

: C O N T E N T S :

CHAPTER	TITLE	PAGE NO.
	Declaration	i
	Certificate	ii
	Acknowledgement	iii-iv
	List of Tables	v-viii
	List of Figures	ix
I	INTRODUCTION AND METHODOLOGY :	1 - 5
	1.1 Scope of the Study	
	1.2 Objectives	
	1.3 Hypothesis	
	1.4 Methodology	
	1.5 Limitation of the study	
II	A REVIEW OF LITERATURE :	6 - 51
	2.1 Consumers' Behaviour	
	2.2 Marketing Research	
	2.3 Application of X ² Test	
III	PROFILE OF MIXED FERTILIZER :	52 - 63
	3.1 Introduction of mixed fertilizer	
	3.2 Profiles of the Organisations.	
	3.2.1. Shetkari Sahakari Sangh Ltd;Kop.	
	3.2.2. Rayat Seva Krishi Udyog Sahakari Sangh Ltd; Kolhapur.	
	3.2.3. Sheti Padavidhar Krishi Udyog Vikas Sahakari Sanstha Ltd; Kolhapur.	
IV	ANALYSIS AND INTERPRETATION OF DATA	64 - 111
V	SUMMARY AND CONCLUSION	112 - 114
	APPENDICES	115- 121
	BIBLIOGRAPHY	122 - 123