CHAPTER 7
IMPLICATIONS
& SUGGESTION
IMPLICATIONS

Farm Tractors are key drivers of Indian agriculture, and every economic activity in rural India moves around farm tractor. Results of present study have long drawn implications for farm tractor manufacturers, Farm implements manufacturers, their dealers, agriculture and research institutions, research scholars, marketers and rural mass of India at large.

7.1 Strategic Leverage of Farm Tractors, for manufacturers, Implements manufacturers and their dealers.

Major implication of study is that it explores factors which affect farm tractors purchase decisions making by farmers, which will facilitate manufacturers and dealers to devise effective sales promotion and marketing program which necessarily communicates product feature superiority over their competitions at particular geography. Study supports better understanding of purchase decision pattern and helps to grow business in fast pace.

Every farm tractor manufacturer has some or other specific product features to suit farmers need in a particular geography, vast reach to farmers at tehsil level equipped with technically qualified sales and promotion executives who can demonstrate product feature superiority will out score others, however it also implies that there are plenty of room for every farm tractor subject to feature explained and demonstrated.

It is researched that the various external potential determinants, which are responsible for the farm tractor purchase decision making and product feature requirements specific to Malwa region. The factors
emerged out from the study are, the various promotional strategies adopted by the manufacturers and their dealers at local level in Malwa region keeping in view of the village tehsil & districts profile and the potential of the geography. The brand image which has been maintained by the top manufacturers in the region is coming out with various promotional schemes and farm tractor’s features are en-cashed by converting or creating the affinity and loyalty of farmer towards their product, which reflects the farmer’s purchase decision and arriving at the purchase decision of the product.

The penetration of the new brands is going deeper and deeper wiping out the brands which are not taking care of the Farmers needs on product features, commensurate with to days farm mechanization needs. Purchase decisions are not very much concerned about the product brand but for features, leading to the major manufacturers with additional features, increasing their brand image, identity and thereby reach to farmers.

The outcome and the implications of the study will serve as an important input to tractor manufacturers, state Govt. Bodies Depot of agriculture and people in general in the field using Farm Tractors and in distribution of farm tractors. They will be able to develop deeper insight and will be able to serve Farmers at large for long term well-being of Farmer community, in “Malwa”.

The research paper can further be utilized in increasing the penetration in the districts of the “Malwa” region by adopting the hypothesis, and shall make the other product or farm tractor manufacturers to drive their marketing strategies in coherence with the results obtained.
The acceptability and the requirement for the new products and the features studied by analyzing the buying behavior shall make the manufacturer understand for the suitability of the new product launch and the mileage which can be derived with cost effectiveness model.

This research is reflecting an importance of the study, which has become an essential part for the rural marketers to analyze the Farmers purchase decision making and product feature requirements for farm tractors.

This study can be implemented for the mutual growth of Farmers and manufacturers, so this study can further be extended to other products associated with farmer community, which shall pave the way for future researches in this context.

As the farm tractors are manufactured in India with local designs and technology developed in India and Multi national companies are also eying Indian market the largest farm tractor market in the world ,Indian farm tractor market is now a battle ground for farm tractor manufacturers of the entire world,many Farm Tractor manufacturers have strategically moved upscale placements of farm tractors with product features for future needs this study covers purchase decision makers therefore this study will prove to be of importance to every manufacturer in the world who plan to make foot print in Indian market.
7.2 Strategic Leverage of Farm Tractors, Agriculture Research Institutions, Planning & Policy makers.

This study will serve as a basic reference to develop future Agriculture study materials, and reference to plan and develop existing advanced farm mechanization techniques, prevailing world wide and develop farm tractors to suit future needs of farmers, with new and evolved farm practices expected in future.

Implication of Study provided avenue to researchers to eye for value added features to create value for organizations through innovation on product features.

This study opens the further new research areas as the study is limited to a region and farm tractor, research can be narrowed or widened within same and limited product category, may be limited to a single Horse Power category and its various impact can be studied.

The research also shows continuous growth of farm tractor demand in India and future will have more specific and large demand in new application which may require different product feature then being demanded today, need of mechanization in rural India is ever growing phenomenon.

There is immense opportunity for farm tractor in India and growing 10% CAGR, world largest farm tractor market, therefore research matters a lot and increased research will lead to innovative products.

This study not only fulfills gap also paves way for future researches in this area, future study can be made in various segments and geography.
world wide, study can also be made with specific reference to soil type, crop type wet land cultivation and single crop geography , multi crop geography. Irrigated and non irrigated i.e. rain fed area geography.