“LEVEL OF SATISFACTION AND SWITCHING BEHAVIOR OF FARMERS TOWARDS SPRINT FUNGICIDE”

ABSTRACT

Key words: Satisfaction, Factor Influencing, Constraints, Competitive advantages.

The study on “Level of satisfaction and switching behavior of farmer’s towards Sprint fungicide”. The study was carried out in Junagadh district of Saurashtra region in year 2017. Multistage sampling technique was used and total 100 farmers and 20 dealers were selected for study purpose. The data was collected by conducting personal interview through structured questionnaire. The Likert scale technique was used to identify the farmers’ satisfaction level towards Sprint fungicide. The linear multiple regression model was used to study the factors influencing the quantity purchased of Sprint fungicide. Garrett’s ranking technique was used to analyze the views of the dealers towards constraints and advantages of Sprint fungicide, expectation of farmers and switching behavior towards Sprint fungicide. It can be concluded that the farmers’ are satisfied with the quality, availability, packaging and result of Sprint fungicide and farmers expects low price of Sprint fungicide, more field visit and demonstration from the company. The farm size and annual income positively affected the purchase decision of farmers while, price affected negatively to the purchase decision of farmers. The farmers are switching their brands due to the quality, brand image and better service. Main marketing constraints faced by dealers are competitive product and lower margin. Main marketing advantages obtained by farmers are better quality and low transportation cost.