PREFACE

Farm Tractors are globally accepted as basic prime movers in farming activity. The demand growth of farm tractors in India is due to increased shortages of labour for farm activity, farm tractor demand is further poised to grow a new high. As the tractor manufacturers are establishing themselves by reaching critical volumes and with the rise of demand of large tractors growth of farm tractors requirement in higher horse power category has been significant.

Understanding purchase decision process by farmers on farm tractors is a most prominent desire among manufacturers and policy makers to plan and excel in fulfilling need through Farm Tractors produced, and able to compete with known global brands, for changing needs of farmers. A decade ago farm tractors brands in India were not popular and most tractors were identified by colors of farm tractors rather than manufacturers brand name, Indian farmers were more dependent on suppliers promotion along with packaging of finance to buy. Now farm tractors are no longer generic product offerings that competed with their national brand counterparts by means of a price value proposition. They no longer carry the stigma of inferior quality. Indian Farm Tractors in many horse power categories are now available and able to compete on quality as well as price as to any established multinational brand of farm tractors in the world.

Though, the study of purchase decision behavior on farm machinery such as farm tractor is very recently used in India however surprisingly this sector has been largely ignored across the globe even in developed countries. The
rage of usage of farm tractors varies from farm usage to various multi
purpose non farm activities, like civil construction work, and haulage of
various construction materials. Farmers are most willing to come out as
evolved purchaser on marked to application at their farms and are able to
copy best farm and allied practices. As government support to farmers is
increased thru various input subsidy and exciters in organized manner farm
mechanization thru farm tractors is also growing in India. However success
of any Farm tractor brand will largely depend on features, quality &
reliability but a major differentiator will be after sales service care which is
provided by various local channel partners of manufacturers. However
performance of farm tractors varies with category of horse power delivered.
Manufacturers chalk out various strategy and various marketing programmes
to make their Farm tractors acceptable to farmers requirement.
The competition an packaging of farm tractors with attractive financing
scheme tied up with various in house or supporting financing bankers not
only helps farmers to get farm tractors at a competitive rate, but also
provided opportunity to experience quality products at their door step thru
various products demonstrations.

It has been a practice by all manufacturer to sale farm tractors thru retailers
called authorized dealers and locally various competitive edge is developed
thru these retailers. Local strength of a dealer typically enjoy a cost
advantage on marketing and promotion due to local factors.

This research is undertaken to study the factors affecting purchase decision
of farmers and to understand product feature perception towards the impact
on buying decision. Study reveals the preferred reasons to make purchase
decision. Appropriate research methodology is developed to fulfill the objectives. Primary data is collected by the help of self administered questionnaire. Data was analyzed with help of frequency percentages, factor analysis and ANOVA.

Research has its importance for tractor manufacturers retailers and policy makers. The study has triggered many new ideas and has opened up new vistas for research. It is a step in filling the void of researches on farmers purchase. There is a long way to go in farm mechanization in India and product features enhancement will keep on developing potential demand in farmers for farm tractors.

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