

## SPECIMEN FORMAT FOR THESES OF MONTH

**Faculty** : School of Home Science

**Department** : Home Science Extension Education

**Branch/ Area:** : Agricultural Marketing

**Sub Subject Heading:** : Agricultural Marketing

**Candidate's Name** : Sushmita Deori

**Candidate's Address with email** : Jyoti path no. 1  
Tepor Gaon, Mancotta  
(Behind CRPF camp)  
Dibrugarh, Assam  
Pin- 786003  
e-mail id: sushmitadeori2@gmail.com

**Title of the thesis** : Agricultural Marketing Behaviour and Practices of  
Rural Farmers in Dibrugarh District, Assam

(i) In Roman Script -

(ii) In roman Script -

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**Name of Supervisor** : Dr. S. Rajalakshmi

**Designation of Supervisor** : Professor

**Centre/department/school in which research was conducted** : Barbaruah Development Block, District- Dibrugarh,  
Assam, pin- 786007.

**University's Name & Address** : Avinashilingam Institute for Home Science and Higher  
Education for Women,  
Coimbatore, Tamil Nadu. 641043.

### **Abstract within 300 words:**

Agriculture is a fundamental pillar of Assam's economy, with agricultural marketing playing a crucial role in informing farmers about crop values across various markets. This study, conducted in the Barbaruah Development Block of Dibrugarh district, Assam, aims to analyze the socio-economic characteristics of vegetable farmers, examine their marketing behaviour and practices, assess the knowledge and opinion on agricultural marketing, identify barriers in vegetable marketing and assess the impact of educational awareness on agricultural marketing. A total of 600 vegetable farmers were selected from six villages across two Gram Panchayats using a stratified random sampling method. The study found that most of the farmers (93%) harvested their produce early in the morning, sixty-six percent engaged in sorting and grading and forty-two percent washed their produce before sale. Weekly markets were the preferred selling point for thirty four percent of the farmers, whereas forty one percent relied on commission agents. For packaging and transportation, seventy-five percent used jute or gunny bags, with bicycles being the most commonly used mode of transport. The study found that forty-four percent of the farmers exhibited a moderate level of marketing behaviour. Among the various influencing factors, income generation and sustainable livelihoods had the highest mean score of 3.00, while age showed a significant correlation at the 1% level. Major barriers reported by farmers included the high cost of inputs, low profitability, limited access to market information, poor road infrastructure and the high perishability of produce. Furthermore, an assessment of the impact of the educational awareness programme on farmers' knowledge, opinions and marketing behavior indicated a significant improvement with a highly significant change at the 1% level ( $p < 0.001$ ). These findings highlight the importance of integrating both digital and traditional marketing strategies to enhance market access, improve price realization and promote sustainable agricultural practices.

#### **i) Major 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.

#### **ii) Hypothesis:**

- ◆ 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.

### **iii) Methodology :**

The methodology comprises of three phases Preliminary Phase, Pre- assessment Phase and Post Assessment Phase

#### **PHASE I- Preliminary Phase**

##### **Research Design**

In the present study the researcher followed Descriptive research design, which involves the collection of data from individuals, groups or phenomena at a single point in time.

##### **Selection of the study area**

The study was conducted in the Barbaruah Development Block within the Dibrugarh district of Assam. In this block, two Panchayats, Bagibill Gram Panchayat and Rajabheta Gram Panchayat, were selected. From Bagibill Gram Panchayat, three villages—Walkhabi, Chawolkhiwa NC and Lengapather were chosen, while from Rajabheta Gram Panchayat, the villages of Bagibill, Tekela Chiring, and Aaithan Dighala were selected for the study.

##### **Selection of the Sample and Size**

A total of 600 rural farmers were selected for the study using a stratified random sampling method. The researcher randomly selected 100 farmers each from six villages namely Walkhabi, Chawolkhowa NC and Lengapather (Bagibill Gram Panchayat) Bagibill, Tekela Chiring, and Aaithan Dighala (Rajabheta Gram Panchayat) within the Barbaruah Developmental Block.

##### **Selection of the Methods and Tools**

The researcher adopted survey method and the research tool used for the study was Interview Schedule. A well-structured Interview schedule were prepared in English taking into consideration the various objectives of the study. In this study, interview schedule validation was conducted through expert review to ensure that the instrument met content validity requirements

## **Inclusion and Exclusion Criteria**

Inclusion criteria of the study are Farmers residing in rural areas of Dibrugarh district, Assam; Individuals actively engaged in Vegetable Farming and Farmers who sell their produce through formal or informal markets. Exclusion Criteria of the study are Individuals engaged in other occupations or not directly involved in agricultural activities; Farmers who do not regularly participate in agricultural markets.

## **Developing Rapport Building**

Researcher built rapport through interaction with the farmers, Listening and understanding their problems and Showing interest through mutual talks.

## **Selection of variables**

Independent variables and Dependent variables were identified on perusal of literature and were selected for the study. Independent variables include Age, Gender, Educational qualification Marital status, Land size, Experience in Farming and Annual income and Dependent variables include Marketing Practices, Marketing Behaviour, Barriers experienced by farmers and Impact on Educational awareness on Knowledge, Opinion and Marketing Behaviour of Agricultural Marketing.

## **Conduct of Pilot study**

The researcher conducted a pilot study for 40 farmers in Bagibill village under Rajabheta Gram Panchayat (Barbaruah Development block). Based on the findings of the pilot study Cronbach's Alpha value of 0.792 was found, which exceeds the acceptable threshold of 0.7. This indicates a strong internal consistency for the constructs of the tool and confirming high level of reliability.

## **PHASE II- Pre- assessment Phase**

### **Collection of data:**

The researcher gathered data from both primary and secondary sources. Primary data has been collected through interview schedule tool by interviewing and face to face communication from farmers. The researcher personally visited to interview all the farmers (600 farmers) in their farm and home in order to collect data. The duration of time during the data collection differs from person to person. The time taken for interviewing each farmer took 20 minutes to 30 minutes.

### **Duration of the study**

The data collection for the present study was carried out by the researcher from August 2022 to January 2023.

## **Educational Awareness on Agricultural Marketing**

The researcher conducted a seven-day Educational Awareness Program on 'Agricultural Marketing' for 50 farmers, selected based on their interest in the topic. The program's content was thoughtfully designed to match the farmers' preferences and covered a wide range of topics related to agricultural marketing. The objective was to enhance farmers' understanding of market dynamics, specifically in terms of knowledge, opinion and marketing behaviour. The program aimed to empower farmers with the skills to navigate agricultural markets more effectively and make informed decisions that could improve their livelihoods.

### **PHASE III- Post Assessment Phase**

#### **Analysis and Interpretation of Data**

The data were interpreted and statistical test were applied in order to find percentage analysis, mean, standard deviation, chi square (Association between socio economic characteristics and Marketing Practices and Marketing Behaviour), correlation (Relationship between socio economic characteristics and factors influencing Marketing Behaviour), factor analysis (Factors Related to Opinion of the Farmers on vegetable marketing), Garrett ranking (Barriers Experienced by the Farmers in Marketing Vegetables, rank wise) paired sample t-test (Knowledge, Opinion and Marketing Behaviour of the farmers towards Agricultural Marketing before and after educational awareness programme), one-way ANOVA (Significant differences before and after educational awareness based on socio economic characteristics and knowledge, opinion and marketing behaviour of the farmers).

#### **iv) Findings:**

##### **General Profile of the Farmers**

The socio economic characteristics of the farmers reveals that forty-one percent of farmers are in the age group of 30-55 years, Sixty-six percent of the farmers belongs to the male category, Thirty-seven percent of farmers belong to the Other Backward Class (OBC), eighty three per cent of the farmers are Hindu, Forty-four percent of farmers studied up to middle school, ninety three per cent of the farmers are married and less than ten per cent of the farmers are widowed and divorced, Fifty one per cent of the farmers have 10-15 years of farming experience and forty one per cent have 5-10 years of experience.

Sixty-seven percent of farmers come from nuclear families, Sixty-two percent of farmers belongs to medium-sized families (4-5 members), Sixty per cent of farmers indicated that their father as the head of the family. Majority (81%) of farmers primary occupation is agriculture, Fifty-eight percent of the families are engaged in farming having two members and

five percent have only one member involved and fifty nine per cent of the farmers earn between Rs (50,000 and 1 lakh) per annum.

### **Farming Resources Utilized by the Farmers**

#### **Land details of the Farmers**

Majority (96%) of the farmers possessed their own land, forty-three percent of farmers have 1- 2 hectares of landholdings (small farmers). Cent per cent of the farmers reported they have arable land and alluvial soil.

#### **Material Possession of Farmers**

Cent per cent of the farmers have basic agricultural tools such as yokes and spades, Based on the house hold materials available, 92% of the farmers own clocks, 98% of the farmers own bicycles, Regarding communication media 98% of the farmers predominantly use mobile phone.

#### **Availability of Village Infrastructure Facilities**

Thirty three per cent of the farmers conveyed the type of road in their village as mud roads, blacktop roads and paver block roads. Thirty nine per cent of the farmers mentioned that the road conditions is good. Cent per cent of the farmers reported having toilet facilities in their houses. Cent per cent of the farmers stated that primary and junior secondary schools is available but no senior secondary schools. Cent per cent of the farmers reported there are no public health centres, community health centres and private nursing homes in the villages, no post office and no internet café in the village. However, cent per cent of the farmers stated that Anganwadi is situated and lack of e-connectivity centre in the village.

#### **Irrigation Pattern followed by the farmers**

Fifty eight percent of the farmers rely on tube well, 93% of the farmers opt for manual irrigation, 96% of the farmers indicated that they did not received any subsidies for water saving technologies. 87% of the farmers reported experiencing irrigation pattern changes season wise and cent per cent of the farmers irrigate the crops based on the demand.

#### **Cropping Practices and Decision-making patterns among the Farmers**

Fifty four percent of the farmers adopted intercropping type of cropping system. 95% of the farmers reported that the farmers changing the crop patterns from year to year. Sixty per cent of the farmers reported that men make the decisions regarding cropping pattern. 95% of the farmers reported relying on hired labour for cultivation activities. Fifty four per cent of the farmers depend on family labour for cultivation. 98% of the farmers cultivated seasonal crops, and gets advice for quality produce from Experienced farmers.

## **Varieties of Vegetables Cultivated**

Cent percent of the farmers cultivated coriander as leafy vegetables. 82 % of the farmers cultivated cauliflower as cruciferous varieties. 84 % of the farmers cultivated cucumber as fruit vegetable varieties. Sixty-two per cent of the farmers cultivated potato as roots and tubers varieties. Sixteen percent of the farmers cultivated onion as bulb varieties and 81 % of the farmers cultivated green beans as pod & seeds varieties.

## **Inputs used by the Farmers for vegetables cultivation**

Sixty five per cent of the farmers use hybrid type of seed for crop cultivation. 85% of the farmers purchased seeds from Local seed stores. Sixty eight per cent of the farmers selected the seed varieties due to better keeping and processing quality. Cent per cent of the farmers use inorganic (chemical) fertilizers. 82% of farmers cite easy availability as the primary reason for using inorganic fertilizer. Sixty-six per cent of the farmers source of fertilizer is Agricultural supply stores. Cent per cent of the farmers use inorganic pesticides, specifically insecticides and herbicides. 82 % of the farmers reported that easy availability as the reasons for using inorganic pesticides. Cent per cent of the farmers source their pesticides from agricultural supply stores.

## **Membership and Training attended by the Farmers**

Forty-four per cent of the farmers are members of organization, thirty three per cent of farmers are members of Self-Help Groups (SHGs). Cent percent of the farmers involved in social participation such as Local Festival Celebration Day. Sixty six percent of the farmers own Kisan Credit Cards. Fifty percent of the farmers purpose is to meet short-term credit requirements for crop cultivation.

Fifty-seven per cent of the farmers attended training programme and forty three per cent of the farmers do not attended any training programme. Thirty three percent of the farmers attended 2-3 days training and forty one percent of the farmers received training on crop production. Fifty seven percent of the farmers received training provided by District Agricultural Offices and Krishi Vigyan Kendra.

## **Savings and Credit Patterns of Farmers**

89% of the farmers have a bank account and thirty-nine per cent of the farmers have an account in State Bank of India. Cent percent of the farmers source of income is farming and least nine percent source of income is from other family members. About fifty-six per cent of the farmers are not satisfied with their agricultural income. Cent percent of the farmers do not

have any debts as farmers are managing their finances responsibly. 82% of the farmers prefer to keep their savings as cash in hand and cent percent of the farmers purpose of savings is to meet regular needs.

### **Mass media Exposure of the Farmers**

96% of the farmers not at all read newspapers and five percent of the farmers read newspaper. The source is from tea stall and shop and the purpose of using newspaper is for only news. 99% not at all read magazines and one percent of the farmers read them once or twice a week. The source of acquiring magazine is from tea stalls and the reason is to read only for entertainment purposes. One per cent of the farmers listen and owns radio once a week and occasionally use radio for entertainment. Forty five per cent of the farmers do not watch television and seventy five per cent of the farmers own a television. Forty per cent of the farmers use Samsung phone. Sixty three percent of the farmers purchased phone within the price range between Rs (1000-5000) and 97% of the farmers choose for the price. 94 % of the farmers use daily and forty six percent of the farmers use jio mobile operator. The average time spent on phone displayed that sixty four percent of the farmers spend less than 30 minutes on their phone. 97 % of the farmers use for phone calls and for agriculture.

### **Extent of Urban & Extension Agency Contact**

Majority 86% of the farmers have occasional contact with urban agencies and sixty percent of the farmers occasionally contact with extension agencies. The purpose of visits for urban contact unveiled that majority (86%) of the farmers purpose is for agriculture as well as for non-agriculture and for extension agency sixty percent of the farmer purpose is only for agriculture.

### **Informal gathering venue of the farmers**

Cent per cent of the farmers stated that they gather under the tree for informal talks, thirty six percent through mobile SMS interaction, local market and in temple and five percent in tea shops and least three per cent in banks.

### **Details on Marketing of Vegetables**

#### **Information on Marketing of Vegetables**

Twenty two percent of the farmers sell their produce to commission agents in the formal market and Forty one percent of the farmers sell their produce in village haats. 98% of the farmers receive high prices as the benefit of market channel. Sixty seven percent of the farmers always find a market for all the goods they produce. Sixty seven percent of the farmers

mentioned market-determined pricing by the government. Sixty percent of the farmers receive prior information to sales and forty-five per cent of the farmers receive information daily. Seventy-four per cent of the farmers do not combine their produce with other farmers. Fifty two percent of the farmers rate the available market infrastructure as 'bad' and fifty eight percent of the farmers occasionally helps to plan their production and sales accordingly.

### **Source of Receiving information on Agricultural marketing**

Majority (89%) of the farmers received information from relatives regularly. Fifty three per cent of the farmers occasionally receive information from input dealers and cent percent of the farmers never receive any information related to agriculture marketing from local traders. Thirty six percent and thirty-three per cent of the farmers reported that they regularly and occasionally receive information from television. 90% never receiving information from newspaper. 99% of the farmers transfer information to their own family regularly. Seventy two percent of the farmers give information occasionally to all the known people and 81% of the farmers never give information to the farmers of the neighbouring village.

### **Marketing Practices adopted by the farmers in Vegetables Marketing**

Majority (93%) of the farmers prefer to harvest their vegetables during the early morning hours, specifically between 4 to 9 am. Sixty six per cent of the farmers sort and grade their vegetables due to insect attacks and presence of diseased or damaged produce. Forty two percent of the farmers do wash their vegetables and the reason is to remove dirt and dust. About 91 % of the farmers trim their vegetables, primarily to remove unwanted particles. Twenty three percent of the farmers precool primarily to remove field heat after harvest. Twenty percent of the farmers do undertake post-harvest disease control due to prone to infection by microorganisms.

About fifty seven percent of the farmers use electronic weighing machines. Forty one percent of the farmers use controlled/modified atmosphere storage methods and Cent percent of the farmers store the produce in the home. Fifty three percent of the farmers have to travel a distance ranging from 11 to 30 kilometres to sell their vegetables. Thirty four percent of the farmers primary selling point is nearby weekly markets. Forty one percent of the farmers sell their produce to commission agents. 75 % of the farmers use Jute bags (Gunnybags) + Bamboo Baskets to pack vegetables while transportation. Forty two percent of the farmers transport to sell vegetables by bicycle. 83% of the farmers receive payment at the time of selling. Sixty per cent of the farmers dispose the quantity of the produce by volume.

## **Association between Marketing Practices and Socio-economic Characteristics of the farmers**

The significant association between Marketing practices and socio-economic Characteristics of the farmers found that educational qualification and size of land showed a highly significant association at the 1% level, whereas, annual income and farming experience exhibited a significant association at the 5% level. Whereas age, gender and marital status, were found to have no significant association with marketing practices. Therefore, the hypothesis (H1-There is a significant association between marketing practices and Socio-economic characteristics of the Farmers) is accepted.

## **Marketing Behaviour of the Farmers towards Vegetables Marketing**

Farmer highly prioritize determining the appropriate timing of harvest to preserve post-harvest longevity with highest mean score of **3.71**. For Sorting and grading for quality, damaged by physical injuries during harvesting in the field scored the highest mean of 3.36. Farmers identified a shortage of transport facilities as their most significant challenge, with the highest mean score of 3.95. Regarding the packaging of vegetables, the highest mean score of 4.31 for maintaining the overall quality of the produce. About the time of sale of produce, the highest mean score of 3.33 for selling immediately after the harvest regardless of the prices. Farmers select a particular period to sell the vegetables due to high perishability of their crops with a mean score of 3.97. The reasons for selecting a particular market was due to higher price of return with the highest mean score of 3.13. The criteria for fixing price was based on production cost with a highest mean score of 4.45.

## **Level of Marketing Behaviour**

Forty seven percent of the farmers had moderate level of marketing behaviour. Twenty six percent of the farmers had low level of marketing behaviour, while twenty-seven per cent of the farmers had high level of marketing behaviour.

## **Association between Socio Economic Characteristics and level of Marketing Behaviour**

Farmers socio economic characteristics and their marketing behavior indicates significant associations between age, educational qualifications and annual income at 5 % level. Hence, the hypothesis (H2: There is an association between Socio economic characteristics and Level of Marketing Behaviour) is accepted.

## **Factors Influencing Marketing Behaviour of Farmers**

The factors influencing farmers' marketing behaviour, with income generation and sustainable livelihoods having the highest mean score of 3.00. Meanwhile, accessible transport

facilities for market access received the lowest mean score of 1.19, likely due to the limited availability of transportation options.

### **Relationship between Socio Economic Characteristics and Factors Influencing Marketing Behaviour**

The relationship between socio economic characteristics of vegetable farmers and the factors influencing their marketing behaviour, as reflected by the zero-order correlation coefficients found that the age and educational qualifications are significant at the 1% level and size of land is significant at the 5% level Hence, the hypothesis (H3: There is a relationship between Socio economic characteristics and Factors Influencing Marketing Behaviour) is rejected. is rejected.

### **Knowledge of the Farmers on Agricultural Marketing**

98% of farmers agree that ‘Vegetables are produced seasonally but the market requires products throughout the year’ and sixty two per cent of the farmers disagree on the statement, “Retail Markets are Higher rates than wholesale markets”. 94% of the farmers agreed with the statement, "National Agriculture Market or eNAM is an online trading platform available for farmers." A remarkable 99% of farmers are somewhat aware of the Farmer Producer Organizations (FPOs) scheme. Thirty five per cent of the farmers are somewhat aware of the applications Krish-e and Kisan Suvidha apps. 94% of the farmers are somewhat aware of the National Agriculture Market (eNAM).

### **Opinion of the Farmers on Agricultural Marketing**

The opinion of the farmers on vegetables marketing highlight the highest mean value of 3.95 for the statement, “Storage facilities for vegetable produce are sufficient,” and the lowest mean value of 1.89 for the statement, “Standardization and grading increases the burden of a farmer,”.

The Identification of the primary factor influencing farmers opinions on vegetable marketing of agricultural produced was determined to be **Factor 1** with a significant loading on nine variables and approximately 40 percent of the variance on knowledge on preservation, lesser role for women than men, good transportation, advertisement and promotion can increase the sales, helps consumers to understand, getting good price, better marketing facilities, selling products at the nearest market and producing product on demand.

The opinion of the farmers on digital agricultural marketing states that the statement, “Agricultural marketing apps is highly accepted because of its reliable information with the highest mean value of 4.36.

### **Barriers experienced by the Farmers in Marketing Vegetables.**

High cost of inputs' is ranked first as the production barriers experienced by the farmers with an average Garratt score of 77.69. 'Not enough profit' is ranked first as economic barriers with a Garratt score of 64.65. 'Inaccessibility to market-related information' is ranked first as the communication barriers with an average Garratt score of 76.89. Timely unavailability of transportation as the storage and transportation barriers faced by farmers are ranked I with Garratt score of 71 and 'High Perishability of Produce' is ranked first as the marketing barriers experienced by the farmers with an average Garratt score of 84.4.

### **Suggestions offered by farmers to overcome marketing Problems.**

98% of the farmers recommended setting up local marketplaces (Mandis) in nearby areas' and eleven per cent of the farmers suggested on distribution of electronic weighing for more accurate weight.

### **Impact of Educational Intervention on Knowledge, Opinion and Marketing Behaviour of Agricultural Marketing**

#### **Impact of Knowledge on Agricultural Marketing.**

The impact of knowledge among farmers on vegetable marketing and digital agricultural marketing highlights statistically significant at the 1 % level, with a p-value of less than .000. The knowledge on Government schemes and programmes data indicates that among the eighteen schemes, seventeen schemes are significant at the 1% level, with p-values less than 0.001. However, the 'Sub-mission on Agricultural Mechanization (SMAM) Scheme' has a p-value of 0.020, which is significant at the 5% level. The knowledge on applications and portals for agriculture found to be significant at a 1 % level with regard to the Farmer's knowledge on all the mobile applications and portals for agricultural Marketing.

#### **Significant Difference between Knowledge level and Socio-Economic Characteristics of the Farmers**

The relationship between age and years of experience with the knowledge levels of farmers showed significant differences before and after the awareness with p value less than 0.001 and is significant at 1 % level. The educational qualification significantly impacts knowledge after the educational awareness and is significant at 5 % level. However, gender, annual income and land size showed no significant differences in knowledge levels either before or after. Hence, the hypothesis (H5: There will be a significant difference before and

after Educational Awareness between Socio economic characteristics and Knowledge, Opinion and Marketing Behaviour Level among the Farmers) is accepted.

### **Impact of Knowledge on Agricultural Marketing.**

The opinion of the farmers on vegetable marketing before and after the educational awareness found that nineteen statements are statistically significant at the 1% level, with p-values less than 0.001. However, the statement "One should sell their products to the nearest market irrespective of price" was found to be non-significant.

The opinion of the farmers towards Digital agricultural marketing before and after the educational awareness identified that all ten statements are highly significant at 1% level.

### **Significant Difference between Opinion level and Socio-Economic Characteristics of the Farmers**

The significant difference after awareness occurred between age, educational qualification and years of experience 1 % significant level. While gender, annual income and land size, showed no significant differences in opinion levels either before or after. Thus, the hypothesis (H5: There will be a significant difference before and after Educational Awareness between Socio economic characteristics and Knowledge, Opinion and Marketing Behaviour Level among the Farmers) is accepted.

### **Impact of Knowledge on Agricultural Marketing.**

All the aspects of marketing behaviour such as harvesting, sorting and grading, storage purpose, vegetable packaging, timing of sales, reasons for selecting specific periods, market choice and pricing criteria showed significant differences at 1% level, with p-values consistently below 0.01.

### **Significant Difference between level of Marketing Behaviour and Socio-Economic Characteristics of the Farmers**

The significant difference between level of marketing behaviour and Socio-Economic characteristics of the farmers revealed that educational qualification and years of experiences exhibited significant differences with marketing behaviour at 1 % level of significance after the educational awareness. Whereas, annual income and land size indicates significant differences with marketing behaviour at 5 % level of significance. (H5: There will be a significant difference before and after Educational Awareness between Socio economic

characteristics and Knowledge, Opinion and Marketing Behaviour Level among the Farmers) is accepted.

### **Impact of Knowledge, Opinion and Marketing Behaviour of Agricultural Marketing before and after the Educational Intervention**

The overall score of the knowledge, opinion and marketing behaviour shows there was a significant increase after the educational awareness as indicated by the substantial rise in the mean score and highly significant at 1 % level since the p-value was less than .001. Thus, the hypothesis (H4: There will be an Impact of Knowledge, Opinion and Marketing Behaviour among the Farmers on Agricultural Marketing before and after Educational Awareness Programme is accepted.

### **Examiners**

#### **Internal Examiner:**

Dr. Hemanga Kumar Kalita,  
Professor & Head  
Department of Extension Education  
Assam Agricultural University  
Jorhat, Assam, Pin- 785013

#### **External Examiner:**

Dr. Murari Suvedi  
Professor,  
Michigan State University  
East Lansing  
MI48824  
USA