Consumer's Buying Motives towards Agricultural Equipment: a Study in Vidarbha Region

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ABSTRACT

Studying consumers buying motives becomes more important because they make their buying decisions in each and every aspects of life. All promotional activities are basically dependent on consumption pattern of the consumers which is directly or indirectly affects the sales of the products and services. The framed objectives of the paper, to study buying motives of agricultural equipments and to evaluate the most important factors like products brand, availability of products, financial subsidy, product capacity, after sales services etc considered for the buying of any agricultural equipments. Descriptive research design has been used in this study. The study was carried out in districts of Vidarbha region in Maharashtra. Research paper has used to primary as well as secondary data. The researcher has been collected the primary data from the equipments owners who had bought their equipments for services to the dealer points during the study period in districts of Vidarbha region. Factor analysis was used to find out the most influencing factors considered by the respondents while making the buying decision of agricultural equipments. It is found as per the ranking given by the respondents subsidy is ranked first and followed by sources consulted, horse power, after sales service, price and brand name respectively are considered for buying of agricultural equipments.

Keywords - Consumer Buying Behavior, Agricultural Equipments, Promotion and Marketing.

1. INTRODUCTION

Studying consumers buying motives becomes more important because they make their buying decisions in each and every aspects of life. All promotional activities are basically dependent on consumption pattern of the consumers which is directly or indirectly affects the sales of the products and services. Traditional consumer behaviour shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post-purchase behaviour (Crawford, 1997). During these serials actions, the perspectives on consumer behaviour could be divided into two parts: Macro perspective and Micro perspective. Macro perspective mainly influences by modes of thought and deploy form of enquiry. Micro perspectives mainly include the decision theories (Malcolm). The influences on consumer behaviour are often

made between external and internal factors. External factors are come from the environmental conditions, and internal factors are usually from the consumer's mind there are many factors could influence consumer's behaviours. According to Warner, the external influences could divide into five sectors: Demographics, socio-economics, technology and public policy; culture; sub-culture; reference groups; and marketing. The internal influences are verity of psychological process, which included attitude, learning, perception, motivation, self image, and semiotics (Malcom). In addition to these, Shrth (1983) also suggested that the consumers have two types of motive while shopping, which are factional and non-functional; the functional motives are mostly about the time, shopping place and consumer's needs, which could be like one-stop shopping to save time, the environmental of shopping place such as free parking place, lower cost of products and available to choose from widely range of products. The non-

functional motives are more related with culture or social values, such as the brand name.

In other way, this research deals with what they buy, how often they use it when they by it, why they buy it where they buy and how they camper it after purchase. Understanding the consumer buying process is critical to a marketer so as to design the promotional and marketing activities effectively.

Fig-1: Belch et al. (2012) Consumer decision-making model

The above said consumer decision making process is influenced by many factors like personal, psychological, social, economic and marketing factors.

2. OBJECTIVES OF THE STUDY

The following objectives were framed for the paper:

2.1 To study the motives of the buying of agricultural equipments.

2.2 To evaluate the most important factors like products brand, availability of products, financial subsidy, product capacity, after sales services etc considered for the buying of any agricultural equipments.

3. LIMITATIONS OF THE STUDY

Like any other social research, this research also has the following inherent limitations:

3.1 This study is restricted to districts of Vidarbha region (Maharashtra) only.

3.2 This study is confined only to the agricultural equipments (like Tractors and supporting equipments) owners alone. They may not be generalized to other type of equipments consumers.

7. ANALYSIS AND INTERPRETATION

1.1 Buying Decision Process

Consumers engage in a decision process to deal with the marketing environment and make purchases. The consumer goes through a series of logical stages to arrive at a decision when he faces a problem that could be resolved through a purchase. A typical buying process consists of the following five stages:

4. RESEARCH METHODOLOGY

Research Design

Descriptive research design has been used in this study. The objective of a descriptive study is to answer the "What, Where, Who, and How" of the subject under investigation.

5. TYPE OF DATA COLLECTED

The researcher has used both primary and secondary data for his research. The researcher has collected primary data from the tractor owners who had brought their tractor for service to the dealer point during the study period in districts of Vidarbha region (Maharashtra).

6. METHODS OF DATA COLLECTION

For the descriptive type of researches, the best - suited research approach is survey method. The researcher has used interview schedule for the purpose of collecting primary data from the farm agricultural equipments owners for the study.

6.1 Sampling Unit

The researcher has chosen the agricultural equipments consumers belonging to districts of Vidarbha region (Maharashtra) as the sample unit.

6.2 Sample Size

The sample size for the study is determined as 180.

6.2.1 Sample Methodology

The sampling method used by the researcher in this study is non-probability sampling and the method used is convenient sampling method. This method has been chosen because the respondents belong to farming community and they should be willing to spend sometime to collect data.

Factor	1	2	3	4	5	6	7	Total source	Average Source	Rank
Price of the Product	09	19	21	08	04	-	29	335	3.95	7
Financial Support	53	24	12	1	-	-	-	576	6.4	1
Product Brand Name	37	31	17	5	-	-	-	550	6.11	2
Product Capacity	29	41	15	5	-	-	-	549	6.10	3
Maintenance cost	21	20	36	5	4	3	1	486	5.4	4
After Sales Services	13	19	23	31	3	1	-	455	5.05	5
Resale Value	07	11	16	21	33	2	-	382	4.24	6

Table – 1: Ranking of factors considered for buying tractor by the respondents

7.1 Interpretation

From the above table it is very clear that Financial Support factor is ranked as first in influencing the buying of agricultural equipment, followed by product brand name, product capacity, Maintenance cost of the product, after sales service (ASS), and resale value (RSV) respectively.

7.2 Factor Analysis

The objective of factor analysis is to summarise a large number of variables into a small number of synthetic variable. Extraction method used is principal computer analysis, rotation method varimax with karsir normalization and rotation concluded in 14 iterations. The following is the table showing the variables and their description

Factors	Variable	Description of variables	Communality
Factor 1 - Product	VAR05	Product Capacity	0.7056
	VAR07	Strength & Look of the product	0.6910
	VAR09	Performance of the Product	0.4811
	VAR10	Technology	0.6351
	VAR12	Companies Products Range	0.7737
	VAR17	Durability of the products	0.7235
	VAR18	User Friendly	0.2480
Factor2 – Place	VAR01	Availability of the Products / Spare Parts	0.8824
	VAR02	Maintenance cost of the products	0.7715
Factor 3 – Price	VAR11	Marketing Shames and Promotional Offers	0.6230
	VAR13	Resale value	0.6624
	VAR14	Customers Support System	0.5581
	VAR15	Finance Supporting Services	0.6761
Factor 4 - Perception	VAR04	Brand & Products Image	0.6450
	VAR06	Dealer's reputation	0.6084
Factor 5 – References	VAR03	Services Center Reputation	0.7849
	VAR08	References	0.5243

Table – 2 Factors Grouping and there descriptions

Hence the above mentioned factors are the most influencing factors which make the consumer to prefer buying agricultural equipment.

7.3 Friedman Test

Friedman test is used for identifying whether there is any significant difference in the ranks given by respondents about various factors considered for buying agricultural equipment's.
Ho: There exists no significant difference in the ranks given for various factors considered for buying agricultural equipment.

Factors Considered for Buying Agricultural Equipment	Mean Rank	Assigned Value
Price of the Product	4.83	5
Financial Support	1.19	1
Product Brand Name	5.55	7
Product Capacity	3.52	3
Maintenance cost	5.18	6
After Sales Services	4.68	4

Resale Value	3.04	2
N	90	
Chi-Square	277.542	
df	6	
Asymp. Sig. P Value	.000	
	P<0.05 Significant	
	Reject Ho	

Table 3

Inference it is found from the above table as per the ranking given by the respondents subsidy is ranked first and followed by sources consulted, horse power, after sales service, price and brand name respectively. According to the Friedman test results, the respondents ranking with regard to the factors considered for purchase of tractors are significantly different at 5 percent level of significance.

8. FINDINGS FROM FACTOR ANALYSIS

Factor analysis was used to find out the most influencing factors considered by the respondents while making the purchase decision of tractor. The researcher has grouped the factors into various heading as mentioned below.

8.1 Factor 1

Factor 1 is titled on "product" consisting of variables like Product capacity, Strength & look of the products, Performance of the products, Technology, company's range of the products, Durability of the products and user friendly.

8.2 Factor 2

Factor is clubbed under the title "place" which includes availability of the products/spares part, maintenance cost of the products easy reparability and service backing.

8.3 Factor 3

Factor 3 is titled "Price" and consists of marketing schemes and promotional offers, resale value, Customer support systems and finance supporting services.

8.4 Factor 4

Factor 4 consists of Brand & products image and dealers' reputation it has been titled as "Perception".

8.5 Factor 5

Factor 5 is titled as reference consists of variables like service center reputation and references by relatives, already users and friends.

Hence these are the factors considered mainly by the consumers while buying of Agricultural equipments in district of Vidarbha region.

Friedman Test Found

It is found as per the ranking given by the respondents subsidy is ranked first and followed by sources consulted, horse power, after sales service, price of the product and product brand name respectively are considered for buying of agricultural equipments. According to the Friedman test results, the respondents ranking with regard to the factors considered for buying of agricultural equipments are significantly different at 5 percent level of significance.

9. CONCLUSION

The research work has given lot of inputs to the researcher with regard to consumer behaviour and the various factors which influence their purchase decision. The researcher has tried his level best to describe the facts that are prevailing in the market. The research output may help the manufacturer, and dealers of agricultural equipments an insight about the consumers' attitude / perception and it will further help them in promoting their product in a more effective way through understanding the consuming patterns and process of the customers.

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