



## A STUDY ON PROBLEMS IN MARKETING OF AGRICULTURAL GOODS WITH REFERENCE TO KUMBAKONAM (KOTTIYAPADUGAI VILLAGE)

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### ABSTRACT

#### BACKGROUND

*Agriculture is essential for human life. The basic necessities in human life, Food is the first one. The basic objective of this study is to study the problems faced by the farmers in marketing of agricultural goods. In agriculture producer does not determine the price. Number of middleman are involved in sale of agricultural products to the customer, So they enjoyed huge profit. They fixed the price. As to find the problems questionnaires were collected from the farmers in Kottiyapadugai village, Kumbakonam Taluk, Thanjavur district.*

#### METHODS

*A total of 30 respondents were selected to survey regarding problems in marketing of agricultural goods. Simple random techniques were used. A set of questionnaire was used to collect data. With the help of collected questionnaires statistical tools were used to find the problems using Excel Spread sheet.*

#### OUTCOMES

*In the present study analysed the farmers faced the problems in marketing of agricultural goods. The main problem faced by the farmers was large number of middleman, in marketing of agricultural goods. Because of that farmers get low profit. Due to poor infrastructure of marketing was also a problem for farmers. They need a good market place for their produced goods. The infrastructure was not good. The farmers was also outdated in technologies.*

*Key words: Middleman, Information Technology, Anova, Regression, Correlation Coefficient.*