

Factors Influencing the Choice of Promotional Practices of Agricultural Equipment Manufacturers

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Abstract: *The purpose of this study is to identify the factors influencing the choice of promotional practices of agricultural equipment manufacturers and its influence on annual sales of agricultural equipments. The consumer focus, demand creation, exposure, familiarity, encouragement, reputation, existence and value creation are the factors determining the choice of promotional practices of agricultural equipments by the manufactures. Besides, the consumer focus, demand creation, familiarity, reputation and value creation are positively influencing the annual sales of agricultural equipments. The manufacturers should formulate the promotional measures not only attract the farmers and also dealers in order to increase the dealership and also sales. The manufacturers should create demand for their equipments through proper promotion mix strategies in order to make stakeholders familiar with their equipments and also keep their reputations.*

Key Words: *Agricultural Equipment,, Exploratory Factor Analysis, Promotional Practices, Regression*

I. Introduction

Mechanisation refers to interjection of machinery between men and materials handled by them. In agriculture materials are soil, water, environment, seed, fertilizer, pesticides, growth regulators, irrigation, agricultural produce and by-products such as food grains, oilseeds, fruits and vegetables, cotton, sugarcane, jute and kenaf and other cash crops, milk, meat, eggs and fish. There is scope of mechanisation in every unit operation of production agriculture, post-harvest and agro-processing, and rural living. Mechanisation has varied connotations. While in the developed world it tends to be synonymous to automation but in developing countries, like India, mechanisation means any improved tool, implement, machinery or structure that assists in enhancement of workers' output, multiplies the human effort, supplements or substitutes human labour that is enabling and removing, avoids drudgery or stresses that adversely affect human mental faculties leading to errors, imprecision and hazards and eventually loss of efficiency. It also means automation and controls that assure quality, hygiene. Agricultural mechanisation in a limited sense relates to production agriculture.

The growth of the mechanisation in India has followed the same general pattern found worldwide. Farm operations requiring high power inputs and low control are mechanized first (tillage, transport, water pumping, milling, threshing, etc.). Farm operations requiring medium levels of power and control are mechanized next (seeding, spraying, intercultural operations, etc.). Farm operations requiring high degree of control and low power inputs are mechanized last (transplanting, planting of vegetables, harvesting of fruits and vegetables, etc.). This is because any power intensive work, can be done faster mechanically and at a lower cost. Whereas converting human knowledge into machine knowledge is difficult and costly.

Farm mechanisation has been helpful to bring about a significant improvement in agricultural productivity. Thus, there is strong need for mechanisation of agricultural operations. The factors that justify the strengthening of farm mechanisation in the country can be numerous. The timeliness of operations has assumed greater significant in obtaining optimal yields from different crops, which has been possible by way of mechanisation. The large and medium scale manufacturers have well organised distributors and dealers through out the country to undertake advertising and product promotion in their respective territories, conduct product awareness training programmes for the prospective customers, provide after-sales-service to the customers including free services, repair and maintenance and supply of parts. Therefore, this organised sector has the whole of the country as their market due to which their production volumes are large, and their information feed back about their product performance, improvements required in design, production processing or quality, and the new requirements of the farmers to undertake product developments.

Very few small-scale industries have established their marketing network and therefore provide service support in their premises. In the absence of standardization of parts and components farmers are compelled to carry their machines to the manufactures for repair and replacement of parts and components. Due to this, their market size is limited to their proximity and they are not able to develop their businesses. With this background,

the present research is attempted to study the factors influencing the choice of promotional practices of agricultural equipment manufacturers in Tamil Nadu.

II. Methodology

Among the different states in India, Tamil Nadu has been purposively selected for the present study. The dealers of agricultural equipments have been selected by adopting random sampling technique through pre-tested and structured questionnaire. The questions are measured by using Likert five point scale (1 represents strongly disagree and 5 represents strongly agree). The data and information is collected from the 400 dealers of agricultural equipments and pertain to the year 2011-12. To accomplish the objective of the present study, the descriptive statistics, ANOVA test, exploratory factor analysis and multiple regression have been employed.

III. Results And Discussion

3.1. Socio-Economic Profile of Dealers

The socio-economic profile of dealers was analyzed and the results are presented in **Table-1**. The results show that about 82.25 per cent of the dealers of agricultural equipments are males, while the rest of 17.75 per cent of the dealers of agricultural equipments are females. The results indicate that about 41.25 per cent of the dealers of agricultural equipments belong to the age group of 31-40 years followed by 41-50 years (39.00 per cent), more than 50 years (13.00 per cent) and 21-30 years (6.75 per cent).

It is observed that about 57.25 per cent of the dealers of agricultural equipments are graduates followed by higher secondary (32.50 per cent), post graduates (8.25 per cent and secondary (2.00 per cent) education. It is clear that about 91.50 of the dealers of agricultural equipments are married and the rest of 8.50 per cent of the dealers of agricultural equipments are unmarried.

It is apparent that about 67.25 per cent of the dealers of agricultural equipments belong to the nuclear family, while the rest of 32.75 per cent of the dealers of agricultural equipments belong to the joint family. The results reveal that about 39.75 per cent of the dealers of agricultural equipments are having the experience of 7-9 years followed by up to 4-6 years (33.00 per cent), 1-3 years (21.50 per cent) and more than nine years (5.75 per cent). The results show that about 62.00 per cent of dealers of agricultural equipments are located in semi urban area followed by rural (24.00 per cent) and urban (14.00 per cent).

Table-1. Socio-Economic Profile of Dealers

Particulars	Frequency	Per cent
Gender		
Male	329	82.25
Female	71	17.75
Age(Years)		
21-30	27	6.75
31-40	165	41.25
41-50	156	39.00
>50	52	13.00
Educational Qualification		
Secondary	8	2.00
Higher Secondary	130	32.50
Graduation	229	57.25
Post Graduation	33	8.25
Marital Status		
Married	366	91.50
Unmarried	34	8.50
Family Type		
Joint	131	32.75
Nuclear	269	67.25
Experience(Years)		
1-3	86	21.50
4-6	132	33.00
7-9	159	39.75
> 9	23	5.75
Location		
Urban	56	14.00
Semi-Urban	248	62.00
Rural	96	24.00

3.2. Reasons for the Choice of Promotional Practices of Agricultural Equipments by the Manufacturers

The reasons for the choice of promotional practices of agricultural equipments by the manufacturers as perceived by the dealers was analysed and the results are presented in **Table-2**. The results show that about 77.50 per cent of the dealers of agricultural equipments are strongly agreed with the promotional measures are

targeting the ultimate consumers followed by agree (16.25 per cent), neutral (2.50 per cent), disagree (2.25 per cent) and strongly disagree (1.50 per cent). The results indicate that about 47.50 per cent of the dealers of agricultural equipments are strongly agreed with the promotional measures are targeting the distributors followed by agree (41.25 per cent), strongly disagree (5.00 per cent), neutral (3.50 per cent) and disagree (2.75 per cent).

It is very clear that about 26.00 per cent of the dealers of agricultural equipments are neutral with the promotional measures are targeting the dealers followed by strongly agree (23.75 per cent), disagree (21.50 per cent), strongly disagree (16.25 per cent) and agree (12.50 per cent). It is observed that about 31.00 per cent of the dealers of agricultural equipments are disagreed with the promotional measures are targeting the industrial buyers followed by strongly disagree (27.00 per cent), neutral (21.25 per cent), agree (11.50 per cent) and strongly agree (9.25 per cent).

It is apparent that about 28.50 per cent of the dealers of agricultural equipments are neutral with the promotional objective is to inform consumers in an effort to increase their level of awareness followed by disagree (24.25 per cent), agree (20.25 per cent), strongly disagree (14.25 per cent) and strongly agree (12.75 per cent). The results show that about 43.25 per cent of the dealers of agricultural equipments are agreed with the objective of promotional elements is to persuade the consumers to buy the product followed by disagree (34.00 per cent), neutral (9.25 per cent), disagree (8.25 per cent) and strongly disagree (5.25 per cent).

The results indicate that about 49.00 per cent of the dealers of agricultural equipments are agreed with the promotional measures are used to stresses brand differences followed by strongly agree (35.25 per cent), neutral (6.25 per cent), disagree (5.00 per cent) and strongly disagree (4.50 per cent). It is very clear that about 25.25 per cent of the dealers of agricultural equipments are agreed with the promotional measures are used to maintain existing buyers followed by neutral (23.75 per cent), strongly agree (18.25 per cent), disagree (18.00 per cent) and strongly disagree (14.75 per cent).

It is observed that about 34.00 per cent of the dealers of agricultural equipments are strongly agreed with the promotional measures are crucial to remind buyers of the equipment's existence followed by agree (30.50 per cent), neutral (30.25 per cent), strongly disagree (3.50 per cent) and disagree (1.75 per cent). It is apparent that about 35.75 per cent of the dealers of agricultural equipments are disagreed with the promotional measures are important for the technical sophistication of the equipments and hence the amount of understanding required using it followed by neutral (25.00 per cent), agree(16.00 per cent), strongly agree(14.25 per cent) and strongly disagree(9.00 per cent).

The results show that about 29.25 per cent of the dealers of agricultural equipments are strongly agreed with the promotional elements encourage the consumers to try the equipments followed by agree (26.75 per cent), disagree (19.50 per cent), neutral (16.50 per cent) and strongly disagree (8.00 per cent). The results indicate that about 39.25 per cent of the dealers of agricultural equipments are strongly agreed with the promotional measures are used to establish the seller's reputation followed by agree (26.25 per cent), neutral (16.75 per cent), strongly disagree (10.25 per cent) and disagree (7.50 per cent).

It is very clear that about 29.00 per cent of the dealers of agricultural equipments are strongly agreed with the promotional measures are important to enhance the decision making of customers followed by neutral(26.25 per cent), agree (25.00 per cent), disagree (13.75 per cent) and strongly disagree (6.00 per cent). It is observed that about 32.00 per cent of the dealers of agricultural equipments are strongly agreed with the promotional measures are very helpful in encouraging demand followed by agree (25.25 per cent), neutral (22.50 per cent), disagree (12.50 per cent) and strongly agree (7.75 per cent).

Table-2. Reasons for the Choice of Promotional Practices of Agricultural Equipments by the Manufacturers

Reasons for Promotional Practices	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
The promotional measures are targeting the ultimate consumers	310 (77.50)	65 (16.25)	10 (2.50)	9 (2.25)	6 (1.50)	400 (100.00)
The promotional measures are targeting the distributors	190 (47.50)	165 (41.25)	14 (3.50)	11 (2.75)	20 (5.00)	400 (100.00)
The promotional measures are targeting the dealers	95 (23.75)	50 (12.50)	104 (26.00)	86 (21.50)	65 (16.25)	400 (100.00)
The promotional measures are targeting the industrial buyers	37 (9.25)	46 (11.50)	85 (21.25)	124 (31.00)	108 (27.00)	400 (100.00)
The promotional objective is to inform consumers in an effort to increase their level of awareness	51 (12.75)	81 (20.25)	114 (28.50)	97 (24.25)	57 (14.25)	400 (100.00)
The objective of promotional elements is to persuade the consumers to buy the product.	136 (34.00)	173 (43.25)	37 (9.25)	33 (8.25)	21 (5.25)	400 (100.00)
The promotional measures are used to stresses brand differences.	141 (35.25)	196 (49.00)	25 (6.25)	20 (5.00)	18 (4.50)	400 (100.00)

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The promotional measures are used to maintain existing buyers.	73 (18.25)	101 (25.25)	95 (23.75)	72 (18.00)	59 (14.75)	400 (100.00)
The promotional measures are crucial to remind buyers of the equipment's existence.	136 (34.00)	122 (30.50)	121 (30.25)	7 (1.75)	14 (3.50)	400 (100.00)
The promotional measures are important for the technical sophistication of the equipments and hence the amount of understanding required using it.	57 (14.25)	64 (16.00)	100 (25.00)	143 (35.75)	36 (9.00)	400 (100.00)
The promotional elements encourage the consumers to try the equipments.	117 (29.25)	107 (26.75)	66 (16.50)	78 (19.50)	32 (8.00)	400 (100.00)
The promotional measures are used to establish the seller's reputation.	157 (39.25)	105 (26.25)	67 (16.75)	30 (7.50)	41 (10.25)	400 (100.00)
The promotional measures are important to enhance the decision making of customers.	116 (29.00)	100 (25.00)	105 (26.25)	55 (13.75)	24 (6.00)	400 (100.00)
The promotional measures are very helpful in encouraging demand,	128 (32.00)	101 (25.25)	90 (22.50)	50 (12.50)	31 (7.75)	400 (100.00)
The promotional measures help the buyer for right purchase.	117 (29.25)	114 (28.50)	90 (22.50)	39 (9.75)	40 (10.00)	400 (100.00)
The sales promotions encourage repeat purchase from satisfied first-time triers.	123 (30.75)	107 (26.75)	72 (18.00)	50 (12.50)	48 (12.00)	400 (100.00)
The promotional practices assist in moving a equipment through the channel of distribution.	91 (22.75)	114 (28.50)	98 (24.50)	47 (11.75)	50 (12.50)	400 (100.00)
The promotional practices help wholesalers to encourage orders and provide sales assistance and this increases purchase of equipment.	107 (26.75)	110 (27.50)	93 (23.25)	66 (16.50)	24 (6.00)	400 (100.00)
The manufacturer directs its promotional mix to customers to encourage them to ask retailers for the equipment.	137 (34.25)	94 (23.50)	92 (23.00)	43 (10.75)	34 (8.50)	400 (100.00)
The promotional practices provide consistent message across all customers.	165 (41.25)	99 (24.75)	75 (18.75)	37 (9.25)	24 (6.00)	400 (100.00)
The promotional practices increase the sales volume.	164 (41.00)	137 (34.25)	71 (17.75)	14 (3.50)	14 (3.50)	400 (100.00)
The promotional practices create effective demand for equipments.	116 (29.00)	100 (25.00)	91 (22.75)	45 (11.25)	48 (12.00)	400 (100.00)
The promotional measures play important for role to gain low risk trial.	105 (26.25)	82 (20.50)	107 (26.75)	66 (16.50)	40 (10.00)	400 (100.00)

It is apparent that about 29.25 per cent of the dealers of agricultural equipments are strongly agreed with the promotional measures help the buyer for right purchase followed by agree (28.50 per cent), neutral (22.50 per cent), strongly disagree (10.00 per cent) and disagree (9.75 per cent). The results show that about 30.75 per cent of the dealers of agricultural equipments are strongly agreed with the sales promotions encourage repeat purchase from satisfied first-time triers followed by agree (26.75 per cent), neutral (18.00 per cent) disagree (12.50 per cent) and strongly disagree (12.00 per cent).

The results indicate that about 28.50 per cent of the dealers of agricultural equipments are agreed with the promotional practices assist in moving a equipment through the channel of distribution followed by neutral (24.50 per cent), strongly agree (22.75 per cent), strongly disagree (12.50 per cent) and disagree (11.75 per cent). It is very clear that about 27.50 per cent of the dealers of agricultural equipments are agreed with the promotional practices help wholesalers to encourage orders and provide sales assistance and this increases purchase of equipment followed by strongly agree(26.75 per cent), neutral(23.25 per cent), disagree (16.50 per cent) and strongly disagree (6.00 per cent).

It is observed that about 34.25 per cent of the dealers of agricultural equipments are strongly agreed with the manufacturer directs its promotional mix to customers to encourage them to ask retailers for the equipment followed by agree (23.50 per cent), neutral (23.00 per cent), disagree (10.75 per cent) and strongly disagree (8.50 per cent). It is apparent that about 41.25 per cent of the dealers of agricultural equipments are strongly agreed with the promotional practices provide consistent message across all customers followed by agree (24.75 per cent), neutral (18.75 per cent), disagree (9.25 per cent) and strongly disagree (6.00 per cent).

The results show that about 41.00 per cent of the dealers of agricultural equipments are strongly agreed with the promotional practices increase the sales volume followed by agree (34.25 per cent), neutral (17.75 per cent) disagree and strongly disagree (3.50 per cent). The results indicate that about 29.00 per cent of the dealers of agricultural equipments are strongly agreed with promotional practices create effective demand for equipments followed by agree (25.00 per cent), neutral (22.75 per cent), strongly disagree (12.00 per cent) and disagree (11.25 per cent). It is very clear that about 26.75 per cent of the dealers of agricultural equipments are neutral with the promotional measures play important for role to gain low risk trial followed by strongly agree(26.25 per cent), agree(20.50 per cent), disagree (16.50 per cent) and strongly disagree (10.00 per cent).

In order to examine the difference in the reasons for the choice of promotional practices of agricultural equipments by the manufactures, the Analysis of Variance is applied and the results are presented in **Table-3**.

Table-3. Difference in Reasons for the Choice of Promotional Practices of Agricultural Equipments Manufacturers

Source	Degrees of Freedom	SS	MS	F-Value	Sig
Between Groups	22	6333.384	287.881	329.498	0.00
Within Groups	9177	8017.903	0.874		
Total	9199	14351.287			

The F-value of 329.498 is significant at one per cent level indicating that there is a significant difference in reasons for the choice of promotional practices of agricultural equipments by the manufactures. Hence, the null hypothesis of there is no significant difference in reasons for the choice of promotional practices of agricultural equipments by the manufactures is rejected.

3.3. Factor Analysis for the Choice of Promotional Practices of Agricultural Equipments by the Manufacturers

In order to identify the factors determining the choice of promotional practices of agricultural equipments by the manufactures, the exploratory factor analysis has been employed. The principal component method of factor analysis was carried out with Eigen values greater than one through varimax rotation and the results obtained through rotated component matrix are presented in **Table-4**.

There are eight independent groups which are extracted accounting for a total of 71.63 per cent of variations on 23 reasons. The each of the eight factors contributes to 13.68 per cent, 11.88 per cent, 10.19 per cent, 9.00 per cent, 7.39 per cent, 7.37 per cent, 6.21 per cent and 5.91 per cent respectively.

Table-4. Factor Analysis for the Choice of Promotional Practices of Agricultural Equipments by the Manufacturers

Reasons	Rotated Factors Loadings on							
	Factor-I	Factor-II	Factor-III	Factor-IV	Factor-V	Factor-VI	Factor-VII	Factor-VIII
The promotional measures are targeting the ultimate consumers						-.77		
The promotional measures are targeting the distributors							.80	
The promotional measures are targeting the dealers	.81							
The promotional measures are targeting the industrial buyers	.76							
The promotional objective is to inform consumers in an effort to increase their level of awareness	.75							
The objective of promotional elements is to persuade the consumers to buy the product.	.69							
The promotional measures are used to stresses brand differences.								.87
The promotional measures are used to maintain existing buyers.	.63							
The promotional measures are crucial to remind buyers of the equipment's existence.							.54	
The promotional measures are important for the technical sophistication of the equipments and hence the amount of understanding required using it.			.63					
The promotional elements encourage the consumers to try the equipments.			.77					
The promotional measures are used to establish the seller's reputation.						.55		
The promotional measures are important to enhance the decision making of customers.		.85						
The promotional measures are very helpful in encouraging demand.		.69						
The promotional measures help the buyer for right purchase.			.71					
The sales promotions encourage repeat purchase from satisfied first-time triers.				.80				
The promotional practices assist in moving a equipment through the channel					-.77			

of distribution.								
The promotional practices help wholesalers to encourage orders and provide sales assistance and this increases purchase of equipment.				-0.69				
The manufacturer directs its promotional mix to customers to encourage them to ask retailers for the equipment.					0.77			
The promotional practices provide consistent message across all customers.				0.61				
The promotional practices increase the sales volume.								0.66
The promotional practices create effective demand for equipments.		0.55						
The promotional measures play important for role to gain low risk trial.		0.58						
Eigen Value	4.58	2.74	2.02	1.89	1.49	1.44	1.26	1.06
% of Variance	13.68	11.88	10.19	9.00	7.39	7.37	6.21	5.91
Cumulative % of Variance	13.68	25.56	35.75	44.75	52.14	59.51	65.72	71.63
Cronbach's Alpha				0.74				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Rotation converged in 10 iterations.

Factor-I: From the table, it is inferred that out of 23 reasons, five reasons have their high, relatively tightly grouped factor loadings on factor-I.

This factor consists of:

- The promotional measures are targeting the dealers (0.81)
- The promotional measures are targeting the industrial buyers (0.76)
- The promotional objective is to inform consumers in an effort to increase their level of awareness (0.75)
- The objective of promotional elements is to persuade the consumers to buy the product.(0.69)
- The promotional measures are used to maintain existing buyers.(0.63)

Hence, this factor is named as “**CONSUMER FOCUS**”.

Factor-II: is formed with:

- The promotional measures are important to enhance the decision making of customers. (0.85)
- The promotional measures are very helpful in encouraging demand (0.69)
- The promotional practices create effective demand for equipments. (0.55)
- The promotional measures play important for role to gain low risk trial. (0.58)

These variables are named as “**DEMAND CREATION**”

Factor-III: This factor includes:

- The promotional measures are important for the technical sophistication of the equipments and hence the amount of understanding required using it(0.63)
- The promotional elements encourage the consumers to try the equipments. (0.77)
- The promotional measures help the buyer for right purchase. (0.71)

These three variables are named as “**EXPOSURE**”

Factor-IV: This factor is formed with:

- The sales promotions encourage repeat purchase from satisfied first-time triers. (0.80)
- The promotional practices help wholesalers to encourage orders and provide sales assistance and this increases purchase of equipment. (-0.69)
- The promotional practices provide consistent message across all customers. (0.61)

This factor is named as “**FAMILIARITY**”

Factor-V: is formed with:

- The promotional practices assist in moving a equipment through the channel of distribution.(-0.77)
- The manufacturer directs its promotional mix to customers to encourage them to ask retailers for the equipment. (0.77)

These variables are named as “ENCOURAGEMENT”

Factor-VI: This factor includes:

- The promotional measures are targeting the ultimate consumers (-0.77)
- The promotional measures are used to establish the seller’s reputation. (0.55)

These three variables are named as “REPUTATION”

Factor-VII: This factor is formed with:

- The promotional measures are targeting the distributors (0.80)
- The promotional measures are crucial to remind buyers of the equipment’s existence. (0.54)

This factor is named as “EXISTENCE”

Factor-VIII: This factor includes:

- The promotional measures are used to stresses brand differences. (0.87)
- The promotional practices increase the sales volume. (0.66)

These three variables are named as “VALUE CREATION”

The Cronbach’s alpha of the scale was 0.74 indicating that each measure demonstrated acceptable internal consistency. It is inferred that consumer focus, demand creation, exposure, familiarity, encouragement, reputation, existence and value creation are the factors determining the choice of promotional practices of agricultural equipments by the manufactures.

3.4. Influence of Factors Determining the Choice of Promotional Practices for Agricultural Equipments on Annual Sales

In order to examine the influence of factors determining the choice of promotional practices for agricultural equipments on annual sales, the multiple regression has employed and the results are presented in **Table-5**. The factors derived through factor analysis are considered as independent variable and the annual sales of agricultural equipments are considered as dependent variable.

The results indicate that the coefficient of multiple determination (R^2) is 0.69 and adjusted R^2 is 0.67 indicating the regression model is moderately fit. It is inferred that about 67.00 per cent of the variation in dependent variable (Annual Sales) is explained by the independent variables (Factors Determining the Choice of Promotional Practices for Agricultural Equipments). The F-value of 7.482 is significant at one per cent level indicating that the regression model is good fit.

Table-5. Influence of Factors Determining the Choice of Promotional Practices for Agricultural Equipments on Annual Sales

Factors Affecting Loyalty Programmes	Regression Coefficients	t-value	Sig
Intercept	1.023**	2.728	.011
Consumer Focus(X_1)	.672**	3.824	.010
Demand Creation(X_2)	.625**	3.592	.012
Exposure(X_3)	.284	1.218	.214
Familiarity (X_4)	.656**	3.829	.012
Encouragement (X_5)	.318	1.114	.492
Reputation (X_6)	.545**	3.746	.011
Existence (X_7)	.223	1.152	.346
Value Creation (X_8)	.601**	3.416	.011
R^2	0.69		
Adjusted R^2	0.67		
F	7.482		0.01
N	400		

Note: ** Significance at one per cent level

The results show that consumer focus, demand creation, familiarity, reputation and value creation are positively influencing the annual sales of agricultural equipments at one per cent level of significance. Therefore, the null hypothesis of there is no significant influence of factors determining the choice of promotional practices for agricultural equipments on annual sales is rejected.

IV. Conclusion

The most of the dealers of agricultural equipments are males and the majority of the dealers of agricultural equipments belong to the age group of 31-40 years. The most of the dealers of agricultural equipments are graduates and the majority of the dealers of agricultural equipments are married. The most of the dealers of agricultural equipments belong to the nuclear family and the majority of the dealers of agricultural equipments are having the experience of 7-9 years and the most of the dealers of agricultural equipments are located in semi urban area. The results show that that there is a significant difference in reasons for the choice of promotional practices of agricultural equipments by the manufactures as perceived by the dealers of agricultural equipments.

The exploratory factor analysis indicates that consumer focus, demand creation, exposure, familiarity, encouragement, reputation, existence and value creation are the factors determining the choice of promotional practices of agricultural equipments by the manufactures. The multiple regression analysis shows that consumer focus, demand creation, familiarity, reputation and value creation are positively influencing the annual sales of agricultural equipments at one per cent level of significance.

It is recommended that the manufacturers should formulate the promotional measures in order to increase the awareness levels of both dealers and farmers. The manufacturers should formulate the promotional measures not only attract the farmers and also dealers in order to increase the dealership and also sales. The promotional measures should also address the technical sophistication of the equipments and hence the amount of understanding required for using them will improve considerably. The manufacturers should create demand for their equipments through proper promotion mix strategies in order to make stakeholders familiar with their equipments and also keep their reputations.

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