behaviour of farmers.
- ◆ It can identify specific challenges faced by the farmers and can suggest strategies to overcome these challenges and enhance farmers profitability.
- ◆ The study aims to educate farmers on agricultural marketing practices, empowering them to make informed decisions and adopt more efficient marketing strategies through increased awareness of agricultural marketing.
- ◆ Educational awareness programme on agricultural marketing can equip farmers with essential information and techniques to sell their produce effectively, thereby improving their living conditions.
- ◆ The study will also help inform policymakers and agricultural extension services about the effectiveness of existing marketing strategies and the potential for integrating digital technologies into agricultural marketing.

LIMITATIONS OF THE STUDY

- ◆ The study includes farmers who cultivate and market only vegetables.
- ◆ Due to frequent heavy rainfall, data collection was occasionally delayed, affecting the scheduled timelines and access to certain remote areas.
- ◆ The study area is limited to Dibrugarh District, Assam.