ROLE OF GROWERS AND CONSUMERS IN KARNATAKA
-SURVEY ON BANGALORE DISTRICT

DR. D. SEETHANAIK

FACULTY DEPARTMENT OF BUSINESS ADMINISTRATION UNIVERSITY OF MYSORE,
MYSORE, KARNATAKA.

ABSTRACT:
This paper focuses on membership status and qualification, age group, experience, size of land holdings, cropping pattern, mode of transportation, sources of finance and agricultural products of growers.
This paper is exploring on consumers occupational status, monthly income, qualifications, age group, locations, opinion about prices and quality, volume and frequency of purchases, reasons for buying, family size of consumers and improvement of retail outlets.

KEY WORDS: cropping pattern, frequency of purchases, mode of transportation.