

Investigation of Tractor Dealer Profile in Aydın Province

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Abstract:
Tractor sales and usage varies depending on many factors like of the region and the products. The main purpose of this study is to investigate of sales and marketing profiles of tractor dealers operating in Aydın Province. Survey form was conducted through face to face interviews to authorized tractor dealers operating in Aydın Province (14 total). Data about firms (number of employees, brand preferences, customer portfolio, marketing campaigns, marketing calanders, approach to the expected scrap reduction and customer's brand expectations) were obtained with questionnaires. Half of the dealers are selling the tractors produced by domestic firms. The brands ranking which are most preferred by dealers, first is New Holland (42%) and the second is Turk-Fiat (35%). Dealers stated that, the most important criteria for customers' preferences are engine parts and price and the most intense period for sales is spring. Results of this study are, state-sector cooperation must be developed in order to increase competitiveness of the Turkish firms in the tractor market, modern marketing tecniques must be used, consumer behaviors must be determined and the firms which makes sales according to these factors must improve themselves for the future of the tractor industry.
Keywords: Advertising, Dealers Profile, Marketing, Sales, Tractor

1.INTRODUCTION

The development of tractors and agricultural machinery manufacturing industry depends on the internal and external market Dynamics. In the domestic tractor market, the current state of tractor dealers and marketing strategies for their development and introduce the improvement to customers are important.

Consideration is given to the improvement of farm production including the problems of energy shortage and the possibility of replacing some fossil energy through the conversion of biomass. The tractors of today and their future development are considered within three areas:

information monitoring and power transfer to give low soil compaction, operating costs and purchase price;

the possibilities of versatile application and convenient implement coupling systems and increased driver comfort and improved protection (Göhlich, 1984).

In current conditions the capital of tractor dealers is insufficient for new investments. The financial instrument like loans, leasing, partnership and "Rural Develepment Programme" and agricultural credit cooperatives will create demand on the tractors and agricultural machinery in the manufacturing sector. Each project supporting the agricultural sector will also provide the manufacturing sector positively. (Ulusoy et al., 2010). In our country's tractor park important developments are taking place every day. It is concerned the tractors, which is an important element of investment for the agricultural enterprises can be bought new or used (Sumer et al., 2008).

The need for replacement of tractors and agricultural machinery park is very clear. These changes tractors / farm machinery must be carried out in parallel in terms of compliance. This requirement is demonstrated clearly by the analysis of the tractor park (Ulusoy et al., 2010). The tractors which were filled their mechanical life and having high operating costs due to old their technology is harmfull fort he economy of the both the enterprise and the coutry (Evcim et al., 2010). For receiving the replacement of old tractors, tractor dealers and their marketing strategies are needed to improve the current situation. Regions in our country, the region with the most number of tractors is the Aegean Region.

The research has made in Romania; The Romanian tractors market is going through a difficult period. There is interest and commitment from both companies and the customers but there is insufficient funding. A positive aspect of the study was the relationship between business and customers. Traders, in general, are satisfied by their customer relationships and customer behavior is influenced by the relationship between firm and suppliers and vice versa (Tipa, 2010).

Farm operators prefer tractors with low fuel comsumption and high power. These two factors are technical features influencing production costs of farm operations. A tractor with low fuel consumption decreases production cost and a tractor with higher power increases work efficiency. Together these factors have positive effect on economis use of farm machinery and other resources (Aybek and Boz, 2006).

The current state of tractor dealers in Aydın Province, marketing strategies, consumer behavior and sales of companies engaged in the future of room for improvement put forward the importance of the tractor industry is obvious.

2. MATERIALS and METHOD

The main material of this study is 14 tractor dealer in Aydin province. The questionnaire consists of 29 questions, was administered through face to face interviews to dealers. The average age of owners is 34.64, the dealer has the youngest age is 31, and the oldest is 56. 74.5% of the owners are high school graduates. The average of activities of dealers in this sector is 6.5 years and the longest time in the industry is for 35 years. Year experience in the sector generally ranged from 1-6 years. These results reveals that the tractor dealers in Aydin province are unable to operate permanently. Tractor dealers which are located in Aydın Province are selling the brands like New Holland, John Deere, Turk-Fiat, Massey Ferguson, Virgo, Tumosan, Case IH, Erkunt and Bozoklar. The Share of the domestic brand dealers is around 58%. 71.43% of the dealers' showed customers prefer for brand reference and 57.14% percent possibility of replacement parts. 71.43% of the dealers' showed "customers prefer" and 57.14% percent "possibility of replacement parts" for why they are selling this brand. In addition, 28% of dealers have stated that to change brands.

When the question asked “which is the most preferred brand by the customers in Aydın” to the dealers, 42.86% of them marked New Holland, 35.71% Fiat Turkey, 14.29% Steyr and 7.14% Massey Ferguson brand. The number of employees at dealers ranged from 1-7, and the average number of employees is 2.12. 71.43% of the customers prefer four-wheel drive and 28.57% of customers prefer two-wheel drive tractors to purchase. 35.71% of the customers' prefer 41-60 HP, the 28.57% of them prefer 61-80HP and 81-100 and 7.14% of them prefer the tractors which are 161-180 HP. 91.93% of the portfolio sale of dealers' agribusiness, 8.07% percent is composed of non-agricultural businesses. 42.85% of the dealers' are showed Lassa, 21.43% petlas, 7.14% Good Year, % 28.58 the other brands as the most preferred tire brand. 2.86% of the dealers makes season discount, 35.71% bring used, get new campaign, 14.29% campaign as complementary goods lile fuel and tires and 7.14% loan campaigns. Purchase criteries which were taken into consideration by customers were given by percentages in Table 1. The customers stated that their first criteria for buying a tractor is engine (21.43%), strength (endurance) (21.43%), horsepower (14.29%), fuel consumption (14.29%) and comfort, purchasing price, wheeling system (7.14%). Percentages of the second and third priorities are given in table 1.

Table 1. Customers' purchase tractors priority

Buying Criteria	First Priority (%)	Second Priority(%)	Third Priority(%)
Engine	21.43	0.00	0.00
Appearance	7.14	7.14	0.00
Horsepower	14.29	21.43	14.29
Traction System	7.14	7.14	14.29
Comfort	7.14	0.00	7.14
Robustness	21.43	21.43	14.29
Fuel Consumption	14.29	21.43	28.57
Purchase Cost	7.14	21.43	21.43

The answer of the question “mostly which system failures occurs in the tractors which were produced by companies?” is usually have a homogeneous distribution. In the answers given; to engine, hydraulic systems, electrical / electronic equipment and other hardware is to the case of 21.43% response rates were yes, gearbox and differential is to the case of 7.14% response rates were no. When asked to companies; 50% good, 35% moderate, 14.9% stated that they are in a very good condition. When buying tractors, firms in their choice of payment methods; 42.86% 's loans+swap, 35.71%' s loans 21.43% percent of purchase with cash payment stated they prefer. Companies in after-sales support, 78.57% percent service, 85.71% 's replacement parts and 64.8%, during and after sale stated that they provided training support. Companies that to sell brand's advertising preferences are given in table 2. Companies stated that a rate of 71.43%,they are making advertisement with participating in trade fairs. In addition, 92.85% of the company 's web site are available.

Table 2. Brand advertising preferences

Preferences	(%)
Television	21.43
Brochure Distribution	71.43
Identification Trips	57.14
Newspaper Advertisement	7.14
İnternet	57.14
Fair	71.43
Customer Advise	64.29
Other	21.43

64.29% of the firms, which they markets the brand's technological innovation is sufficient to provide 28.57% percent is very sufficient and 7.14% stated that less than sufficient. Companies should give more importance to what issues the future when asked; 71.43% of the firms said fuel consumption, 35.71% said comfort, 28.57% said strength and 7.14% said exhaust emissions. 57.14% of the firms' stated that they made the most of sales during the spring. 21.43% of the firms' stated that they made the most sales during the summer.

92.85% of the firms; in buying tractors for farmers stated that government support is required. 78.57% of the firms' argued that the scrap tractors law is necessary. Companies generally advocate that scrap law coverage mustbetween 1970-1990, but 42.86% of them said it must ve cover pre-1990 model. Companies generally advocate that scrap law coverage must between 1970-1990, but 42.86% of them said the coverage must be pre-1990 model.

3. RESULTS and DISCUSSION

The majority of the owners of tractor dealers are high school graduates. In this sector employee, marketing strategies and technical training related to the administration of the tractor, the development of sectoral perspective is predicted to accelerate.

In particular, firms selling Turkish brands dominate the industry and to be the preferred brand of Turkish farmers to ensure that Turkey is required to develop marketing strategies. In the study; approximately 58% of the dealers even though they made sales of domestic brands, about 65% of the businesses they prefer foreign brands have been introduced. Considering this difference of domestic brands should revise their marketing strategies are emerging.

Companies after-sales service, spare parts and training that supports arises in sufficient proportions. When buying tractors, the farmers were most affected with engine and strength. In the choise of tractor power; approximately 36% of the farmers prefer the low-powered tractors (40-60 HP).

Nearly 72% of the dealer, the brand needs to do work on their fuel consumption is stated.

In the tractor industry; farmers, engaged in manufacturing and selling dealer firms, various private financing instruments should be equipped with.

Also in the automotive sector, developments in technology and marketing strategies need to be adapted to the tractor industry is obvious.

4. CONCLUSIONS

The followings were concluded from the study:

- Companies operating in this sector, their average duration is 6.5 years and firms do not provide continuity in the sector.
- 71.43% of customers' prefers four-wheel drive, 28.57% of them prefers two Wheel drive.
- Customers with 35.71% prefers (41-60 hp) tractors.
- Companies should give more importance to what issues the future when asked; 71.43% of the firms said fuel consumption, 35.71% said comfort, 28.57% said strength and 7.14% said exhaust emissions.
- Companies stated that a rate of 71.43%,they are making advertisement with participating in trade fairs.
- Firms; they support the laws and scrap tractor models before 1990 should be scrapped stated.

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