

A study on farmer's perception of marketing strategies of Agricultural Equipments with reference to Thanjavur District

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Abstract

Human beings are in need of some basic things to live, survival come after the basic things. Animals are also having some defense strategies to protect them from other animals, educated and uneducated are having some strategies in marketing and selling of goods. Very few sellers are trying new strategies to attract the customers and few sellers are study the existing strategies result and effectiveness. Sellers are having and following some strategies, which differ from sellers to sellers. Many sellers are updating the equipments with their regular customers. Sellers are advice the farmers to buy the equipments according to the farmers land and crops. The following are the objective of the study (i) to present the socio economic profile of sample farmers. (ii) to find the level of perception of marketing strategies of sample farmers and (iii) to analyze the level of perception of marketing strategies of sample farmers. This study focused the farmer's perception of marketing strategies of agricultural equipments. Convenient sampling method adopted to collect data from the sample respondents. 125 data were collected in the study area, those are having above 2 acres land are selected for this study. Percentage analysis to present the socio economic profile of the sample respondents. ANOVA and t-test used to find the variance between the variables. This study concluded that farmers are not much aware of marketing strategies of agricultural equipments, but they know that sometimes the sellers are induce to buy the equipments, they felt that the seller activity regarding marketing and selling of agricultural equipments are useful to them to update and trying to utilize to cultivate more. Farmers are in need of basic education to utilize the equipments to cultivate more products.

Keywords : marketing strategies, agricultural equipments, perception and awareness

Introduction

Human beings are in need of some basic things to live, survival come after the basic things. Animals are also having some defense strategies to protect them from other animals,

educated and uneducated are having some strategies in marketing and selling of goods. Very few sellers are trying new strategies to attract the customers and few sellers are study the existing strategies result and effectiveness. We are in need of more agricultural products to live in the world, in connection with this more demand for agricultural products. Technology helps the manufacturer to produce effective equipments to help the farmers to cultivate more food products. Many companies are conducting agricultural equipments expo periodically to exhibit and sell agricultural equipments. Farmer's are visiting and understand the power and utilization of agricultural equipments; apart from that they are contacting their seller regularly to update the equipments. This study focused the perception of marketing strategies of agricultural equipment in Thanjavur District.

Marketing strategies

Sellers are having and following some strategies, which differ from sellers to sellers. Many sellers are updating the equipments with their regular customers. Sellers are advice the farmers to buy the equipments according to the farmers land and crops. Displaying the new machines in front the shops is major advantages to the seller to sale the equipments. Farmers are educated about the difference between the man power utilization and machine work instead of man power.

Objectives

The following are the objective of the study

- ✓ To present the socio economic profile of sample farmers.
- ✓ To find the level of perception of marketing strategies of sample farmers.
- ✓ To analyze the level of perception of marketing strategies of sample farmers.

Scope of the study

The small scale, medium and large scale organizations are invariably following some marketing strategies of agricultural equipments. According to the size of the companies their strategies differ. Need more fund to try new strategies, companies use to find the result of their existing strategies through their retailers and direct customers. This study focused the farmer's perception of marketing strategies of agricultural equipments.

Sample Design

The researcher selected Thanjavur District as study area, this district is leading for cultivation of rice and storing for longer period. This storage fulfills the food requirements of the

entire state. There are eight taluks available in this district, for this study researcher selected two taluks i.e. Papanasam and Orathanadu. All eight taluks are could not cover for this present study. Convenient sampling method adopted to collect data from the sample respondents. Structured questionnaire prepared by the researcher to collect data, questionnaire translated in Tamil because the farmers may not have formal education. One hundred and twenty five data were collected in the study area, those are having above 2 acres land are selected for this study.

Tools and techniques

Researcher adopted percentage analysis to present the socio economic profile of the sample respondents. ANOVA and t-test used to find the variance between the variables. It helps to find the variance between the socio economic profile of the respondents and perception on marketing strategies of the agricultural equipments.

Analysis and Discussion

Table 1 : Age Group of the sample respondents

Sl. No.	Age group	Frequency	Percentage
1	Less than 35 years	18	14.40
2	36 years to 50 years	42	33.60
3	Above 50 years	65	52.00
	Total	125	100

Source : Primary data

The above table presents the age group of the sample respondents. Eighteen (14.40%) sample respondents are less than 35 years old. Forty two (33.60%) sample respondents are between 36 years and 50 years and remaining sixty five (52.00%) sample respondents are above 50 years old. Majority (52.00%) of the sample respondents are above 50 years old.

Table 2 : Number of family members of the sample respondents

Sl. No.	Number of family members	Frequency	Percentage
1	Less than 4 members	28	22.40
2	4 members to 6 members	54	43.20
3	Above 6 members	43	34.40
	Total	125	100

Source : Primary data

The above table presents the number of family members of the sample respondents. Twenty eight (22.40%) sample respondents are less than 4 members. Fifty four (43.20%) sample respondents' family size is between 4 and 6 members and remaining forty five (34.40%) sample respondents' family size is above 6 members. Majority (43.20%) of the sample respondents' family members are between 4 and 6 members.

Table 3 : Average Monthly Income of the sample respondents

Sl. No.	Average Monthly Income	Frequency	Percentage
1	Up to 25,000	25	20.00
2	Rs. 25,000 to Rs. 50,000	32	25.60
3	Above Rs. 50,000	68	54.40
	Total	125	100

Source : Primary data

The above table presents the average monthly income of the sample respondents. Twenty five (20.00%) sample respondents' average monthly income is up to Rs. 25,000. Thirty two (25.60%) sample respondents' average monthly income is between Rs. 25,000 and Rs. 50,000 and remaining sixty eight (54.40%) sample respondents' average monthly income is above Rs. 50,000. Majority (54.40%) sample respondents' average monthly income is above Rs. 50,000.

Table 4 : Family type of the sample respondents

Sl. No.	Family type	Frequency	Percentage
1	Joint	98	78.40
2	Nuclear	27	21.60
	Total	125	100

Source : Primary data

The above table presents the family type of the sample respondents. Ninety eight (78.40%) sample respondents are joint family members and remaining twenty seven (21.60%) sample respondents are nuclear family members. Majority (78.40%) of the sample respondents are joint family members.

Table 5 : Educational level of the sample respondents

Sl. No.	Educational level	Frequency	Percentage
1	No formal education	11	8.80
2	School level	91	72.80

3	Degree	23	18.40
	Total	125	100

Source : Primary data

The above table presents the educational qualification of the sample respondents. Eleven (8.80%) sample respondents have no formal education. Ninety one (72.80%) sample respondents educational level is school level and remaining twenty three (18.40%) sample respondents are degree holders. Majority (72.80%) of the respondents are studied school level.

ANOVA

Anova used to find the variance between the socio economic profile and level of farmer’s perception of marketing strategies of Agricultural Equipments.

Table 6 : ANOVA - socio economic profile and level of farmer’s perception of marketing strategies

Variables	F value	P value	Result
Age Group	12.644	0.001	Significant
Number of family members	11.990	0.001	Significant
Average Monthly Income	2.219	0.514	Not Significant
Educational level	27.637	0.001	Significant

Source : Computed data

The above table shows the result of variance between the socio economic profile and level of farmer’s perception of marketing strategies of Agricultural Equipments. Age group (0.001), number of family members (0.001) and educational level (0.001) has significant variance with level of farmer’s perception of marketing strategies of Agricultural Equipments at 5% level. Hence, null hypothesis has been rejected. Average monthly income do not have significant variance with level of farmer’s perception of marketing strategies of Agricultural Equipments at 5% level. Hence, null hypothesis has been accepted.

T – test

T test shows the variance between the family type and socio economic profile and level of farmer’s perception of marketing strategies of Agricultural Equipments.

Table 7 : Family type and level of farmer’s perception of marketing strategies

Variables	F value	P value	Result
Family type	3.518	0.184	Not Significant

Source : Computed data

The above table shows that the p value of family type and level of farmer's perception of marketing strategies of Agricultural Equipments is 0.184. There is significant variance between the variables. Hence, null hypothesis has been accepted at 5% significant level.

Suggestions

The following are the suggestions given by the researcher.

- ✓ Technologies updates helps the manufacturers to develop new equipments which less fuel and electric consumption and give more results. Farmers should aware of new equipments and its uses to buy to reduce the cultivation expenses.
- ✓ Farmers are need of education to study the purpose of equipments, manufacturers might be hide some information which may be reduce the sales. So farmers, are in need of more knowledge to study the products.
- ✓ Farmers should buy the latest equipments, while buy the equipments they should be consider their land area and crops which they cultivating.
- ✓ Financial assistance are available with the banks, farmers could consult the banks before buy the equipments.

Conclusion

Agricultural is backbone of all countries, India is an agricultural country. We have old system of cultivation system which is called traditional system. Developed countries are using power full equipments to reduce the cost of cultivation and increase the production. Copying the technological updation and method of cultivation is possible because of internet and smart phones. It is time to study the agricultural equipment and it usages through internet with computers and smart phone. Manufacturing companies were providing CD which includes the utilization process but now a day it is available in you tube, even seller are sending the video through whats app. Farmers are not much aware of marketing strategies of agricultural equipments, but they know that sometimes the sellers are induce to buy the equipments, they felt that the seller activity regarding marketing and selling of agricultural equipments are useful to them to update and trying to utilize to cultivate more. Farmers are in need of basic education to utilize the equipments to cultivate more products.

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