: <u>CHAPTER - IV</u> :

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ANALYSIS AND INTERPRETATION OF DATA

# CHAPTER IV / ANALYSIS AND INTERPRETATION OF DATA

This chapter has been devoted to the analysis and interpretation of the data collected from the respondents (Who have purchased either BULL BRAND Or BULLOCK PAIR BRAND Or KAMAL BRAND mixed fertilizer during last One year) on the basis of the answers elicited in response to a questionnaire (Appendix-I).

In part-I of this Chapter, the data collected from the respondents has been analysed on the basis of different objective factors (physical attributes of mixed fertilizer) and subjective factors (respondents' mental characteristics that can influence the buying decision). This data has been suitably tabulated, analysed and interpreted properly with a view of drawing conclusions. The explanatory comments are recorded after each table to highlight the significance and merits of the tabulated data.

The data has been presented and analysed on the following basis.

 Socio - economic characteristic-wise distribution of the respondents.

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- 2. Classification of the respondents according to their preference listing registered against the questionnaire (Appendix-I) in respect of the following objective and subjective factors influencing the decision to buy a perticular brand of mixed fertilizer.
- A) Objective Factors :
  - 1. Quality
  - 2. Economy
  - 3. Reputation of the Company
  - 4. Attractive Packing
  - 5. Advertisement
  - 6. Past experience
  - 7. Easy to handle
  - 8. Availability
- B) Subjective Factors :
  - 1. Personal advice
  - 2. Personal contact
  - 3. Personal choice

5) Education :

# TABLE No. 4.1

VTDD TTTECOTO			mà ca caar			
Name of the Brands	Primery	Secondary	College	Professional	Illiterate	Total
BULL BRAND	14	17	7	۴щ	11	50
BULLOCK PAIR BRAND	19	18	12	I	ω	50
KAMAL BRAND	<b>tait</b> 4-4	15	11	F-1	σ	50
Total :	40	50	30	2	28	150

Classification of respondent according to education.

of having strong attachment to any of the brands. This is also supported by the fact The various education groupings in the above table, show no conclusive proff that the sample size is small enough therefore minor variation may be neglected.

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# 6) <u>Profession</u> :

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# TABLE No. 4.2

Name of the Brand	Agriculture	Ag <b>ric</b> ulture & Servi <b>ce</b>	Total
BULL BRAND	43	7	50
BULLOCK PAIR BRAND	31	19	50
KAMAL BRAND	35	15	50
Total	109	41	150

Classification of respondent according to profession.

Above table does not show a marked contrast between two groups namely Agriculturist / Agriculture, Service in terms of the application of a specific brand of mixed fertilizer.

7) Annual Income

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TABLE NO. 4.3

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Classification of respondent according to Annual Income.

ds	Less than ©.10,000	Rs.10,000 to Rs.20,000	83.20,000 to 83.30,000	ks.30,000 to ks.40,000	More than Rs,40,000	Total
	25	18	6	Ч	ł	50
Q	31	15	1	с	~-4	50
	30	13	ហ	<del>, -1</del>	<del>, , ,</del>	50
	86	46	11	ى ا	2	150

Income grouping in the above table shows a higher preference for mixed fertilizer brands among lower income groups.

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Classification	of responder	it according to	o total land 1	under agricul	ture.
Name of the Brands	Under Tenancy	Less than 5 acres	5 acres to 10 acres	More than 10 acres	Total
BULL BRAND	1	41	7	2	50
BULLOCK PAIR BRAND	ı	46	4	ı	50
KAMAL BRAND	Ч	43	Ś	Ч	50
Total :	1	130	16	З	150

do not seens to have a high degree of popularity among farmers having a land holding Data presented in the above table indicates that "Mixed brand Fertilizers" of more than 10 Acre.

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Total land under agriculture

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TABLE No. 4.4

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### **Objective Factors:**

### TABLE No. 4.5

Table showing preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regards Quality.

Name of the Brands	lst	Prefe 2nd	erences 3rd	4th	; 5th	i 6th	: : Total :
BULL BRAND	22	14	5	3	2		46
BULLOCK PAIR BRAND	30	07	6	5	1	1	50
Total	5 <b>2</b>	21	11	8	3	1	96

The statistics in table no.4.5 reveals that on account of quality, 22 respondents registered their first preference for BULL BRAND, 30 did so for BULLOCK PAIR BRAND.14 respondents recorded second preference for BULL BRAND while 7 others opted for BULLOCK PAIR BRAND. 5 respondents preferred BULL BRAND as their third choice while 6 did so for BULLOCK PAIR BRAND. Fourth Preference for BULL BRAND was recorded by 3 respondents while 10 did it for BULLOCK PAIR BRAND. 2 respondents prefered BULL BRAND as their fifth choice while one did so for BULLOCK. PAIR BRAND. Sixth preferences were registered by one respondent for BULLOCK PAIR BRAND but by none for BULL BRAND.

The above statistics was subjected to  $x^2$  (Chi-Square) test to determine the significant difference. The calculated value worked out to be 21.628 and table value to be 11.070 at 5% level of significance. In view of this, the hypothesis; There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND of mixed fertilizers as regards quality, stands rejected

Name of the Brands	1st	Prefer 2nd	rences 3rd	4th	5th	6th	Total
BULLOCK PAIR BRAND	30	7	6	5	1	1	50
KAMAL BRAND	22	11	9	2	2	2	48
Total	52	18	15	7	3	3	98

Table Showing preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards Quality.

Table No.4.6 indicates that as regards quality, 30 respondents gave 1st preference to BULLOCK PAIR BRAND and 22 respondents to KAMAL BRAND. The second preference was shared by BULLOCK PAIR BRAND and KAMAL BRAND with 7 and 11 respondents respectively.6 respondents gave third preference to BULLOCK PAIR BRAND and 9 to KAMAL BRAND. 5 respondents gave fourth preference to BULLOCK PAIR BRAND and 2 respondents to KAMAL BRAND. Fifth and Sixth preferences were registered by 2 respondents each for KAMAL BRAND and One each for BULLOCK PAID BRAND.

According to the  $x^2$  (Chi-Square) test, the calculated value is 18.294 and the table value is 11.070 at 5% level of significance. Hence, the hypothesis. There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND mixed fertilizers is rejected.

Name of the Brands	1st	2nđ	Refer 3rd	ences 4th	5 5th	6th	Total
BULL BRAND	22	14	5	3	2	-	46
KAMAL BRAND	22	11	9	2	2	2	48
Total :	44	25	14	5	 4	2	94

Table Showing preferences of BULL BRAND and KAMAL BRAND Customer, as regards Quality.

Table no. 4.7 high lights the respondents. Preferences for quality of mixed fertilizers. 22 respondents Preferred BULL BRAND as their first choice on this count while 22 respondents felt so for KAMAL BRAND. 14 respondents gave second preference to BULL BRAND While 11 did so for KAMAL BRAND. 5 respondent recorded third preference for BULL BRAND while 9 others opted for KAMAL BRAND. Fourth, Fifth and Sixth preferences were registered by 2 respondents each for KAMAL BRAND and 3, 2 and non for sixth respondents for BULL BRAND.

The above statistics was subjected to  $x^2$  (Chi-square) test to determine the significant difference. The calculated value worked out to be 8.97 and the table value to be 11.07 at 57 level of significance. In view of this, the hypothesis; There is no significant difference between BULL BRAND and KAMAL BRAND mixed fertilizers as regards quality, stands accepted.

Name of the Brands		Pr	refere	nces			motal
Name of the brands	1st	2nd	3rđ	4th	5th	6th	IOCar
BULL BRAND	5	10	7	9	4	2	37
BULLOCK PAIR BRAND	1 <b>p</b>	6	6	6	9	5	42
Total	15	16	13	15	13	7	79

Table Showing preference of BULL BRAND and BULLOCK PAIR BRAND Customers as regards Economy.

The statistics in table no.4.8 reveals that an account of Economy, While 5 respondents registered their first preference for BULL BRAND, 10 did so for BULLOCK PAIR BRAND. 10 respondents recovered Second preference for BULL BRAND While 6 others opted for BULLOCK PAIR BRAND. 7 respondents preferred BULL BRAND as their third choice while 6 did so for BULLOCK PAIR BRAND. Fourth preference for BULL BRAND was recorded by 9 respondents while 6 did it for BULLOCK PAIR BRAND. 4 respondents preferred BULL BRAND as their firth choice while 9 did so for BULLOCK PAIR BRAND. Sixth preference were registered 2 respondents for BULL BRAND and 5 for BULLOCK PAIR BRAND.

The  $x^2$  (chi-square) test analysis of the above data showed the calculated value as 34.53 and the table value as 11.07 at 5% level of significance. The hypothesis: There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND mixed fertilizer as regards economy, therefore, stands rejected.

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Name of the Brands		P	referei	nces			Total
	1st	2nd	3rd	4th	5th	6th	
BULLOCK PAIR BRAND	10	6	6	6	9	5	52
KAMAL BRAND	6	8	7	7	5	4	37
Total	16	14	13	13	14	9	79

Table Showing preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards Economy.

Table no.4.9 highlights the respondents preferences for economy of a mixed fertilizer. 10 respondents preferred BULLOCK PAIR BRAND as their first choice on this count while 45 respondents felt so for KAMAL BRAND 6 respondents gave Second preference to BULLOCK PAIR BRAND while 8 did so for KAMAL BRAND. For third preference BULLOCK PAIR BRAND attract 6 respondents and KAMAL BRAND 7. 6 respondents gave fourth preferences to BULLOCK PAIR BRAND While 7 did to for KAMAL BRAND. 9 and 5 respondents were registered fifth and Sixth preferences to BULLOCK PAIR BRAND and 5 and 4 respondents for KAMAL BRAND.

The  $x^2$  (chi-square) test applied to the above data gave the calculated value as 9.52 and the table value as 11.07 at 5  $\not$  level of significance. The hypothesis. There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND mixed fertilizer as regards Economy, stand accepted.



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Nature of the Brands		Pre	eferen	ces			Total
	1st	2nd	3rd	4th	5th	6th	TOCAL
BULL ERAND	5	10	7	9	4	2	37
KAMAL BRAND	6	8	7	7	5	4	37
Total	11	18	14	16	9	6	74

Table Showing preferences of BULL BRAND and KAMAL BRAND Customers as regards Economy.

Table no.4.10 indicates that as regards Economy. 5 respondent gave first preference to BULL BRAND and 6 respondent to KAMAL BRAND. The Second preference was shared by BULL BRAND and KAMAL BRAND with 10 and 8 respondents, respectively. 7 respondents gave third preference to BULL BRAND and 7 to KAMAL BRAND. 9 respondents gave fourth preference to BULL BRAND and 7 respondents to KAMAL BRAND. Again 4 respondents accorded 5th preference to BULL BRAND and 5 to KAMAL BRAND. The Sixth, and the last, preference was recorded by 2 respondents for BULL BRAND and 4 for KAMAL BRAND.

The calculated value of  $x^2$  i.e. 3.88 is less than table value i.e. 11.07. Hence hypothesis holds good. We therefor conclude that there is no significant difference between two brands as regards Economy.

Name of the Brands		Preferences							
	1st	<b>2n</b> d	3rd	4th	5th	6th	10041		
BULL BRAND	4	6	14	6	7	3	40		
BULLOCK PAIR BRAND	2	10	11	4	6	6	39		
Total	6	16	25	10	13	9	79		

### Table Showing Preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regards. Reputation of the Company.

Table no. 4.11 indicates that as regards Reputation of the company, 4 respondents gave first preference to BULL BRAND and 2 respondents to BULLOCK PAIR BRAND. The Second preference was shared by BULL BRAND and BULLOCK PAIR BRAND with 6 and 10 respondents respectively. 14 respondents gave third preference to BULL BRAND and 11 to KAMAL BRAND. 6 respondents gave fourth preference to BULL BRAND 4 respondents to BULLOCK PAIR BRAND. Fifth preference for BULL BRAND was recorded by 7 respondents while 10 did it for BULLOCK PAIR BRAND. 3 respondents gave sixth preference to BULL BRAND while 6 for BULLOCK PAIR BRAND.

The  $x^2$  (Chi-Square) test analysis of the above data shows the calculated value as 68.32 and the table value as 11.07 at 5% level of significance. In view of this, the hypothesis; There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND of mixed fertilizer as regards Reputation of the company, stands rejected.

Name of the Brands		Preferences							
	1st	2nd	3rd	4th	5th	6th	rotar		
BULLOCK PAIR BRAND KAMAL BRAND	2 6	10 8	11 9	4 10	6 4	6 4	39 41		
Total	8	18	20	14	10	10	80		

Table Showing preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards Reputation of the Company.

The statistics in table no.4.12 reveals that an account of reputation of the company, 2 respondents registered their First preference for BULLOCK PAIR BRAND, 6 did so for KAMAL BRAND. i.e.respondents recorded second preferen**fe** for BULLOCK PAIR BRAND' While 8 others opted for KAMAL BRAND. 1 respondents preferred BULLOCK PAIR BRAND as their third choice while 9 did so for KAMAL BRAND. 4 respondents gave 4th preference to BULLOCK PAIR BRAND while 10 for KAMAL BRAND. Fifth and Sixth Preferences were registered by 6 respondents each for BULLOCK PAIR BRAND and 4 respondents each for KAMAL BRAND.

The Customers responses when processed for  $x^2$  (Chisquare) test showed that the calculated value is 22.23 while the table value is 11.07 at 5% **kevel** of significance. Hence the hypothesis; There is no significant difference between BULLOCK FAIR BRAND and KAMAL BRAND of mixed fertilizer as regards Feputation of the company, stand rejected.

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### TABLE No. 4.13

Name of the Brands		Preferences							
	1st	2nd	3rd	4th	5th	6th	10042		
BULL BRAND	4	6	14	6	7	3	40		
KAMAL BRAND	6	8	9	10	4	4	41		
Total	10	14	23	16	11	7	81		

Table Showing preferences of BULL BRAND and KAMAL BRAND Customers as regards Reputation of the Company.

The above table no 4.12 classifies the respondence according to their preferences for the reputation of the company while buying mixed fertilizer. Obviously KAMAL BRAND have built up a good image for themselves and could influence 6 respondents to registered their first preference. Simultaneously, BULL BRAND too are not lagging for behind and 4 respondents have placed faith into their product. 2nd preference exclusively belongs to KAMAL BRAND with 8 respondents. While BULL BRAND has 6 respondents. For the third preference BULL BRAND has an edge with 14 respondents while KAMAL BRAND has 9 respondents BULL BRAND, 6 respondent give the fourth preference while 10 respondent for KAMAL BRAND. For BULL BRAND, 7 and 3 respondents give the fifth and six preference respectively and for KAMAL BRAND, 4 respondents, each give the fifth and six preference respectively.

The  $x^2$  (Chi-Square) test of the data tabulated above evidences that its calculated value is 10.30 and table value is 11.07. As such, the hypothesis. There is no significant difference between the BULL BRAND and KAMAL BRAND of mixed fertilizer is accepted.

Name of the Brands		Preference							
	1st	2nd	3rd	4th	5th	6th	10141		
BULL BRAND		1	1	3	1	5	11		
BULLOCK PAIR BRAND	-	3	1	3	2	6	15		
Total	999 gang diki dari ipad kasa da 1999	4	2	6	3	11	26		

Table Showing Preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regards Attractive Packing.

Table no 4.11 clarifies the preferences of the customers as regards attractive packing of a Mixed fertilizer. None of the respondents have registered first preference either for BULL BRAND or BULLOCK PAIR BRAND. One respondent registered 2nd preference for BULL BRAND. While 3 respondents for BULLOCK PAIR BRAND. For third Fourth preference same respondents for BULL BRAND and BULLOCK PAIR BRAND i.e. One each for third and 3 each for fourth, For BULL BRAND. One respondent give 5th preference while 2 respondents for BULLOCK PAIR BRAND For 6th preference, BULL BRAND with 5 respondents vied with BULLOCK PAIR BRAND who had 12.

The  $x^2$  (Chi-square) test analysis of the above data reveals that the calculated value is 3.15 while the table value is 11.07. The hypothesis. There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND of mixed fertilizer as regards attractive packing, therefore, stands accepted.

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Name of the Brands		Preferenc <b>es</b>						
	1st	2nd	3rd	4th	5th	6th	TOCAL	
BULLOCK PAIR BRAND	-	3	1	3	2	6	15	
KAMAL BRAND	-	2	2	6	3	1	14	
Total		5	3	9	5	7	29	

Table Showing preferences of BULLOCK PAIR BRAND and and KAMAL BRAND Customers as regards Attractive. Packing.

Table no 4.15 clarifies the preferences of the Customers as regards attractive packing of a mixed fertilizer. None of the respondents have registered First preference either for BULLOCK PAIR BRAND or KAMAL BRAND. 3 respondents registered 2nd preference for BULLOCK PAIR BRAND while 2 respondents for KAMAL BRAND. For third preference one respondents for BULLOCK PAIR BRAND; and 2 respondents for KAMAL BRAND. 3 respondents of BULLOCK PAIR BRAND gave fourth preference while 6 respondents for KAMAL BRAND. 2 respondents registered 5th preference for BULLOCK PAIR BRAND and 3 respondents for KAMAL BRAND. For 6th preference. 6 respondence for BULLOCK PAIR BRAND and One for KAMAL BRAND.

The  $x^2$  (Chi-Square) test analysis of the above data reveals that the calculated value is 8.99 while the table value is 11.07. The hypothesis; There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND of mixed fertilizer as regards attractive packing, therefore, stands accepted.

Name of the Brands		Preferences							
	1st	2nd	3rd	4th	5th	6th	10041		
BULL BRAND	_	1	1	3	1	5	11		
KAMAL BRAND	-	2	2	6	3	1	14		
Total		3	3	9	4	6	<b>2</b> 5		

Table Showing Preferences of BULL BRAND and KAMAL BRAND Customers as regards Attractive Packing.

The above table no 4.16 shows that preference as regards Attractive Packing of mixed fertilizer. Oddly, none of the respondents registered their first preference for BULL BRAND and KAMAL BRAND Second and third preferences were registered by 2 respondents each for KAMAL BRAND and One respondent each for BULL BRAND. BULL BRAND, 3 respondents gave fourth preference while, 6 respondents for KAMAL BRAND. One respondent give 5th Preference for BULL BRAND while 3 respondents for KAMAL BRAND. BULL BRAND, 5 respondents gave 6th preference While one respondent for KAMAL BRAND.

The  $x^2$  (Chi-Square) test analysis of the above data reveals that the calculated value is 6.32 While the table value is 11.07.= The hypothesis. There is no significant difference between BULL BRAND and KAMAL BRAND of mixed fertilizers as regards Attractive packing; therefor, stands accepted.

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Nama of the Brande		J	Prefere	ences			mo+al
	1st	2nd	3rd	4th	5th	6th	IOCar
BULL BRAND	-	2	-	1	2	-	5
BULLOCK PAIR BRAND	-	2	-	-	1	1	4
Total		4		1	3	1	9

Table Showing Preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regards Advertisement.

Table no.4.17 offers a glimps into the influence of promotional advertising on the respondents Preference in buying a specific mixed fertilizer. Oddly, none of the respondents registered their first preference for both the brands. 2nd preference is shared equally by both brands with 2 respondents each. None of the respondents give their 3rd preference for the both the brands. One respondent gave 4th preference for BULL BRAND While none respondent for BULLOCK PAIR BRAND. 5th preference, 2 respondent for BULL BRAND and one respondent for BULLOCK PAIR BRAND and BULLOCK FAIR BRAND has One respondent for 6th preference.

According to  $x^2$  (Chi-Square) test, the calculate value is 4.19 and the table value is 11.07 at 5% level of significance. Hence, the hypothesis; There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND of mixed **fertilizer** as regards advertisement is accepted.

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Name of the Brands		Total					
	1st	2 <b>n</b> đ	3rd	4th	5th	6th	10001
BULLOCK PAIR BRAND		2		-	1	1	4
KAMAL BRAND	-	-	3	1	2	5	11
Total		2	3	1	3	6	15

Table Showing preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards Advertisement.

Table no. 4.16 above classifies the respondents according to their preferences for the purchases of a mixed fertilizer on advertisement. 1st preferences have been ignored by the respondents for both the brands. KAMAL BRAND has faild to obtain even Second preference while BULLOCK PAIR BRAND has influenced 2 respondent for this position. 2 respondents, however, stated their 2nd preference for BULLOCK PAIR BRAND and none for KAMAL BRAND. 3 respondent gave their 3rd preference for KAMAL BRAND and none for BULLOCK PAIR BRAND. One respondent give the 4th preference for KAMAL BRAND and none for BULLOCK PAIR BRAND. One respondents each gave fifth and Sixth preference for BULLOCK PAIR BRAND. and 2 respondent and 5 respondent respectively for KAMAL BRAND.

According to the  $x^2$  (Chi-Square) test, the calculated value is 27.63 and the table value is 11.07 at 5% level of significance. Hence, the hypothesis; There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND of mixed fertilizer as regards advertisement is rejected.

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Name of the Brands	-	References							
	1st	<b>2n</b> d	3rd	4th	5th	6th	iotai		
BULL BRAND	-	2		1	2	-	5		
KAMAL BRAND	-	-	3	1	2	5	11		
Total		2	3	2	4	5	16		

Table Showing preferences of BULL BRAND and KAMAL BRAND Customers as regards Advertisement.

Table no. 4.20 indicates that as regards advertisement. None of the respondents have registered. First preference either for BULL BRAND or KMAL BRAND. KAMAL BRAND Does not even have 2nd While BULL BRAND could score 2 respondents BULL BRAND does not even have 3rd While KAMAL BRAND could score 3 respondents. For 4th and 5th preference One respondent and 2 respondent for BULL BRAND and One respondent and 2 respondent for KAMAL BRAND. For 6th preference none respondents for BULL BRAND and 5 respondents for KAMAL BRAND.

According to  $x^2$  (Chi-square) test, the calculated value is 26.61 and the table value is 11.07 at 5% level of significance. Hence, the hypothesis; There is no significant difference between BULL BRAND and KAMAL BRAND of mixed fertilizer is rejected.

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Name of the Brands		Total					
	1st	2nd	3rd	4th	5th	6th	10044
BULL BRAND	7	11	12	13	2	2	47
BULLOCK PAIR BRAND	4	15	9	9	4	3	4 <b>4</b>
Total	11	26	21	22	6	5	91

Table Showing Preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regards Past Experience.

Table no.4.20 indicates that as regards past experience 7 respondents gave 1st preference to BULL BRAND and 4 respondents to BULLOCK PAIR BRAND. The Second preference shared by BULL BRAND and BULLOCK PAIR BRAND with 11 and 15 respondents respectively. 12 respondents gave third preference to BULL BRAND and 9 to BULLOCK PAIR BRAND. 13 respondents gave 4th preference to BULL BRAND and 9 to BULLOCK PAIR BRAND. 5th and 6th preference 2 respondent each to BULL BRAND and 4 and 3 respondents respectively to BULLOCK PAIR BRAND.

The  $x^2$  (Chi-Square) test analysis of the above data reveals that the calculated value **i**s 12.21 while the table value is 11.07. The hypothesis; There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND of mixed fertilizer, as regards experience therefore stand rejected.

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Table Showing preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards Past Experience.

Name of the Brands		Total					
Hamo of the Pratab	1st	2nd	3rd	4th	5th	6th	10000
<u></u>			L	ļ		L	ļ
BULLOCK PAIR BRAND	4	15	9	9	4	3	44
KAMAL BRAND	10	8	11	5	7	3	44
میں ایک میں میں ایک بری دیں بڑی خرد ایک میں چو جو میں ایک بری ہیں ہے۔							
Total	14	23	20	14	11	6	88

Table no.4.21 indicates that as regards Past experience. 4 respondents gave 1st preference to BULLOCK PAIR BRAND and 10 respondent to KAMAL BRAND. The Second preference was shared by BULLOCK PAIR BRAND and KAMAL BRAND with 15 and 8 respondents. respectively. 9 respondent gave third preference to BULLOCK PAIR BRAND and 11 respondent to KAMAL BRAND. 4th preference is rated by BULLOCK PAIR BRAND from 9 respondent while KAMAL BRAND has 8 of them. 6th preference is shared by both brands equally with 3 respondents each.

The  $x^2$  (Chi-Square) test analysis of the above data reveals that the calculated value is 33.54 While the table value is 11.07. The hypothesis. There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND of mixed fertilizers as regards experience, therefore, stands, rejected.

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Name of the Brands		Preference							
	1st	2nd	3rd	4th	5th	6th	10001		
BULL BRAND	7	11	12	13	2	2	47		
KAMAL BRAND	10	8	11	5	7	3	44		
Total	17	19	23	18	9	5	91		

Table Showing Preferences of BULL BRAND and KAMAL BRAND Customers as regards Past Experience.

Table no. 4.22 indicate that as regard Past experience. 7 respondents gave 1st preference to BULL BRAND and 10 respondent to KAMAL BRAND. The 2nd preference was shared by BULL BRAND and KAMAL BRAND with 11 and 8 respondents, respectively. 12 respondents gave third preference to BULL BRAND and 11 to KAMAL BRAND 13 respondent gave 4th preference to BULL BRAND and 5 to KAMAL BRAND. fifth and sixth preference 2 respondent each to BULL BRAND and 7 and 3 respectively to KAMAL BRAND.

The x<sup>2</sup> (Chi-Square) test analysis of the above data reveals that the calculated value is 31.57 while the table **XME** value is 11.07. The hypothesis; There is no significant difference between BULL BRAND and KAMAL BRAND of mixed fertilizer as regards experience, therefore, stands rejected.

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Name of the Brands		Pre	eferen	ces			Total
Name of the Brands	1st	2nd	3rd	4th	5th	6th	IOCAT
BULL BRAND BULLOCK PAIR BRAND	1 2	3 3	4 9	7 6	11 10	8 8	34 38
Total	3	6	13	13	21	16	72

Table showing preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regard Easy to Handle.

The above table no. 4.23 showing the preferences of the customers as regards Easy to handle. 1 respondent gave first preference to BULL BRAND and 2 respondent to BULLOCK PAIR BRAND. 2nd preference is shared by both brands equally with 3 respondents each. The 3rd preference was shared by BULL BRAND and BULLOCK PAIR BRAND with 4 and 9 respondents respectively. 7 respondent gave 4th preference to BULL BRAND and 6 respondent to BULLOCK PAIR BRAND. 1 respondent registered their 5th preference to BULL BRAND while 10 respondents to BULLOCK PAIR BRAND. 6th preference is shared by both brand equally with 8 respondents each.

The x<sup>2</sup> (Chi-square) test processing of the above data showed that its calculated value is **%x8%** 7.81 and the table value is 11.07. Therefore, the hypothesis. There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND of mixed fertilizer, as regards easy to handle, stand accepted.

Name of the Brands			Prefer	ences			Total
Name of the Brands	1st	2nd	3 <b>n</b> đ	4th	5th	6th	IUtar
BULLOCK PAIR BRAND KAMAL BRAND	2 1	3 3	9 6	6 8	10 11	8 10	3 <b>8</b> 39
Total	3	6	15	14	21	18	 77

Table Showing Preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards Easy to Handle.

Table no 4.24 shows that preferences as regards easy to handle. 2 respondent gave 1st preference to BULLOCK PAIR BRAND While One to KAMAL BRAND. 2nd preference is hared by both brands equally with 3 respondents each. For 3rd preference 9 respondents to BULLOCK PAIR BRAND while 6 to KAMAL BRAND. 6 respondent gave 4th preference to BULLOCK PAIR BRAND and 8 respondent to KAMAL BRAND. For 6th preference, 8 respondents to BULLOCK PAIR BRAND and 10 respondent to KAMAL BRAND.

The  $x^2$  (Chi-Square) test processing of the above data showed that its calculated value is 5.23 and the table value is 11.07. Therefore, the hypothesis: There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND of mixed fertilizer as regards easy to handle, stands accepted.

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Name of the Brands			Prefe	erences	3		Total
Nume of the Brands	1st	2nd	3rd	4th	5th	6th	10041
BULL BRAND	1	3	4	7	11	8	34
KAMAL BRAND	1	3	6	8	11	10	39
Total	2	6	10	15	22	18	73

Table showing preference of BULL BRAND and KAMAL BRAND Customers as regards Easy to Handle.

Table no.4.25 indicates preference for easy to handle of a mixed fertilizer. 1st preference is shared by both brands equally with one respondent each. Second preference also shared by both brands equally with three respondents each. 4 respondent gave third preference to BULL BRAND while 6 respondent to KAMAL BRAND. 7 respondents however, ranked BULL BRAND as their 4th preference while 8 respondents thought so for KAMAL BRAND. 5th preference shared by both brands equally with 11 respondents each. For 6th preference, 8 respondents to BULL BRAND and 10 respondents for KAMAL BRAND.

The  $x^2$  (Chi-square) test processing of the above data showed that its calculated value is 1.137 and the table value is 11.07. Therefore, the hypothesis. There is no significant difference between BULL BRAND and KAMAL BRAND of mixed fertilizer as regards easy to handle, stands accepted.

Name of	the Brand		Р	refer	ences			Total
		1st	<b>2n</b> đ	3rd	4th	5th	6th	iocar
BULL BRA	ND	2	3	2	5	11	10	33
BULLOCK	PAIR BRAND	2	1	1	6	7	10	27
	Total	4	 4	3	11	18	20	60

Table Showing Preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regards Availability.

Table no. 4.26 shows that preferences of Customers as regards availability 2 respondents each gave 1st preferences to BULL BRAND and BULLOCK PAIR BRAND. 2nd preference, 3 respondent to BULL BRAND and one to BULLOCK PAIR BRAND. For 3rd preference, 2 respondents to BULL BRAND and One to BULLOCK BULLOCK PAIR BRAND. 5 respondent gave 4th preference to BULL BRAND and 6 respondents to BULLOCK PAIR BRAND. 6th preference is shared by both brands equally with 10 respondents each.

According to  $X^2$  (Chi-square) test, the calculated value is 5.75 and the table value is 11.07 at 5 % level of significance. Hence, the hypothesis. There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND of mixed fertilizer is accepted.

Name of the Brands			Prefe	rences			- Total
Nume of the Brends	1st	2nd	3rd	4th	5th	6th	
BULLOCK PAIR BRAND	2	1	1	6	7	10	27
KAMAL BRAND	1	5	2	7	11	7	33
Total:	3	6	3	13	18	17	60

Table Showing Preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards Availability.

Table no. 4.27 shows that preferences of Customers as regards availability. 2 respondents of BULLOCK PAIR BRAND One respondent of KAMAL BRAND gave first preference. 2nd preferences One to BULLOCK PAIR BRAND and 5 respondents to KAMAL BRAND. One respondent to BULLOCK PAIR.BRAND and 2 respondents to KAMAL BRAND gave third preference. For 4th and 5th preferences 6 and 7 respondents to BULLOCK PAIR BRAND and 7 and 11 respondents to KAMAL BRAND. 10 respondents gave 6th preference to BULLOCK PAIR BRAND and 7 respondents to KAMAL BRAND.

According to X<sup>2</sup> (Chi-square) test, the calculated value is 38.01 and the table value is 11.07 at 5 % level of significance. Hence, the hypothesis: There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND of mixed fertilizer is rejected.

Name of the Brands	L		Total				
	1st	2nd	3rd	4th	5th	6th	10001
BULL BRAND	2	3	2	5	11	10	33
KAMAL BRAND	1	5	2	7	11	7	33
Total:	3	8	4	12	22	17	66

Table Showing preferences of BULL BRAND and KAMAL BRAND Customers as regards Availability.

Table no. 4.28 classifies the preferences of Customers as regards availability. 2 respondents gave first preference for BULL BRAND, one did so for KAMAL BRAND. 3 respondents recorded Second preference for BULL BRAND while 5 respondents to KAMAL BRAND. Third preference is shared by both brand, equally with 10 respondents each. For 4th preference, 5 respondent to BULL BRAND and 7 respondents to KAMAL BRAND. For Six preference, 10 respondents to BULL BRAND and 7 to KAMAL BRAND.

According to X<sup>2</sup> (Chi-square) test, the calculated value is 5.65 and table value is 11.07 at 5% level of significance. Hence, the hypothesis: There is no significant difference between BULL BRAND and KAMAL BRAND of mixed fertilizer is accepted.

### Subjective Factors :

### TABLE NO. 4.29

Name of	the Brands			Prefe	erence			Total
		1st	2nđ	3rd	4th	5th	6th	TOCAL
BULL BRA	AND	43	10	1	-	-		15
BULLOCK	PAIR BRAND	10	4	2	1	-	-	17
	Total:	14	14	3	1		*** *** *** *** *** ***	32

Table Showing Preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regards personal Advice.

Table no. 4.29 indicate that the distribution of the respondents according their preference for buying a particular brand based on the factor of personal advice. 10 respondents gave first preference to BULLOCK FAIR BRAND and 4 respondents to BULL BRAND. 2nd preference, 10 respondents to BULL BRAND and 4 respondents to BULLOCK PAIR BRAND. 3rd preference position was dominated by BULLOCK PAIR BRAND with 2 respondents while BULL BRAND tailed behind with 1 respondent. For 4th preference, 1 respondent to BULLOCK PAIR BRAND and None for BULL BRAND. 5th and 6th preference for both brands had no adhevents.

The X<sup>2</sup> (Chi-square) test applied to the above data gave the calculated value as 27.10 and table value as 11.07 at 5% level of significance. The hypothesis: There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND of mixed fertilizers as regards personal Advice, stands rejected.

Name of the Brands			Prefer	ences			
	1st	2nd	3rd	4th	5th	6th	IUCAL
BULLOCK PAIR BRAND	10	4	2	1			17
KAMAL BFAND	2	7	6		-		15
Total :	12	11	8	1			32

Table Showing preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards personal Advice.

Table no. 4.30 brings out the distribution of the respondents according their preferences for buying a particular brand based on the factor of personal advice. 10 respondents have volched their first preference to BULLOCK PAIR BRAND while 2 did it for KAMAL BRAND. 4 respondents asserted their Second preference for BULLOCK PAIR BRAND and 7 for KAMAL BRAND. 3rd preference position was dominated by KAMAL BRAND with 6 respondents while BULLOCK PAIR BRAND tailed behind with 2 respondents 4th preference, 1 respondent to BULLOCK PAIR BRAND and Non for KAMAL BRAND. 5th and 6th preferences for both Brands had no adhevents.

The X<sup>2</sup> (Chi-square) test applied to the above data gave the calculated value as 44.90 and the table value as 11.07 at 5 % level of significance. The hypothesis: There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND of mixed fertilizers as regards personal Advice, stands rejected.

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Name of the Brand		P	refere	nces			Total
Nume of the Brand	1st	2nd	3rd	4th	5th	6th	10041
BULL BRAND	4	10	1		-	mage	15
KAMAL BRAND	2	7	6	-	-		15
Total	6	17	7				30

Table Showing preferences of BULL BRAND and KAMAL BRAND Customers as regards personal Advice.

Above table no. 4.31 shows the preferences of the Customers as regards personal advice. 4 respondents registered the 1st preference to BULL BRAND and 2 respondent to KAMAL BRAND. For 2nd preference, 10 respondents to BULL BRAND and 7 respondents to KAMAL BRAND. 3rd preference position was dominated by KAMAL BRAND with 6 respondents while BULL BRAND tailed behind with 1 respondent. 4th, 5th and 6th preferences seem immaterial as none of the respondents have recorded them.

The X<sup>2</sup> (Chi-square) test applied to the above data gave the calculated value as 24.19 and the table value as 11.07 at 5 % level of significance. The hypothesis: There is no significant difference between BULL BRAND and KAMAL BRAND of mixed fertilizers as regards personal Advice, stands rejected.

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Name of the Brands		Pre	feren	ces			Total
	1st	2nd	3rd	4th	5th	6th	
BULL BRAND	-	4	4			-	8
BULLCCK PAIR BRAND	2	3	2	-	-		7
Total :	2	7	6				15

Table Showing preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regards personal Contacts.

Table no. 4.32 considers the classification of the respondents according to their personal contact. While buying a mixed fertilizer. 2 respondents gave 1st preference to BULLOCK PAIR BRAND and None respondents to BULL BRAND. For Second preference, 4 respondents to BULL BRAND and 3 respondents to BULLOCK PAIR BRAND. 4 respondents gave **3**rd **xespondents** preference to BULL BRAND while 2 respondents for BULLOCK PAIR BRAND. 4th, 5th and 6th preferences seem immaterial as none of the respondents have recorded them.

The calculated value of  $X^2$  is 15.40 and table value is 11.07 at 5 % level of significance. Hence, the hypothesis: There is no significant difference between BULLOCK PAIR BRAND and BULL BRAND of mixed fertilizer is rejected.

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Name of the Brands		Total					
	1st	2nd	3rd	4th	5th	6th	10001
BULLOCK PAIR BRAND	2	3	2	-	-	-	7
KAMAL BRAND	3	9	2	-	-	-	14
Total:	5	12	 4			 -	21

Table Showing Preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards personal contacts.

Table no. 4.33 considers the classification of the respondents according to their preferences for buying a particular brand based on the factor of personal contact. BULLOCK PAIR BRAND could attract 2 respondents through his personal contact to his awares as their first preference, but KAMAL BRAND was brought 3 respondents to him with their first preference. For Second preference, KAMAL BRAND was more successful and Scored with 9 respondent, while BULLOCK PAIR BRAND lagged behind with 3 respondents. 3rd preference is shared by both brands equally with 2 respondents each. 4th, 5th and 6th preference position on this count have remained vacant for both brands.

According to the  $X^2$  (Chi-Square) test, the calculated value is 4.30 and the table value is 11.07 at 5 % level of significance. Hence, the hypothesis: There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND of mixed fertilizers as regards personal contact, stands accepted.

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### TABLE NO. 4.34

Name of the Brands		P	refere	nces			Total
	1st	2nd	3rd	4th	5th	6th	TOCAL
BULL BRAND	-	4	4	-	-		8
KAMAL BRAND	3	9	2	-		-	14
<b></b>	3	13	6				22

Table showing preferences of BULL BRAND and KAMAL BRAND Customers as regards personal Contacts.

Table no. 4.34 considers the classification of the respondents according to their personal contact. While buying a mixed fertilizer. 3 respondents gave 1st preference to BULLOCK PAIR BRAND and None respondents to BULL BRAND. For Second preference, 4 respondents to BULL BRAND and 9 respondents to KAMAL BRAND. Third preference, 4 respondents to BULL BRAND and 2 respondents to KAMAL BRAND. 4th, 5th and 6th preference positions on this count have remained vacant for both brands.

The above statistics was subjected to  $X^2$  (Chi-square) test to determine the significant difference. The calculated value worked out to be 21.07 and table value to be 11.07 at 57 level of significance. In view of this, the hypothesis: There is no significant difference between BULL BRAND and KAMAL BRAND of mixed fertilizer as gegards personal contact, stands rejected.

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### TABLE No. 4.35

Table Showing preferences of BULL BRAND and BULLOCK PAIR BRAND Customers as regards Personal Choice.

Name of the Brands		Prefe	erence	5			Total
Neme of the bronds	1st	2nd	3rd	4th	5th	6th	10001
BULL BRAND	45	4			etretet		49
BULLOCK PAIR BRAND	37	8		-	-	-	45
Total	82	12					 94

Table no. 4.35 details the respondents preferences in selecting the mixed fertilizer based on their personal choice. Almost identical numbers (45 and 37) of respondents of BULL BREND and BULLOCK PAIR BRANDS respectively were fully influenced by personal choice and accordingly, have registered their first preference for the same. The lead for the Second preference is held by BULLOCK PAIR BRAND with 8 respondents followed by BULL BRAND with 4 respondents. 3rd, 4th, 5th and 6th preferences for both brands had no adhe**yents**.

According to the  $X^2$  (Chi-square) test, the calculated value is 9.94 and the table value is 11.07 at 5 % level of significance. Hence the hypothesis: There is no significant difference between BULL BRAND and BULLOCK PAIR BRAND as regards personal choice, stands accepted.

Name of the Brands		eller Wird- Bran official afficial afficial afficial afficial afficial afficial afficial afficiants afficiants	Prefe	rences			Total
	1st	2nd	3rd	4th	5th	6th	10001
BULLOCK PAIR BRAND	37	8	-		-	<b></b>	45
KAMAL BRAND	47	3	1	-	-	_	50
Total :	84	11	1	nyaki		alato apar dato siyar miya gyo alato	95

Table Showing preferences of BULLOCK PAIR BRAND and KAMAL BRAND Customers as regards personal choice.

Table no. 4.36 details the respondents preferences in selecting the mixed fertilizer based on their personal choice. Almost identical numbers (37 and 47) of respondents of BULLOCK PAIR BRAND and KAMAL BRAND respectively were fully influenced by personal choice and accordingly have registered their first preference for the same. The lead for the Second preference is held by BULLOCK PAIR BRAND with 8 respondents followed by KAMAL BRAND with 3 respondents. For third preference, 1 respondent to KAMAL BRAND and None respondent to BULLOCK PAIR BRAND. 4th, 5th and 6th preferences position on this count have remained vacant for both brands.

The X<sup>2</sup> (Chi-square) test analysis of the above data shows the calculated value 19.99 and the table value as 11.07 at 5 % level of significance. In view of this, the hypothesis: There is no significant difference between BULLOCK PAIR BRAND and KAMAL BRAND of mixed fertilizer as regards personal choice, stands rejected.

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### TABLE No. 4.37

Name of the Brands		]	Prefere	ences			Total
Name of the Brands	1st	2nd	3rd	4th	5th	6th	10101
BULL BRAND	45	4 4		na dia dia 1975 ilay kaominina dia mampikana dia 2015 ilay kaominina dia mampikana dia mampikana dia mampikana Ny INSEE dia mampikana dia m	(n 63 23k - 10 - 1040 k ≥ 164	- 48jon Inno - 48 10000 - 10000	49
KAMAL BRAND	47	3	1	-	-	-	51
Total :	92	7	1			900 200 200 200 200 200 200 200 200 200	100

Table Showing preferences of BULL BRAND and KAMAL BRAND Customers as regards personal choice.

Table no. 4.37 details the respondents preferences in selecting the mixed fertilizers based on their personal choice. Almost identical numbers (45 and 47) of respondents of BULL BRAND and KAMAL BRAND respectively were fully influenced by personal **perce** choice and accordingly, have registered their first preference for the same. The lead for the Second preference is held by BULL BRAND with 4 respondents followed by KAMAL BRAND with 3 respondents. For there preference, 1 respondent to KAMAL BRAND while None respondents to BULL BRAND. 4th, 5th and 6th preferences for both brands had no adherents.

The X<sup>2</sup> (Chi-square) test applied to the above data gave the calculated value as 4.40 and the table value as 11.07 at 5% level of significance. The hypothesis. There is no significant difference between BULL BRAND and KAMAL BRAND mixed fertilizer as regards personal choice, stand accepted.

Table showing Weighted Average derived from userresponses of the factors which influence the buying decisions.

Sr.	Particulars	Wei	ghted Averages	3
NO.		BULL BRAND	BULLOCK PAIR BRAND	KAMAL BRAND
(A)	Objective Factors :			
1.	Quality	39.16	42.83	39.16
2.	Economy	24.16	25.83	23.16
3.	Reputation of the Company.	24.16	22.66	25.66
4.	Attractive Packing	4.16	6.33	7.16
5.	Advertisement	2.83	2.16	4.00
6.	Past experience	31.66	28.83	29.33
7.	Easy to handle	14.66	18.16	16.83
8.	Availability	13.66	10.5	14.83
(B)	Subjective Factors :			
9.	Personal advice	14.00	15.16	11.83
10.	Personal contact	6.00	5.83	11.83
11.	Personal choice	48.33	43.66	50.16

Table no. 4.39 records the Weighted averages of Objective and Subjective Factors derived from Customers' responses

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which influence their buying decision for three brands. The first three Objective factors in their order of importance for BULL BRAND: Quality, Past experience and economy with their Weighted average 39.16, 31.66 and 24.16, respectively. For BULLOCK PAIR BRAND are: Quality, Past experience and economy, with their Weighted averages, 42.83, 28.83 and 25.83, respectively and for KAMAL BRAND are: Quality, Past experience and Reputation of the Company, with their Weighted averages 39.16, 29.33 and 25.66, respectively.

As regards Subjective factors, the first two in their order of importance for BULL BRAND are: Personal choice and personal advice, with their Weighted averages 48.33 and 14.00, respectively, for BULLOCK PAIR BRAND are: personal choice and personal advice, with their Weighted averages 43.66 and 15.16, respectively and for KAMAL BRAND are: Personal choice and personal advice, with their Weighted averages 50.16 and 11.83, respectively.

To simplify further, the factors have been arranged in their descending order and they appeared as below :

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Table showing the descending Order Ranking of the Weighted averages

BULL BRAND Factors	W <b>ei</b> ghted Average	Rank Orde <b>r</b>	BULLOCK PAIR BRAND Factors.	Weighted Average	Rank Order	KAMAL BRAND Factors	Weighted Average	Rank Order
Objective Factors:			Objective Factors:		ō	blective Facto	:	
Quality	39.16	-1	Quality	42.83	а П	uality	39.16	Ч
Past experience	31.66	3	Past experience	28.83	2	ast experience	29.33	0
Economy	24.16	т	Economy	25.83	ч Ч	eputation of he Company	25.66	m
Reputation of the company.	24.16	4	Reputation of the company	22.66	4	conomy	23.16	4
Easy to handle	14.66	ß	Easy to handle	18.16	ខ្មាំ	asy to handle	16.83	ß
Availability	13.66	9	Availability	10.50	6 A	vailability	14.83	9
Attractive Packing	4.16	7	Attractive Packing	6.33	7 A	ttractive Pack	ing 7.16	7
Advertisement	2.83	ω	Advertisement	2.16	8	dvertisement	4.00	ω
Subjective Factors	••		Subjective Factors :		ان ا	ubjective Facto	strain :	
Personal choice	48.33		Personal choice	43.66	1 Pe	ersonal choice	50.16	ч
Personal advice	14.00	3	Personal advice	14.16	2 5	ersonal advice	11.83	0
Personal contact	6.00	ю	Personal contact	5.83	പ് ന	ersonal contact	c 11.83	ო

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A striking observation that can be advanced through the tabulated data on the ranking of product characteristics for all three brands of mixed fertilizers was that the farmers criteria for the selection remained just the same, with the minor exception of interchange of order between "Reputation of the company" and "Economy" in case of KAMAL BRAND.

	Following table shows the hypothesis (at 5 % level) Subjective Factors conside	summary statist pertaining to e red for the Su	tics of Accepted / each of the Object: rvey.	Rejected ive and	
Sr. No.	Factors	BULL BRAND and BULLOCK PAIR BRAND	BULLOCK PAIR BRAND and KAMAL BRAND	BULL BRAND and KAMAL BRAND.	
E	Objective Factors:				
1.	Quality	Rejec <b>țed</b>	Rejected	Accepted	
2.	Economy	Re jected	Accepted	Accepted	
з <b>.</b>	Reputation of the Company	Rejected	Rejected	Accepted	
4.	Attractive Packing	Accepted	Accepted	Accepted	
<b>5</b> .	Advertisement	Accepted	Re jected	Rejecteđ	
6.	Past experience	Rejected	Rejected	Rejected	
7.	Easy to handle	Accepted	Accepted	Accepted	
œ	Availability	Accepted	Rejected	Accepted	
(B)	Subjective Factors:				
•	Personal advice	Rejected	Rejected	Re jected	
10.	Personal Contact	Rejected	Accepted	Rejected	
11.	Personal Choice	Accepted	Re jected	Accepted.	

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-108-TABLE No. 4.41

A closer look at the summery statistics of Accepted / Rejected of hypothesis of various factors indicated that null hypothesis for all the three brands regarding "Attractive Packing" and "easy to handle" were accepted, Signifing that there was no significant difference at 5 % level of significance between the brands under consideration. Besides two other influencing factors "Past experience" and "Personal advice" showed to have rejected the null hypothesis infering that there appeared be to a significant difference at 5 % level of significance among all the three brands of mixed fertilizers. Rest of the factors showed either resemblance or significant difference among brands.

1) <u>Quality</u> - Quality did not show significant difference between BULL BRAND and KAMAL BRAND however other two pair comperison showed a significant difference.

2) <u>Economy</u> - Economy did not show significant difference between BULLOCK PAIR BRAND and KAMAL BRAND as well as BULL BRAND and KAMAL BRAND Where as other pair comperison showed significant difference.

3) <u>Reputation of the Company</u> - Reputation of the Company did not show significant difference between BULL BRAND and

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KAMAL BRAND however other two pair comperison showed a significant difference.

4) <u>Attractive Packing</u> - It did not show significant difference between three brands.

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5) Advertisement - Advertisement did not show significant difference between BULL BRAND and BULLOCK PAIR BRAND however other two pair comperison showed a significant difference.

6) <u>Past Experience</u> - This attribute did show significant difference between three brands.

7) Easy to Handle - This factor did not show significant difference between three brands.

8) <u>Availability</u> - Availability did not show significant difference between BULL BRAND and BULLOCK PAIR BRAND as well as BULL BRAND and KAMAL BRAND Whereas other pair comperison showed a significant difference.

9) <u>Personal advice</u> - Personal advice did show significant difference between three brands.

10) <u>Personal contact</u> - Personal contact did not show significant difference between BULLOCK PAIR BRAND and KAMAL BRAND however other two pair comperison showed a significant difference.

11) <u>Personal Choice</u> - Personal choice did not show significant difference between BULL BRAND and BULLOCK PAIR BRAND as well as BULL BRAND and KAMAL BRAND where as other pair comperison showed a significant difference.

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