Positive Impact of Study Formation for Farm Tractor Selection Pattern in Malwa Region. With the study conducted and in line with the objectives, have attributes which could be assisting in evaluating the farmer’s purchase decision behaviour and farm tractor selection pattern based on the choices, alternatives, and the different parameters studied in the present findings.

In the Malwa region, the farmer is advanced, and has the capacity to analyze the product and its associated features, which are useful in increasing the productivity of the farmer, thereby increasing the overall growth of the region. The brand image of the manufacturer/dealer plays a crucial role in product purchase decision of the farmer, which is supported by the live demonstration and awareness of the new features incorporated by the manufacturer.

In the findings, the farmer is having high land holding capacity in the region plus various agricultural applications are performed with the use of farm tractors, so the farm tractors used or required in the applications is of high horse power. The Farmer in the region also has a vision of usage of modern agricultural applications which can be compatible with the farm tractor, thereby increasing the overall income of the farmer.

Apart from technical features to mark to individual farmers requirement and product feature compatibility to match his farm application requirements farmers are also looking for, the aesthetics, the comfort for the driver (in terms of steering, turning radius, seating comfort etc.).
which also becomes one of the criteria in farm tractor selection pattern in the Malwa region.

This study of Farmers purchase decision on farm tractors is a work of various level of rural understanding which identifies how farmers are influenced with various combination of agro economic, agro climatic, local commercial implications and various factors which are sometime vary with time season and competitive offerings.

Study enlighten us that farmers purchase decision can be influenced thru product superiority demonstration, comparative price positioning and mark to application design of products.

Farmers as customer study models based on this research can tell which farmers are most likely to respond and get influenced, no matter what kind of front-end marketing program are run by competitive tractor manufacturers or how farm tractors are value packed and presented to the customer, and what are the most likely responses of a farmers in specific farm tractor purchase decision.

This research will be useful to various manufacturer strategist & Policy makers to determine customer orientation towards a product with features packed marked to customer demand to suit their farm applications.

This will help to understand farmers
Overall satisfaction on farm tractor for his applications.
Likelihood to choose farm tractor on technical parameters.
Likelihood to refer to other farmers.
Likelihood to continue purchasing same products with /without upgradation

Likelihood to purchase different farm tractors & reason behind.

Likelihood of increased frequency of purchasing

Likelihood to switch to a different farm tractor in the event of new feature expectation, change of need and upscale farm and non farm activities.