CHAPTER - II

REVIEW OF LITERATURE

Literature review aims to portray the critical points of current and collected knowledge on the topic under study. It seeks to describe, summarize, evaluate, clarify and integrate the content of primary reports. Moreover it forms the basis for the justification for future research in the area. As such, review of literature has become an inevitable part of any scientific investigation. Hence a brief review of available literature, related to the study is presented in this chapter.

1. To measure farmers’ level of satisfaction and expectation towards Sprint fungicide.
2. To identify the factors influencing the purchase of Sprint fungicide by farmers.
3. To study the reasons behind brand switching of farmers.
4. To identify competitive advantages and marketing constraints faced by dealers of Sprint.

2.1 FARMER’S SATISFACTION AND EXPECTATION

Kaboli et al., (2011) studied the customers’ satisfaction towards Tejarat bank branches in Isfahan city. 120 respondents were surveyed and from research they stated that physical characteristics services, technical requirements and investigation of customer`s complaints on customers satisfaction in Tejarat bank's branches of Isfahan city haven’t affect and only characteristics of enrichment services and easily receiving services increase customers satisfaction. On the other hand, the main reason for lack of the impact of three indices upon satisfaction is lack of those variable in Tejarat bank`s branches, then banks should improve these factors.

Biju et al., (2012) studied customer’s satisfaction on core banking in Thirunelveli city. Data was collected from the 50 customers of nationalized banks. The study divulged that majority of customers were satisfied regarding transaction conveniences, core banking operations, improved quality of service and mobile banking as they were going to mobile banking services in the near future.
Review of Literature

Chakraborty (2013) studied the customer satisfaction and expectation towards a telecommunication company in West Midnapore district of West Bengal. The data were collected with the help of simple random sampling technique. The percentage analysis method was used for the analysis of the collected data. Result revealed that the dimensions which influence the satisfaction level of customer’s are core services and call rate. It has been recommended that telecom companies should focus on connectivity, call rate, coverage and network quality.

Bhandari and Mishra (2014) studied the factors influencing satisfaction level of farmers towards Agricultural Produce Marketing Committee (APMC) of Rajnandgaon District of Chhattisgarh. The study includes a sample of 140 farmers who sell their agricultural produce in the study area. All seven APMCs working in Rajnandgaon district were selected for the survey. The scheme of Minimum Support Price (MSP) is also running but it is applicable only for crop paddy and this scheme runs only for a limited period of time. Farmers get fair pricing, security of crops, payment on time, guidance from employees, and security from malpractices, proper weighing system and other essential facilities they opt to sell their agricultural products through APMCs. Most of the responses of farmers about APMCs Rajnandgaon were positive. But farmers want that crops other than paddy should also be given equal importance and just like the scheme of MSP a fair minimum price should be fixed for the crops so that farmers are going to get at least that fair minimum price for their crops.

Karthikeyan (2014) conducted study on dealers’ attitude towards fans and lights with reference to erode city. The population study was used to collect the data for the study. Percentage analysis, weighted average method and Chi-square analysis and one way ANOVA were used to analyze the collected data. The study reveals that majority of the respondents are dissatisfied with the promotional activities offered by various companies. The majority of the respondents are dissatisfied with the quality of the products. 44.3 percent of the expressed that they are dissatisfied with the schemes offered by the companies. The study shows that majority of the respondents are dissatisfied with the timely delivery of the products.
Elias et al. (2015) studied about the farmer’s satisfaction with agricultural extension service and its influencing factors. The study was conducted in North West Ethiopia. 55 per cent of the interviewees were satisfied whereas 45 per cent of them were dissatisfied with the extension services, implying that the program still has a lot of room for improvement. The empirical result based on ordered logit model revealed that perceived economic return, regular extension contact, family size and off-farm income were driving factors for farmers’ satisfaction. On the other hand, limited technology choices, high price of inputs, inconvenient loan system and undefined boundary between the extension services and the local politics were among the reasons given by dissatisfied farmers. Thus, from a policy perspective, the findings suggest a need to develop demand-driven extension service instead of the existing supply-driven one. Such service should be aiming to enhance the rewards from farming in order to maintain participation and farmers’ satisfaction, which influence the sustainability of the extension program.

2.2 FACTORS INFLUENCING THE PURCHASE

Aji et al (2001) studied factors influencing a farmer’s decision to purchase seed potatoes in East Java. Primary data was collected by conducting a survey of 209 farmers in the highlands of East Java. Particular emphasis was given on the various factors and constraints that most influenced a farmer’s decision to purchase seed. The information and data collected was encoded and encountered for subsequent computer analysis using SPSS package. The study found that farmer’s seed purchase decision influenced by unavailability of seeds, costly seed input, highly variable quality and price fluctuation.

Padmanaban (2002) studied the brand loyalty of farmers towards pesticides in South Tamilnadu. The study brought to light that the use of pesticides in different block varied significantly among the farmers. Extension worker and private dealers play a crucial role as they are the major source of information. The multiple regression analyses revealed that the price of the preferred brand and efficiency of the brand were influenced significantly the brand loyalty of the farmer in the study area.

Niyarepola et al. (2008) examined the buying behaviour of Paddy farmers towards insecticide. Demand for insecticide depends on the impact of the extension service, price of the insecticide, brand name of chemicals and the influence of the peer farmers. Farmer also does consider the brand name of the insecticide. If this situation
continued over a long period of time in an area where agriculture extension service is not functioning properly farmers’ choice of the insecticide will be influenced by level of the product promotion efforts carried out by the company. Farmers have also select insecticides based on the opinion of the peer farmer when farmers are not readily access to the agriculture extension services. The absence of reliable source of technical information farmers had used various source of information but, the source other than the agriculture extension services are imperfect and could be misguide. Majority farmers influence by brand name of the chemical, influence of peer farmers, extension service and price of the chemicals at the time of purchasing insecticide.

Mariyono and Battharai (2009) analyzed factors that determine level of pesticide use in chili farming There is a wide range of variation on level of pesticide use across farmers and across the location within the province. The result shows that factors leading to higher doses of application of pesticides are market price of chili, number of insect pest on the field as observed by farmers, non- hybrid variety of chili grown, more frequency of spray in a season and production location. Factors that contribute in less use of pesticides use are increased price of pesticides, higher level of farmers’ education, long year of farming experience, more number of diseases observed by farmers and large acreage cultivated to chili.

Suroto et al. (2013) studied the factors influencing consumer’s purchase decision of formula milk in Malang city. Accidental sampling method was used to select the samples. Multiple linear regression model was used to analyze the data. The study revealed that the culture, social, personal, psychological, product and price variables simultaneously influenced the purchasing decision process of formula milk in Malang city. Culture was dominant variable influencing purchase decision while the price variable did not affecting the purchasing decision significantly.

Sivakumar and Kaliyamoorthy (2014) studied the factors influencing the purchase of agricultural tractors in Sivaganga district of Tamil Nadu. Convenient sampling method was used to collect the samples. Friedmen test was used to analyse the collected data. It was found that subsidy was ranked first and followed by sources consulted, horse power, after sales service, price and brand name respectively are considered for purchase of tractors.
2.3 BRAND SWITCHING

Mazursky et al. (1987) examined when consumers switch brand. The response measured consisted of both actual behavior (switching behavior) and an evaluative measure, which underlies the behavior. Self-perception theory was utilized to assess consumer switching behavior in response to intrinsic versus extrinsic motives. The integrative approach was tested in the context of a multistage longitudinal field study concerning five product classes. They concluded that there is a difference depending upon whether switching behavior was induced by extrinsic (e.g., price, coupon) or intrinsic (e.g., a desire to try a new brand) incentives. Unlike intrinsically induced switching, extrinsic incentives motivated consumers to switch despite a high level of satisfaction with the last purchased brand. However, this switching behavior resulted in weaker intentions to repurchase the new brand. They also concluded that promotions are indeed useful in causing switching among consumers who were loyal to the previous brand, but they may undermine repeat purchase of the new brand if consumers attribute switching solely to the promotion itself. One possible strategy intended to avoid sales reduction upon retraction of the promotion is influencing consumers to attribute brand switching to intrinsic reasons rather than to the promotion.

Afzal et al. (2013) analyzed the factors behind brand switching in cellular networks. The study was conducted to know the different factors which influence customers to switch brand in cellular networks. The results of correlation show that service quality does not influence customers to switch brand. The result also suggested that price is positively associated with brand switching. Result illustrated that there is a positive relationship between the trust and the brand switching. The result also shows that the brand loyalty has a negative impact on brand switching. So the results suggest that if there is high brand loyalty then switching will be less.

Kumaresh and Praveena (2013) studied on empirical analysis of consumer switching behavior towards mobile number portability. The consumer switching behavior towards mobile number portability among the mobile users in Erode district of Tamilnadu. Simple random sampling technique was used to collect the data. The data were analyzed through percentage analysis, Garrett ranking and factor analysis. The result revealed that promotional offers, family orientation and service affordability is the
most important factor influencing the mobile subscriber intentions to switch service provider.

Makwana et al. (2014) examined the consumer brand switching behavior in telecommunication industry. Study focuses on identifying factors influencing consumer switching behavior in telecommunication industry. Hyper competition in the telecommunication industry, availability of number of subscriber options for consumers, diverse tariff rates offered by each player influence consumers to switch the services providers. On the basis of questionnaires administered to consumers in telecommunication industry, the study reveals that by providing value added services and effective pricing strategies; telecom service providers can control consumer brand switching behavior and can retain the customers.

2.4 COMPETITIVE ADVANTAGES AND MARKETING CONSTRAINTS

Dey et al. (2012) analyzed the retailers’ problems and perspectives. More than 90 per cent of retailing in India fall into the unorganized sector, the organized sector was largely concentrated in big cities. Retailers, who were the connecting link between the producer and consumer, face many problems to market their products from various dimensions and many causes behind this. Price variation, low profit margin, poor credit facility, bad debts, requirement of more working capital and limited credit period from company were identified as major problems faced by retailers in terms of finance. Lack of experience, poor market condition, limited financial resources, untrained employees and laziness of the company employees were also major problems of retailers.

Kolekar et al. (2013) studied that the constraints perceived by the contract farmers and integrating firm under contract dairy farming system. Study revealed that under contract dairy farming major constraints perceived by contract dairy farmers were difficulty in meeting quality requirements, followed by pressure for maintaining quality of milk, delayed payment of milk produce, faulty grading of milk, delay in arranging inputs and lack of credit for milk production. Similarly major constraints perceived by integrating firm were frequent milk price fluctuation in market, followed by input diversion by farmers, farmer’s negligence in maintaining quality, difficulty in maintaining communication with farmers, difficulty in arranging quality inputs and violation of terms and conditions by farmers.
Rahaman et al. (2013) studied on problems and constraints in production and marketing of fish in West Bengal. They collected primary information from 120 fish farmers through a well-structured questionnaire. Total six villages of Birbhum district of West Bengal were selected purposively. The farmers were selected by simple random sampling without replacement (SRSWOR) technique. The major constraints faced in production and marketing of fishes were theft and pilferages, non-availability of quality fish seeds, lack of government support both technically and financially, quarrel and litigations among the owners of the pond, poor adaptability of fish seed in new environment, non-availability of quality fish seeds, lack of government support, labour crisis, high degree of perishability of the product, cut throat competition, inconsistent supply of fish, lack of storage facility etc.

Uma et al. (2013) analyzed the causes of regional migration using Garret’s scale. 100 respondents were selected from the different construction fields in Mysore. Garret’s ranking technique was used for ranking the pull factors to know which of them were more influencing and which one was less influencing in internal migration. The main constraints taken were unemployment, drought, low productivity, loan, drinking water problem and low wage. The study revealed that migrants laborers from North Karnataka were becoming the main labour source to the construction sector of the cities and reason behind pulling those labours were high wages. Many of socio-economic, political reasons were playing important role to pull them into migration by solving the financial and livelihood problem and improving their standard of living.

Kasish et al. (2014) they studied marketable surplus, pattern and constrains faced by smallholder dairy farmers in Punjab. Multistage random sampling technique was followed in the study. Garrett’s ranking technique was used to analyze the production and marketing constraints faced by dairy farmers. The study revealed that the major constraint was high costs of feed and fodder followed by the artificial insemination and veterinary facilities in village. The lack of insurance and organized milk marketing facilities were less ranked than the other constraints.

Sultana and Uma (2014) studied on manufacturers’ service delivery to the retailers. 82 per cent of the retailer faced problem of inadequate service. 59 per cent of the retailer’s faced packaging. 58 per cent of the retailers faced unattractive trade
schemes. This is because usually firms rarely provided schemes. 31 per cent of the retailers faced non availability of credit as a problem in handling low involvement firms products. Retailers’ faced problem in handling low involvement products. Retailers faced inadequate service from company distributor as the major problem. The retailers were satisfied with schemes, promotional measures of the company and profit margin.

Dhaka and Dhaka (2016) studied the constraints faced by the farmers in agricultural production. Initially, constraints faced by the farmers were identified though pilot study. The intensity of the identified constraints in the actual field situation was measured to prove their validity and to find out the extent to which they were perceived by farmers as impediments to production of crops. The field work was conducted in fourteen purposively selected villages of Tonk district. Data were collected from 140 farmers through group discussions and personal interviews. The quantification of data was done by first ranking the constraints based on the responses obtained from the respondents and then calculating the Rank Based Quotient. Findings of the study indicated that dependence on monsoon, low and erratic rainfall, lack of knowledge about improved crop production practices, biotic stress, lack of suitable varieties, high cost of inputs and poor infrastructures were emerged as important constraints faced by the farmers.