A Study on Perception Attitudes Towards Swaraj Agriculture Product In Mannargudi

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I. INTRODUCTION

Tractor is an important and costly machine for the farmer. Therefore, a farmer spends considerable time and effort before purchasing a tractor and making use of this machine. Over the years, tractors have become a major source of farm power in agricultural sector. The availability of easy credit and wide networks of tractor markets has resulted in high tractor density resulting in saturation in some states like Haryana and Punjab. On the other hand, overall level of mechanization remains low especially in rain fed areas. Viable market for tractors depends on rationale purchase and rationale use of tractors. Therefore, it is equally important to understand farmer purchase and use practices tractors in India. This chapter reviews previous studies on the issues of tractor purchase and use and examines the profile and resourcefulness of the tractor owners, their decision to purchase the tractor and mechanism to make its use viable. It goes on to examine the usage of the tractor for various purposes including custom hiring.

AGRICULTURAL INDUSTRIAL SECTOR

Tractor industry plays an important part as agriculture sector has major contribution to India's GDP.
Tractors as part The tractor industry the year 2004-05 on a buoyant note, with sales growing by 29% over the corresponding period of the previous year. The tractor sector in 2005-06 as an encouraging year for agriculture. Going forward, due to a good monsoon and water availability during the year, crop production is expected to be higher by 2.5% over last year.

There was a production of 296080 tractors in 2005-06 as against 249077 tractors in 2004-05.the production performance of the last three years in the tractor sector shows a steady growth.

CLASSIFICATION OF TRACTORS

Back to India, the tractor market is broadly classified into four segments - machines with less than 30 hp (horsepower), the 30-40 hp, the 40-50 hp and the 50 hp plus segments. India has been predominantly a 30-40 hp market. Of the total number of tractors sold last year, an overwhelming 2 lakh were in the less than 40 hp segment and the remaining in the 40 hp-plus segments. The industry estimates that the 40 hp-plus segment will come to represent 38% (1, 10,000 units) of the industry by 2015. The dependence on machines is increasing every day. With leasing gaining in importance—because the future is expected to lie in co-operative farming—powerful tractors of over 50 hp will be in great demand.

THE PRESENT PLAYERS OF TRACTOR INDUSTRY IN INDIA

1. Mahindra & Mahindra (M&M)
2. Massey Ferguson (TAFE, MF)
3. Swaraj Tractor
4. Punjab Tractors (SW)
5. Sonalika (SO)
6. Eicher (EI)
7. HMT
8. John Deere (L&T)
9. New Holland (NH)
10. Mahindra Gujarat (MJ)
11. Balwan (TEMP)
12. SAME
13. Indo Farm
14. Captain Tractors Pvt. Ltd
15. Escorts

II. REVIEW OF LITERATURE

Review of literature refers to which are gone through pertinent to the present studies. Some of the pieces of literature are presented here under.

Maston (1982) in his study situational influence on store choice concluded that time pressure is a main component of the usage situation. It depends upon the rush in the departmental store. Further it represents the consumer feelings that they can get in an out at the earliest, after selecting the product.

Shugan (1983) in his study on price and quality relationship exposed that price is an indicator of the quality. Consumers are encouraged to raise the quality of their product. He believes delivering a good quality of goods is the right image among and uses of the product.

Bitta (1984) in his study viewed that buying behavior is "the decision process and physical activity which the individuals engage in when evaluating, acquiring, using and disposing of goods and services".

Dhunna (1984) in his study focused that "the consumer behavior of swaraj tractor among 100 respondents representing fairly the various categories of people. He studied the brand with high awareness and preference value, and the consumption pattern of tractor important feature in preferring a particular brand of tractor. Brand switching occurred because of non-availability of preferred brand. Most of the respondents showed interest in advertisement.

Fairhurst, Ann Elizabeth's study (1985). This study was .conducted to determine the relationship between the level of consumer clothing involvement and apparel store patronage behaviour. The specific object of the study was to determine the relationship between the level of consumer involvement, demographic, psychographic and salient store attributes and to develop market segment profit based on the consumer involvement. It results in general, indicated that the higher involved consumer perceived 10 store attributes as important and lower involved consumer tended to rate only store attribute as important.

III. RESEARCH METHODOLOGY

Research in common parlance refers to a research for knowledge. Once can also define research as a scientific and systematic search for pertinent information of specific topic. In fact, research is an art of scientific investigation.

Research Design

Research design adopted for this research is "Descriptive Research". It includes surveys and fact-finding enquiries of different kinds. In this study the researcher make an attempt to analyze and understand some of the agricultural tools and implements are used in the present study. The major purpose of descriptive research is description of the state of affairs as it exists at present.

Sampling framework

The population is finite and "Simple random sampling method" will be adopted for selecting samples from the finite one. The total population of Mannargudi farmers consists of 1,264,277. Sampling population is 50 agriculture farmers who are purchased Swaraj Tractor.

Primary and secondary sources

Researches need to consider the sources on which to base and confirm their research and findings. They have a choice between primary data and secondary sources and the use of both, which is termed triangulation, or dual methodology.

Primary data is the collected by the researcher themselves, i.e.

1. Interview
2. Observation
3. Action research
4. Case studies
5. Life histories
6. Questionnaires
7. Ethnographic research
8. Longitudinal studies

Secondary data sources are data that already exists

1. Previous research
2. Official statistics
3. Mass media products
4. Diaries
5. Letters
6. Government reports
7. Web information
8. Historical data and information

Data collection

Data collection has been carried out by the researcher by using personal interview schedule and questionnaire collect from the Swaraj tractor user and company.

Research Instrument

Interview schedule are used to collect data and information from Swaraj company.

A **questionnaire** is a research instrument consisting of a series of questions [or other types of prompts] for the

purpose of gathering information from respondents. The questionnaire was invented by the Statistical Society of London in 1838.

Although questionnaires are often designed for statistical analysis of the response, this is not always the case.

RRESEARCH TOOLS

This part of study is mainly focused on verifying main objectives of study. Researcher used Chi square, simple percentage and graphs as statistical tool for analysis of data.

TITLE OF THE RESEARCH

A Study On Perception Attitudes Towards Swaraj Agriculture Product In Mannargudi

AREA OF RESEARCH

The study is conducted in Mannargudi Taluk

PERIOF OF THE STUDY

Period of the study confined to 2 month from February-2019 to March-2019.

HYPOTHESIS

Keep in view of the objective of the study the present study shall framed following hypothesis and a relevant tool has been used to test the hypothesis.

H1: There is no significant relationship between income of the respondent and buying behavior of the Swaraj tractor.
H2: There is a relationship between educations and use of tractors.

NEEDS OF THE STUDY

- Time
- Marketing influence
- Changed circumstances
- Individual differences
- Product acquisition product consumption

STATEMENT OF THE PROBLEM

This research study mainly focusing on low manpower issue, low productivity in agriculture, perception of the tractors, irrigation problem, soil condition and issues level of satisfaction of sophisticated tools, quality of engines,

purchasing and preferential behavior of tractors etc… are analyzed and discussed the present studies.

IV. OBJECTIVES OF THE STUDY

- To study the perception of farmer and the usage of Tractors.
- To analyze market performance, level of satisfaction of usage of machine etc……
- To study the factor influenced perception buying behavior for the tractor in the selected region
- To provide suitable suggestion and remedial measures. for improve the performance of the users.

V. SCOPE OF THE STUDY

Now-a-days a tractor is considered a necessity and forms part of agricultural operations. There are about 14 companies manufacture tractors.

Every company has its own product differentiation.

So, there is a product differentiation within a company's products (tractors) and also in between different company products.

However, almost all companies and their models of tractors can be used for all purposes for which a tractor is bought.

Hence, there is a scope to examine the behavior of buyers in a tractor market of wider product differentiations and a large number of company products.

LIMITATIONS

- The study has been made for a particular period.
- The study is conducted at taluk place, so it is not able get whole information.
- Getting accurate information from the customer is very difficult to their inherent problems and busy schedule.
- As the reports requires extensive depth knowledge with marketing strategy, a brief part of study is made due to lack of complete knowledge.

VI. DATA ANALYSIS AND INTERPRETATION

CHI SQUARE TEST

RELATIONSHIP BETWEEN OCCUPATION AND DO YOU FEEL SATISFY WITH THE PRICE OF SWARAJ TRACTOR

OCCUPATION	SATISFY WITH THE PRICE			TOTAL
	Satisfied	The price is too low	The price is too high	
Farmer	8	0	8	16
Wage Laborer	10	0	0	10
Skilled	0	12	0	12
Self employed	0	6	0	6
Technical Education	0	6	0	6
Unemployed	38	0	0	38
Others	0	6	0	6
TOTAL	56	36	8	100

Hypothesis

Null hypothesis: There is no significant relationship between occupation and do you feel satisfy with the price of swaraj tractor

Group	Observed frequency (O)	Expected frequency (E)	O-E	(O-E)2	(O-E)2/E
Aa	8	8.96	0.96	0.9216	0.1028
Ab	0	5.76	5.76	33.1776	5.76
Ac	8	1.28	1.28	45.1584	35.28
Ba	10	5.6	5.6	19.36	3.4571
Bb	0	3.6	3.6	12.96	3.6
Bc	0	0.8	0.8	0.64	0.8
Ca	0	6.72	6.72	45.36	6.75
Cb	12	4.32	7.68	58.9824	58.9824
Cc	0	0.96	0.96	0.9216	0.96
Da	0	6.72	6.72	45.1584	6.72
Db	12	4.32	7.68	58.9824	13.6533
Dc	0	0.96	0.96	0.9216	0.96
Ea	0	3.36	3.36	11.2896	3.36
Eb	6	2.16	3.84	14.7456	6.8266
Ec	0	0.48	0.48	0.2304	0.48
Fa	38	21.28	16.72	279.5584	13.1371
Fb	0	13.68	13.68	187.14	13.6798
Fc	0	3.04	3.04	9.2416	3.04
Ga	0	3.36	3.36	11.2896	37.9330
Gb	6	2.16	3.84	14.7456	6.8266
Gc	0	0.48	0.48	0.2304	0.48
χ2					222.7887

Calculated value χ2 = 222.7887

Degree of freedom
= (R-1) (C-1)
= (7-1) (3-1)
= 12

The table value of χ2 for 12 degree of freedom at 5 per cent level of significance is 21.026

INTERPRETATION:

Calculated value of chi square is more than the table value, so the null hypothesis is rejected. Hence it is concluded that there is a significant relationship between education and evaluate swaraj tractor

ANOVA

OCCUPATION		PURCHASE TRACTOR	
FARMER	16	YES	58
WAGE LABOURER	10	NO	42
SKILLED	12		
SELR EMPLOYEED	12		
TECHNICAL EDUCATION	6		
UN EMPLOYED	38		
OTHERS	6		
Total	100	Total	100

Hypothesis

Null hypothesis: There is no significant relationship between occupation and purchase tractor

Anova: Single Factor				
SUMMARY				
Groups	Count	Sum	Average	Variance
Column 1	100	383	3.83	2.78899
Column 2	100	142	1.42	0.246061

ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	290.405	1	290.405	191.3675	6.75E-31	3.888853
Within Groups	300.47	198	1.517525			
Total	590.875	199				

INTERPRETATION:

Calculated F value 191.36 and F value 3.88 so calculate value is more than the table value, so the null hypothesis is rejected. Hence it is concluded that there is no significant relationship between occupation and purchase tractor

CORRELATION

OCCUPATION		PURCHASE TRACTOR	
FARMER	16	YES	58
WAGE LABOURER	10	NO	42
SKILLED	12		
SELR EMPLOYEED	12		
TECHNICAL EDUCATION	6		
UN EMPLOYED	38		
OTHERS	6		
Total	100	Total	100

	Column 1	Column 2
Column 1	1	
Column 2	0.7455	1

Interpretation:

Calculated value is more than 0.5, so I concluded it with year of working and career prospects by the schools are positively correlated.

VII. FINDING SUGGESSTION AND CONCLUSION

FINDINGS

- Majority of respondents are male.
- Majority of respondents are unemployed.
- Majority of the respondents are in the age group between 36-45 years. The researcher concluded that there is significant association between the status of the farmers and age of the respondents.
- Majority of respondents are Hindus and the next majority of the respondents are Christian. But there is no communal difference between the followers of these main religions.
- Majority of respondents are from OC community. There is significant relationship between the caste and the status of the farmers.

- Majority of the respondents say (56%) do you feel satisfy with the price of swaraj tractor satisfied.
- Majority of the respondents say (58%) did you take any financial help for purchase tractor good.
- Majority of the respondents say (52%) level of satisfaction of swaraj tractor very satisfied.
- Majority of the respondents say (46%) how do you know about your swaraj tractor authorized dealer.

SUGGESTION

Other brands can go to this area because only Tafe was the brand with large market share (34%), other brands available but not that much. Brands had to work on different aspect finance option, advertisement & promotion and distribution to enhance their profit & share with other brands. Use farmer fair to promote and create awareness among farmers" about their brand and new features.

Maintenance cost was the factor which affected operational cost of tractor and influenced the total budget of farmer. Therefore by providing better service. Facility particularly for oil leakage (2%), handling & operation (7%) overall cost of operation can be minimized for farmer & thus loyalty can be maintained.

Fuel consumption is the area which needs to be worked upon to improve the perception of the brand with respect to other brands.

CONCLUSION

Swaraj motors have a very good market share in the vehicle segment specifically SUV. The company is offering goods services, which is reflected on the satisfaction of the customer. Majority of the customer are satisfied with the design of the vehicle. Swaraj motors are providing better facilities as compared to other brands. As 67% of the respondents are satisfied that they are happy with the products, it satisfies that the customer satisfaction levels are very high. If the company were to identify the pitfalls in their product and undertake remedial measure, thus it will lead to more good word of mouth publicity. Though majority of the customer are satisfied that the customer satisfaction levels are high. If the company where to identify the pitfalls in their product and undertake remedial measures, thus it will lead to more good word of mouth publicity. Through majority of the customer are satisfied that the maintenance cost of Swaraj vehicle is less, around 20% are not satisfied which may be because of comparison with the newly launched competing brands coming with even lower maintenance cost. As 80% of the respondents are happy with the space availability in Swaraj vehicles, it can be conducted that the company has undertake proper R&D in this aspect. A 20% of the respondents who have answered negatively may be comparing with the vehicle in the same category launched very recently.

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