

## **LITERATURE REVIEW OF INFORMATION SEEKING BEHAVIOR OF AGRICULTURAL FARMERS IN INDIA**

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### **ABSTRACT**

Agriculture is the backbone of Indian Economy. Farmers maintain their livelihood by selling crops, marketing these items in local market. Information Seeking Behaviour of farmers are considered for proper planning and policy making. Paper proposes to define information seeking behavior, various aspects, and factors affecting information seeking process. It also describes Information seeking behavior models by Wilson, Dervin, Elliss and others. Information demand, information needs are explained with the help of literature. Information Seeking behavior of farmers are described on the basis of literature from 2010-2016 from Indian Perspective.

**KEYWORDS:** Agricultural Scientists, Farmers, Information Demand, Information Need, Information Seeking Behavior