SUMMARY AND SUGGESTIONS
CHAPTER - V

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CHAPTER - I

After Independence, the Government of India decided to modernize and mechanise agriculture. Accordingly importance was given to agriculture during Second Five year Plan to mechanise agriculture. Among the agricultural implements the use of tractor was considered prominent and significant.

Before and after Independence, use of tractor for agricultural operations were rare and tractors had to be imported from abroad. Later India started to manufacture tractors. The Mahindra & Mahindra Limited first produced Indian tractors in the name of International Tractor. There are at present about 14 companies manufacturing and distributing tractors.

The tractor manufacturing companies have the standard feature of making the tractors with intention of multi-use. On the other side the buyers and users of tractors may not be aware of the engineering concept, technology and product differentiation. Whatever be the brand of tractor, a tractor possess the characteristics of multi-purpose.
Therefore, it will be interesting to examine the consumers' preference towards a company tractor. When there is a product differentiation within a company product, it will be interesting to examine the common features and distinctive features among the company tractors. How the distinctive features among the different models of a company tractors influence buyers' preference is a question needs answer. The specific objectives of the study are as follows.

i. To examine the theoretical nuances behind in studying buyers behaviour.

ii. To examine common features and distinctive features among within the various models of a company tractor and in between different company tractors.

iii. To analyse empirically the influence of various factors towards buying a company tractor.

iv. To bring out suggestions, if any, in favour of strengthening a factor which influences the buyers' behaviour.

The data collected is based on the Questionnaire. The result would be varying according to the opinions of individuals. The sample size chosen for the study is confined only to three districts viz. Salem, Namakkal and Erode.
To describe the existing situations, survey method of research is adopted. From among the users of tractors a survey is conducted by means of Questionnaires.

A sample of 100 buyers-cum-users of tractors of various companies were taken as sample. Random sample technique was adopted. Hence, a 100 respondent comprising 40 buyers from Salem, 30 from Namakkal and 30 from Erode were taken as samples by adopting disproportionate stratified random sampling technique.

Both primary and secondary data were used for the purpose of this study.

CHAPTER – II

Several theories are associated with Consumer behaviour and buyer's preferences. According to classical Economists, a consumer will continue to buy such products that will deliver him the most utility or maximum satisfaction at relative prices. Economists hold the view that man is rational in all his activities and purchasing decisions are the result of economic calculations. Income and savings theory is based on the fact that purchasing power is the real determinant of buying. Purchasing power on the other hand, is depend upon disposable income i.e. income left after payment of tax and savings.
The essence of psychological theory lie on the fact that people learn from experience, and the results of experience will modify their actions on future occasions. The importance of brand loyalty and repeat purchase make learning theory more relevant in the field of marketing. According to cognitive theory, stimulation of want is conditioned by a customer’s knowledge, his perception, beliefs and attitudes.

Postulated that the personality has three basic dimensions: the id, the ego and the super ego. It follows that consumer behaviour is a function of interaction of these three systems.

According to socio-cultural theory, man is primarily a social animal and his wants and behaviour are largely influenced by the group of which he is a member. The tendency of all people is to “fit in” a society in spite of their personal likes and dislikes. There are many factors influencing buying behaviour such as cultural factors, social factors, personal factors and psychological factors.

The activities, interest and opinion (AIO) of a buyer are considered significant. A product is designed to suit to the needs of the consumers on the basis of Activities, Interest and Opinion (AIO).
CHAPTER - III

There are about 14 company tractors in the Indian tractor market. The companies which manufacture tractors differentiate their products themselves in various ways. However, the uses of the tractors are mostly the same. The tractor of one company is not entirely different from others but only differentiated. So, the product differentiation gives a scope to examine the common features of tractors and distinctive features among different company tractors.

The purpose of using tractor are being described as common features, viz. Ploughing, Disc ploughing, cage wheels, multi-uses, compressor, Tillering, Terracer Blade, Ridger, Water Pump, Front and Loader attachment, Tipping / non-tipping trailer, Tyre size and easy maintenance etc.

The distinctive features differentiate a company tractor from other companies. At present the Mahindra & Mahindra Limited has three models viz. Mahindra Sarpanch, Bhoomiputra and Arjun. The tractor differentiation within a company is mostly in terms of horsepower, cubic capacity, hydraulic lifting capacity and models, etc.
CHAPTER – IV

EMPIRICAL ANALYSIS AND FINDINGS

(i) Of the 100 tractor owners as respondents, 28 were below the age of 30 years and 72 were above the age of 30 years.

(ii) Of the 100 tractor owners, 94 were Male and 6 were female.

(iii) Of the 100 tractor owners, 90 were married and 10 were unmarried.

(iv) Of the 100 tractor owners, 32 were Graduates, 46 were above SSLC and 22 below SSLC.

(v) Out of the sample of 100 respondents, only 96 were owners and other 4 were using the tractor of others.

(vi) Even the farmers owning less than 10 acres are owners of tractors.

(vii) 68 owners out of 100 owners were owned less than 10 acres and other 32 tractor owners are owned more than 10 acres.

(viii) Of the 100 tractor owners, 84 purchased the tractor as new one and remaining 16 were purchased the tractor as second hand.

(ix) Of the 100 tractor owners, 36 had previous experience in using tractors, 4 were mechanics, 46 owners came to know about the
tractor from their friends and relatives and 14 others know about tractors only from tractor company's Salesman.

(x) The purpose of owning and buying the tractor, out of the 100 tractor owners, 80 own the tractor due to utmost necessity, 6 own the tractor because of easy maintenance, another 6 own the tractor because tractor has a good resale value, another 4 own tractor because they find the price of tractor cheap and another 4 own the tractor for the purpose of using tractor for commercial purposes. So, utmost necessity is a factor that mostly influence the buyers to buy a tractor.

(xi) Of the 100 tractor owners, 64 purchased the tractors from their owned fund and 36 by means of borrowed funds. Out of the 36 persons purchased tractors by means of borrowed funs, 26 got financial assistance from Land Development Banks, 4 from Commercial Banks and 6 from Private Banks.

(xii) Of the 100 tractor owners, 22 were highly satisfied with their tractor, 72 were satisfied and 6 were not satisfied.

(xiii) Of the 100 tractor owners, 42 use the tractor only for own use, 4 were for hire and other 54 were both for own use and hire.

(xiv) Of the 100 tractor owners, 36 were owning the tractor for just one year, 56 owning the tractor from 5 to 10 years and 8 owning for more than 10 years.
There are several purposes for which a tractor is used. Of the different purposes, ploughing stands first, next to ploughing attaching cage wheels for wetland ploughing stands. Another prime purposes of having a tractor is for carrying cargo.

Of the 100 tractor owners taken as sample, 28 owning Mahindra tractor, 18 owning New Holland Ford, 16 owning Swaraj, 12 owning Massy Ferguson, 6 owning Escorts and 4 each of HMT, Sonalika International and Hindustan.

Price is a factor to influence buyers' preference. Of the 100 tractor owners, 70 considered Mahindra tractor is the cheapest, 12 considered Hindustan the lowest, 8 considered Massy Ferguson, the lowest and 6 considered Swaraj and one each of Eicher and Sonalika International.

Fuel consumption is another factor, which influences the buyers preference. Out of 100 tractor owners, 42 considered comparatively Mahindra as the lowest fuel-consuming tractor. Next to Mahindra, 40 tractor owners considered Swaraj as lowest fuel-consuming tractor, 8 considered Massy Ferguson as the lowest fuel-consuming tractor, 6 considered Eicher, 4 considered HMT and 2 considered Sonalika International.

Of the 100 tractor owners, 38 considered Swaraj as the lowest oil consuming tractor, 32 considered Mahindra the lowest, 20
considered Eicher, 6 considered Escorts, 2 considered Massy Ferguson and 2 considered Hindustan.

(xx) The price of spare parts is another factor, which influences the buyers' preference. Out of 100 tractor owners, 94 considered that spare parts are available for Mahindra tractors at the lowest possible price, 4 considered Swaraj and 2 considered New Holland Ford.

(xxi) Of the 100 tractor owners, 70 considered New Holland Ford as the highest pulling power tractor, 18 considered HMT, 6 considered Hindustan, 4 considered Swaraj and 2 considered Mahindra.

(xxii) Of the 100 tractor owners, 58 owners considered Mahindra tractor has the longest life for it rear wheel tyres, 14 by Swaraj, 8 by Sonalika International, 6 Massy Ferguson, 6 by New Holland Ford, 4 by Hindustan, 2 by Escort and other 2 by Eicher.

(xxiii) When the resale value is taken as the factor to influence buyers' preference, out of the 100 tractor owners, 84 considered Mahindra as the highest resale value tractor, 4 considered New Holland Ford and 2 considered Swaraj.

(xxiv) Regarding comparative speed of Tractor on road 86 tractor owners out of 100 considered New Holland Ford the highest speed tractor, 6 considered Swaraj, 4 considered Massy
Ferguson, 2 considered Sonalika International and other 2 considered Mahindra.

(xxv) In terms of quick operation and lowest to highest speed and vice versa, Out of 100 tractors as the first rank tractor for quick operation, 6 considered Mahindra, 6 considered Sonalika International and 2 each of Massy Ferguson, Swaraj and HMT.

(xxvi) Considering the various factors which influence the buyers’ preference Mahindra tractor is preferred by majority of owners.

It can be inferred that comparatively low price, comparatively cheap spare parts, comparatively high resale value and long life of rear wheel tyres are the factors which influences the buyers’ to prefer Mahindra tractors.