

## 1.1 INTRODUCTION

In today's competitive environment, the impact of price image on customer satisfaction has changed due to increasing self-service and changing lifestyles. Price becomes another selling proposition and stimulates the level of impulse satisfaction, increases market share and reduces promotional costs. Customer satisfaction is the key to the success of any business. If a business wants to succeed, it must win the hearts and minds of its customers. In 1912, Leon wood Bean founded the LL. Bean mail order. It was based on the philosophy of "customer care". L.L bean's golden rule was, "sell good goods at a reasonable profit, treat your customers as human beings and they will always come back for more".

Satisfied customers are the company's biggest currency. Customer satisfaction depends on the actual performance of the product relative to the buyer's expectations. A customer can experience different degrees of satisfaction. If the price and performance of the product fall short of expectations, the customer is dissatisfied. If the performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or delighted.

The price variable has a negative and significant effect on customer satisfaction, that is, price exerts pressure on satisfaction on the one hand, but on the reciprocal side, if the service has a direct positive and significant effect on customer satisfaction, then price has relatively no effect, which means , that consumers see more on the side of service quality, if service quality is fully assured, consumers tend to perceive price variables relatively, and if service quality should not be felt to the maximum, consumer tendency will be correlated with price factors. It is considered a key performance indicator within a business and is often included in the Balanced Scorecard. In a competitive market where businesses compete for customers, customer satisfaction is seen as a key differentiator and is increasingly becoming a key element of business strategy. Within organizations, customer satisfaction ratings can have powerful effects. They focus employees on the importance of meeting customer expectations. Additionally, when these ratings fall, they warn of problems that can affect sales and profitability. These metrics quantify important dynamics.

When a brand has loyal customers, it receives positive word-of-mouth marketing that is free and highly effective. Therefore, it is essential for businesses to effectively manage customer satisfaction. Company's must ensure that the price is representing the quality of the products and services. Failing to meet customer expectations will lead to slow business growth. Customers will start to talk and spread their experiences that may hinder other customers from coming. The Company also needs to ensure that the price-setting could influence customer perceptions based on market sensitivity and elasticity. Customers will make a comparison of the price against the price offered by competitors in the market. Reference pricing is also related to psychological pricing, where it may influence customers to purchase with positive price perceptions

Customer satisfaction is an important aspect and becomes the key to a successful business. It is also becoming the most important area of concern for global companies. If customers are satisfied with the product, they will repeat the purchase, show loyalty and tell others good things. Otherwise, they may switch to another brand or complain and express their displeasure with the company and others. It can have a long-term impact on a company's image Customer satisfaction is important for improving customer-centric products and services. The voice of customers can be a valuable input for management in mapping which areas should be prioritized. There is a significant relationship between Product Pricing and customer satisfaction

## **1.2 STATEMENT OF THE PROBLEM**

This study is being undertaken to understand the price image and customer satisfaction towards the KAMCO products. In recent years, the country's agricultural machinery industry has seen rapid growth. The level of competition has increased significantly. As a result, market leaders must constantly refine and improve their brand recognition. Understanding the product pricing and customer satisfaction is critical to market planning. As a result, the study provides information on price image and customer satisfaction of the KAMCO products.

## **1.3 OBJECTIVE OF THE STUDY**

- To Study the Price Image of customers towards the KAMCO products.
- To Study whether the customer's are satisfied with the products of KAMCO.

## **1.4 SIGNIFICANCE OF THE STUDY**

- The Price image is an Important factor for the successful sale of KAMCO products.
- This study is about identifying the customer's interests in terms of Pricing.
- By identifying customer satisfaction in terms of quality, usage, availability, convenience, the organization can take necessary measures to improve Products.

## **1.5 SCOPE OF THE STUDY**

In today's competitive world of goods and services provider companies and industries, they want to get success and maintain their market presence for long terms, they can easily maintain themselves according to current demands, wants, and drawbacks if they understand the price image of the customers and customer Satisfaction towards there products.

## **1.6 INDUSTRY PROFILE**

Agriculture is the primary source of livelihood for about 58% of India's population. Consumer spending in India will return to growth in 2021, rising as much as 6.6% in 2021 after a pandemic-led contraction. The Indian food industry is poised for tremendous growth and is increasing its contribution to the global food trade every year due to its huge potential for value addition, especially in the food industry. The Indian food industry accounts for 32% of the country's total food market, is one of the largest industries in India, and ranks fifth in terms of production, consumption, exports and expected growth.

Agriculture is a way of life, a tradition that has shaped the thinking, cultural outlook and economic life of Indian people for centuries. Agriculture is considered the main occupation of most people. Agricultural performance affects the Indian economy. The market in India is primarily driven by rapid population growth. This is further supported by rising income levels in rural and urban areas, which has led to increasing demand for agricultural products across the country. Additionally, the presence of favourable government policies across India to support and modernize the overall agricultural infrastructure, including credit facilities for farmers and crop insurance schemes and various incentives for air movement of agricultural products across the world, is also benefiting the market.

India is expected to achieve the ambitious target of doubling farm income by 2022. The agriculture sector in India is expected to generate better momentum in the next few years due to increased investment in agricultural infrastructure such as irrigation facilities, storage and cold storage facilities. Moreover, the increasing use of genetically modified crops is likely to improve the yields of Indian farmers. India is expected to become self-sufficient in pulses in the next few years, thanks to a concerted effort by scientists to source early maturing varieties of pulses and an increase in the minimum support price.

The demand for agricultural products is expected to increase due to the growing population, hence the major players are spending and investing in strategies to make the most of the minimum. The increase in adoption of agricultural machinery in the country has been possible due to their logical manufacturers, village artisans, small units, small scale industries organized medium and large sectors drawn implements are largely manufactured by village artisans and machinery operated by small scale industries.

Economic development without agricultural development creates obstacles and creates inflationary pressures. This happened in India, the low level of agricultural development results in shortage of food and basic raw materials, leading to inflation. There, avoiding and securing stability is essential for agricultural development.

State Kerala has a peculiar state of affairs in its agricultural economy. As a state, it is largely dependent on the agricultural products of neighbouring states. It has small and minor agricultural plots owned by private owners and landowners. Even the available land that is not fully utilized for cultivation has effectively driven traditional farmers out of their jobs.

Under this scenario, mechanization of agriculture in the state is a non-starter proposition. Apart from the traditional tools and implements used by farmers in cultivation, there was no motorized or mechanized equipment available in the state, KAMCO was adventurous enough to venture into this bleak scenario and introduce its garden cultivator and brush cutter and other medium and small mechanical machines. . Help with cultivation. The farmers of Kerala took this opportunity and used automation in their fields, making the entire KAMCO operations successful. At present, KAMCO is the only industrial unit in the state to provide machinery for the agricultural segment as an aid in cultivation.

## **MAJOR COMPETATORS**

### **MAHINDRA & MAHINDRA LIMITED**

Mahindra & Mahindra Ltd's, farm equipment sector (fes) is part of the US \$19.4 billion mahindra group. As the leader in the Indian market for over 30 years, fes has been helping Indian farmers bring prosperity through technologically advanced affordable solutions. Mahindra Farm Equipment Sector offers advanced and affordable agricultural technologies to improve agricultural productivity worldwide. With a presence in 40 countries on six continents and more than 1,000 dealers worldwide, Mahindra Tractors is the world's largest tractor company by sales. We were Indian no. 1 tractor manufacturer for over three decades. We are also the only tractor company to win the Deming Award and the Japanese Quality Medal. The vertical includes Swaraj Tractors, Mahindra USA (Tractors), Mahindra Yueda and other businesses.

Mahindra's tractor implements division aims to bring a wide range of progressive farm machinery to Indian farmers to help them deal with labor shortages, increase efficiency, reduce the cost of farm operations and increase crop yields. We design, develop and manufacture agricultural equipment in our world-class research and development centers and manufacturing facilities. Mahindra also collaborates with the best in India and abroad to bring advanced agricultural technology to farmers and has also partnered with dewulf in Europe, hisarlar in Turkey, mitra in India and mitsubishi agricultural machinery in Japan to introduce potato planters, balers, spraying and transplanting rice fields.

### **HONDA**

Honda India Power Products Ltd. (HIPP) (formerly known as Honda Siel Power Products Ltd.) has been a leader in the power products industry for over 3 decades, manufacturing and marketing portable generators, water pumps, cultivators and general purpose engines. in India and abroad. We also market lawn mowers, brush cutters and long tail marine engines.

Honda India Power Products Limited is a listed public company incorporated on 19 September 1985. It is classified as a public limited company and is headquartered in New Delhi, Delhi. Its authorized share capital is INR 15.00 and total paid up capital is INR 10.14. Honda India Power Products Limited's operating revenue range for the financial year ending March 31, 2021 is more than INR 500 crore.

Every product produced is the result of persistence in quality, giving it the edge for extra reliability. In recognition of this, HIPP has become the first energy product manufacturing company in India to be awarded ISO 9001:2000 for Quality Assurance Systems and ISO 14001 for Environmental Management Systems.

## **KUBOTA**

Kubota Agricultural Machinery India Pvt. was established in December 2008 as a subsidiary of Kubota Corporation (Japan). Ltd. (KAI) is one of the major players in the Indian agricultural machinery industry.

Headquartered in Faridabad, Kubota India has introduced machines contributing to innovation in Indian agriculture. The company supplies tractors, rice threshers, combine harvesters and cultivators, as well as implements and accessories. Kubota aims to offer products and services that benefit Indian farmers with advanced Japanese technology and increase their productivity. has offices in Chennai, Pune and Delhi and 4 warehouses (Pune, Bhopal, Cuttack, Rajpura) along with more than 251 dealers across India. Kubota has more than 251 dealers across India to help you find the right Kubota product.

Kubota agricultural machines are highly regarded for their high durability, high performance and comfortable driving space. Kubota Agricultural Machinery India continues to provide high quality machinery that promotes easy and efficient farming.



## **HAGIE MANUFACTURING**

Hagie Manufacturing is a company that manufactures high clearance sprayers and provides crop protection solutions. Its products include attachments, removers, precision technology and sprayers. The company is engaged in the agricultural industry.

Hagie Manufacturing is a leader in the agricultural industry in providing crop protection solutions to customers in the form of high light sprayers.

At Hagie, we believe that fun at work should be a daily experience. A positive and fun work atmosphere increases employee retention, produces higher quality products, and in turn creates happier customers. Our goal is to fill our company with positive, motivated and determined individuals who move our company forward with innovative thinking, optimistic attitudes and encouraging teamwork. Our team is made up of committed employees who aim to grow and are in it for the bigger picture. By immersing our team in an encouraging environment for success, our employees awaken to a greater sense of purpose and a greater sense of ownership in everything they do, both personally and professionally. Our mission is to optimize our customers' growth by providing the most innovative application equipment in the crop production industry.

## **CLAAS**

CLAAS is a family company founded in 1913 and is one of the world's leading manufacturers of agricultural machinery. The company, based in Harsewinkel, Westphalia, is the European market leader in combine harvesters. CLAAS is the world leader in another large product group, self-propelled harvesters. CLAAS is also a top manufacturer of global agricultural machinery with tractors, agricultural balers and green harvesting machines. The CLAAS product portfolio also includes the most modern agricultural information technologies. CLAAS employs 11,400 people worldwide and reported a turnover of 4.0 billion euros in the 2020 financial year.

## **GLOBAL SCENARIO**

The backbone of India is agriculture. About 70% of production depends on the agricultural sector as a source of livelihood. Many countries are now available to produce surplus food grains mainly because they use high yielding different seeds and modern agricultural machinery to increase their productivity and then they are able to produce surplus food grains in the present scenario. Advanced agricultural equipment enables manufacturers to develop products capable of meeting consumer demand, thereby aiding market growth. The growing adoption of AI-integrated robotics in agricultural type of equipment is additionally supplementing the growth of the market.

After the Industrial Revolution, there were also drastic changes in agriculture around the world. No: the revolution took place in the 19th century. Higher productivity and higher performance are the two main advantages of farm mechanization. Cultivators and cultivators form an integral part of agricultural mechanization and play a key role in increasing agricultural productivity.

The global focus on tractor production in terms of unit volume appears to be shifting from the US, Europe to India and China, where the increase in the number of procedures and total volume of agricultural machinery production in the last year has been impressive. India's tractor industry is the largest in the world, accounting for one-third of total production. The volume growth in the tractor industry over the last four decades shows the compound annual growth rate (CAGRE). In the long term, industrial growth is expected to continue at a moderate CAGR of 5% to 7%, mainly due to the government's continued confidence in increasing agricultural GDP.

Due to the impact of globalization, foreign customers like China and Korea said they would introduce their products to the Indian market and as a result, KAMCO's product was supplemented with foreign products. The product from China is a big threat to the company because of the lower price. But when we consider the quality, KAMCO comes first. KAMCO exports its products mainly to Sri Lanka, Bangladesh, Iran, Afghanistan and also to the countries of South Africa. In the international market, the company's sales support is only through the website and the products are widely accepted all over the world.

Cultivators are capital-intensive, they are laboriously used as a means of transport, in the production of electricity, in the construction industry and for large operations. It has now become an integral part of the farm structure. The use of the cultivator in agricultural activities, which has taken India by storm in the last twenty years, has erased the farmers' problem. The Faro mechanization program in India aims to integrate the use of available energy on human and animal farms with mechanical energy sources. increase productivity. A rapid great change in the economy was marked by the general introduction of powered machinery.

## INDIAN SCENARIO

The Indian agriculture sector is heavily dependent on farm equipment as it helps increase productivity at lower costs and with less human and animal effort. Some of the common agricultural machinery used in India include cultivators, tractors and mowing planters. The central government of India has proposed several "farm mechanization" initiatives to help the penetration of advanced machinery into the country's agricultural sector.

Agricultural mechanization helps efficient use of inputs to increase land and labor productivity. In addition, it helps in reducing the drudgery of running the farm. Early agricultural mechanization in India was greatly influenced by technological developments in England. Farmers have widely accepted equipment for tillage, sowing, irrigation, crop production and threshing. Even small scale farmers use many improved farm equipment through custom hire to ensure timeliness of farming operations. The current trend in agricultural mechanization is large-capacity machines through custom hire and contract field operations. However, mechanization of horticulture, plantation crops and commercial agriculture is yet to be introduced in the country.

The pace of agricultural mechanization in the country accelerated with the production of agricultural machinery by local industries. mechanization inputs and exports. Agricultural machinery manufacturing in India is quite complex and includes village artisans, small units, small scale industries, state agri-industrial development corporations and organized tractor, engine and processing equipment industries. Traditional hand tools and bullock-drawn tools are largely produced by village artisans and small-scale industries. Small-scale industry, however, enriches these designs and the production process with experience. Organized sectors are limited to machinery manufacturing such as tractors, engines, milling and dairy equipment. These industries have adopted sophisticated production technologies and some of them meet international standards.

The increased scale of technology imports by the organized sector and the entry of foreign investors are likely to accelerate exports. As the cost of manufacturing agricultural machinery in India is more competitive due to lower wages in laboratories, importers from various countries will find Indian agricultural equipment more attractive. Indian though

products will need quality improvement to achieve significant export growth. Mass production of critical and fast-wearing components and their standardization would be very helpful for this.

Agricultural mechanization is a necessary input in modern agriculture. It increases productivity, in addition to reducing human labor and cultivation costs. Mechanization also helps to improve the efficiency of the use of other inputs, the safety and comfort of the agricultural worker, improve the quality and added value of production. Efficient machinery helps increase production and productivity, besides enabling farmers to grow a second crop or multiple crops, making Indian agriculture attractive and a way of life by becoming commercial instead of subsistence. Increased production will require greater use of agricultural inputs and protection of crops from various stresses.

Today, India is recognized as a leading country in the world in the development and production of agricultural machinery. The range of equipment includes tractors, harvesters, threshers, tillage machines, irrigation and drainage pumps, agricultural equipments, etc. India exports an increasing volume of these two different countries including USA, Africa, Asia, etc.

## **STATE SCENARIO**

Agriculture and allied sectors are most important to Kerala's economy as they provide livelihood to about two-thirds of the population. The population pressure on land in Kerala is very high and it has shifted from being a resource for production to being an asset. Kerala Agro Machinery Corporation Ltd, Government of Kerala Enterprise with Diesel Powered Power Cultivator Manufacturing Plant The company was established at Athani in Ernakulam District in 1973 when it started assembling power cultivators with technical assistance from Mrs. Kubota Ltd, Japan. The product is now manufactured in India and is suitably designed to suit Indian conditions.

Transport Corporation of India Ltd is associated with KAMCO for about 25 years and transports material to all parts of the country. The machines must be moved directly to their respective locations in the same truck. It is here that TCI plays a major role in the movement of the machine and also ensures the availability of spare parts at all dealers. Confirmation of excellent service from TCI came in the form of a certificate of appreciation from KAMCO. Mr. Vimal Kumar (Managing Manager - Ernakulum) manages the relationship and keeps a close eye on the level of customer service.

KAMCO has 4 assembly units located at Athani and Kalamassery in Ernakulum District, Kanjokoade in Palakkad District and Mala in Trissur District in Kerala State. It provides direct employment of approx. 600 persons in its various units. TCI will strive to continuously improve operational efficiency and add value to its services to strengthen the professional bond with KAMCO

## **1.7 COMPANY PROFILE**

Kerala Agro Machinery Corporation Ltd. (KAMCO) was established in 1973 as a wholly owned subsidiary of Kerala Agro Industries Corporation Ltd. (KAIC), Trivandrum, for the Manufacture of agricultural machinery, namely Power Tillers and Diesel and Petrol Engines. Subsequently, KAMCO became a separate government of Kerala enterprise in 1986. The Paid-up capital is Rs.1.61 Cr The Current net worth of the company is Rs. 60.14 Cr.

Kerala Agro Machinery Corporation Ltd. (KAMCO) has put the efforts to promote mechanized farming from the front. Established as a fully State government owned company, KAMCO caters to the farming requirements of small and marginal scale farmers. From Tiller, Tractor and Reaper to Diesel Engine, KAMCO manufacture and provide small farmers with big help in farming.

The company enjoys the position of premier manufacturer in the field. The products manufactured are fully indigenised and there is no imported content in any of the items. The machines have acquired a reputation for quality and reliability. KAMCO is an ISO 9001 organization with the aim of providing quality products at reasonable price to the satisfaction of customer. Company enjoys all India sales through a network of about 45 dedicated dealers. Products are sold on premium at several places. They have acquired a brand preference because of the high quality and reliability associated with each machinery.

At present the company employs approximately 568 persons in the four units. The company is working profitably for the last 30 years. The Company is ISO 9001:2015 certified and all the machines Which produce has built in quality which is allowing the user a flawless execution of their work. These are world-class machines and are now fast becoming a first choice machine for the farming community in India and abroad.

KAMCO products for mechanized agriculture are manufactured in 5 production units. A 700-strong team of highly qualified and experienced engineers, professionals and technicians form the foundation of KAMCO's continued success in achieving their goals. More than 250 specialist dealers and more than 80 dealers have joined hands with KAMCO in a successful partnership in providing exceptional assistance to the agricultural sector.

At present, KAMCO has five units located at Athani and Kalamassery in Ernakulam District, at Kanjikode in Palakkad District, at Mala in Thrissur dist. and at Valiyavelicham in Kannur District. With the present work force KAMCO can produce 8400 Power Tillers & 1200 Power Reapers per annum.

## **HISTORY**

KAMCO is originally conceived by Kerala Agro Industries Corporation Ltd. (KAIC), as a joint venture between the Central Government and State Governments, supports the agriculture industry in Kerala by manufacturing agricultural equipment, machinery and implements required for mechanized agriculture. During that time the demand for agricultural machinery increased tremendously and the Govt. of Kerala decided to spin off the manufacturing wing of KAIC and form KAMCO in 1973. This was the beginning of KAMCO.

KAMCO's headquarters and first manufacturing unit at Athani in Ernakulam district of Kerala started with a single product: the Power Tiller. The know-how came from a technical connection with the Japanese Kubota Corporation. The Power Tiller is a multi-purpose machine that can be used for many agricultural applications such as plowing, ploughing, weeding, pumping, puddling, leveling, spraying, peeling and transporting. Farmers soon took the KAMCO Power Tiller into their farms and hearts due to the excellent performance quality and robust nature of the product. The unprecedented success of the first product meant that KAMCO had to expand its production capacity and the company started its second unit at Kalamassery to manufacture engines.



KAMCO could not rest on its laurels as a successful multi-unit corporation as the demand for its product kept on rising higher, leading to the formation of the third manufacturing unit at Kanjikode, Palakkad, for Power Tiller production. That was in 1995.

As natural offshoot of its growth process, KAMCO focused on expanding its product range and technology upgrade. This led to the development of the Power Reaper, a versatile harvesting machine. The production started in the Kalamassery Unit in 1997. A fourth manufacturing unit was opened in Mala, Thrissur in the year 2000 to increase Reaper production.

Again, product development was an ongoing process with KAMCO, and the company brought out the low smoke 12 HP DI Engine in the year 2005. When this innovative product was fitted to the power tiller the new Super DI Power Tiller was born, soon to conquer farmlands.

In 2010, a compact, lightweight, powerful weed/garden cultivator with a 4 HP gasoline engine suitable for horticultural applications entered the KAMCO product line. In the same year, a 16 HP compact mini tractor for dry use was developed in collaboration with M/s. Barbieri SRL, Italy.

The regular expansion of manufacturing units continued in 2014 with the addition of KAMCO's fifth manufacturing unit at Valiyavelicham, Kannur district. New additions to the range included brush cutters and motorized water pumps the following year. A small practical machine equipped with a 1 HP petrol engine for removing weeds from paddy fields, called the Paddy Weeder or Cono Weeder, is the latest addition to the product development line.

## **OBJECTIVE OF THE COMPANY**

The objective of the company is to manufacture in India, either in partnership or otherwise, or import and deal in agricultural machinery such as tractors, cultivators, mowers, harvesters, seeders, diesel engines, pumping sets, implements, accessories and spare parts therefor. . The objectives also include the establishment of machine shops/repair shops for carrying out repairs and servicing of agricultural machinery or other machinery, equipment, tools and implements.

The assembly unit was established in 1970 at Athani M/s. Kerala Agro Industries Corporation for installation of Kubota Power cultivators in technical collaboration with M/s. Kubota Ltd., Japan, the world's leading manufacturer of cultivators and other agricultural machinery. After the end of the cooperation, KAMCO produces cultivators with its own equipment. KAMCO motor cultivators have become the most sought after cultivators in India due to their quality and reliability.

## **QUALITY OBJECTIVES**

- Ensure compliance with the quality requirements of the offered products and services in all phases.
- Create a culture among all employees towards the concepts of total quality and productivity through full involvement and commitment of all employees.
- Create a healthy work environment to achieve quality goals with excellence and make quality a way of life.
- Detect non-conformances and defects as soon as possible and prevent them and eliminate them by appropriate changes to the quality management system.

- To achieve and maintain Quality Leadership through continuous technology upgradation, improvements in techniques, systems and procedures.

## **VISION**

KAMCO with over three decades of engineering excellence, stands as the number 1 power Tiller manufacture in India not surprising with four state of the art product plants, an innovation R&D and stringent quality control system rated as one of the best in the country. The technically competent, dedicated management and workforce will go on to ensure that KAMCO shall be the leader for several years to come.

## **MISSION**

To be an innovative, resourceful and profitable company. - To meet customer requirements of quality, service and price consistently - To make "doing business with us easy" and delightful to our customers. - To provide a congenial and entrepreneurial work environment in which employees can respond to the needs of business and service earn fair rewards and can be satisfied.

## **AWARDS & RECOGNITION**

When a company takes every step in the right direction and live and breathe quality, people are apt to take notice and recognize it. First it comes from customers who praise the products with utter satisfaction. Then the competitors start to acknowledge the inimitable strengths. Finally the industry watchers and concerned organizations bestow awards and accolades. KAMCO has set the perfect example.

KAMCO has been awarded ISO 9001: 2015 certification for its management system. The company has established quality standards for each and every component which are well documented.

- FACT MKK NAYAR MEMORIAL PRODUCTIVITY AWARDS 2019-20 (SECOND BEST PRODUCTIVITY PERFORMANCE IN INDUSTRY) TO KAMCO, PALAKKAD UNIT.
- AUTODESK IMAGINE AWARD 2021 (DESIGN AND MANUFACTURING CATEGORIES).
- SAFETY AWARD 2009 - FIRST PRIZE FOR OUSTANDING PERFORMANCE IN INDUSTRIAL SAFETY ISSUED BY DEPT.OF FACTORIES & BOILERS.
- CERTIFICATE OF INDUSTRIAL SAFETY AWARD 2002 - ISSUED BY NATIONAL SAFETY COUNCIL OF INDIA.
- INDUSTRY EXCELLENCE AWARD 1999 - ISSUED BY THE INSTITUTION OF ENGINEERS [INDIA].
- INDUSTRY EXCELLENCE AWARD 1998 - ISSUED BY THE INSTITUTION OF ENGINEERS [INDIA].
- PRODUCTIVITY AWARD 1989-90- BY KERALA STATE PRODUCTIVITY COUNCIL.
- PRODUCTIVITY AWARD 1987-88 - ISSUED BY KERALA STATE PRODUCTIVITY COUNCIL.

## **PRESENT STATUS AND FUTURE PLANS OF THE ORGANIZATION**

The current status of KAMCO is synonymous with serving the small and marginal farmers of the country. KAMCO is revolutionizing small and marginal businesses in the country with its precision and quality. Today KAMCO cultivator is the most sought after in India and enjoys more than 60% market share nationally. With its four plants, the company confidently fulfills the demand for KAMCO products in India and abroad. The main markets for the cultivator are in West Bengal, Assam, Tripura, Meghalaya and Manipur.

**Future plans** The organization has a number of diversification plans in the anvil. It has proposed to set up research and development activities that it hopes will fully help it develop new products in the future and deliver on its promise that its products will be "a benefit to farmers and a profit to the nation". KAMCO's quality policy is 14 "Total customer satisfaction through quality products and services with improved technology and employee participation. The main products of the company are 'KAMCO Power Tiller, KAMCO Power Reaper and KAMCO Diesel Engine'.

The KAMCO Power Tiller is a versatile machine used for primary agricultural operations such as ploughing, ploughing, weeding, puddling, leveling, shelling, furrowing and transportation. KAMCO Power Reaper is a compact small harvesting machine, suitable for harvesting rice, wheat, barley, etc. KAMCO Diesel Engine is used for pumping water with high power. For the past three decades, KAMCO has been catering to the needs and demands of Indian farmers.

KAMCO is successfully preparing a green revolution in India by manufacturing homegrown and quality agricultural machinery. KAMCO also imports agricultural machinery such as "Kubota Combine" and "KAMCO Kukge Rice Transplanter". The company has been making a profit for the last 30 years and has been steadily increasing its production, turnover and profit year after year. KAMCO has set up three more units from its internally generated resources.

The units are located at Kalamassery in Ernakulam District, Kanjikode in Palakkad District and Mala in Thrissur District. The products that are being manufactured at different units of KAMCO are:

- Athani unit manufacturing Power Tiller and Agria Garden Tiller.
- KAMCO's Kalamassery unit was purchased outright from SIDCO during 1990 and converted as a viable Diesel Engine unit.
- Palakkad unit produce Power Tiller during the beginning from 1995. The project cost was Rs.4.3 crores.
- As a Part of diversification activity, the company developed a compact small harvesting machine 'KAMCO Power Reaper' and its production is carried out at Mala unit in Thrissur district. The project cost of the unit was 4.28 crores.

The company occupies a position of leading production in the field. The manufactured products are original and there is no imported content in any of the items. The machines have earned a reputation for quality and reliability. KAMCO is an ISO 9001 organization with the aim of providing quality products at a reasonable price to customer satisfaction. The company taps the entire Indian market through 15 network of about 45 specialist dealers. Products are sold at premiums in several places. They have gained brand preference because of the high quality and reliability associated with each machine.

The Power Tiller is a device suitable for small farms for basic tillage operations. Instead of conventional plowing, the cultivator breaks the soil into fine parts, which is very suitable for growing rice and wheat. The machine, originally of Japanese design, was later modified to perfectly suit Indian conditions. The company plans to further diversify its activities in the acquisition of technical know-how and the transition to regular licensed production of machines suitable for other agricultural purposes with regard to small and marginal farmers. KAMCO is an ISO 9001:2000 registered company. The company's motto is "Blessing for the Farmer and Profit for the Nation". The company's current workforce at the athani unit is 567.

## **QUALITY SYSTEMS**

- Well defined quality system procedures adopted covering all activities to ensure quality of products & customer satisfaction
- Improvements are made on regular basis based on the feed back from the customers & dealers
- Regular interactions with all Venders including site visits to maintain and improve the acceptance level of components
- KAMCO Power Tiller certified for compliance with Minimum Performance Standards of Govt. of India
- KAMCO Power Reaper has been Tested by SRFMT&TI, Ananthapur of Govt. of India

## **ISO 9001 - 2000 Version**

- Improvement in the systems and improved Customer/Dealer satisfaction.
- Comply with the requirement of Customers and applicable statutory/regulatory requirements.
- Improvement in the effectiveness of the established quality systems.
- Addresses Customer, Dealer, Vendor, Society, Employees & Share holders - for their requirement & satisfaction.

## **ACTIVITIES OF THE COMPANY**

KAMCO's manufacturing facilities include special purpose machines, purpose built general purpose machines and imported machines. Inspection facilities include modern inspection and testing equipment. KAMCO has its own metrology, calibration and motor test room.

## **MAIN ACTIVITIES OF THE COMPANY**

- Manufacturing and marketing of agricultural machinery such as cultivators, tractors, mowers, diesel engines, etc.
- Power Tiller manufactured in Athani & Palakkad units. The main components for the Power Tiller are manufactured in Athani and all other components are purchased from specialist dealers in India. Currently there are about 250 sellers.
- Kalamassery unit manufactures Motor for Power Tiller
- Power Reaper made in Mala
- Trading/production of other agricultural machinery.



## **FUTURE PLANS OF THE COMPANY**

Plans for the future KAMCO is looking forward to a more promising future. The main one of the future plans is the tractor itself. its proposed location is Athani. Land acquisition procedures are almost over. The costs of the project are requested to be covered from KAMCO's own funds. Now KAMCO is the leader in the production of cultivators. I hope they can do it with tractors too. Tractors are more suitable for large agricultural plots. Undoubtedly, he will have priority in the large farm. The tractor is expected to be operational within a year. The company plans to diversify its product line. They also plan to get into the manufacturing of food processing machinery.

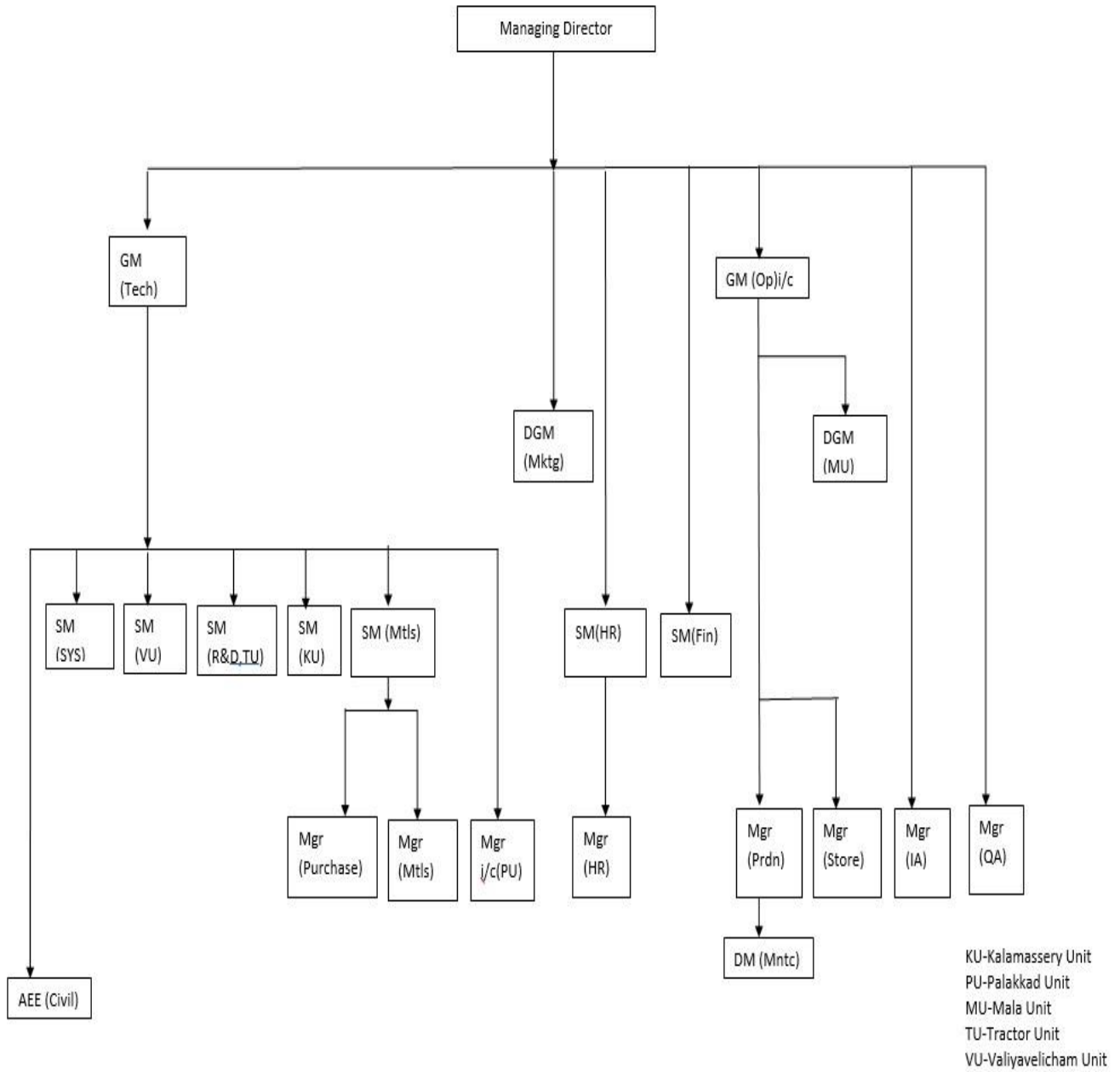
At present, forty percent of sellers give their materials the status of self-certification. The company wants to achieve this 100% in such a way that only a random check is needed. Demand for the company's products is growing. But the plant capacity is not so supportive. So now expansion works are being done to meet the market demands. KAMCO is now a multi-product company with four branches in Kerala. The organization is considering a number of diversification plans to help in its future growth and expansion.

## UNIT WISE BUSINESS OPERATION OF KAMCO

The Business Areas Operating In Kamco Are Indicated In The Matrix Given Below:-

SL. No.	Division / Department	Corporate Set up	Location				
			Athani	Palakkad	Kalamassery	Mala	Valiyavelicham
1.0	Corporate Office	*	*				
1.1	Marketing	*	*				
1.2	Materials	*	*				
2.0	Purchase		*	*	*	*	*
3.0	Production						
3.1	Assembly		*	*	*	*	*
3.2	Pretreatment&Ptg		*	*	*	*	*
3.3	Machine Shop		*				
4.0	Maintenance		*	*	*	*	*
5.0	Quality Assurance		*	*	*	*	*
6.0	Engineering		*				
7.0	Store		*	*	*	*	*
8.0	Human Resource Management	*	*	*	*	*	*
8.1	Human Resource Development	*	*				
9.0	Finance	*	*	*	*	*	*
10.0	Internal Audit	*	*				
11.0	Systems	*	*				
*Applicable in the unit location							

# ORGANIZATIONAL STRUCTURE



## **DEPARTMENTS**

Kerala Agro Machinery Corporation Ltd(KAMCO) established in 1973.the company has completed 37 years of services At present the company employees approximately 568 persons in the four units. The company is working profitability for the last 30 years.

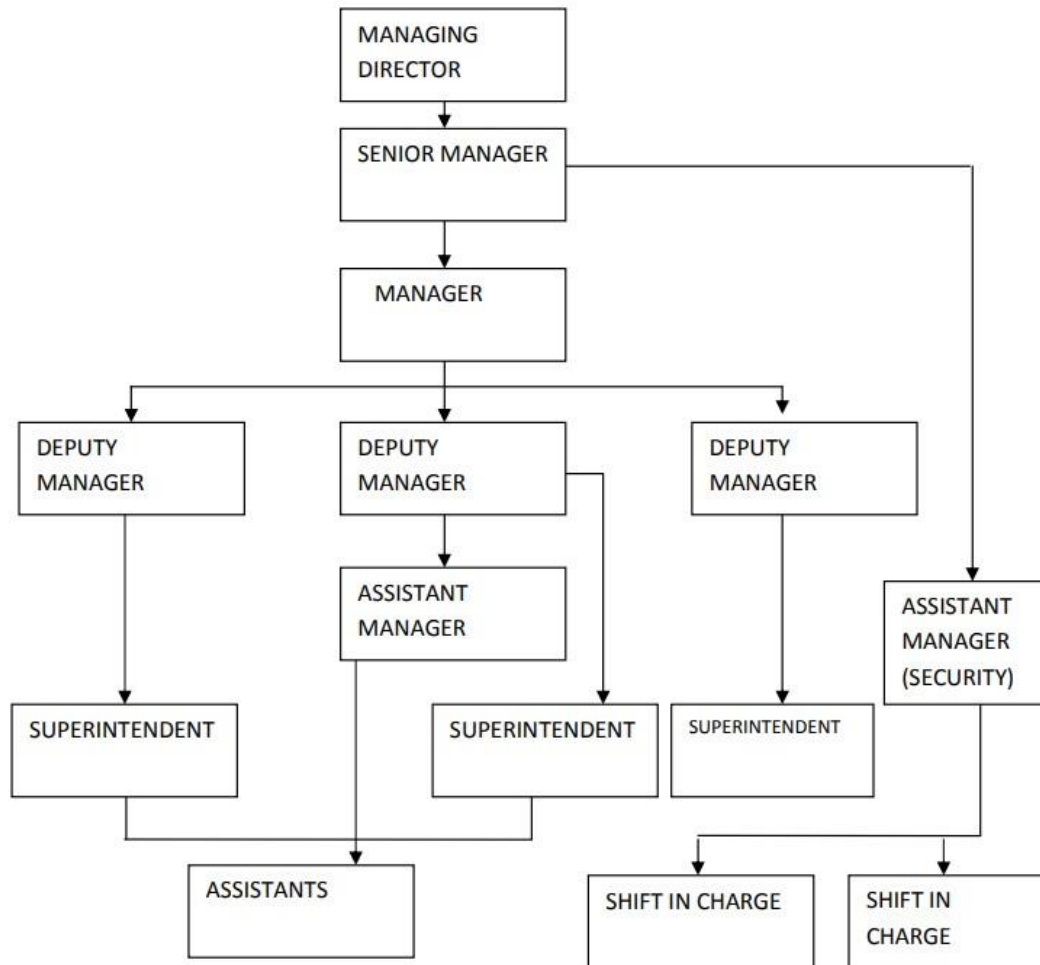
**KAMCO has the following departments.**

1. HRM Department
2. Finance Department
3. Production Department
4. Marketing Department
5. Materials Department
6. System Department
7. Quality Assurance Department

## **HUMAN RESOURCE MANAGEMENT DEPARTMENT**

This department is more focused on human resources and focuses on achieving maximum individual development, desirable work atmosphere and interpersonal relations, effective formation of human resources as opposed to physical resources and also provides proper training of human resources related to individual development, specific work, interpersonal relations . - relationships, etc. KAMCO has identified and provided adequate resources to implement and maintain a quality management system and continuously improve its effectiveness in order to increase customer satisfaction by meeting customer and other requirements. Manpower requirements for manufacturing and verification activities are identified, trained and assigned to perform specific tasks that affect quality

## DEPARTMENT STRUCTURE



## **Functions of HRM Department**

- Recruitment and Selection.
- Training and Development.
- Promotion.
- Welfare of the Workers.
- Cultural Activities.

## **Training programme of KAMCO Ltd**

- For the workers, workers education programme are conducted under the supervision of the workers education center. For this purpose, a 2 to 3 months training classes are provided to the trade union leaders of the organization who act as the workers teachers. After attending the training programme conducted at the workers education center, they conduct classes to all the workers in the organization by forming them into different batches.
- For the officers at the top level, middle level and supervisory level, management development programme are conducted. Here, training is provided on contract basis of 2 to 3 days by the faculties from different management institution like Kerala State Productivity Council, Center for Management Development, Indian Institute of Management, etc.
- External training is given to the individuals who would be outside the premises of the organization by conducting seminars.
- After the ISO awareness training classes were conducted. The subjects handled in these classes were personality development, personal relationship, transitional analysis and productivity.

## **PROMOTION**

The basis for granting promotion is seniority, merit, performance and past performance. In the field of promotion, the company has certain promotion policies. Officers and workers have separate promotion policies. Promotion will be done by the competent authority empowered to make appointments to various posts on the recommendation of the Promotion Committee. Promotions to the posts of Chief Mechanic, Chief Warden, Chief Draftsman and Chief Technical Assistant will be made by selection based on promotion evaluation.

## **Employee welfare activities of KAMCO Ltd**

It is the HRM of KAMCO who plans and implements welfare programs that fully motivate the workforce of these companies, apart from the fact that HRM plays a key role in the organizational environment. Welfare is a better incentive because it motivates the workforce. KAMCO's social work represents the efforts of employees to create working and sometimes living and cultural conditions for employees beyond what is necessary within the existing industrial system. The KAMCO social center operates on the premises of the organization. 25 rs per month salary reduction for all employees per KAMCO welfare centre. Employees and employers also contribute to Kerala Labor Welfare Fund on half-yearly basis i.e. from June and December salary.

The Employee Welfare Centre of KAMCO Ltd, undertake the following activities.

- Grant in aid is provided to the wards of members in a year.
- Medical treatments benefits are provided. If the employees undergo hospital treatment, which result in absence from duty, cash benefit will be provided to the concerned employee from KAMCO Welfare Centre.
- Retirement benefits are provided. A unique advantage of the KAMCO employees who are retiring is that they get their Provident Fund, Gratuity, Pension and other benefits on the retirement day itself without any delay in the procedure.

- Thus promote education and development of work culture among the community.
- They establish and inculcate educational research programme into the public.
- They render financial assistance to the residents of Nedumbassery Panchayath.
- They promote, facilitate and aid any other subjects of general public utility beneficial to the employees, members of their family and the community to which they belong without any motive for profit.
- They promote family planning measures among the community in the area. The Welfare activities of KAMCO includes canteen, medical benefit or ESI, PF, Gratuity, Leave encashment, LIC for E/L, Conveyance advance.

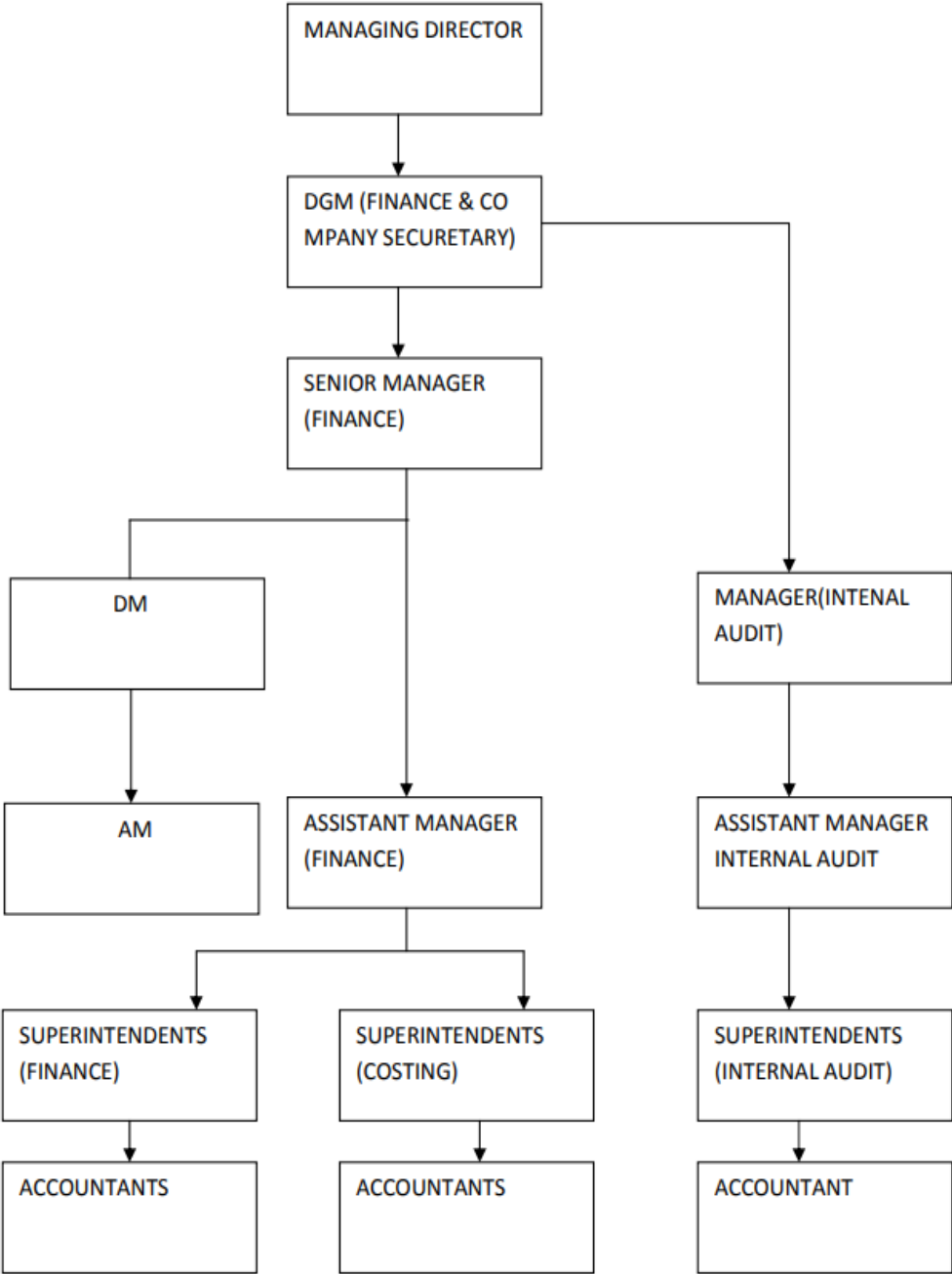
## **FINANCE DEPARTMENT**

The financial performance of an organization is an important factor in the long-term profitability and survival of any organization. Finance is defined as the provision of money when it is needed. Every business, whether large, medium or small, needs finance to run its operations to achieve its goals. It is the livelihood of the business. Without adequate financial resources, no business can achieve its goal.

The finance department deals with the procurement and management of funds. This department controls the overall financial transactions of the company. Controls the receipts and payments of each activity for all divisions. In KAMCO, the finance department plays a major role because very few companies make a profit in the public sector. KAMCO is a multi-million multi-unit organization. This means that KAMCO has more than one unit established with its own fund. What is surprising is that KAMCO has been paying dividends and showing profit for 30 years. The finance department keeps records of all expenses or income.



# DEPARTMENT STRUCTURE



### **The important functions of Finance Department are:**

- Management of Receipts
- Management of Payment
- Budget and Budgetary control
- Auditing
- Costing
- Statutory transactions
- Management of Receipts

### **Management of receipts**

Payments from dealers/customers are received only through marketing department. They issue proper receipts customer wise/dealer wise accounting is adopted. There will be a debit outstanding and it must be informed to marketing development once in a month. Insurance, Freight outward, bank negotiations etc are accounted and maintained to arrive at the cost of sales.

### **Management of payment**

Due to the availability of funds, payment commitments are honored on the due dates. All the payments are supported by approved vouchers. Payments are passed mainly on the basis of IGRR. Advance payments are settled within a time of 45 days. Non – receipts/ delayed receipts extra is brought to the notice of stores for remedial actions. Payments are usually done by cheque/ D

## **Budget and budgetary control**

The annual budgets of the company are prepared both for the capital and revenue based on the requirements furnished by various units and Departments. The requests of the department are analyzed only after consulting with various departmental heads and Corporate Divisional Management Group and finalized only on the basis of disposition of funds. These budgets are presented before the management for approval. The budget is reviewed half yearly. If some changes are occurred they are submitted to management/ board through a revised budget for approval.

## **Auditing**

Internal audit is mainly based on corporate functioning. Internal audit mainly takes care for the 'CARO' requirements of company's act. 'Watch Dog' for an entire organization. The main function of this department is to ensure that policy decisions of the management is strictly followed by the functional departments and is verified by the internal audit.

## **Costing**

Costing records are maintained as per the Cost Accounting Rules. They are mainly subjected to cost audit ordered by company law board. Costing Department also advices management and departments, which are the potential areas of cost reduction. Mainly costing departments analyses cost of productions on a yearly basis. Costing department advices accounts departments the cost of rejection as per warranty claims.

## **Statutory Transaction**

Sales tax /Income tax/TDS certificates/c-Form/Form-18 etc. are issued. They are properly accounted and proper time settlements are made. Salaries and other payments, remittances and recovery etc. in the case of employee are done in a time. The finance function of business is concerned with the acquisition and conservation of capital funds in meeting the financial needs and over all objectives of the organization. Finance is the major functions of any business. It

deals with the arrangements of adequate amount of capital to achieve the objectives of the enterprise.

## **MARKETING DEPARTMENT**

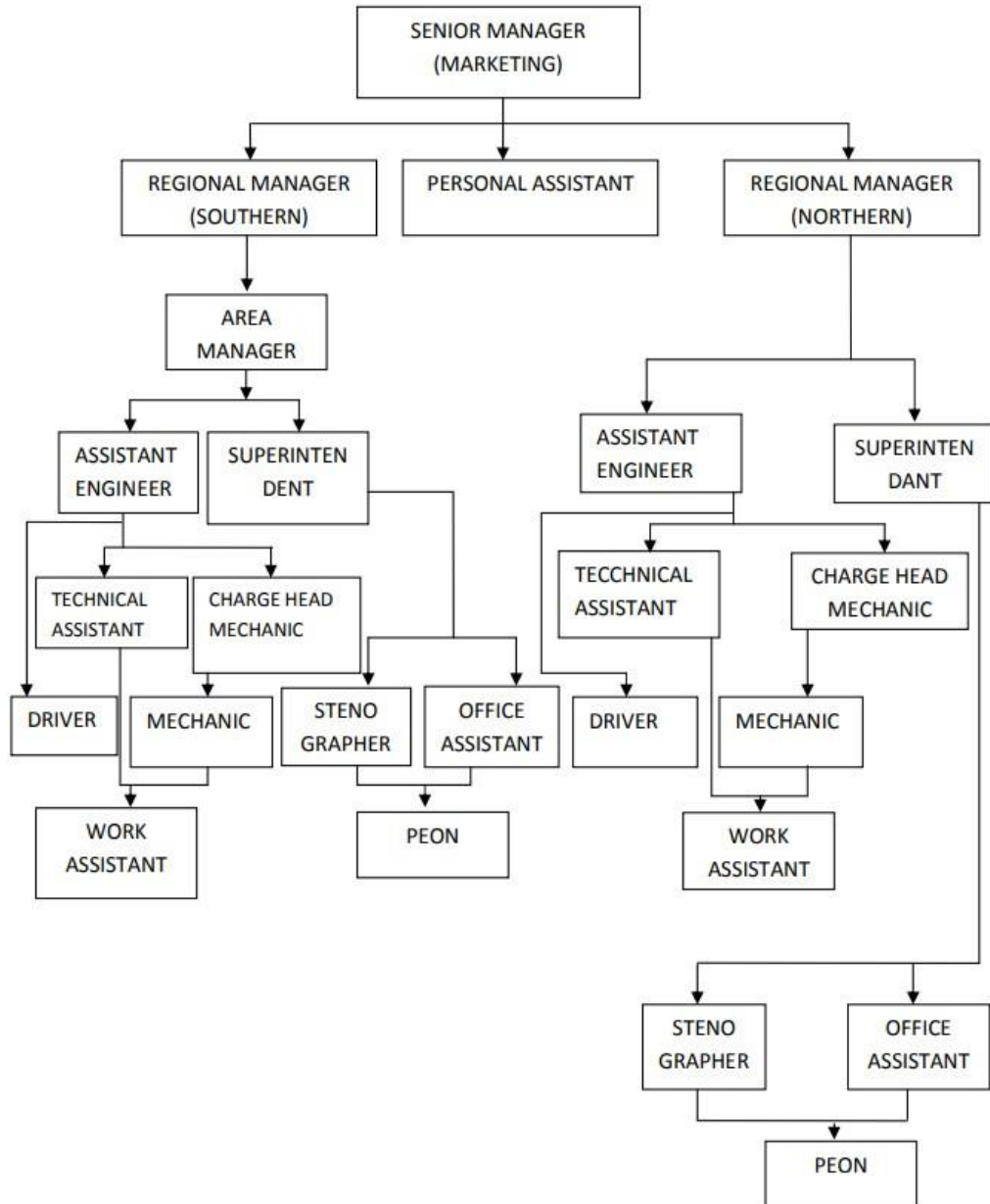
This department ensures the proper flow of goods and services from the company (producers) to the consumers. KAMCO's products are sold through dealers, so the marketing department has a direct relationship with the dealers, the products are sold all over the world. country through the Agro Industries Corporation of that particular state, the states to which the products are sold are Kerala, TamilNadu, Andhra Pradesh, Maharashtra, Gujarat, Rajasthan, Pondicherry, Chattisgarh, Orissa, Bihar, West Bengal, Assam, Meghalaya, Manipur, Tripura , Uttar Pradesh. The marketing strategy followed by the department is

- Fixation of targets for each dealers
- The marketing department has regular contacts with the dealers of each state.
- The dealers are selected based on the certain criteria, i.e, first of all, the climatic condition of the state is taken into consideration, availability of land, etc

### **The steps followed in the marketing department are**

1. Agreement is made between Dealers and KAMCO and then a target is fixed (annual) by KAMCO for the purpose of sales as well as spares.
2. Order is placed by the dealers along with DD or by bank, the dealings of KAMCO is done through Union Bank of India.
3. The marketing department sends the despatch advice to Athani or Palghat.
4. Then the goods are dispatched by the Stores Department.

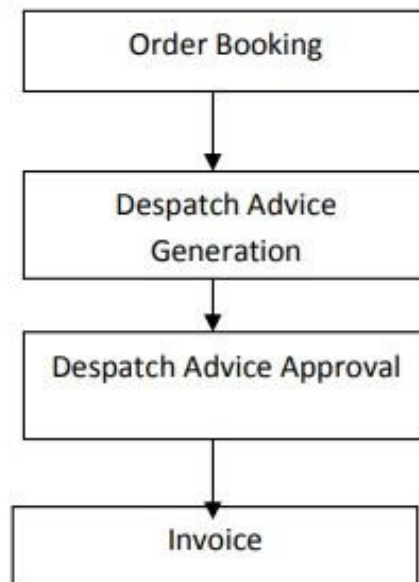
## DEPARTMENT STRUCTURE



## Dealers

The company has 47 dealers all over India. New dealers appointed to cover selected districts in Tamil Nadu, Karnataka, Maharashtra, Orissa and Andhra Pradesh. And in other states the company has dealership. The dealer will get Rs 7000 per tiller and wants to provide three free service to the customers. The dealers target depends upon the area. If a dealer exceeds their target they will get incentives depends the excess quantity

### Process Flow Chart of Marketing Department



## Sales Promotion Activities

In India all the state government has their own dealership in selling the product. Through website all sales promotion activities in International market have been carried out.

## **Advertising**

Advertising is also a part of promotion. In every budget company allocated nearly 50 Lakhs for advertising. Signboards and local newspapers are the major channels of advertisement. Company also gives financial helps to the dealers for advertisements

## **Environment Analysis**

As it is a public Ltd company KAMCO has certain limitations. They cant do more to the environment protection. The all new DI engine will reduce pollution and it also reduce the fuel consumption than the ordinary engine.

## **Functions of manager**

### **Senior Manager**

Presenting market strategy to the board Obtain management approval for the target fixed. Developing customer loyalty Reporting performance for the board for review Arranging press conference annually

### **Regional Manager**

Preparation and implementation of product Fixing target to managers Implementation of market pan Arranging dealer meets

### **Area Manager**

Achieving targets Good customer relation Ensure customer satisfaction

## **PRODUCTION DEPARTMENT**

The production is the largest department of the company. Under the production department there are mainly three sections:

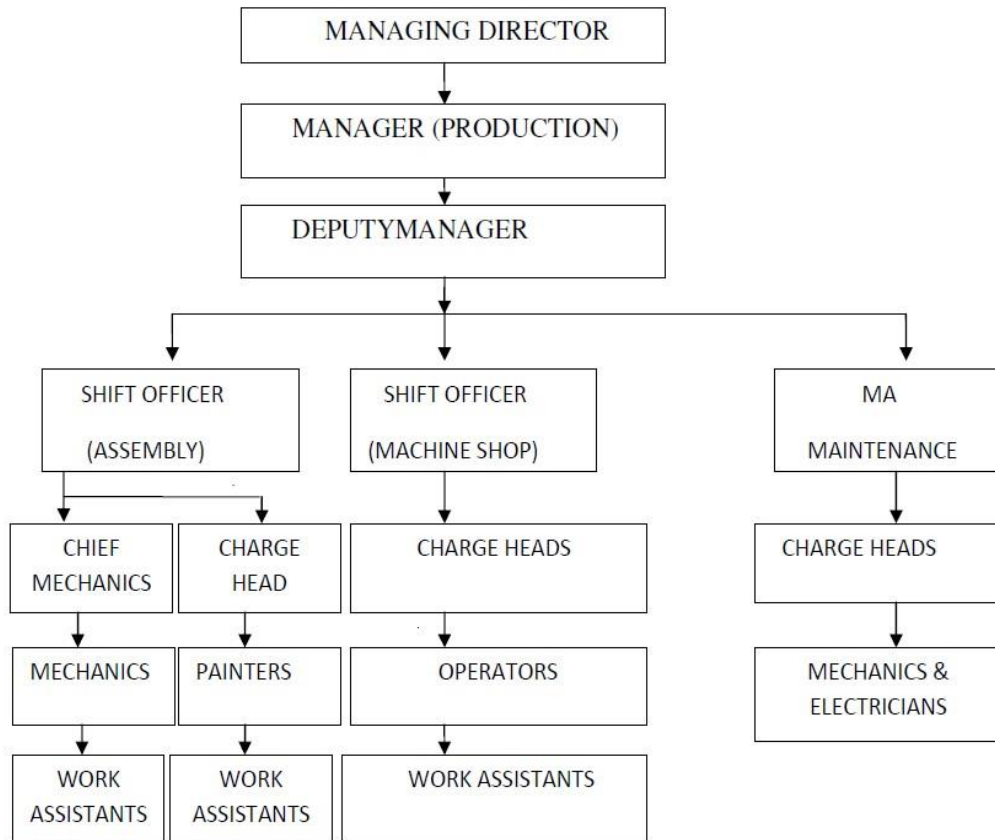
- 1) Assembly shop
- 2) Machine shop
- 3) Maintenance department

The main functions of the production department are machining, assembly and maintenance. In the machine shop, mainly 13 components are machined. KAMCO's main raw material suppliers are from Coimbatore, Karnataka, Mumbai, Bangalore, Delhi and Chennai. Most of the raw materials are castings. The target for the current year is around 10,000 cultivators. And that goal is set by the board of directors. Around 250 employees are employed in the production department. The material handling equipment used at KAMCO are conveyors, stackers, pallet trucks, pallet trucks, forklifts, cranes, etc. The company has a modern machine shop with Special Machines (SPM) to ensure compliance with the prescribed quality standards. The materials purchased by the purchasing department are then sent to the stores. From there, the materials are handed over to the Q.A. department. From the Q.A department, the materials are transferred to the machine shop. Processes such as milling, drilling, boring, etc. are carried out in the machine shop. Finished products are not sent directly to assembly from the machine shop. It is sent for assembly only after inspection in Q.A. department and are then kept in stores. Assembly is one of the main sections of the production department. The main mechanic is present in this section. Engine assembly is one of the main jobs in

Assembly. After testing the assembled engines, it is sent to the painting section. Through various transfers in the assembly, we get the finished product. The assembly part mainly consists of three areas.



## DEPARTMENT STRUCTURE



The maintenance measure used here is total preventive maintenance (TPM), which is a Japanese concept. There are two types of maintenance rooms under the maintenance department. They are civil maintenance and electrical maintenance. Maintenance is performed once every 90 days. Another important aspect of KAMCO is zero downtime, which leads to continuous production.

In this company, 67% is considered the minimum productivity of an employee. An employee is considered eligible for a production incentive only if they exceed this minimum productivity threshold. In the early periods, 3000 cultivators were produced, but now the number has increased to 8500. Production planning is done while making the production budget. Production numbers will be decided at the beginning of the year. Production quotas for each

month must be met. The supervisor (production) communicates the daily need for production to the shift supervisors. Daily production figures can be flexible if monthly quotas are met.

## **QUALITY ASSURANCE DEPARTMENT**

The company maintains good quality of all its products with the help of quality assurance department. For a company trying to make its presence felt more internationally through quality products and services, a quality management system should work. The company follows its ISO 9001-2000 standards. It's mainly because of the quality. Materials and components from the supplier are received in the stores department. And it is billed as Incoming Stores Hand Receipts (IGRR) This IGRR NO: Delivery Chelan No: date, vendor name, vendor quality grade etc. with this receipt, component store department forwarded to quality assurance department . From here the function of Q.A department starts.

In the Q.A department there is all the specification of the components so that you know that these components have all the specifications that are needed for production.

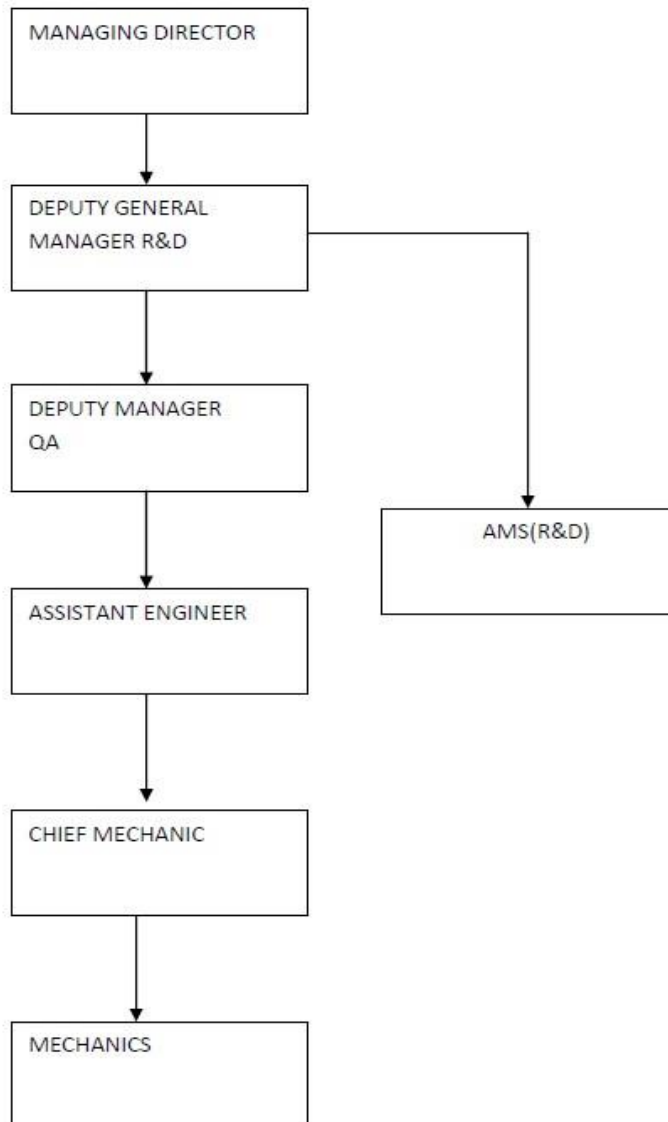
Quality Assurance divides components into two critical components and non-critical components. Critical parts are the crankshaft, all engine parts, gears, etc. Non-critical parts are nuts, bolts and screws, etc. The explanation is mainly to ignore the practical difficulties of inspection. Complete inspection is performed for critical components and only sample inspection for non-critical components.

Practical difficulty in checking non critical components is the problem there from here the production department as their requirements takes the components.

After getting a finished product from the assembly department for the final checking. If it is “OK” it is gone to the store. From these the machine will enter into market through dealers.

Calibration cell:-Q.A departments are equipped with all modal facilities. The company has a calibration cell to check and correct the measurements of all measuring instruments.

## DEPARTMENT STRUCTURE



This department functions with the objective of ensuring that 'QUALITY' is maintained for each product of the organization.

RIR (Receiving Inspection Report)



Material given for inspection to mechanics



Filed IRR i.e., whether OK or not/good or bad



IGRR (Inspection Goods Received Report) i.e., it shows the number of articles accepted or rejected from quantity supplied, value of accepted quantity.



IGRR sent to the stores department

### **Procedure for quality assurance department**

1) Production plan, sales plan and requirements plan emerges from the annual business plan /budget. New requirement of machinery, equipments, tools, guards, jigs and fixtures also emerge from the business/budget.

2) Concerned departments make resources plan comprising of new equipments and up gradation of existing infra structure and submit proposals to managements.

3) Resources plan can also be need, based on the market situation and customer feed backs.

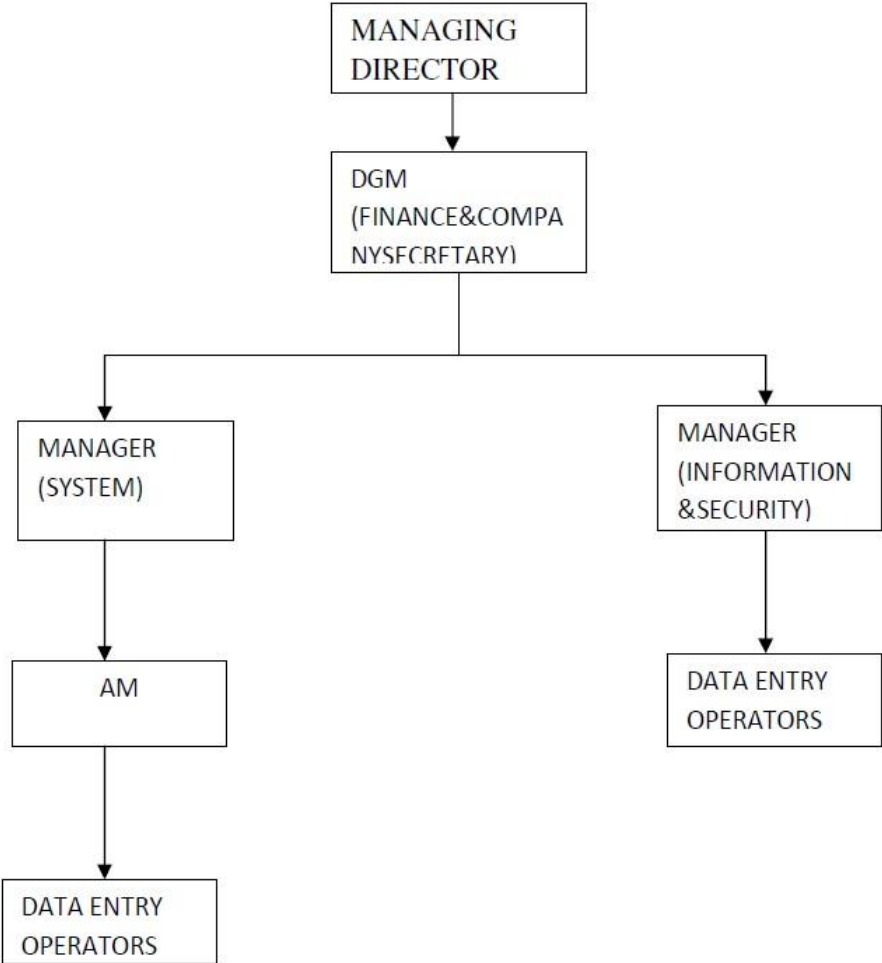
4) For approval of the proposals, management's takes into account selection of equipment, the improvement in quality/productivity aspects and the justification put forth by departments connected.

5) The management approval with corrections if any are forwards to concerned for implementation of the programmer.

## **SYSTEM DEPARTMENT**

The company has a systems department, all four units of the company are connected via the Internet, and all four units have their own servers. In this business unit, every department is connected via LAN. The system department uses the customer's ERP (Enterprise Resource planning) package, backend with oracle. The company's systems department is not so much a developer, so it is not used in any part of production. MIS functionality is built into this ERP package and this package is divided into different modules. Each module, if for each department, with the help of these modules, the departments can transact the data, which makes the work easier.

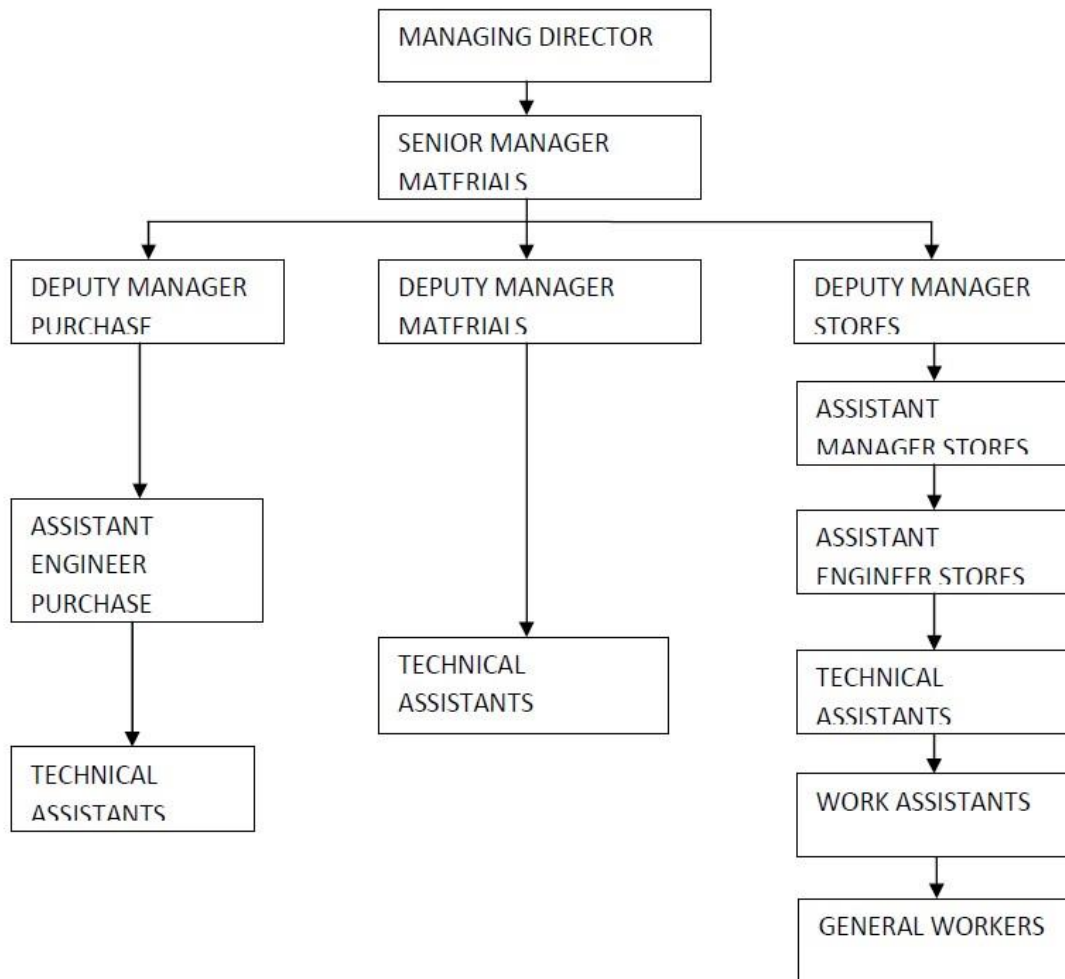
# DEPARTMENT STRUCTURE



## **MATERIAL DEPARTMENT**

The materials department is in charge of all inflow and outflow of materials used for production purposes. Warehouse departments store materials from their vendors in the required quality. All the functions of these departments fall under one roof. The company has around 250 qualified salespeople. The company awards the best seller award for the best seller. It will help the company to get quality materials at the right time. The company has permanent suppliers and they are ready to supply materials according to the company's requirements. As mentioned, the company has more than 200 permanent suppliers. Suppliers are divided into 3 categories A, B and C. The company assigns these marks to the seller depends on some factors. They are the best quality providing materials at the right time and maintaining good relations with the company, etc. If the supplier gets an "A" grade, it means that the company trusts the supplier. Then the company takes the same product from the seller, which without the initial inspection. Therefore, a seller who gets an "A" grade has certain obligations with the company. They want to keep the relationship uninterrupted. So they want to give quality goods at the right time. By receiving the material from the purchasing department of the sellers, you keep this material in the stores and it is handed over to the quality department. At KAMCO, a corporate purchasing system is followed. All another unit forwards its material requirement to head office (Athani unit) and head office purchasing department buys material for all other three units.

## DEPARTMENT STRUCTURE





## **SWOT analysis based on organizational study**

SWOT analysis has been defined as 'a conceptual framework for a systematic analysis that facilitates matching the external threats and opportunities with the internal weaknesses and strengths of the organization.' SWOT stands for strengths, weaknesses, opportunities and threats.

### **Strengths**

- Financially sound
- No loan capital
- Good management
- Dedicated work force
- Good incentive scheme
- Good industrial relation
- Strong and accepted products
- Fully computerized
- Good budgetary control
- Qualified and skilled labor
- Good production facility
- Country wide sales and service networks manned by qualified and trained personnel
- The products of KAMCO are comparatively better in quality than other Indian manufacturers
- Extensive marketing network through dealer

### **Weakness**

- lack of technological up gradation and automation.
- For the recruitment and selection, the time delay will come.
- Dependable on slow scales growth
- Lack of formal technical training to the workers.
- Political interference
- All products are mainly based on agricultural goods. The agricultural field has become dull and affect the business.
- Thrust on IT application is not adequate.

## **Opportunities**

- Government support
- Diversification programs
- Dominating shares
- Safe internal market
- Collaboration can be made by reputed Agro
- Boom in farming mechanization
- Good brand loyalty

## **Threats**

- Government policies
- High competition from Chinese and Korean product(low cost)
- LPG – Liberalization, Privatization, Globalization
- Growth of private enterprises in the sector
- Invasion of spare parts market by the suppliers
- Earning of agriculture is very less
- Lack of recognition for farmers

## **QUALITY POLICY**

- Total customer satisfaction through quality products and services with improved technology and employee participation.
- Comply with the requirements of customers and the applicable statutory / regulatory requirements. The effectiveness of the established quality management system is continually improved to enable achievement of the policy.

## **PRODUCTION**

KAMCO's manufacturing empire is expanding to 6 state-of-the-art manufacturing units across the South Indian state of Kerala. All these units employ strict quality control and testing measures at every stage from the purchase of raw materials to the finished product.

Apart from being an administrative headquarters, the Athani headquarters also manufactures cultivators and tractors. The second unit, at Kalamassery, established in 1992, manufactures diesel engines. The third and fourth units are at Kanjikode, Palakkad and Mala, Thrissur respectively in 1995 and 2000. Power Reaper is manufactured in these units.

The fifth manufacturing unit was established in 2014 at Valiyavelicham, Kannur. A 6th tractor manufacturing unit is also set up at Athani.

## **ASSEMBLY TILLERS/REAPERS**

- Assembly line consists of:
  - Engine Assembly Line
  - Transmission Assembly line
  - Tiller assembly line.
  
- Transmission and Engine assemblies are converged to the Tiller Assembly Line where finished final power tiller is produced.
  
- Stage inspection and testing in between different work stations, engine testing, etc. are effectively monitored for extensive quality checks at each stage, to produce excellent quality products as per standards.
  
- All sub-assemblies of Power Tillers are inspected for conformity with specifications.
  
- All the Engines are tested at assembly for RTA norms to ensure Engine Emission Standards.
  
- Automated Modern Conveyor system Assembly line for Tractor Production.
  
- Well-trained mechanics and supervisors ensure the quality in various stages of assemblies.
  
- The management thoroughly monitors and co-ordinates the works to achieve maximum performance without any compromise in quality of the product.

## **Manufacturing Process**

- Dedicated small and medium scale industries supply raw materials for critical components.
- Critical manufacturing operations are carried out in-house at the Machine Shop.
- Machine Shop is equipped with special purpose machinery to perform critical operations like milling, grinding, drilling, etc. for mass production of components.
- Inspection at various stages of manufacturing is conducted to reduce process rejection rate.
- Installed with modern painting booth system for components and assemblies where Polyurethane paints are used.
- Components are being painted after proper pre-treatment with required quality standards in the well-equipped Paint Shop.
- Effluent Treatment Plant is functioning effectively to meet the required norms on environmental pollution announced Pollution Control Board.

## **PRODUCT LIST**

KAMCO manufacture & market mainly the following products

- KAMCO POWER TILLER
- KAMCO Power Reaper Models
- KAMCO Garden Tiller
- KAMCO Tractor
- KAMCO Brush Cutter

## KAMCO POWER TILLER



This compact engine is designed to generate continuously 12hp of Power for the most demanding jobs, and with a lower weight - per output Rating. The engine is perfected for low smoke level to satisfy Emission Norms conforming to even TREM-III norms. Reduced fuel consumption Per horse power output.

- Horse Power 12 , RPM 2000
- Capacity 744 cc

### Major Applications

- Tilling
- Ridging, Pumping ,
- Transportation,
- Hulling
- Pudding,
- Weeding etc

## KAMCO GARDEN TILLER



KAMCO Introduces the all new Garden Tiller, an easy to handle Equipment with Italian technology and design. The powerful petrol engine ensures efficiency, reduced vibration and noise, low emission levels and low maintenance. Overall, it is an economy model that offers a safe and comfortable operation.

This can be easily dismantled. Also, it facilitates easy transport across every kind of ground with the two rear wheels which can be easily lowered. The technology partner, has over 50 years of expertise in producing a range of machines for small scale agriculture and gardening purposes.

### **Major applications**

- Weeding
- Tilling
- Furrowing
- Soil preparation for Vegetable cultivation and orchards & Sugarcane fields
- Spade work in coconut groves



## KAMCO MINI TRACTOR



KAMCO Mini tractors are the best-suited farming automobiles that are majorly used for managing small land work and small acre agricultural land. Mini tractors have unknowingly great features and specifications that make the most popular and high in demand by the framers owning a small farm and limited budget size.

- Easy Maintenance
- High Efficiency
- Comfortable
- Ease of Customization
- Adaptability

### Applications

Land Preparation, Transportation etc.

## KAMCO POWER REAPER



KAMCO Power Reaper can reap one hectare of land within 3-4 hours. It prevents loss of grains while reaping, gathers sheaves into neat windrows and can reap farmland at walking pace. KAMCO Power Reaper is ideally suited for harvesting of paddy, wheat, soya bean, Jwar and similar crops. Cost of operation is the lowest and it helps the farmer to harvest his field at the lowest ever cost.

### Suitable To Harvest

- Paddy,
- Wheat,
- Soyabean,
- Ragi

## KAMCO BRUSH CUTTER



A brushcutter is a powered garden or agricultural tool used to trim weeds, small trees, and other foliage not accessible by a lawn mower or rotary mower. Various blades or trimmer heads can be attached to the machine for specific applications.

KAMCO brushcutter is a Light weight and more powerful machine, suitable for clearing overgrown grass, weeds, brambles and small hedges. A brushcutter is a powered garden or agricultural tool used to trim weeds, small trees, and other foliage not accessible by a lawn mower or rotary mower. Various blades or trimmer heads can be attached to the machine for specific applications.

## 2.1 INTRODUCTION

A literature review or narrative review is one of the two main types of review articles, the other being a systematic review. Literature searches cover the current state of knowledge, including content-related findings, as well as theoretical and methodological contributions to a particular topic. The literature review is a secondary source and does not report new or original experimental studies. Such reviews mostly relate to the academic literature and can be found in scientific journals. Literary studies form the basis of research in almost every field of science. A thorough literature review may be included as part of a peer-reviewed journal article to help present new research, position current research in the relevant literature, and provide context for the reader. In such cases, the review usually precedes the methodology and results part of the work.

### **Price Image**

Once a company develops a product, it must decide how to price it. Unfortunately, there are no easy answers. The price must be set judiciously. If the company prices too much, it will have fewer sales. If he charges too little, he sacrifices profit.

The price is the amount paid by the buyer to the seller for the product. It is the exchange value of a product or service in money, price means one thing to the customer and something else to the seller. For the seller, the price is a source of income. For the buyer, it is the price of something.

According to “Kotler and Keller (2013)”, understanding price perception is the process by which we select, organize and translate input information to form a meaningful picture of the world. Importantly, perception depends not only on physical stimulation, but also on the relationship of stimuli to the surrounding plane and conditions in each of us, while the price is the sum of everything valuable that the customer gives to profit from giving them a deep meaning. When consumers evaluate and research the price of a product, it is influenced by consumer behavior.

“Zeithaml, V. A, (2002)” stated that perceived price can be defined as an association between the price and the satisfaction that the customer gained through purchasing the product. Price is considered to be a significant factor of the satisfaction of customer as stated by the “Anderson, E. W., & Lehmann, D. R., 1994”. Customers analyze the value of the product by its price factor. So, if the price of the product is too high then it might be possible that the customer will not buy that product and will sacrifice his need. Thus, lower the prices of the product the lower will be the customer sacrifices “Zeithaml, V. A.2002”

Price is a tool used to influence the customer's decision-making process. According to "(Erdil, T. S., 2015)", price recognition can be identified with various factors such as the extent to which customers can bear the cost of the product, the prices of other competing brands in the minds of consumers, and what the customer's position will be. product in his mind.

Price along with brand image classifies brand status (Hameed, Waris & Haq, 2019).

The customer perceives that a premium product will cost a lot. The prices were always a it is problematic to see how competitors will react to prices during price wars” (Beristain, J.J., & Zorrilla, P., 2011)”.

The price is important not only from the point of view of the company, but also of customers and society

#### **1) Price is important to the producer because:-**

- It is the only source of his income. It is the only element in the marketing mix which produces revenue, the other elements produce costs.
- It enables him to plan his products
- It helps him to withstand competition.
- It is a weapon of stimulating or regulating demand for a product.

- It helps in comparing the products of the same category

## 2) **Price is important to the Customer because:-**

- It is the means by which he secures want satisfaction.
- It may as indicator of quality
- It helps to make his income allocation decisions. If the price of product is very high he may reduce or avoid the purchase of such a product.

## 3) **Price is important to the society, because:-**

- It is the mainstay of the economic system, and
- It is the principal instrument for the proper allocation of resources.

Price may often act as indicator of quality. Sometimes, lower prices are perceived by the consumers to be an indicator of lower quality of the products. In certain cases in price may be perceived favorably by the buyers who might interpret it as a consequence of improvement in quality. In short, it is believed that high-priced goods are quantitatively better than lower-priced goods. Thus, generally, price is an indicator of quantity.

## **Customer's**

A customer can be defined as the person/organization who buys goods & services. He is the most important asset of any organization. Customers will expect to be given accurate and reliable information about products and services. Customer service is an organization's ability to identify and supply their customers' wants and needs. How

important a customer is to a business can be well identified with help of some famous quoting.

There is only one boss. The customer and he can fire everyone in the company from the chairman down simply by spending their money somewhere else"- "Sam Walton" (Wal-mart founder).

The purpose of business is to create and retain a customer" - Peter Ducker (Austrian-born American management consultant, educator and author. A customer can be defined as a person/organization that purchases goods and services. It is the most important asset of any organization. Customers they will expect to receive accurate and reliable information about products and services Customer service is the ability of an organization to identify and fulfill the wants and needs of its customers.

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Customers will expect to receive accurate and reliable information about products and services. Customer service is the ability of an organization to identify and fulfill the wants and needs of its customers. How important a customer is to a company can be well identified with the help of some famous quote.

"Paul S. Goldner" (2006) defines: "...a customer is any organization or individual with whom you have done business during the past twelve months."

"Grigoroudis, E and Siskos, Y" (2009) 2 provide definition for "customer" upon two approaches: With reference to loyalty. "A customer is the person that assesses the quality

of the offered products and services" and on process oriented approach, "the customer is the person or group that receives the work output" , "Customer means the party to which the goods are in be supplied or service rendered by the supplier.

### **Customer satisfaction:**

Comprehension Satisfaction is a person's level of feelings after comparing performance or perceived results compared to expectations "(Susanto, 2010)". Satisfaction is the value of one's feelings, either satisfaction or disappointment, produced by the process of comparing the presence or appearance of a desired product with expected values.

Customer satisfaction is the result customers receive when the service they experience exceeds their expectations. In marketing, it is viewed as a global assessment of service experience over time" (Lim et al., 2006)".

"Kotler and Keller" (2013) mention customer satisfaction as a human feeling that results from comparing the performance of the purchased product with what consumers expect. Customer satisfaction is defined as the customer's response to the evaluation of a perceived discrepancy between expectation and performance.

"(Oliver, 2010)" states that customer satisfaction is a post-purchase evaluation where the perception of product performance exceeds customer expectations.

"(Lovelock, 2012)" states that customer satisfaction is an emotional state, their post-purchase reaction can be anger, dissatisfaction, irritation, excitement and neutrality. Customer satisfaction has a direct relationship with customer loyalty, profits and market share. Customers, if satisfied with the value provided by products and services, are likely to become long-term customers.

"(Crosby, Evan and Cowles, 1990 and Kim and Cha (2002))" state that customer satisfaction is defined as experiences based on customer reviews or evaluations, specifically the fact that greater than expected, factors that affect customer satisfaction if they are expectation less than reality then customer is not satisfied while if reality is more than expectation then said customer is satisfied.



Analysts have also revealed that a customer shows loyalty to cheap products, which will influence him to repeat the purchase of a product that is stable in terms of price “(Labeaga, J. M & Martos, M., 2007)”.

A company's success is measured by the level of satisfaction of its customers "(Fonseca, J.R., 2009)".

Moreover, satisfied customers are happy to pay premium prices "Herrmann, A., Xia, L., & Huber, F.2007)". The financial health of the company depends on high customer satisfaction, which is considered the main indicator.

Customer satisfaction is generally known as an outcome of service quality. Numerous studies in various industries have demonstrated this relationship. For example, “(Rod & Ashill 2009), “Szwajca” (2018; 2016) and “Ngo & Pavelková” (2017) in banking, Hussain et al. (2015) in airlines, Srivastava & Sharma (2013) in telecommunications and Saghier (2013) in hotels. Customer satisfaction portrays the quality of products or services provided to the customer in a positive way, with the level of customer satisfaction increasing along with the increased level of service quality "(Bilan, 2013; Yeo et al., 2015)".

In other words, the more positive the customers' perception of service quality, the higher their level of satisfaction with the service provider is likely to be.

Customer satisfaction is important for improving customer-centric products and services. The voice of customers can be a valuable input for management in mapping which areas should be prioritized. There is a significant relationship between product quality and customer satisfaction (Cruz, 2015). "Seyedi et al." (2012) also reported that product and service quality were important factors influencing customer satisfaction. In addition, the level of satisfaction depended on the extent to which needs were satisfied.

According to "Suchánek et al. (2014), quality is defined as the customer's perceived quality, so the main factor in measuring product quality is customer satisfaction itself. To achieve high customer satisfaction, it is important for a company to create products that meet the demands of its customers.

### **3.1 INTRODUCTION**

Research is a process of systematic inquiry that entails collection of data; documentation of critical information; and analysis and interpretation of that data/information, in accordance with suitable methodologies set by specific professional fields and academic disciplines.

The purpose of research is to enhance society by advancing knowledge through the development of scientific theories, concepts and ideas. A research purpose is met through forming hypotheses, collecting data, analysing results, forming conclusions, implementing findings into real-life applications and forming new research questions.

### **3.2 RESEARCH METHODOLOGY**

Research methodology is a scientific and systematic way to solve research problem. It may be understood as a science of studying how research is done scientifically. Researcher has to design his methodology. It also deals with objectives of research study, the method of defining the problem, type of data collected, methods used for collecting and analyzing data.

### **3.3 RESEARCH DESIGN**

Research design is the conceptual structure with in which research is conducted. It constitutes the blue print for the collection, measurement and analysis of data.

The research design specifies the method of study. Research design is prepared after formulating the research problem. According to "Claire sellitz" A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to research purpose with economy in procedure." The research design adopted here is **Descriptive research**. Descriptive research is a fact finding type of research. It is generally used I physical, natural sciences and social sciences. The Major purpose of Descriptive research is description of the state of affairs as it exist at present.

### **3.4 SAMPLING**

Sampling may be defined as the process of obtaining information about an entire population by examining only a part of it. In any investigation if data collected only from a representative part of the universe we say that the data are collected by sampling. The representative part is called a sample.

The sampling technique used for the study is **Convenience sampling**.

### **3.5 POPULATION**

Population refers to the customers in Kerala. The population here is the people who bought KAMCO Products.

### **3.6 SAMPLING UNIT**

The sampling unit is the place from where the sample is drawn. The sampling unit in this study is individual customers of KAMCO Products in Kerala.

### **3.7 SAMPLE SIZE**

Sample size refers to items to be selected from the population to constitute a sample.

The sample size selected here is 150 customers

### **3.8 DATA COLLECTION**

The task of data collection begins after a research problem has been defined and research design is chalked out. While deciding about the method of data collection to be used for study, the researcher should keep two types of data, they are:

- Primary data
- Secondary data

#### **PRIMARY DATA**

Primary data are those data which are collected for the first time. Primary data can be obtained either through observation or through direct communication. In this sample, sample survey was used for collecting the primary data. In this study the data collected by using questionnaire.

#### **SECONDARY DATA**

Secondary data means the data's that are already has been collected by someone and which have already been passed through the statistical process. This study contains secondary data collected from textbooks, journals, magazines, and websites.

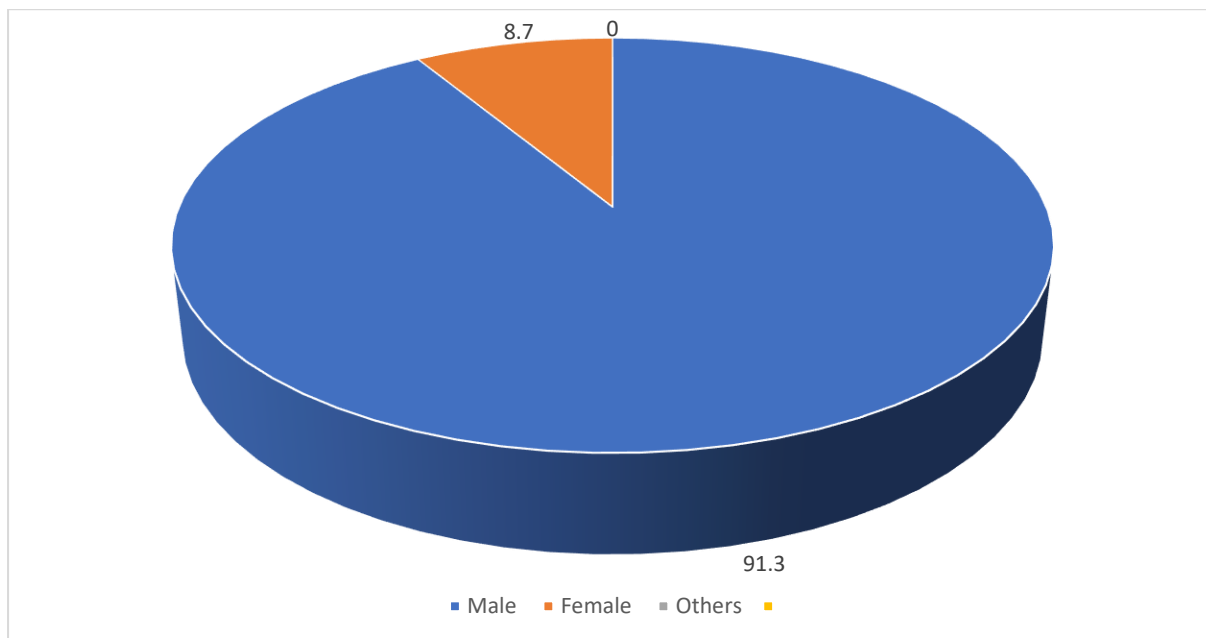
## **INTRODUCTION**

The process of analyzing, cleaning, manipulating, and modeling data to identify actionable information, draw conclusions, and assist in decision making is known as data analysis. Data analysis encompasses several dimensions and approaches, including a wide range of techniques in different business, scientific and social science disciplines under different names. Cleaning, transforming and modeling data to identify useful information for business decision making is defined as data analysis. The goal of data analysis is to extract actionable information from data and make decisions based on this knowledge. The process of examining data using analytical and logical reasoning to examine each component of the data presented is known as data analysis. Data is obtained from various sources, examined and then analyzed to arrive at some conclusion or finding. Data mining, text analytics, business intelligence and data visualization are just some examples of different data analysis methods. Accurate and appropriate analysis of study results is a critical part of ensuring data integrity.

Data analysis is the most important aspect of any study. The data analysis process summarizes the collected information. It involves applying analytical and logical reasoning to data to identify patterns, correlations, and trends. Data analysis is a technique that is used to analyze the data obtained after all the data has been collected. The type of data analysis tool used is determined by the data type. The completed questionnaire was edited for completeness and consistency before processing. The information was then coded to categorize responses. Data in this study were analyzed using percentage analysis and graphical representation. The collected information was tabulated and then converted to percentages. The percentage is then shown graphically using graphs such as bar graphs. Finally, conclusions are drawn based on tabular data and a graph

**TABLE 4.1: Gender of the respondents**

GENDER	No. of Respondent	Percentage
Male	137	91.3
Female	13	8.7
Others	0	0
Total	150	100

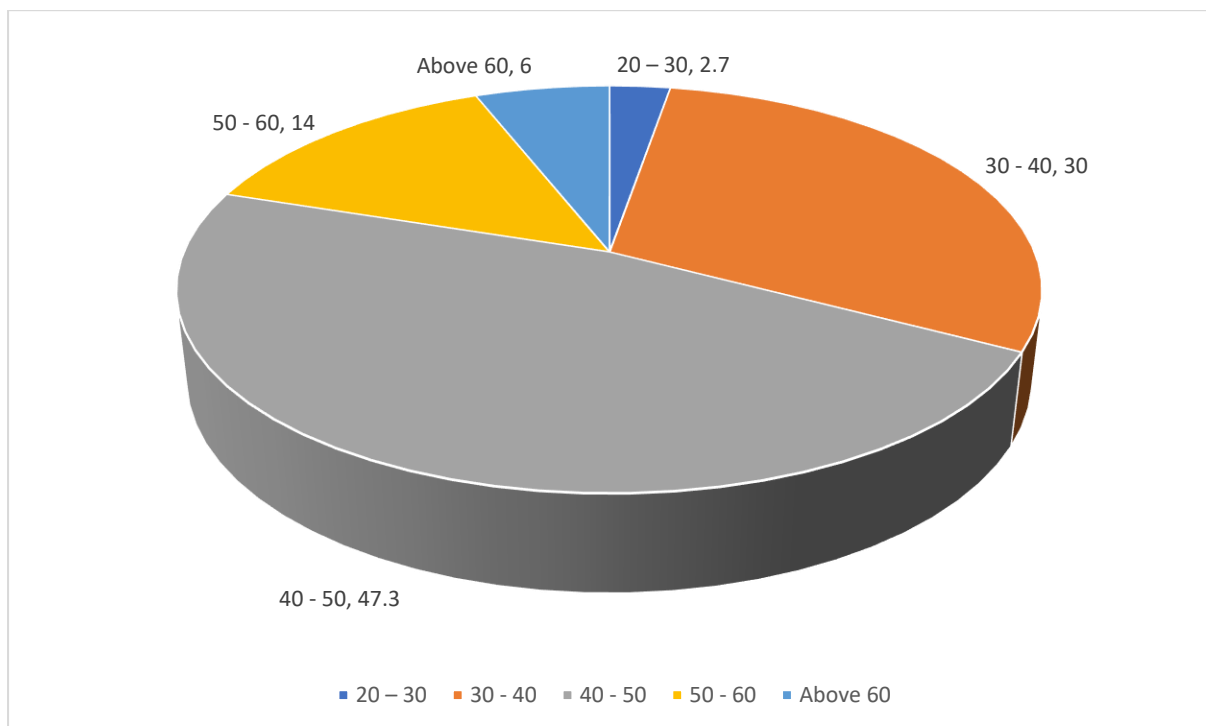


**INTERPRETATION**

In the Above Figure Shows that 91.3% of Respondents Who bought KAMCO Products are Male and 8.7% of Respondents are Female and Others are 0.

**TABLE 4.2: The age of the respondents**

Age	No. of Respondent	Percentage
20 – 30	04	2.7
30 - 40	45	30
40 - 50	71	47.3
50 - 60	21	14
Above 60	9	6
Total	150	100

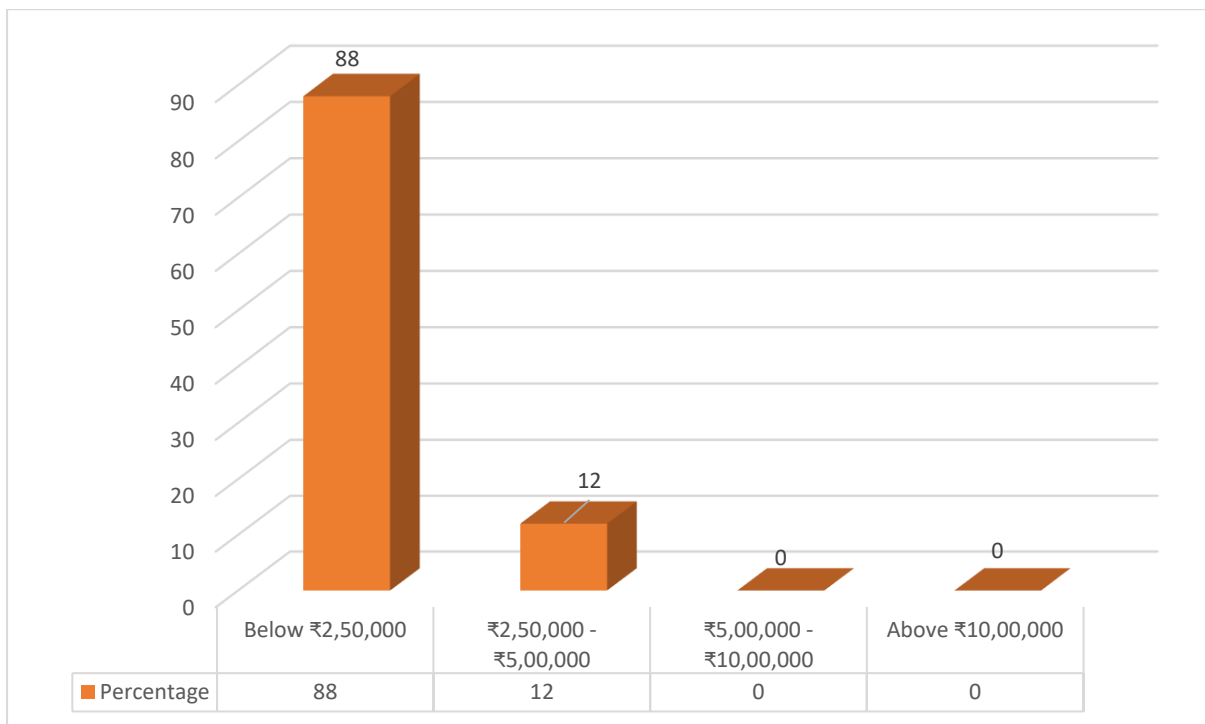


**INTERPRETATION**

In the Above figure Shows that Most of the Respondents 47.3 % are from 40 – 50 age Category And next comes 30- 40 age category with 30% , 50 - 60 age category with 14% , Above 60 Age category with 6% and last 20 – 30 Age category with 2.7%.

**TABLE 4.3: The annual income of the respondents**

Annual Income	No. of Respondents	Percentage
Below ₹2,50,000	132	88
₹2,50,000 - ₹5,00,000	18	12
₹5,00,000 - ₹10,00,000	0	0
Above ₹10,00,000	0	0
Total	150	100



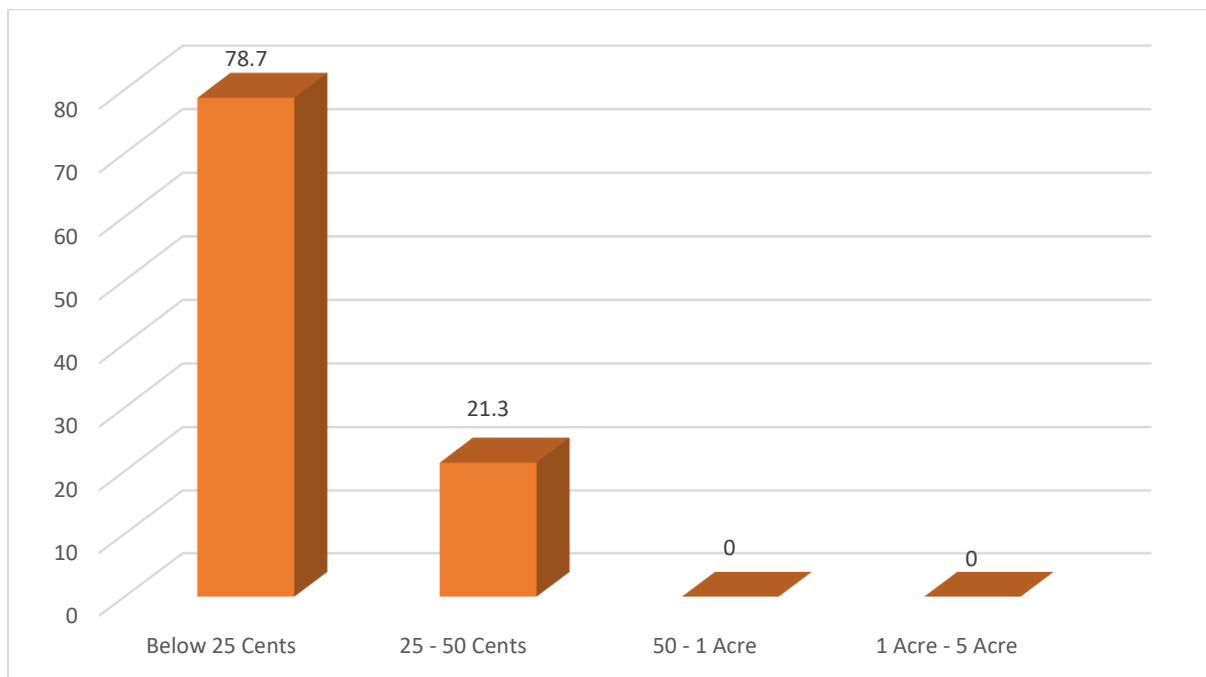
### **INTERPRETATION**

In the Above Figure, Most of the Respondents are under the category of Below ₹2,50,000 Annual Income with 88% and ₹2,50,000 - ₹5,00,000 category with 12% Respondents and Other Annual Income Category are 0%.



**TABLE 4.4: How much land area you own**

Land Area	No. of Respondents	Percentage
Below 25 Cents	118	78.7
25 - 50 Cents	32	21.3
50 - 1 Acre	0	0
1 Acre - 5 Acre	0	0
Total	150	100

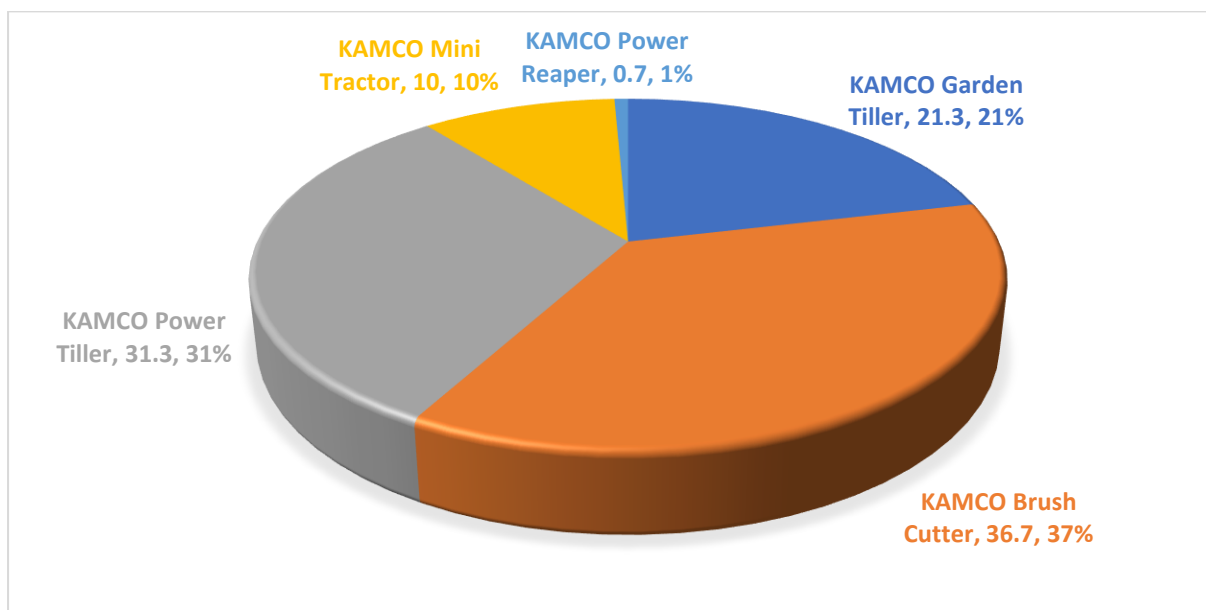


**INTERPRETATION**

In the Above Figure, Most of the Respondents 78.7% owns below 25 cents of Land Area, 25 -50 cents of land area owned by the Respondents are 21.3%. and 50 - 1 Acre, 1 Acre - 5 Acre category are 0%

**TABLE 4.5: Which KAMCO Product You Purchased**

Products	No. of Respondents	Percentage
KAMCO Garden Tiller	32	21.3
KAMCO Brush Cutter	55	36.7
KAMCO Power Tiller	47	31.3
KAMCO Mini Tractor	15	10
KAMCO Power Reaper	1	0.7
Total	150	100

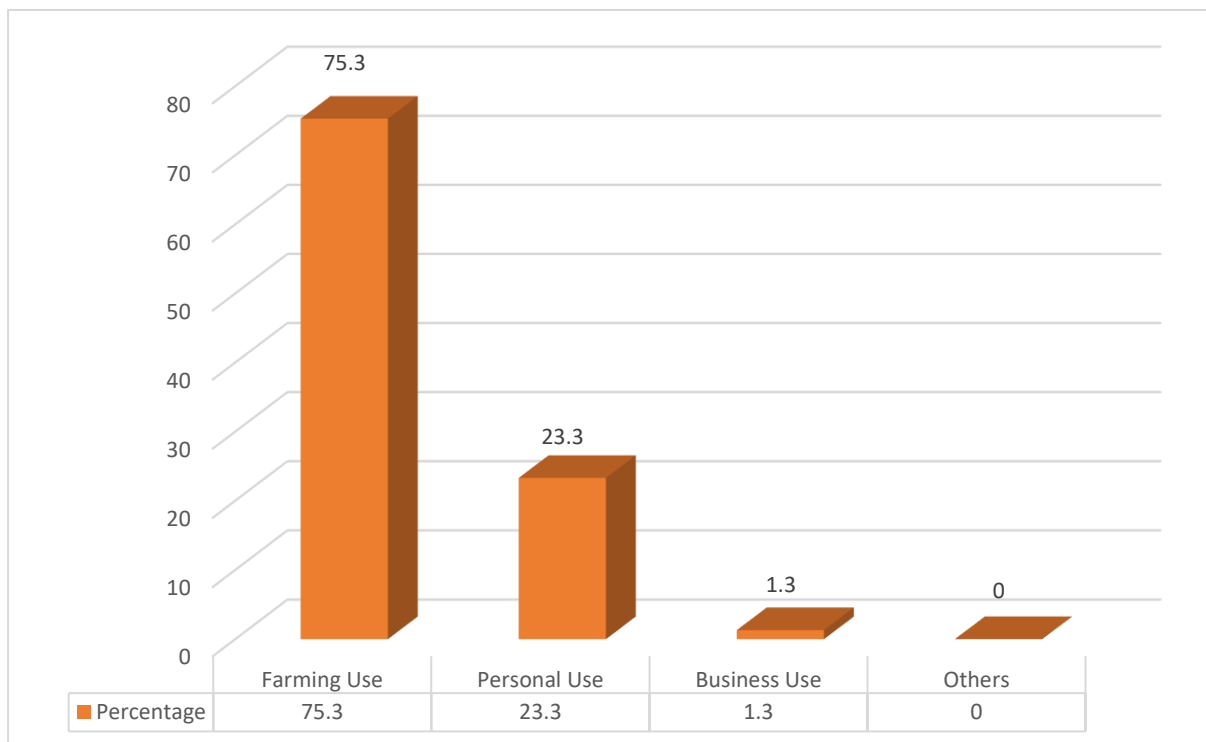


**INTERPRETATION**

In the Above figure, Most of the Respondents are Using KAMCO Brush Cutter with 36.7%.Power Tiller with 31.3%, Garden Tiller with 21.3%, Mini Tractor with 10%, Power Reaper with 0.7%.

**TABLE 4.6: For what use you purchased the KAMCO product**

Purpose	No. of Respondents	Percentage
Farming Use	113	75.3
Personal Use	35	23.3
Business Use	2	1.3
Others	0	0
Total	150	100

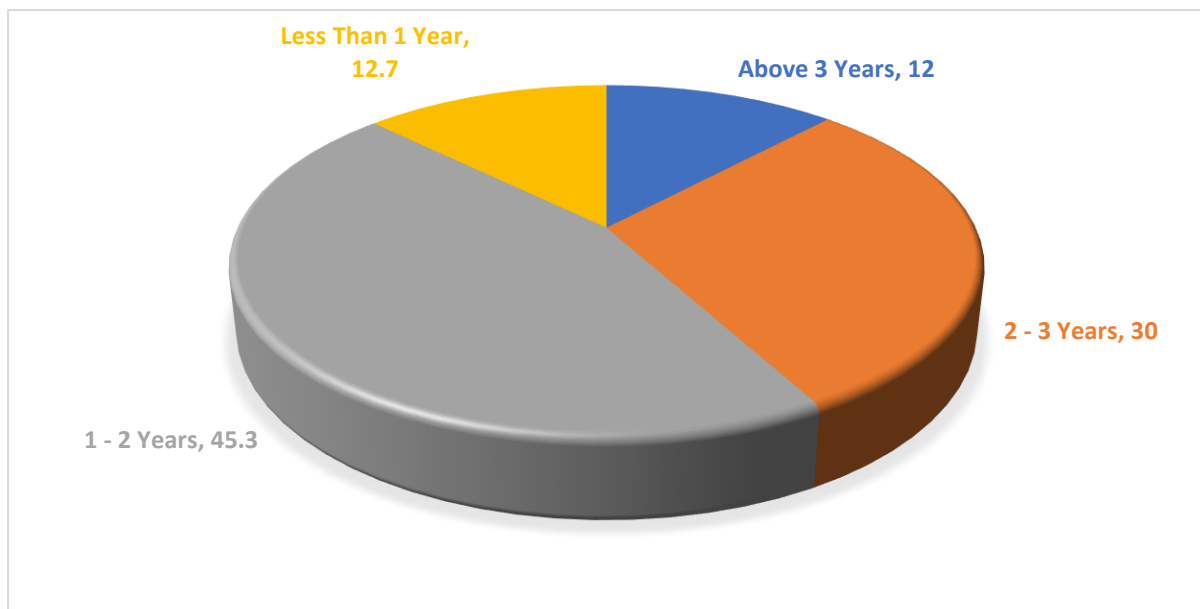


### **INTERPRETATION**

In the Above Figure Shows that Most of The Respondents Buy the Products for Farming use with 75.3%, Personal use with 23.3%, and Business use with 1.3%, and others with 0%.

**TABLE 4.7: Duration of association with the KAMCO product**

No.of Years	No. of Respondents	Percentage
Above 3 Years	18	12
2 - 3 Years	45	30
1 - 2 Years	68	45.3
Less Than 1 Year	19	12.7
Total	150	100

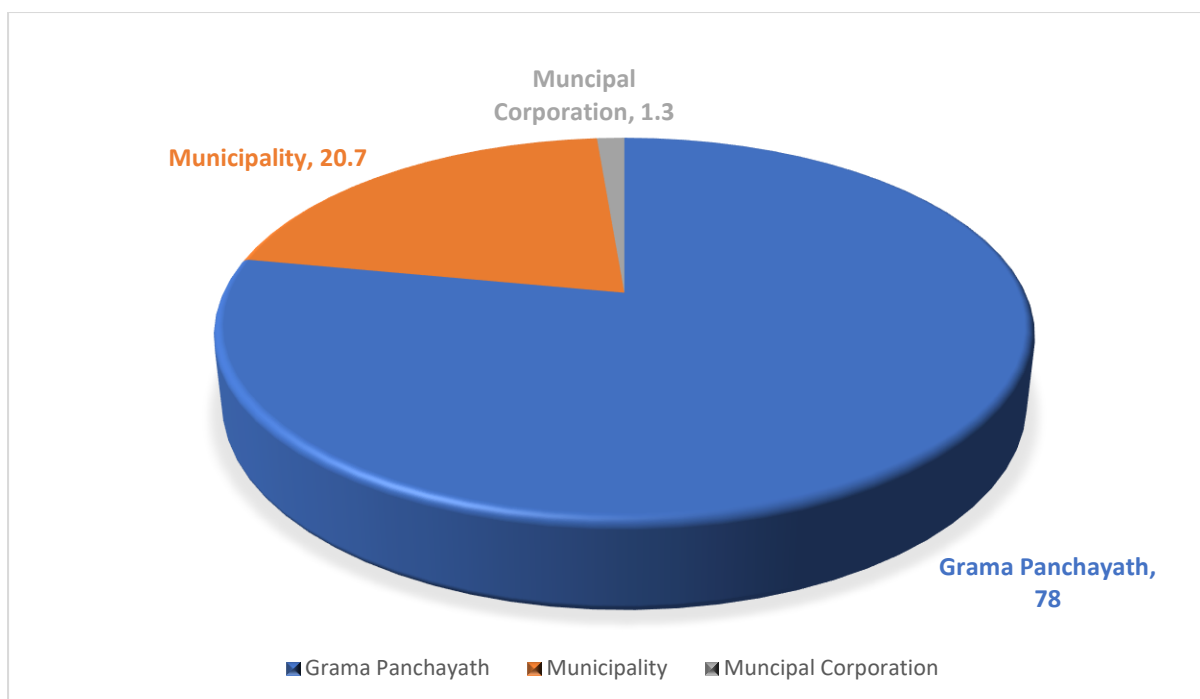


**INTERPRETATION**

The Above Figure Shows that Duration of Association of Respondents with KAMCO Products are 1-2 years with 45.3%, 2-3 years 30%, Less than 1year with 12.7% and Above 3 years with 12%.

**Table 4.8: Where are you located**

Location	No. of Respondents	Percentage
Grama Panchayath	117	78
Municipality	31	20.7
Municipal Corporation	2	1.3
Total	150	100

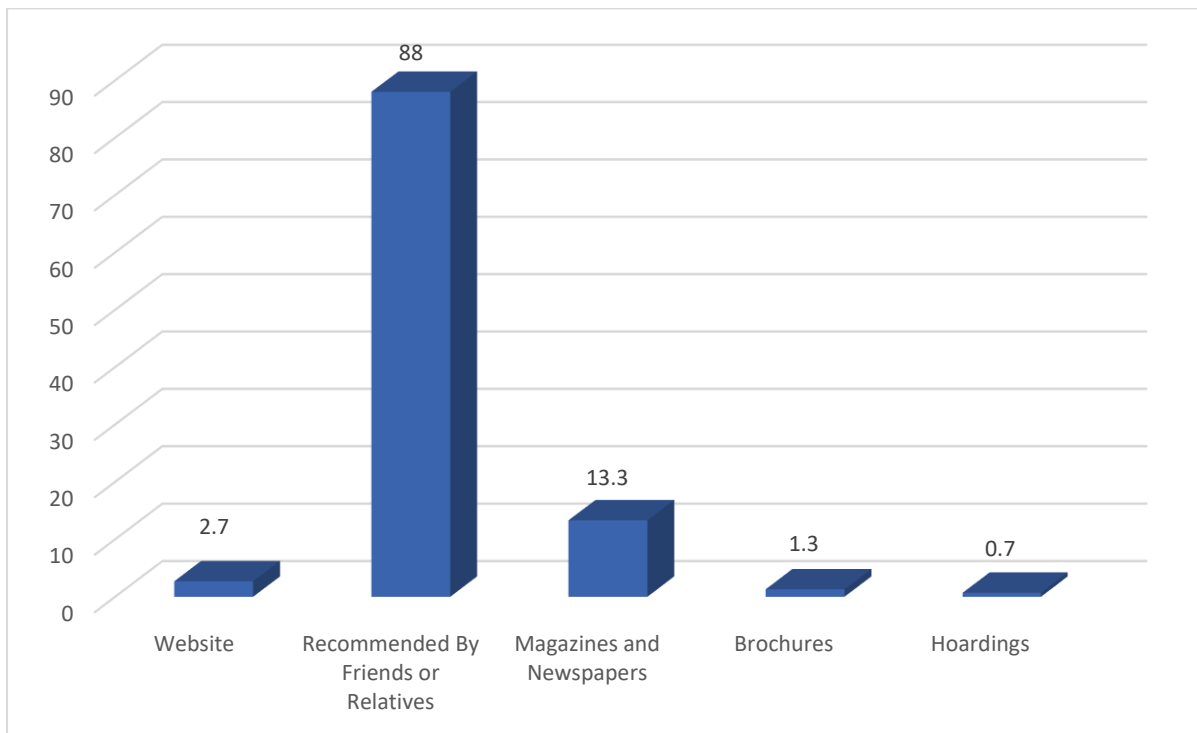


## INTERPRETATION

The Above Figure Shows that Most of the Respondents are located in the Grama Panchayath with 78%, Municipality with 20.7% and Municipal Corporation with 1.3%.

**TABLE 4.9: How did you know about the KAMCO product**

No.of ways	No. of Respondents	Percentage
Website	4	2.7
Recommended By Friends or Relatives	123	88
Magazines and Newspapers	20	13.3
Brochures	2	1.3
Hoardings	1	0.7
Total	150	100

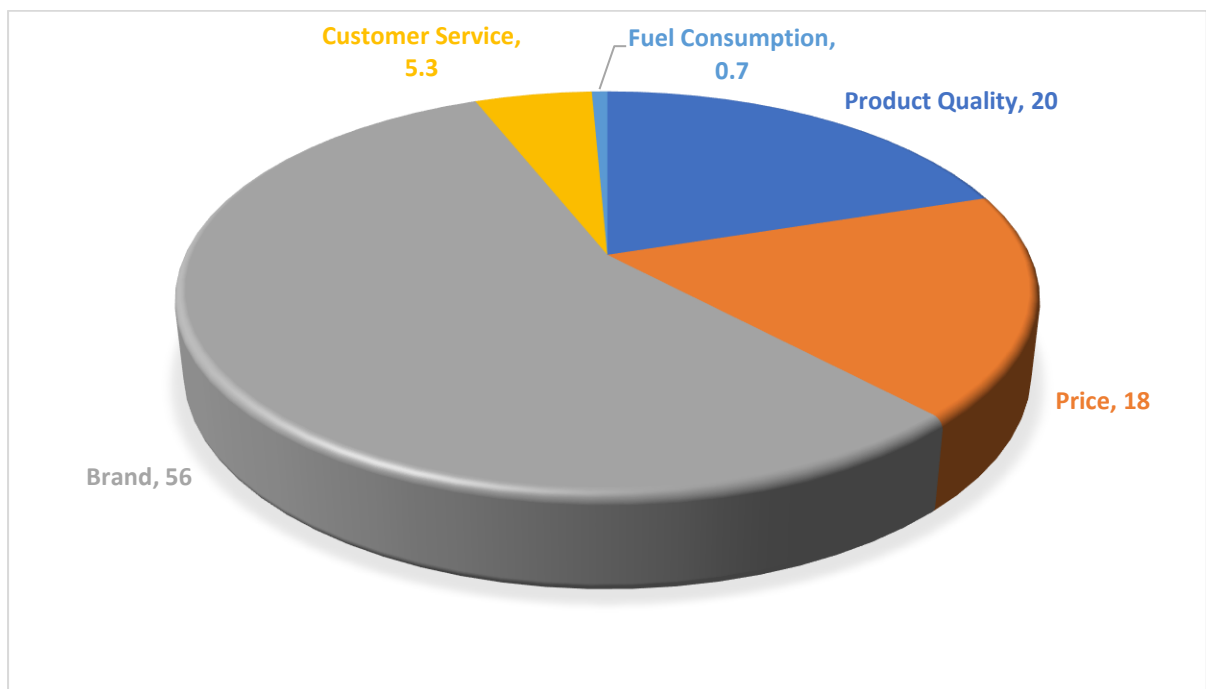


**INTERPRETATION**

The Above Figure Shows that Most of of the Respondents Know about the KAMCO Product by Recommendation of Friends and Relatives with 88%, Magazines and Newspapers 13.3%, Website 2.7%, Brochures 1.3%, and Hoardings 0.7%.

**TABLE 4.10: Elements which influence you to purchase the KAMCO product**

Elements	No. of Respondents	Percentage
Product Quality	30	20
Price	27	18
Brand	84	56
Customer Service	8	5.3
Fuel Consumption	1	0.7
Total	150	100

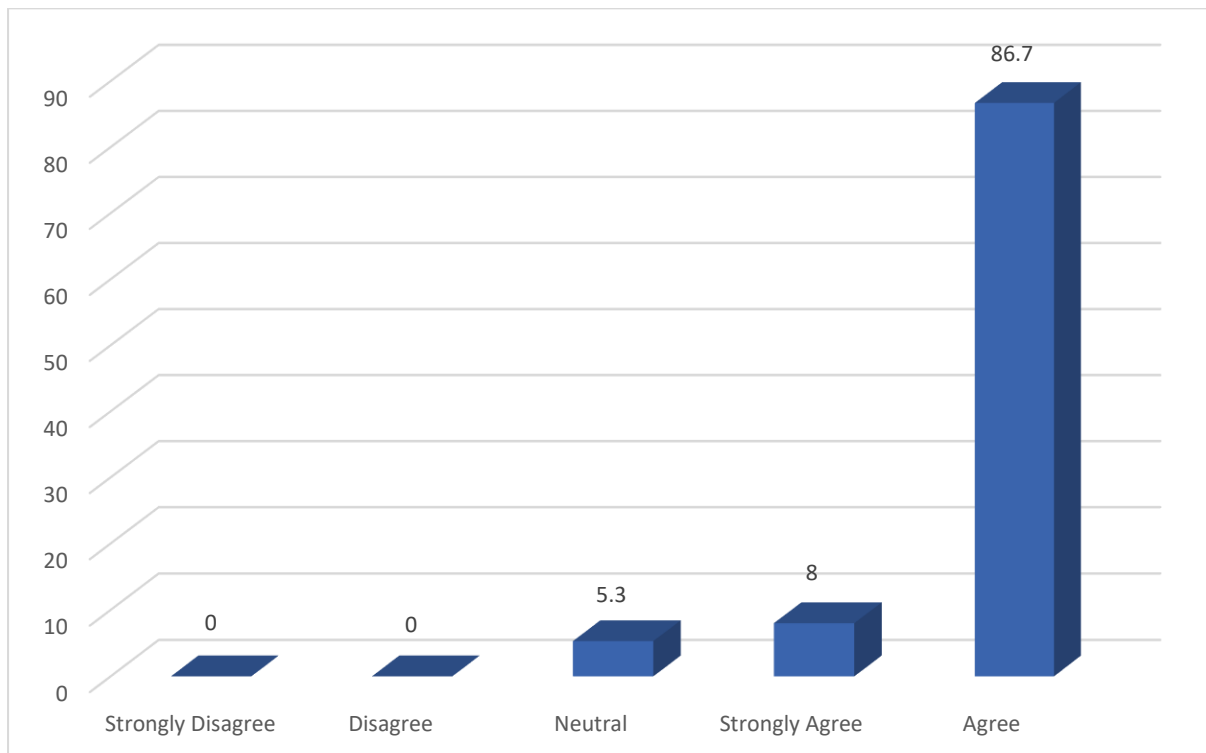


**INTERPRETATION**

The Above Figure shows that most of the Respondents are Influenced by the Brand with 56%, Product Quality 20%, Price 18%, Customer Service 5.3%, Fuel Consumption 0.7%.

**TABLE 4.11: Is the KAMCO products are reasonably priced**

Degree	No.of Respondent	Percentage
Strongly Disagree	0	0
Disagree	0	0
Neutral	8	5.3
Strongly Agree	12	8
Agree	130	86.7
Total	150	100



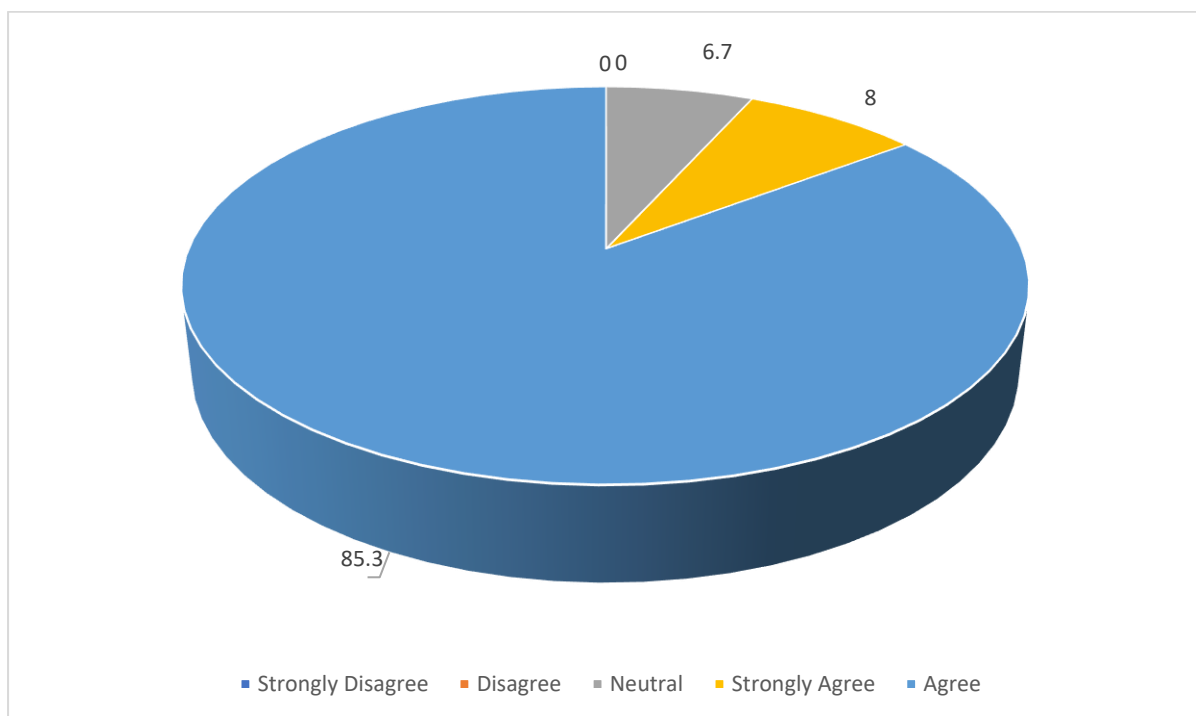
### **INTERPRETATION**

The Above Figure Shows that Most of the Respondents Agree with the Products are Reasonably Priced with 86.7%, Strongly Agree 8%, and Neutral 5.3% and Strongly Disagree and Disagree are 0% .



**TABLE 4.12: Price of KAMCO product are affordable to me**

Degree	No. of Respondent	Percentage
Strongly Disagree	0	0
Disagree	0	0
Neutral	10	6.7
Strongly Agree	12	8
Agree	128	85.3
Total	150	100

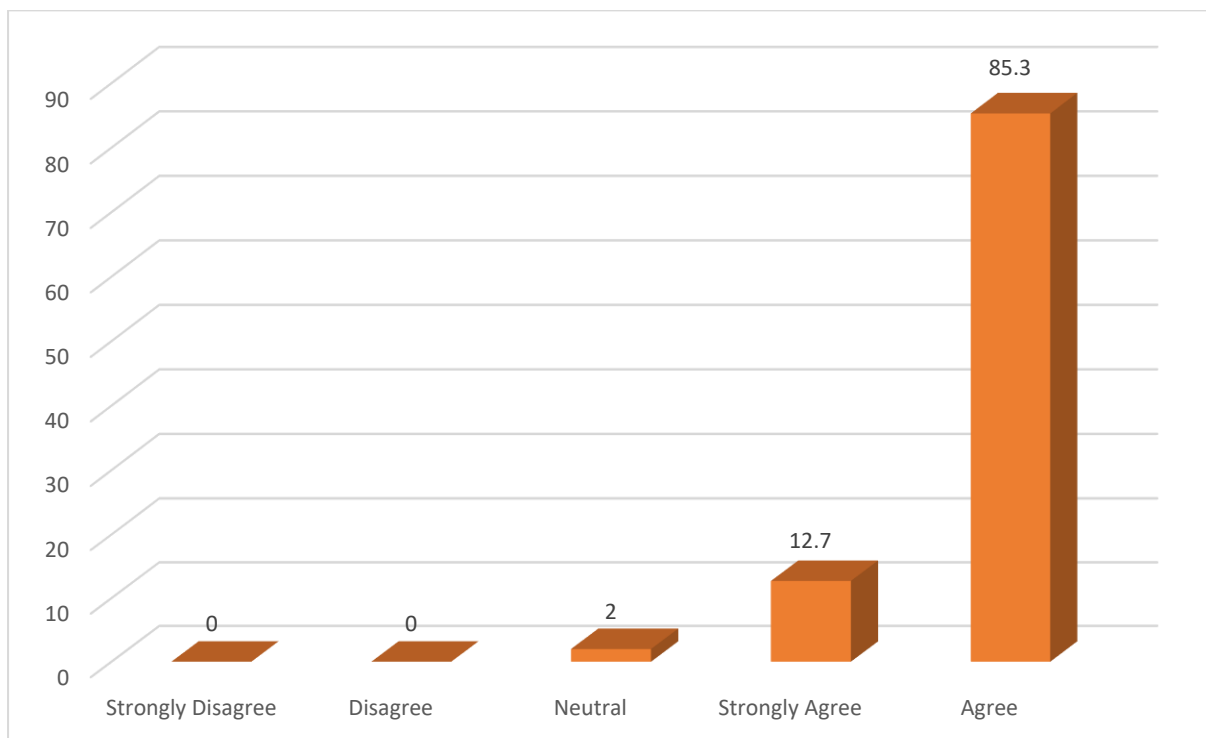


### INTERPRETATION

The Above Figure Shows that Most of the Respondents Agree with the Products are Affordable with 85.3%, Strongly Agree 8%, and Neutral 6.7% and Strongly Disagree and Disagree are 0% .

**TABLE 4.13: Pricing of product matters in my purchase decision of KAMCO products**

Degree	No. of Respondent	Percentage
Strongly Disagree	0	0
Disagree	0	0
Neutral	3	2
Strongly Agree	19	12.7
Agree	128	85.3
Total	150	100

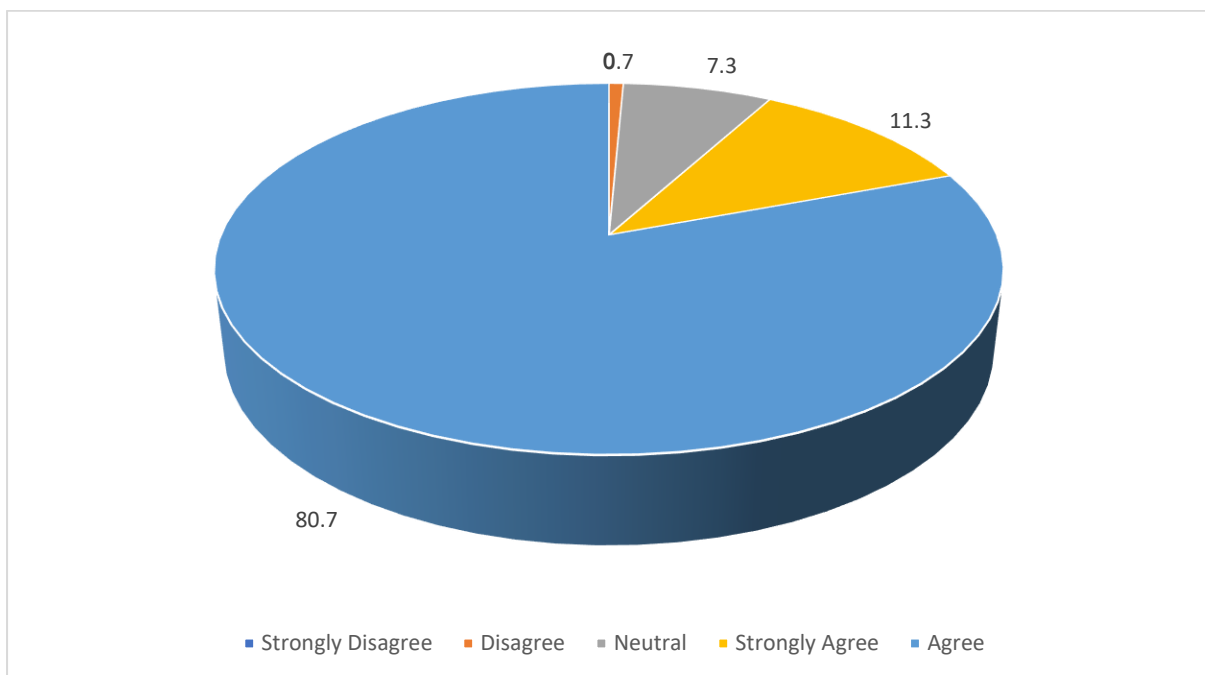


**INTERPRETATION**

The Above Figure Shows that Most of the Respondents Agree with Price Matters in their Purchase Decision with 85.3%, Strongly Agree 12.7% , Neutral 2% and Strongly Disagree and Disagree are 0% .

**TABLE 4.14: KAMCO products are worth the value for that is available in the market**

Degree	No. of Respondent	Percentage
Strongly Disagree	0	0
Disagree	1	0.7
Neutral	11	7.3
Strongly Agree	17	11.3
Agree	121	80.7
Total	150	100

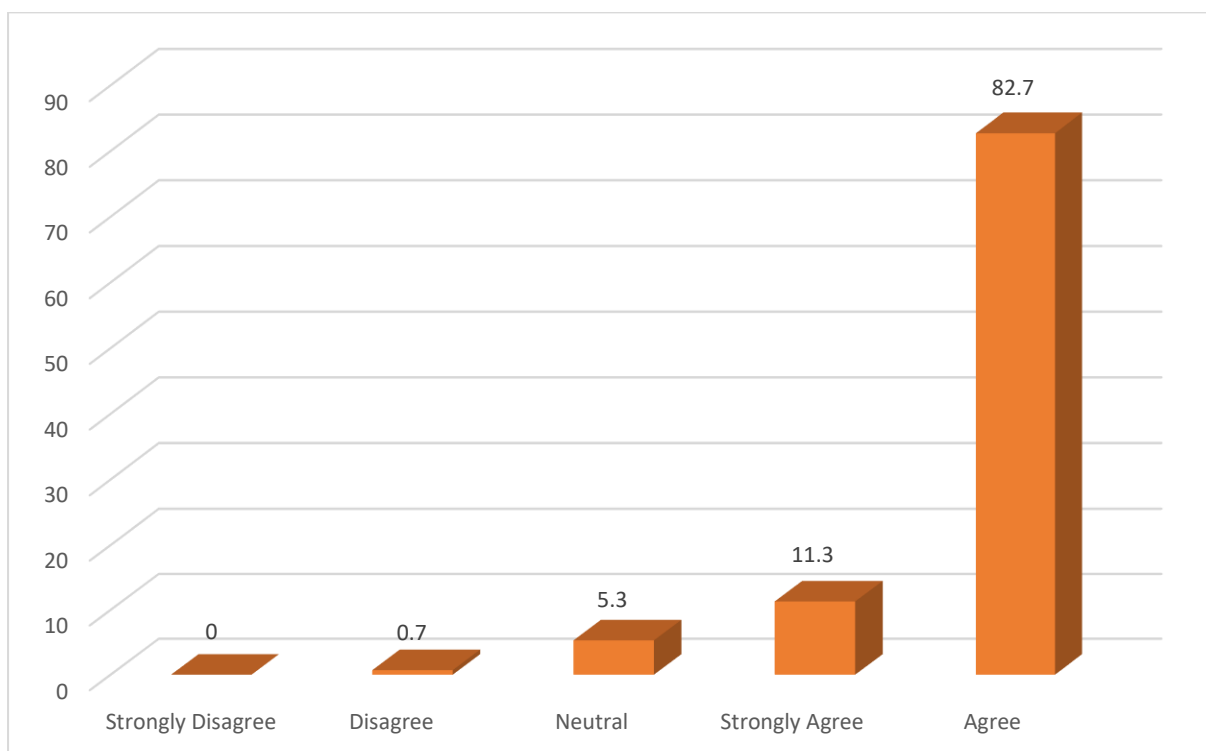


**INTERPRETATION**

The Above Figure Shows that Most of the Respondents Agree with KAMCO Products are Worth the Value that is Available in the Market with 80.7%, Strongly Agree 11.3%, and Neutral 7.3% , Disagree 0.7% and Strongly Disagree 0%.

**TABLE 4.15: I am very much satisfied with the pricing of KAMCO product**

Degree	No. of Respondent	Percentage
Strongly Disagree	0	0
Disagree	1	0.7
Neutral	8	5.3
Strongly Agree	17	11.3
Agree	124	82.7
Total	150	100

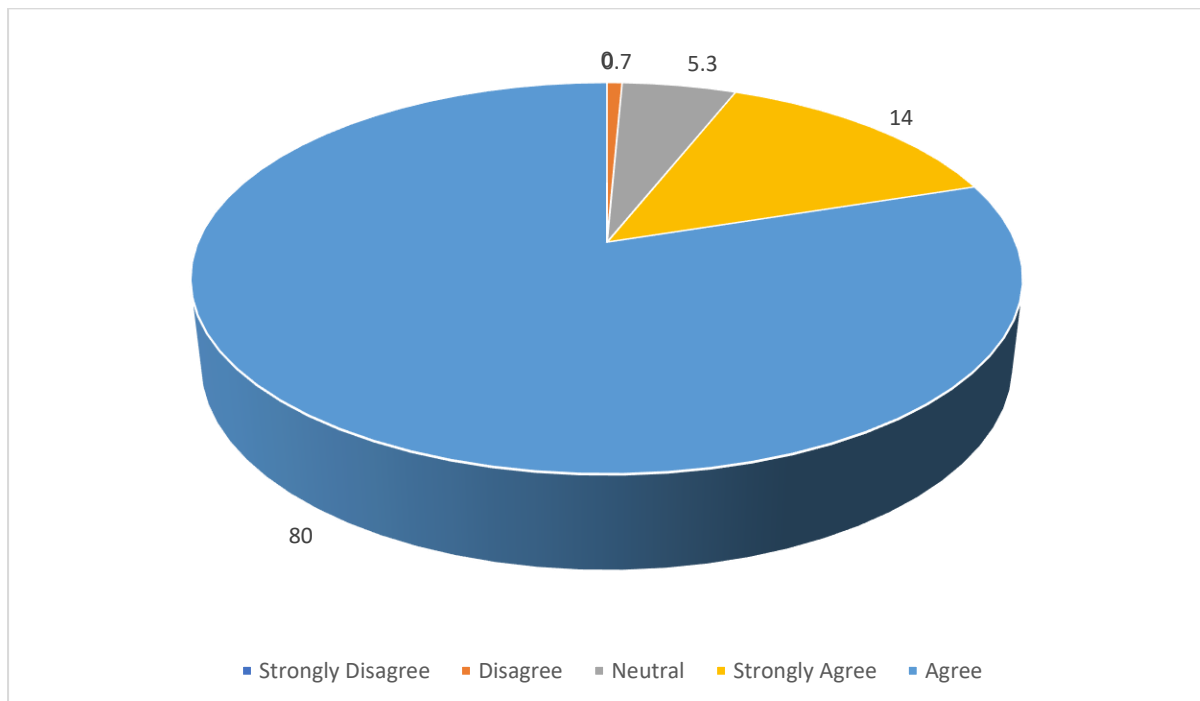


### INTERPRETATION

The Above Figure Shows that Most of the Respondents Agree with KAMCO Products are Worth the Value that is Available in the Market with 80.7%, Strongly Agree 11.3%, and Neutral 7.3% , Disagree 0.7% and Strongly Disagree 0%.

**TABLE 4.16: KAMCO products are economical for my purpose**

Degree	No. of Respondent	Percentage
Strongly Disagree	0	0
Disagree	1	0.7
Neutral	8	5.3
Strongly Agree	21	14
Agree	120	80
Total	150	100

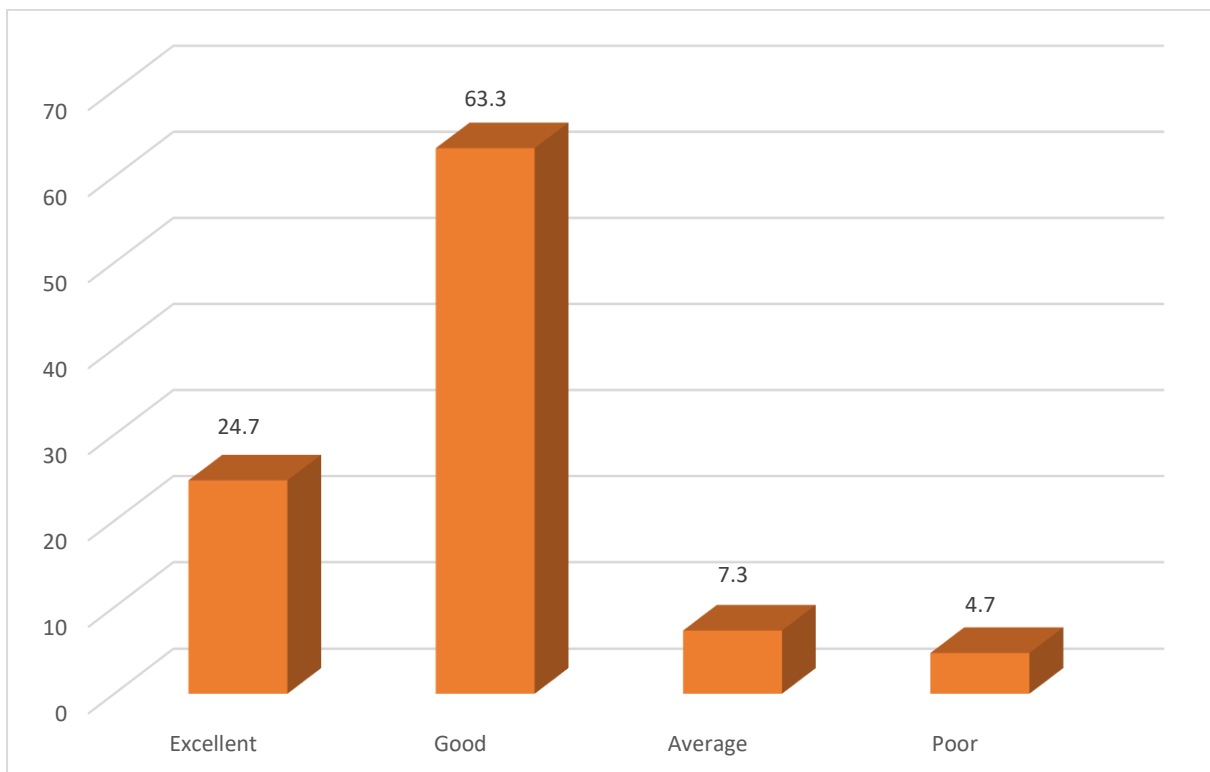


### **INTERPRETATION**

The Above Figure Shows that Most of the Respondents Agree with KAMCO Products are Economical for their Purpose with 80%, Strongly Agree 14%, Neutral 5.3% , Disagree 0.7% and Strongly Disagree 0%.

**TABLE 4.17: How is the fuel efficiency of KAMCO product comparing with the rivals**

Degree	No. of Respondents	Percentage
Excellent	37	24.7
Good	95	63.3
Average	11	7.3
Poor	7	4.7
Total	150	100

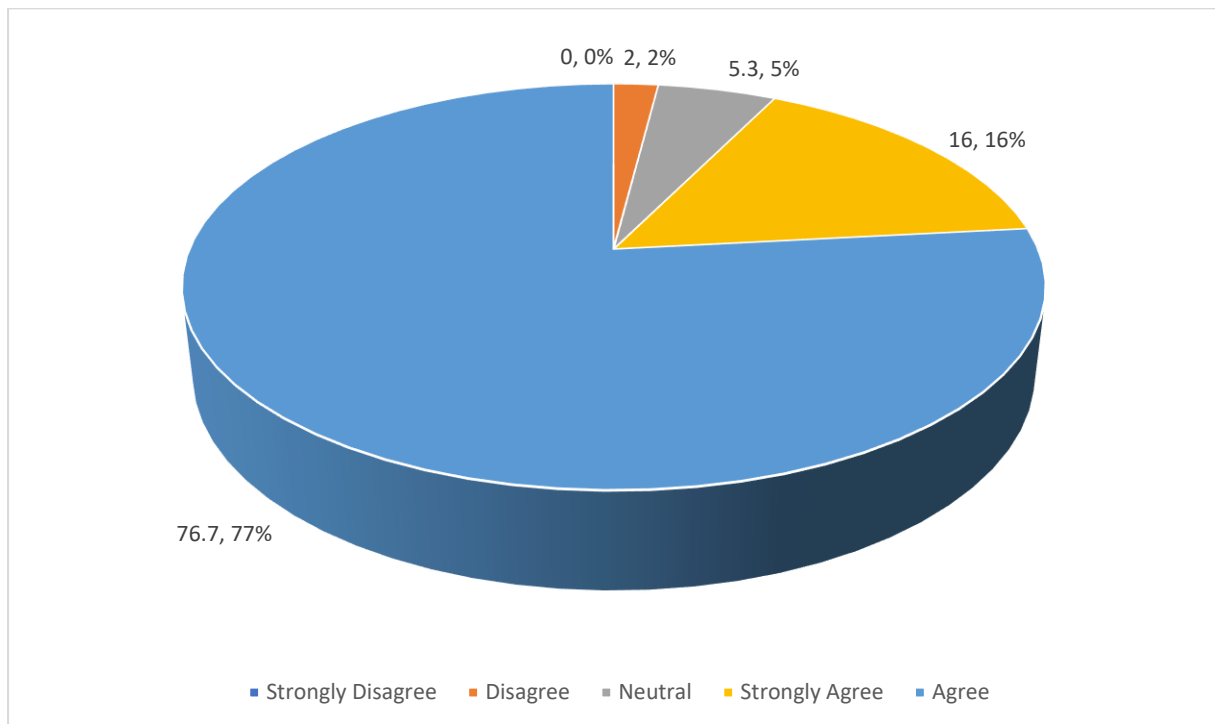


**INTERPRETATION**

The Above Figure Shows that KAMCO Products Having Good Fuel Efficiency, Respondents with Good Fuel Efficiency are 63.3%, Excellent 24.7%, Average 7.3% , and Poor with 4.7%.

**TABLE 4.18: I am satisfied with KAMCO product**

Degree	No. of Respondent	Percentage
Strongly Disagree	0	0
Disagree	3	2
Neutral	8	5.3
Strongly Agree	24	16
Agree	115	76.7
Total	150	100

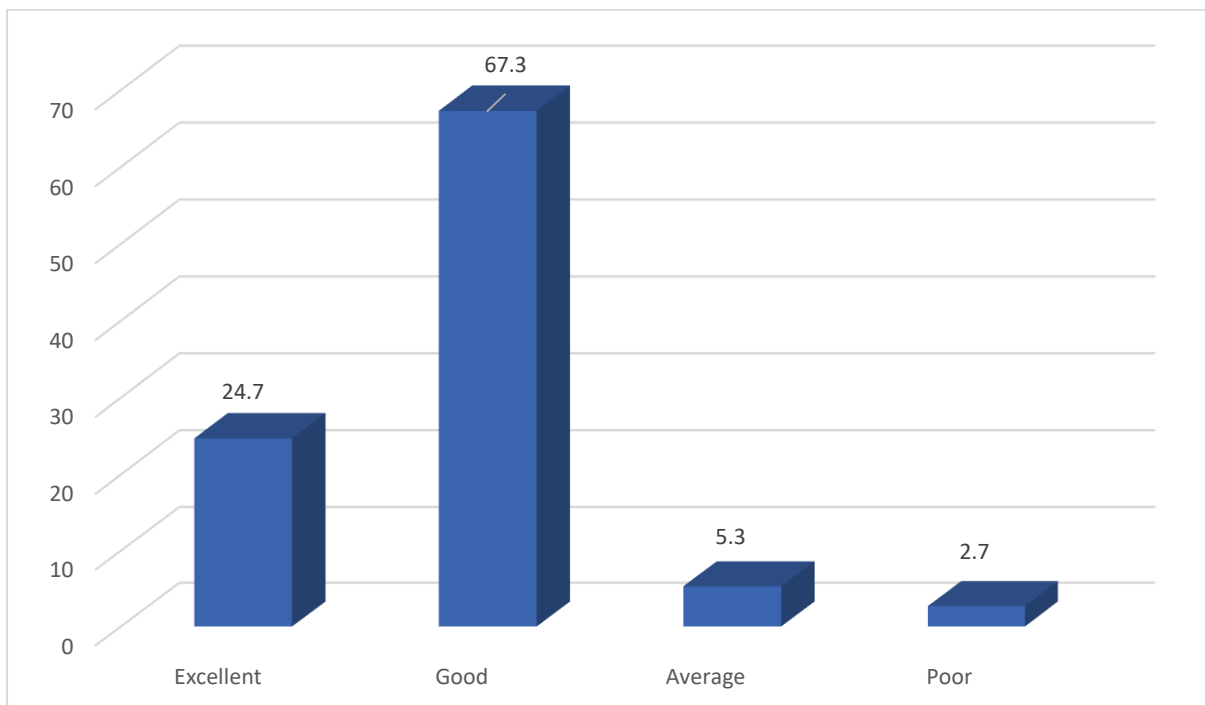


### **INTERPRETATION**

The Above Figure Shows that Most of the Respondents Agree that they are Satisfied with the KAMCO Products with 76.7%, Strongly Agree 16%, Neutral 5.3% , Disagree 2% and Strongly Disagree 0%.

**TABLE 4.19: Does the quality aspects of the product is good when comparing with the rivals**

Degree	No. of Respondents	Percentage
Excellent	37	24.7
Good	101	67.3
Average	8	5.3
Poor	4	2.7
Total	150	100



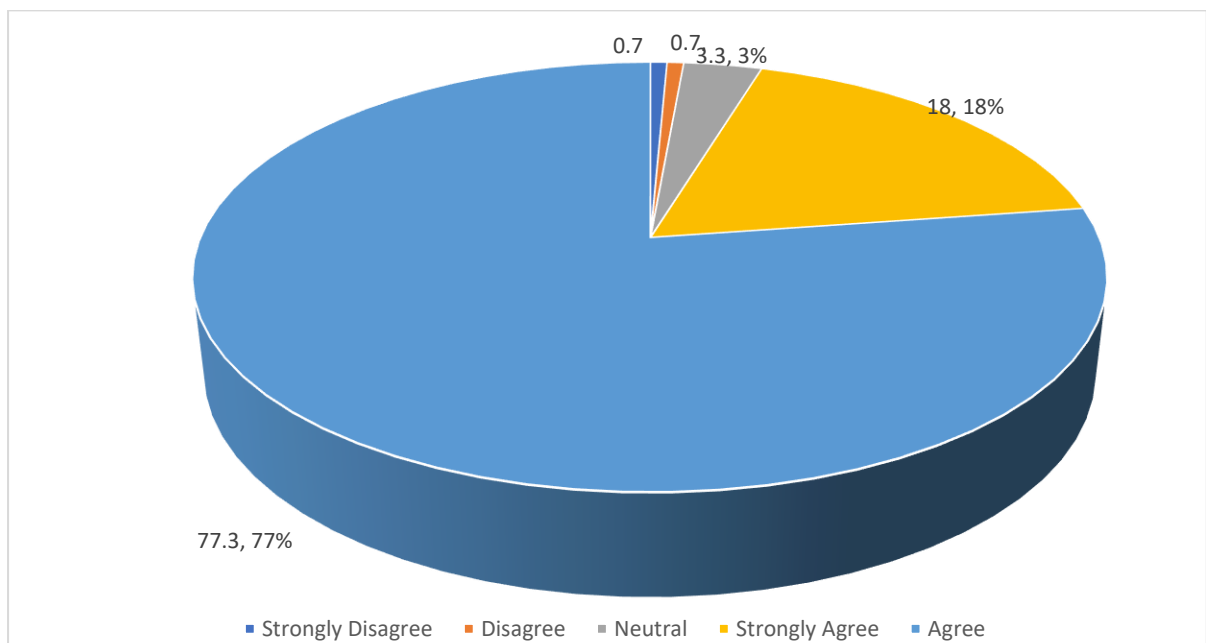
**INTERPRETATION**

The Above Figure Shows that KAMCO Products Having Good Quality aspects Compared with the Rivals and Respondents with Good Quality Aspects are 67.3%, Excellent 24.7%, Average 5.3% , and Poor with 2.7%.



**TABLE 4.20: Does products are meeting your requirements for the purpose**

Degree	No. of Respondent	Percentage
Strongly Disagree	1	0.7
Disagree	1	0.7
Neutral	5	3.3
Strongly Agree	27	18
Agree	116	77.3
Total	150	100

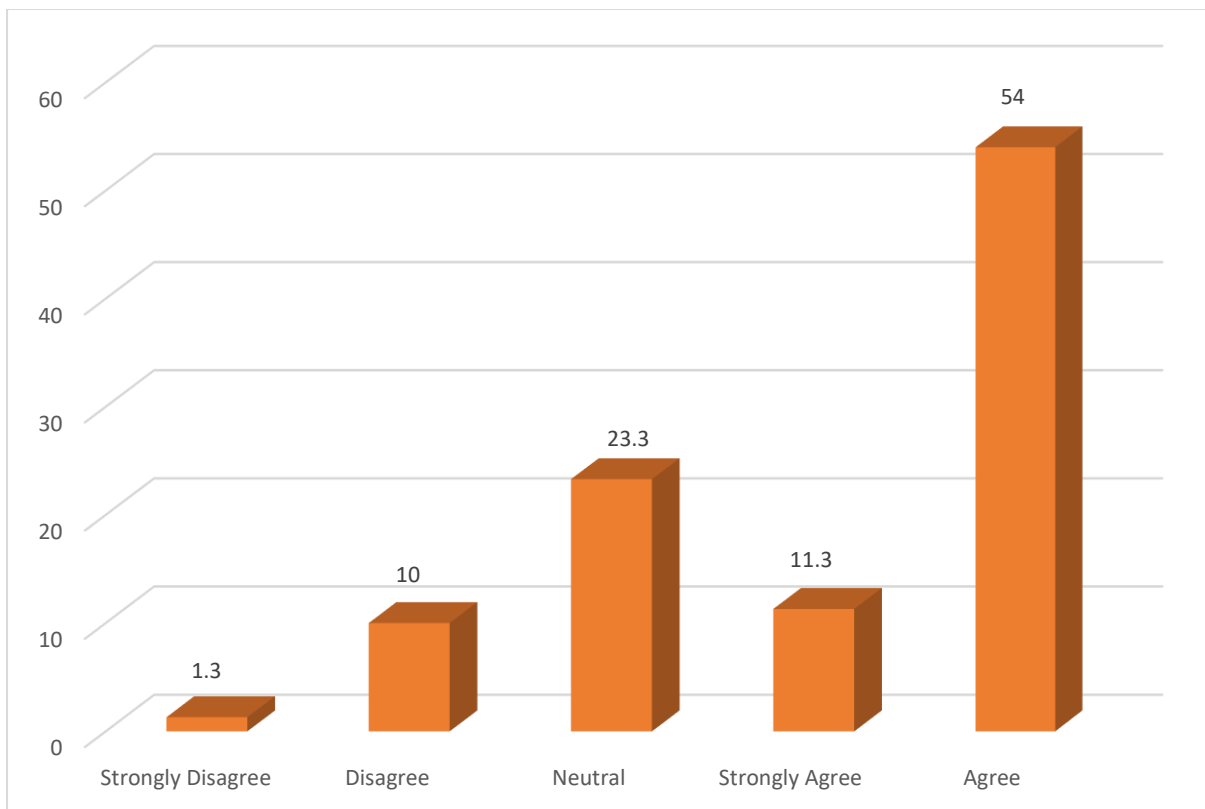


**INTERPRETATION**

The Above Figure Shows that Most of the Respondents Agree that they are Meeting their Requirements For their Purpose with the KAMCO Products with 77.3%, Strongly Agree 18%, Neutral 3.3% , Disagree 0.7% and Strongly Disagree 0.7%.

**TABLE 4.21: I will stick to the KAMCO products even if there is an increase in price**

Degree	No. of Respondent	Percentage
Strongly Disagree	2	1.3
Disagree	15	10
Neutral	35	23.3
Strongly Agree	17	11.3
Agree	81	54
Total	150	100

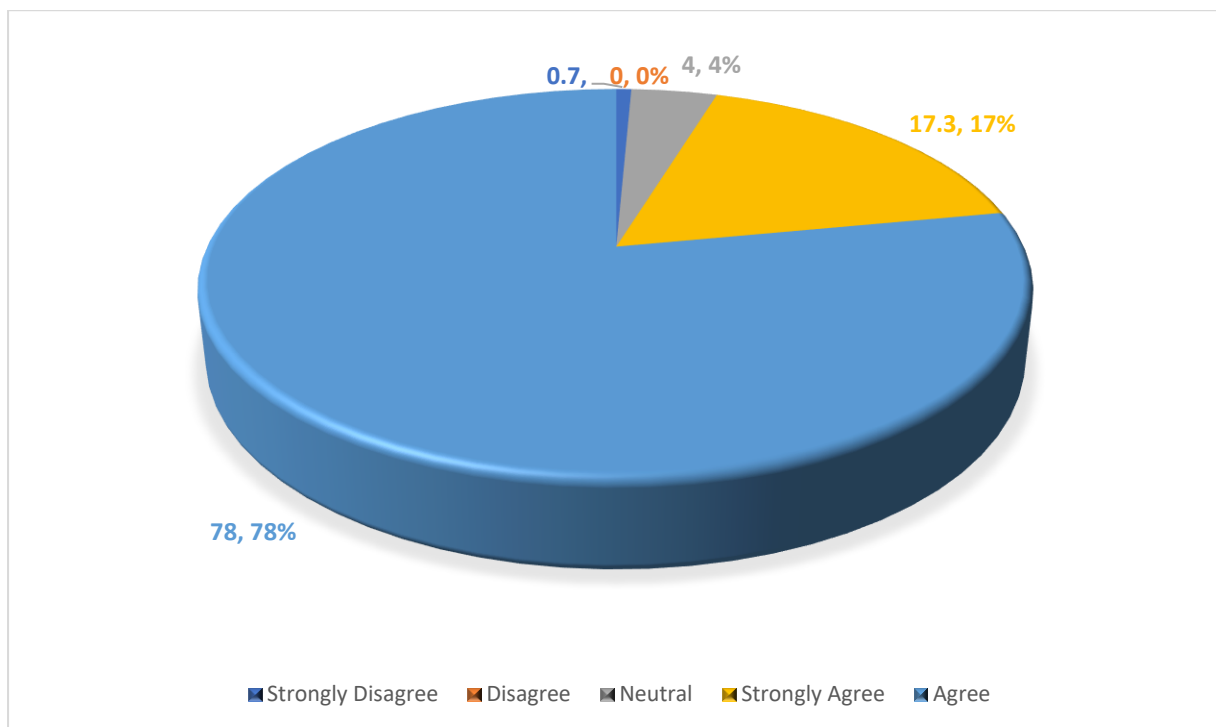


### INTERPRETATIION

The Above Figure Shows that Most of the Respondents Agree that they Will Stick with KAMCO Products even there is a price increase with 54%, Strongly Agree 11.3%, Neutral 23.3% , Disagree 10% and Strongly Disagree 1.3%.

**TABLE 4.22: I would like to recommend this product to others**

Degree	No. of Respondent	Percentage
Strongly Disagree	1	0.7
Disagree	0	0
Neutral	6	4
Strongly Agree	26	17.3
Agree	117	78
Total	150	100

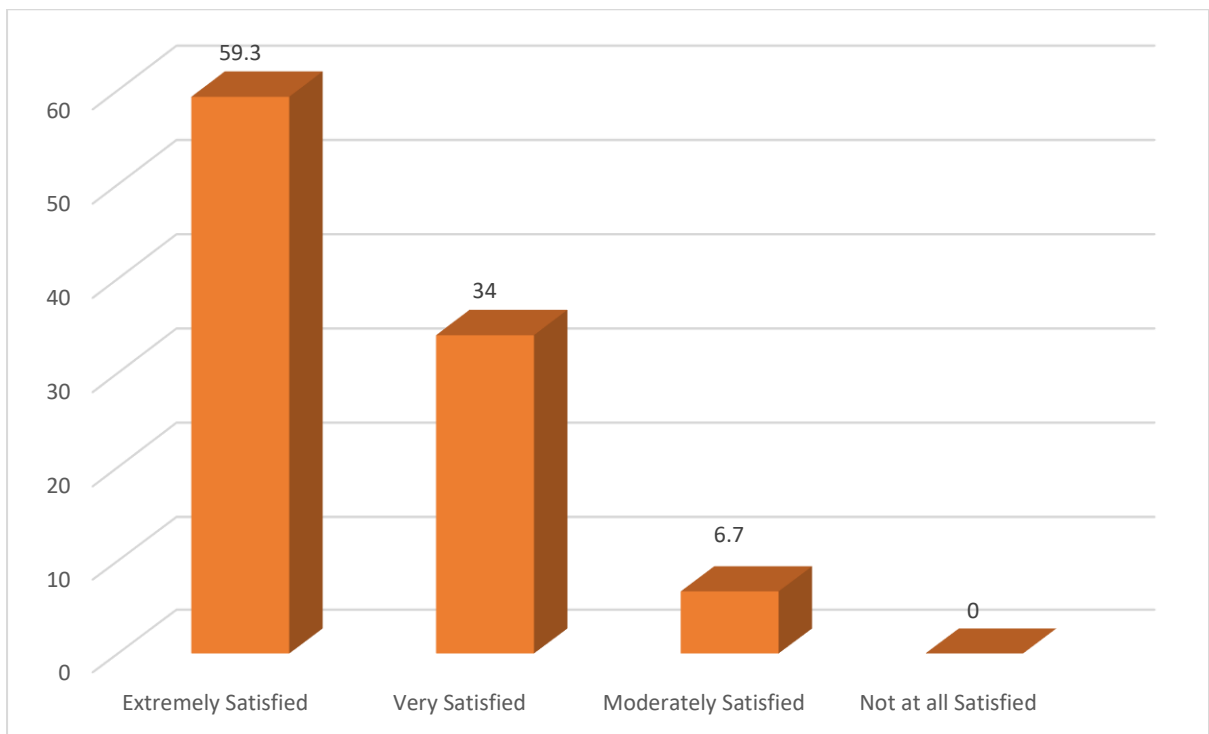


### **INTERPRETATION**

The Above Figure Shows that Most of the Respondents Agree that they will Recommend KAMCO Products to others with 78%, Strongly Agree 17.3%, Neutral 4% , Disagree 0% and Strongly Disagree 0.7%.

**TABLE 4.23: I am satisfied with the efficiency of the KAMCO product**

Degree	No. of Respondents	Percentage
Extremely Satisfied	89	59.3
Very Satisfied	51	34
Moderately Satisfied	10	6.7
Not at all Satisfied	0	0
Total	150	100



**INTERPRETATION**

The Above Figure Shows that Most of the Respondents are Extremely Satisfied with the efficiency of KAMCO Products with 59.3%, Very Satisfied 34%, Moderately Satisfied 6.7%, Not at all Satisfied 0%.

## **5.1 INTRODUCTION**

The discussion chapter is where you delve into the meaning, importance and relevance of your results. It should focus on explaining and evaluating what you found, showing how it relates to your literature review and research questions, and arguing in support of your overall conclusion. The purpose of the discussion is to interpret and describe the significance of your findings in light of what was already known about the research problem under investigation and to explain any new understanding or new knowledge about the problem after you have taken the findings into account. . The discussion will always build on the introduction through the research questions or hypotheses you have posed and the literature you have reviewed, but will not repeat or reorder the introduction; the discussion should always explain how your study has moved the reader's understanding of the research problem forward from where you left it at the end of the introduction. This section is often considered the most important part of a research paper because it most effectively demonstrates your ability as a researcher to think critically about a problem, develop creative solutions to problems based on findings, and formulate a deeper and deeper understanding. the research problem you are studying.

This study has been conducted after the analysis with the sample size of 150 which included customers, by questionnaire method to find out the price image and customer satisfaction of KAMCO products.

## 5.2 FINDINGS

### General

- 91.3% of Respondents Who bought KAMCO Products are Male
- Most of the Respondents 47.3 % are from 40 – 50 age Category.
- Most of the Respondents are under the category of Below ₹2,50,000 Annual Income with 88%
- Most of the Respondents 78.7% owns below 25 cents of Land Area
- , Most of the Respondents are Using KAMCO Brush Cutter with 36.7%.
- Most of The Respondents Buy the Products for Farming use with 75.3
- Duration of Association of Respondents with KAMCO Products are 1-2 years with 45.3%,
- Respondents are located in the Grama Panchayath with 78%,
- Most of of the Respondents Know about the KAMCO Product by Recommendation of Friends and Relatives with 88%,
- Most of the Respondents are Influenced by the Brand with 56%,

## **Price**

- Most of the Respondents Agree with the Products are Reasonably Priced with 86.7%,
- Most of the Respondents Agree with the Products are Affordable with 85.3%,
- Most of the Respondents Agree with Price Matters in their Purchase Decision with 85.3%,
- Most of the Respondents Agree with KAMCO Products are Worth the Value that is Available in the Market with 80.7%,
- Most of the Respondents Agree with KAMCO Products are Economical for their Purpose with 80%,

## **Customer satisfaction**

- Most of the Respondents Agree that they are Satisfied with the KAMCO Products with 76.7%.
- Most of the Respondents who agree with Good Fuel Efficiency are 63.3%,
- Most of the Respondents who agree with Good Quality aspects of the products Compared with the Rivals are 67.3%,
- Most of the Respondents Agree that they are Meeting their Requirements For their Purpose with the KAMCO Products with 77.3%,
- Most of the Respondents Agree that they Will Stick with KAMCO Products even there is a price increase with 54%,

- Most of the Respondents Agree that they will Recommend KAMCO Products to others with 78%,
- Most of the Respondents are Extremely Satisfied with the efficiency of KAMCO Products with 59.3%,



### **5.3 SUGGESTIONS**

- Customers having good opinion about the quality aspects of the product so the company Should make sure that the Quality of the products is being maintained.
- Company should conduct certain campaigns for the products, and this campaign will help for the promotion of the products.
- Company should maintain the pricing of the prodcuts, otherwise it will affect the sales and growth of the company
- Now the company is having a few products only. It is better to have a diversified line of products as the market trends keeps on changing.
- Company can concentrate a bit more on exports. Now the company is working with the needs of domestic market. A few more promotional activities can make them an international brand.

### **5.4 LIMITATIONS OF THE STUDY**

- The study was purely confined to 150 samples. May not be applicable to entire customers of KAMCO
- The study was conducted at different districts of Kerala only; it may not be applicable for the whole country.

## **5.5 CONCLUSION**

KAMCO products has got its dominance. The company has done a remarkable job in satisfying its end customers. It is clear from this study that the KAMCO products is giving lot of significance to quality, quantity and availability of its products. This study helps in understanding the price image and customer satisfaction towards the KAMCO Products

The result of the study indicates that customers are satisfied with the products and pricing of KAMCO. The organization is keeping all the standards as needed for the customer satisfaction and for pricing of the products which help's for the growth of the company.

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