

: CHAPTER - V :

SUMMARY AND CONCLUSION

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The primary orientation of this dissertation was to focus upon the "Farmers' criteria" for selecting mixed fertilizer brands. "This work" places greater emphasis upon how the users of these individual brands perceived the marketers' promotional efforts and product features while making their buying decision. More specifically, the researcher is interested to look into selection criteria used by the farmers while making a choice for a brand of mixed fertilizers.

To achieve this objective, a schedule was prepared and responses were sought from the users of three mixed fertilizer brands selected for the study. A convenient sample of fifty respondents for each of the brands was fixed for the survey. These were the respondents who had bought mixed fertilizer during last one year from the time, the survey was undertaken.

Two hypotheses were set, in order to know whether there were any significant differences among brands while making a choice for a specific brand of mixed fertilizers, regarding the objective and subjective factors perceived by them and they appear under ~~chapter~~ chapter one.

Table No. 4.38 shows the computation of the responses derived on a six point preferential-scale and the weighted averages were calculated for each of the objective and subjective factors. Table No.4.40 showed the ranking of each of these factors i.e. objective and subjective, based upon weighted averages. All the ranks appearing under the objective factors and subjective factors for each of the brands, the "farmers' Criteria" for selection remained just the same with minor exception of interchange of order between "Reputation of the Company" and "Economy" in case of one of the brands.

An attempt was made by the researcher to highlight the perceptual differences, if any exist^{ing} between the users of the brands regarding subjective and Objective factors, with the use of Chi-square (X^2) test at 5% level of significance. Detailed discussions of which appeared in table No. 4.5 through table No.4.37. When the calculated values of Chi-square test were compared to the table value at 5% level of significance, it was observed that the null hypothesis for all three brands regarding "Attractive Packing" and "Easy to handle" were accepted, signifying 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 inferring that there appeared to be 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.

In short, evaluation behaviour of a buyer, depends a great deal upon incoming information i.e. companies' promotional efforts. Certain basic concepts help in understanding consumers evaluation process and they are :-

- i) Product attributes,
- ii) Importance attached to relevant attributes,
- iii) belief about each brand and its attributes,
- iv) the utility function of each attribute.

Considering the above consumer evaluation process and linking it to the summary generated through various tables on attributes, it may be concluded that there does not seem to be a marked difference in consumer perceptions regarding all the brands under consideration. The reason being the respondents have the same sequence of attribute in importance, no matter what the brand was. In short, researcher may conclude that no company has succeeded in successfully promoting and differentiating its brand from others, consistence with the preference of the consumer.