

Customer Satisfaction Assessment for Drip Irrigation in Eastern Sangli District of Maharashtra

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ABSTRACT

The agricultural output of India is dependent on Monsoon, but most of the crops are cultivated with the help of irrigation. Different methods like drip irrigation methods are being used for irrigation. The aim of the researcher is to study and understand customer satisfaction towards Drip irrigation product of Netafim. Also to understand the actual level of satisfaction of farmers about the product. Researcher wants to know about effectiveness of drip irrigation products in current scenario as well as understand the concept and process of marketing research. Through this study the researcher has analyzed the satisfaction of farmers towards Netafim Drip irrigation products in Gotkhindi village with respect to the survey. He has tried to understand the expectations of farmers needs, pricing constraints, response, and the after sales service quality of Netafim Drip irrigation products. Research show that micro irrigation methods, which include drip and sprinkler irrigation method, are more efficient than the flood method. In Maharashtra, Sangli District in the village Gotkhindi, Bambvade are developing agriculture practices and high yield crops especially sugarcane and soyabean. The farmers in Gotkhindi village have successfully adopted the use of drip irrigation method in past few years and they are satisfied with the use of Netafim drip irrigation product of the company. The study found that there is considerable increase in the areas where farmers are using Netafim drip irrigation products.

Keywords: customer satisfaction, drip irrigation, productivity

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INTRODUCTION TO STUDY

Customer satisfaction is the process of giving a satisfied output to the customer, for achieving company goals the customer satisfaction is most important because the that factor improvement of our goals.

The study about the weather customers satisfied of using Netafim products the Netafim provides an AGRI related services and also provide an AGRI related products. With the help of observations and questionnaire, study conducted [1].

Objectives of Study

(1) To study and understand the concept and process of marketing research.

- (2) To understand and get the concept of Marketing of Netafim products.
- (3) To analyze the satisfaction of farmers towards Netafim Drip irrigation products in Gotkhindi village with respect to the survey.
- (4) To understand the expectations of farmers needs, pricing constraints, response, and the after sales service quality of Netafim Drip irrigation products.

Importance of Study

- To understand the actual level of satisfaction of farmers about the product.
- To know about effectiveness of drip irrigation products in current scenario.

Scope of Study

- Conceptual scope

The study is to understand customer satisfaction towards Drip irrigation product of Netafim

- Geographical scope

Scope of study in Gotkhindi Village

RESEARCH METHODOLOGY

Primary Data

- a. Questionnaire
- b. Direct observation

Secondary Data

Company Website – www.netafim.com

Sampling

- Sample size: 100
- Sample area: Gotkhindi Village

CORPORATE OVERVIEW

Helping the World Develop More with Less

As the total populace keeps on rising and common assets go under weight, more effectiveness bodes well than any time in recent memory. At Netafim, we enable our clients to create more yields and better products with fewer assets. Netafim is the worldwide pioneer in brilliant dribble and small-scale water system answers for a supportable future. Since presenting the world's initially dribbles water system arrangements in 1965, we have driven the path by creating items that assistance our clients advance outcomes.

Working with Nature, Not Against It

Maintainable efficiency benefits business, as well as the earth. By enabling our clients to utilize land, water and vitality in more effective and dependable ways, we help secure the world's common assets. Centering our assets to better serve clients committed to creating, actualizing and supporting focused on answers for our worldwide client construct, Netafim centers with respect to the accompanying business lines.

More development with less water as the world pioneer in brilliant trickle and small-scale water system answers for farming and scene, we intend to advance worldwide change in regards to the way water is utilized for water system. By conveying innovatively propelled items, we enable our clients to address the present current water system challenges and also meet their business objective [2].

Netafim History

Our past is the way to our future. It all started with a calculated change Simcha Blass, an Israeli water design, found the embodiment of dribble water system for all intents and purposes by shot. Going over the rule that a moderate and adjusted trickle impact prompted noteworthy plant development, he made a gadget that changed the course of water system everlastingly – a dribble based tube that gradually discharged water where it was best. Perceiving the capability of his revelation, he started hunting down approaches to change this thought into a reality. That is the point at which he swung to Kibbutz Hatzerim. A water system insurgency is conceived kibbutz Hatzerim, a little agrarian group situated in Israel'snegev abandon, was the ideal match for Blass and his new innovation. Expanding on the qualities of Hatzerim's assembling capacities, encounter and horticultural information, Netafim's underlying creation office – the first of its kind around the world – was set up in 1965, and we have driven the route from that point forward. Advancement toward a brilliant solution Netafim's exceedingly qualified specialists enhanced the first model to build up the world's first online dripper. The underlying outline utilized winding water ways to shape a laminar water stream. In any case, with an end goal to enhance usefulness, a toothed maze was fused to make turbulence inside the dripper. A shrewd item got much more quick witted.

Vision

As the world's driving Irrigation Company, we will drive mass reception of brilliant water system to battle shortage of sustenance, water and land.

Mission

Together with their accomplices we will upset water system all-inclusive for a practical future. They will drive mass reception of inventive, straightforward and solid dribble water system arrangements. Our groups the world over will furnish our clients with the best agronomic and specialized help to guarantee extraordinary outcomes and genuine feelings of serenity.



COMPANY PROFILE

Company Name: Netafim Private Limited

Type: Private

Industry: Drip and Micro-irrigation Technologies

Founded: 1965; 51 years ago

Headquarters: Israel

Key people: Ran Maidan (President & CEO)

Number of employees over: 4,000

Website: www.netafim.com

Product

Laterals: Joinher



Irrigation System



Filters



PRESENTATION OF CUSTOMER SATISFACTION

Regardless of whether the purchaser is fulfilled after buy relies upon the offers execution in connection to the purchaser desire. By and large fulfillments are a man's sentiments of delight or disillusionment coming about because of contrasting items saw execution connection with his/her desires. In the event that the execution misses the mark regarding desire, the client is disappointed. In the event that the execution coordinates the desire client is fulfilled. On the off chance that the execution surpasses the desire the client is much fulfilled. Consumer loyalty can't be exceptionally troublesome [3].

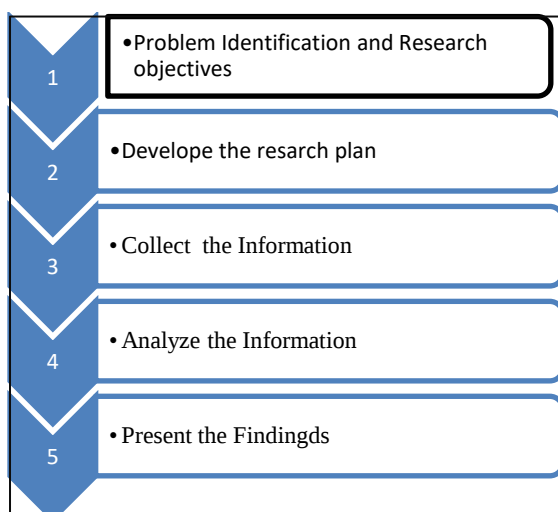
Definition of Customer Satisfaction

Consumer loyalty is a promoting term that measures how items or administrations provided by an organization meet or outperform a client's desire. Consumer loyalty is essential since it gives advertisers and entrepreneurs with a metric that they can use to oversee and enhance their organizations.

Marketing Research

"Advertising research is a precise issue investigation, display building and certainty finding with the end goal of enhanced basic leadership and control in the promoting of products and ventures.

Marketing Research Process

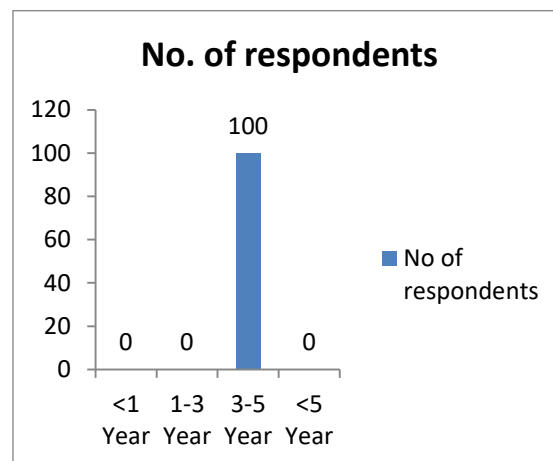


Interpretation

Table 1 shows that 100% respondents using the product of Netafim since last 3–5 years.

Table 1. Since how many years you are using Netafim drip system for irrigation?

No of years	No of respondents
<1 Year	0
1–3 Year	0
3–5 Year	100
>5 Year	0

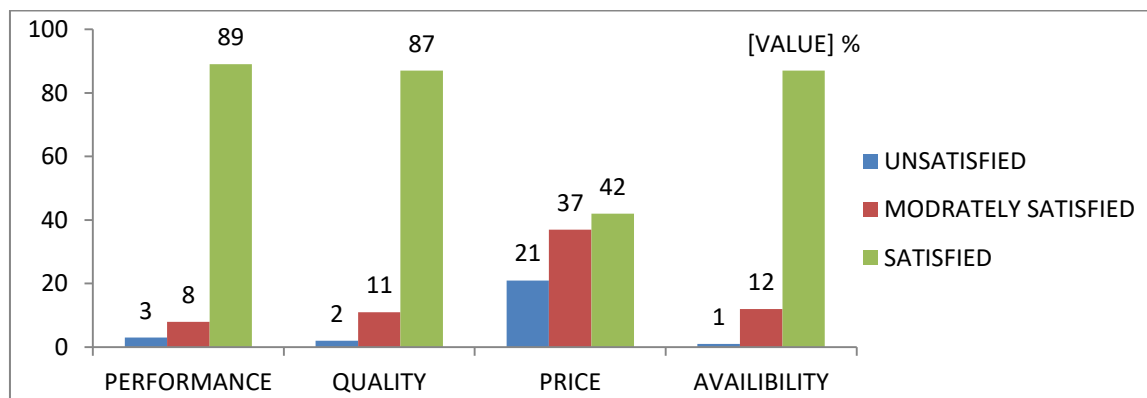


Interpretation

Table 2 shows that 89% respondents are satisfied with the performance of the product, 87% respondent satisfied with quality, 42% respondents satisfied with price, 87% respondent are satisfied with availability of Netafim laterals product.

Table 2. Rates the offerings of Netafim laterals for satisfaction level.

	Unsatisfied	Moderately Satisfied	Satisfied
Performance	3	8	89
Quality	2	11	87
Price	21	37	42
Availability	1	12	87

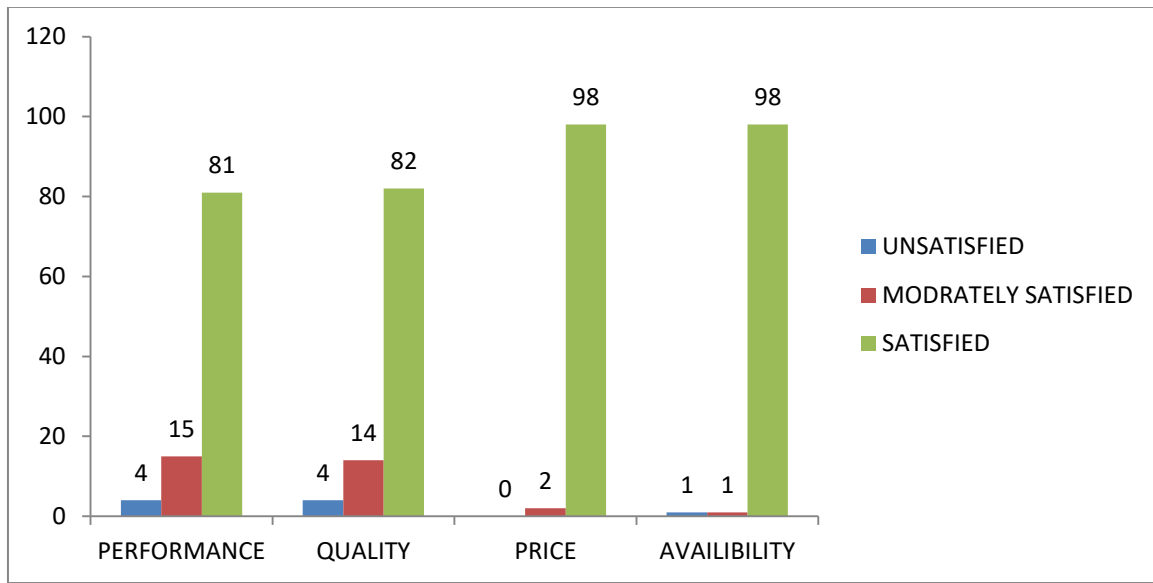


Interpretation

Table 3 shows that 81% respondents are satisfied with the performance, 82% respondent satisfied with quality, 98% respondents satisfied with price, 98% respondents are satisfied with availability of. Netafim filtration system.

Table 3. Rates the offerings of Netafim filtration system for satisfaction level.

	Unsatisfied	Moderately Satisfied	Satisfied
Performance	4	15	81
Quality	4	14	82
Price	0	2	98
Availability	1	1	98



Interpretation

Table 4 shows that 81% respondents are satisfied with the performance, 82% respondents satisfied with quality, 38% respondents satisfied with price, 84% respondents are satisfied with availability of. Netafim filtration system.

Table 4. Rates the offerings of Netafim accessories for satisfaction level.

	Unsatisfied	Moderately Satisfied	Satisfied
Performance	4	15	81
Quality	4	14	82
Price	34	28	38
Availability	2	14	84

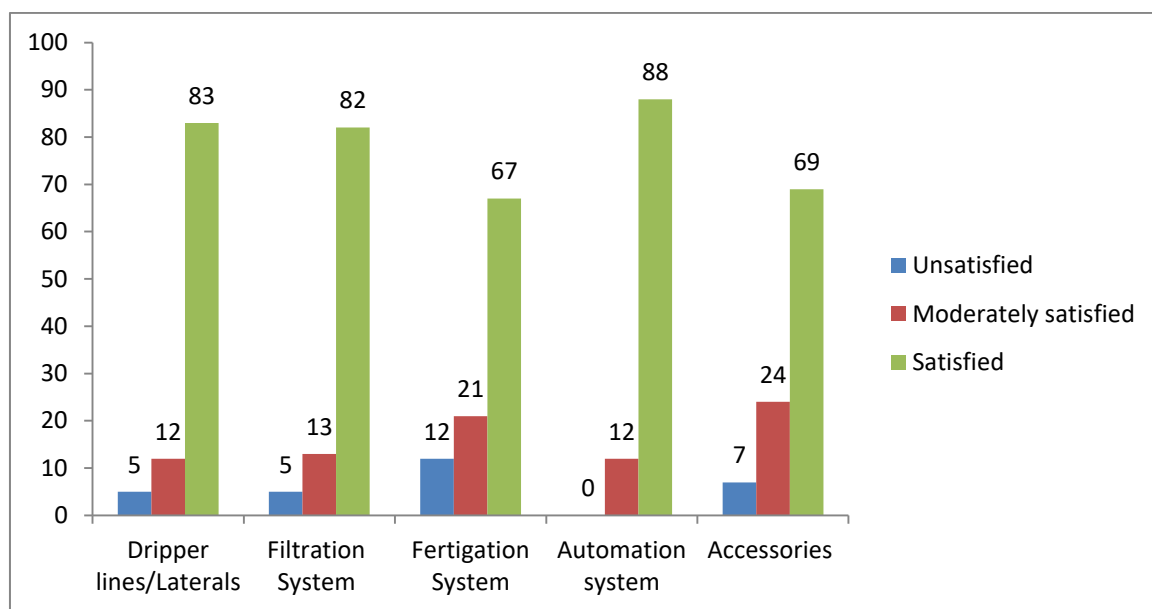


Interpretation

Table 5 shows that 83% respondents are satisfied with the dripper lines/laterals, 82% respondent satisfied with filtration system, 67% respondents satisfied with fertigation system, 88%, respondents are satisfied with Automation system and 69% respondents are satisfied with accessories.

Table 5. How is your experience of using Netafim brand of products? Rate the performance? Level of our products on the basis of level of your satisfaction?

Products	Unsatisfied	Moderately satisfied	Satisfied
Dripper lines/laterals	5	12	83
Filtration system	5	13	82
Fertigation system	12	21	67
Automation system	0	12	88
Accessories	7	24	69

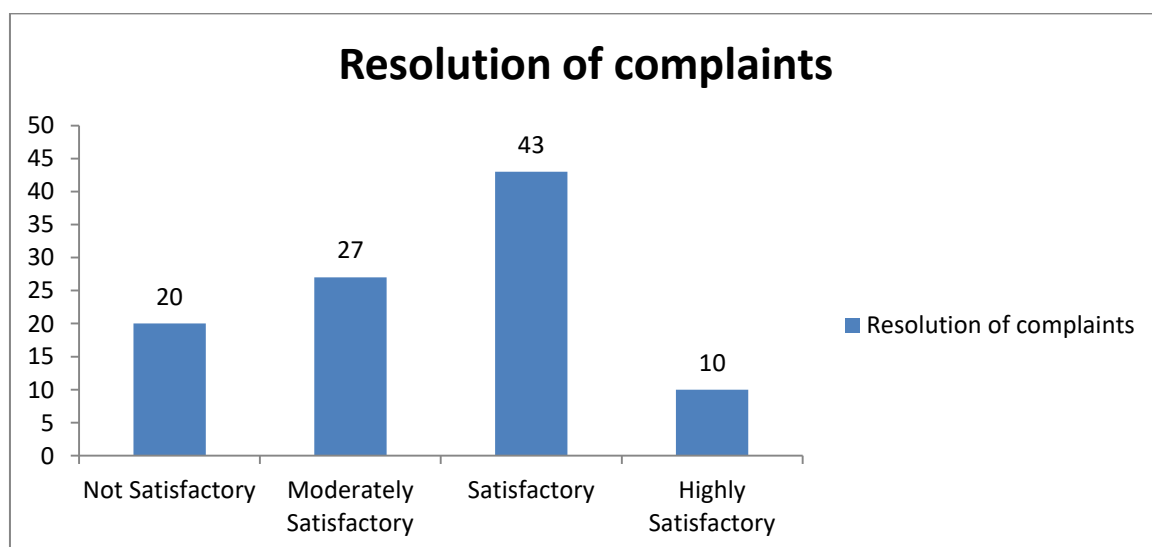


Interpretation

Table 6 shows that resolution of complaints is 43% satisfactory 20% not satisfactory.

Table 6. Resolution of complaints if any.

Resolution of complaints	No. of respondent
Not satisfactory	20
Moderately satisfactory	27
Satisfactory	43
Highly satisfactory	10



FINDINGS, SUGGESTION AND CONCLUSION

Findings

- (1) The 45% customers are highly satisfied, and 42% customers are satisfied with overall operation drip irrigation Netafim.
- (2) The 84% customers are satisfied with performance, 81% customers are satisfied with quality, 38% customers are satisfied with price and 84% customers are satisfied with availability of product.
- (3) 89% customers are satisfied with the dealers of company.
- (4) Company provides good quality services to their customer after sale of product.
- (5) As per customer's point of view, the price of all products is average. So that anyone can able to buy product.
- (6) As for service the Netafim always maintain their stock and sales balance [4].
- (7) By using Netafim services and product, the customer improves their economic and social life style.
- (8) As per research its shows that all product of Netafim is well advanced.
- (9) The product gives outcome as per customer expectation.

Suggestions

- Netafim arrange agronomy seminars for increasing the productivity of customers (farmers).
- Netafim gives demonstration to customers on applying acid test for cleaning lateral.

- Company arrange training programmes for customers which helps them to know how to fit easily joiner between the lateral.
- Company can improve their campaigning programs which helps them to attract more customers.
- Company have to conduct marketing research every 6 months and getting feedback from customers.

CONCLUSION

It is important for every company to know whether their customers are satisfied or not because it is cheaper to retain customers than acquire new ones. The Netafim company also focuses on their customer satisfaction. Netafim provides good quality products and services to the customer. Through conducting research, it helps the company about their customers' expectations about the product.

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