CHAPTER 6
SUMMARY,
CONCLUSIONS AND SUGGESTIONS
6.1 The Summary

The study report is divided into seven chapters, The Chapter one Introduction contains conceptual frame work, rationale of study, objectives and hypothesis. Conceptual frame work is further divided into various sub heads. Section begins with a brief about the geography, farm tractor evaluation and their positioning in world scenario and Indian markets.

Further it is given in brief historical evaluation of Farm Tractor In India and various Manufacturer in the country. Further role of a farm tractor and their usage in national development with reference to economic development is discussed. Farm tractor category and their usage is discussed as part of role in nation building in rural development. This is followed by focus on strategic leverage of farm tractors for Farmers to increase farm productivity. In the second section of this chapter, the rationale of study is presented to throw more light on the purpose of the study, that is the reason why this study was undertaken. Finally in the last part of this chapter Objectives and hypothesis of the study are laid down.

In the second chapter a comprehensive review of Literature related to the study of farm tractor, purchase decision making and factors affecting purchase decision are presented. The chapter is organized into various subheadings based on different stream of researchers. The chapter begins with study review on buying behavior, farmers buying behavior, aggregate covered and implements selection and various researchers who took study on farm, fertilizers, productivity and farm related
mechanization equipments, various researchers were reviewed to understand category of various national and international farms practices. Variability of crops and agro climatic conditions were reviewed to develop deeper understanding about farm tractors as well as farmers decision making practices. Then this chapter also comprises researches related to competition and various inputs affecting purchase decision of farmers for farm tractors are reviewed.

The third chapter comprises Research Methodology. It is further divided into four parts, the study, the design, the sample and the tools. This chapter deals with the nature of the study, the type of design used for study, sampling technique used in the study and tools used for data collection. Detailed description of data collection tool is also given. Tool for data analysis is also mentioned.

In chapter four, Results of the Study is presented in subheads for better comprehension. Firstly the factors were found out of the variables and then factors were named then comparative perception of farmers towards these factors amongst categories Finance availability, Fuel Economy & Product Prices, Multi Usage of Tractor and Horse Power, Product Feature, Brand Image & Share of Market in the district & Post Purchase experience and warranty associated with product were studied. Further subheads deals with the preferred reasons of purchase decision by farmers in India, reasons were ranked in terms of their preference in the categories under study. Further in the last subhead perception of farmers towards importance of issues affecting far productivity in all categories were tabulated in terms of their importance in categories under study.
The chapter five deals with Discussions of the obtained results. In this chapter, the results have been discussed in the light of grand summary of the study and reported findings of others researchers to draw significant observations.

The sixth chapter is divided into three parts- Summary, Conclusions and Suggestions. The summary of the complete report is presented in this chapter. The conclusions have been drawn in the light of objectives of the study followed by suggestions for further research.

Chapter seven deals with Implications of the study for farmers, dealers & farm tractor manufacturers and researchers in the area of farm mechanization with farm tractors, specifically dealing with tractors for farm usage. The study has revealed important insight and impact. The references, webliography have been presented at the end of the report based on the studies cited in the text and bibliography for other studies present, related to the present work. The appendix has the sample copy of the tested tool or instrument used for data collection.

6.2 Conclusions
The study is first of its kind in India, studying the external factors and product features affecting purchase decision of farm tractors. The study has successfully achieved its objectives as concluded below.

Objective 1. To study external factors affecting purchase decision of farm tractors.
The study resulted into factors based on analysis of data. The factors are Promotion, Pricing, Perceived risk, Packaging and Brand image along with local dealer distributors After sales service.
Objective 2: To study product features affecting purchase decision of farm tractors.

Results show that there is a significant impact of product feature with respect to Fuel economy and farm usage application desired by a farmer on his specific geography.

Objective 3: To study multi utility usage of farm tractors.

It is found in the study though purchase is made to specific application on the farm however due weightage is visible on multi application suitability of tractor including some non farm activity drive purchase decision.

Objective 4: To study farmers requirements with reference to new crops.

Results shows that there is significant variability on geography and crops being sown in the farm and farm tractor buying decision is also impacted on the harvest of new crops accordingly

Objective 5: To study Marketing policies products and placements.

Results revealed that there is a significant impact of various marketing policies including packaging with finances are impacting purchase decision making of farm tractor in similar or me to brand and product features.

Objective 6: To study factors driving Farm Tractors Sales in Malwa

Results show that there is no significant difference in factors across malwa and entire topography reveals similar pattern of farm tractor usage which is growing towards higher horse power requirement with major factor driving at large are Farm land soil type which is black cotton
soil. Crop grown in Kharif and rabi differ demand of horse power however kahrif crop drives the demand of farm tractor power

**Objective 7:** To compare the impact of after sales service of farm tractors in purchase decision.

Study show significant post sale experience as key driver to sale of branded farm tractors and consistency of demand

**Objective 8:** To Study the impact of color and aesthetics on Farm tractor purchase decision by farmers

Study shows the preferred reasons for purchase decision has recently evolved features as major purchase decision making factor over color however aesthetics on tractor is a recent demand ,there has been stray cases of color preference as well blue over red nad red over blue primarilt cast bases non feature purchase decision.

**6.3 Suggestions**

1. This study has given an important direction for further study of farm tractors feature requirements for Indian farms at large. Since the scope of present study is limited to Malwa Madhya Pradesh only, with existing farm tractors which are sold and are being used by farmers it can be extended to other categories as well.

2. In the light of present findings it has become apparent that entire farm mechanization implements as category has an important role in terms of variation of certain factors hence more categories of farm tractors including latest offerings and trailing and motor implements can be studied to expand the scope of the study.

3. The scope of present study can further be expanded in the context of specifically for different Farm Equipment brand chains or
context of different geographic, demographic and socio-cultural variables which could not be included in the present study. This will lead to develop deeper understanding of national farm tractor and tractor driven farm implements demand and vice versa.

4. Since respondents of present study represent the perception of dealers and current owner of farm tractors specially dry land cultivation, the study can further be done on perception of national brand with wet land farmers and prospective farmers with non farm activity as well.

5. The study can also be conducted specifically to geographical regions to explore other geographic and cultural factors. As not much research work is done in India on farm tractors and usage is different at geography and cropping pattern, this research can form a base for further research for more factors.

6. Another area of further research exploration is triggered by present study in terms of conducting researches by taking into considerations of strategic effect of national versus international brand of farm tractors as word is becoming flat.

7. By considering the present research as a base further research on Farm Tractors can be carried out for Farm Tractors of a particular brand or relative to a particular competitor brand.

8. Research can be carried out for a specific HP segment category of farm tractor. As there are certain farm tractors in a category which perform well than other farm tractors within the same category.

9. As the farm tractors purchase decision making is dynamically changing, the dynamics of dealers and manufacturers, with reference to change in purchase decision process can be researched to explore these changing roles alignments and value addition propositions.
10. Farm Tractor Brand positioning with respect to national brand, and local requirement is an important strategic issue. Research can be carried to understand the positioning strategy for Farm Tractors.

11. Farmers non farming activities are increasing with the growth of multi cropping, water harvesting technique and rural infrastructure development and Farm Tractor Manufacturers are launching new products in new categories. So research can be extended to find out the best management practices for multi brand, which should be adopted by dealers and manufacturers for making their latest farm tractors successful in the market.

12. As the farm tractors are the backbone of Indian agriculture and rural economy most Indian tractor manufacturer are at an early stage of only tractor manufacture of lower HP. Further research can be done when they will set their foot for high end large Tilling and Rotary farm equipment for productivity drive.

13. As the farm tractors are rural products, use minimal marketing and advertising expenses to check on prices, research can be performed to understand their cost effective marketing strategies.

14. To have deeper understanding how the dealers manage business in rural markets and what could be the ways to make them stronger, research can be carried out. The present research is from dealers’ perspective same can be carried out for customers’ perception.
Limitation Of Study & Suggestion:

Difficulties in Data Collection

Administrative influence of the dealer / manufacturer on the respondent caused some bias in collection of data. There is no statistical oversight entity, but rather part time personnel assigned for statistics duties in rural units.

Since the districts covered were 14 in number, and there existed a lot of traveling and consumption of time in collection of data resulted to gather the information in bits and pieces for each district, which made process in cumbersome to analyze the data.