



ACI Motors Limited

A Study

On

CONSUMER PREFERENCE

ANALYSIS OF

ACI POWER TILLER

INTERNSHIP PAPER ON
Consumer Preference Analysis of ACI Power Tiller

Submitted To

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Submitted By

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DATE OF SUBMISSION: 17th December, 2012

Letter of Transmittal

Date: 17th December, 2012

Husain Salilul Akareem

Course Instructor

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Subject: Submission of Internship Paper.

Dear Sir,

With great gratification I am submitting my internship paper titled “*Consumer Preference Analysis of ACI Power Tiller*”. As per partial accomplishment of the requirements for the BBA degree, I have completed the internship from **ACI Motors Limited**. It is really an enormous prospect for me to congregate vast information and grasp the subject matter in an appropriate way. I have found the research activity quite interesting, beneficial & insightful and tried my level best to prepare an effective & creditable report.

I honestly, not only anticipate that my analysis will assist to provide a clear idea about the Bangladeshi consumer’s preference towards potential power tillers, but also optimistic enough to believe that you will find this research paper’s worth for all the labor I have put in it. I welcome your entire query & take pride to answer them.

Yours Sincerely,

Mourin Mehzabin Chowdhury, ID-08204032

Letter of Authorization

17th December, 2012

Dear Reader,

This research paper has been conducted to fulfill the Degree requirement of BBA Program of the BRAC University. The researcher of this report is a fourth year university student of the BRAC University and an intern of ACI Motors Limited. This is an original research work done by the researcher. As a result, before using any information or data of this report, permission is strictly required from the researcher. All rights are reserved by the researcher. The authorization of this report is valid until any further notice from the researcher.

Thanks for your time.

Sincerely,

Mourin Mehzabin Chowdhury

Student of the BRAC University

Acknowledgement

I would like to mention some people with due respect and honor who assisted me, without any hesitation to complete my internship paper within the due time. Therefore I would like to thank them all from the bottom of heart. In this procedure, at first I would like to thank All Mighty for making it possible for me to complete the work properly within the given time.

I am cordially thankful to the respondents who give their valuable time to fill up the questionnaire for the research. Without their time and dedication, my depth of knowledge about the subject matter could not be flourished within the short period of time.

I would like to provide my heartiest appreciation to my internship supervisor, Mr. Husain Salilul Akareem, Lecturer, BRAC Business School and BRAC University for providing me the ground to earn good insights about this paper. This is indeed a good way of learning and I really appreciate his efforts towards giving me a proper line of directions.

I would thank to my official supervisor Mr. Asif Faisal Romy for giving me to collect information, without his contribution, it would have not been possible for me to conduct this project work and last but not the least I like to give thanks especially to Mr. Subrata Ranjan Das, Business Director of ACI Motors for his permission in giving me the information to make this report.

I am also extending heartfelt thanks to executives of ACI Motors for their continuous support, assistance and inspiration through the accomplishment of this job.

TO WHOM IT MAY CONCERN

This is to certify that Mourin Mehzabin Chowdhury, House 299, Lane 4, D.O.H.S. Baridhara, Dhaka-1206, has been working in this company as Intern, to support our ACI Motors Department, from 12th September, 2012 to 12th December, 2012.

As a responsible person of this company, she was found very sincere, honest, hardworking and dedicated person. She was always loyal to the management and worked towards achieving management objectives.

I wish her all the success in life.

Thanking You,

Senior Product Executive

Executive Summary

This report describes a comparative study of consumer preference towards ACI Power Tiller of Bangladesh. Here we have used judgmental sampling under non-probability sampling method. Before data collection, the customers of ACI Power Tiller were divided into three groups: farmers, mechanics and dealers. Then, among those, we have selected the customers thoughtfully to get response. We have taken total thirty samples from all over ACI business territories. We have conducted our survey in between October 2012 to December 2012.

In the analysis part of our research, we have interpreted several variables, which helped us to get a clear picture regarding consumer attitude towards ACI Power Tiller. Here, we have found that, some factors like age, years of experience, expert reference etc. influence significantly while purchasing power tiller. Besides, we also found, there are some factors like grade of Mobil, use of grease in gear box, usage directory etc we think important but not actually influence the purchasing effort of a consumer. The managerial decisions in the organization can be taken by focusing less on these issues.

At the end, after analyzing the statistical data, we came into a conclusion, which describes the ultimate result of our research. The result of our research is ACI should introduce their new premium quality power tiller in market as there is demand for quality machines among consumers of power tiller.

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CHAPTER1: INTRODUCTION



Introduction

Bangladesh is a South Asian country with the record of highest population density (1.48% population growth per annum) where 77% people live in rural areas. Mainly three sectors (agriculture, industry and services) are behind the economic growth and agriculture is one of them. For a developing country like Bangladesh agriculture plays a dominant role in the economy as the agricultural sector holds a substantial amount in the country's GDP (Gross domestic product). During financial year 2011-2012 agriculture sector alone had a contribution of 19.29% in the GDP growth. Though service sector brings almost half of economic earnings, two third of Bangladeshi people are engaged in agricultural activities. Agro based sector is continuing to grow with the use of advanced technology and modern machineries. In Bangladesh agricultural sector refers to crop cultivation (mainly rice, jute, wheat, sugar, cotton, vegetable, tea, tobacco etc.), animal farming (poultry, dairy etc.), forestry, fisheries and other related services etc.

Like other industries, consumer preference of agricultural machineries is very necessary to identify since consumers choice influences the industry's development. A country's economic prosperity largely depends on consumers. In many cases, consumer's demographic and economic trend determines the prospects of agricultural market. Before forecasting industry sales and revenues, marketers should have clear idea of consumer's demand and expenditure pattern. To reach the profitable market segment or segments we must know the behavior of the segment. Agricultural machinery can be of different types for different group of customers based on their age, income, social status, education level etc. Without knowing consumer preference in depth it is not possible to get significant market share and compete with other firms as well. Again, consumer preference differs for the same product in different stages of industry life cycle. To take business decisions organizations need to know preference level of their customers. For ACI Motors, in order to introduce two new types of power tiller for the two different market segments, a research on 'Consumer preference of ACI Power Tiller' is required to do.



Objectives

Main objectives

- Identify demand of upcoming power tiller among different group of consumers
- Identify satisfaction related to power tiller and its usage

Specific objectives

- Determine maintenance procedure and duration of usage
- Determine service quality of dealers and mechanics
- Determine consumer's demographic and other information's relationships to other characteristics to purchase of power tiller.



Background

Agricultural sector has a noticeable contribution in the GDP of Bangladesh. When other sectors are developing and becoming modernized, agricultural system need to be mechanized as well for productive farming and development of country's economic situation. Competing with other nations, agribusiness of our country is moving fast towards excellence. To assure continuous progress in this industry we need to provide farmers modern machineries for cultivation. Keeping this in mind ACI Motors began its operation with a product range of agricultural machineries like tractor, power tiller, mini combined harvester and guaranteed supply of quality machineries and better after sales service. All of these brands have got tremendous responses from farmers. ACI Motors is importing quality power tillers from China and other countries since last 2.5 years. ACI Motors operates sales activities by establishing sales and service centre in many parts of the country and appointing dealers all over Bangladesh. Power tiller sold by ACI Motors are not only well performed products but also ensures after sales service through qualified and experienced mechanical engineers. Now, considering Bangladeshi perspective in the upcoming months ACI Limited is planning to bring more developed brands of power tiller for improved and smooth cultivation. There, this survey was decided to conduct by the management for identifying consumer demand towards their potential power tiller in the market. The study has assisted the managers to take decision regarding their investment in the new products. At the same time it aided to know consumers attitude and their readiness to purchase high priced products. We also got to know usage condition and satisfaction after purchasing power tiller. The outcome of this study can contribute largely to the organization by finding out demands among different group of consumers.



CHAPTER2: ORGANIZATION OVERVIEW



Organization Overview

Organization Profile

ICI (Imperial Chemical Industries) Company was founded back in 1968 which is now known as ACI (Advanced Chemical Industries). After the liberation War ACI became a Public Limited Company and currently it is one of the largest and successful firms of Bangladesh. ACI has mainly four types of business divisions which are:

- Pharmaceuticals
- Consumer Brands and Commodity Products
- Logistics and
- Agribusiness

Mission

ACI's mission is improving lifestyle standard of the community with proper functioning of information, expertise and know-how. The Company dedicates itself towards pioneering and providing superiority in first class brands by authorizing fulfillment to the workforce.

Vision

In short, ACI holds a vision of promoting and aiding distinctive development to the stakeholders being a leader in its diversified industries.

Value

Some of ACI's values are equality, simplicity, uninterrupted enhancement, novelty, client centeredness and quality.



ACI has strong policy for quality, environment and global compact endorsement with a large distribution network across the country.

Functional Departments

- Human Resource
- Finance and Planning
- MIS
- Commercial and Admin
- Training

ACI Motors Limited

I worked in ACI Motors Limited which is a subsidiary under ACI Agribusiness. Starting in November of 2007, ACI Motors is providing total solution of Agri- machineries items. In Bangladesh, ACI Motors has its service centers in Jessore, Comilla, Dinajpur and Bogra where any sort of after sales services are available. Along with business activities ACI Motors contribute in CSR activities by educating and training farmers on technology, cultivation, crop protection etc.

Product Profile

ACI Motors sell power tiller, pump, light pick-ups and mini trucks, tractors, diesel engine, harvester, rice transplanter, rice cutter, spray machine etc.



Figure 1: Some of ACI Motor's Products -Tractor, Rotavator, Diesel engine, Power tiller, Pump, Combine harvester (from top left)

Marketing Division of ACI Motors

Working in the Marketing Department of ACI Motors I got to know this Department works on basis of market understanding and formulate different marketing plans that are suitable for farmers, mechanics, dealers etc. I was under direct supervision of Senior Product Executive.

Key Duties of the Job

Being an intern of Marketing I performed some marketing and sales related tasks of power tiller. Besides, I observed and took part in marketing ideas, promotional plans, new product strategies, brand image maintenance, relationship marketing and customer demand determination etc. I also performed the following tasks along with my regular job responsibilities:

- Assisting executives in preparing sales reports
- Making staff lists for bills and other requisitions
- Keeping record of sold units and unsold inventories of power tiller and diesel engines
- Checking and calculating stock statements



- Keeping track of power tiller import data provided by Bangladesh Customs
- Visiting Accounts for bill approval of my Department according to supervisor's direction
- Calculating product requirements for each quarters
- Calling customers via mobile phone to keep track of sales record and their address
- Communicating with workforce regarding ledger of different outlets
- Listing data based on field forces customer wise credit balance

My work responsibilities were decent but not much vital to the organization. I attended office everyday on time. Along with helping my supervisor I helped other managers of marketing division. In brief, my work duties were related to learning.



CHAPTER3: INDUSTRY OVERVIEW



Industry Overview

Power tiller industry of ACI Motors falls under motors segment of agribusiness industry. Motors industry's products for agriculture are mainly power tiller, tractor, combined harvester, transplanter, water pumps etc. Power tiller industry is based on imported products of different power tiller models (mainly GN and DF models).

Market Analysis

Market situation

Basically power tiller cover 48% of total cultivation and it is hardly 2 years life, so need replacement in every two years. According to a data of Bangladesh customs in 2011, power tiller is one of the most demandable cultivation technologies in the industry (with 60000 units sold per year). In the recent year, market import of power tiller shrinks by 45% (23000 units sold up to August 2012) due to less crop price for farmers. A figure is shown below:

Month wise Import Trend

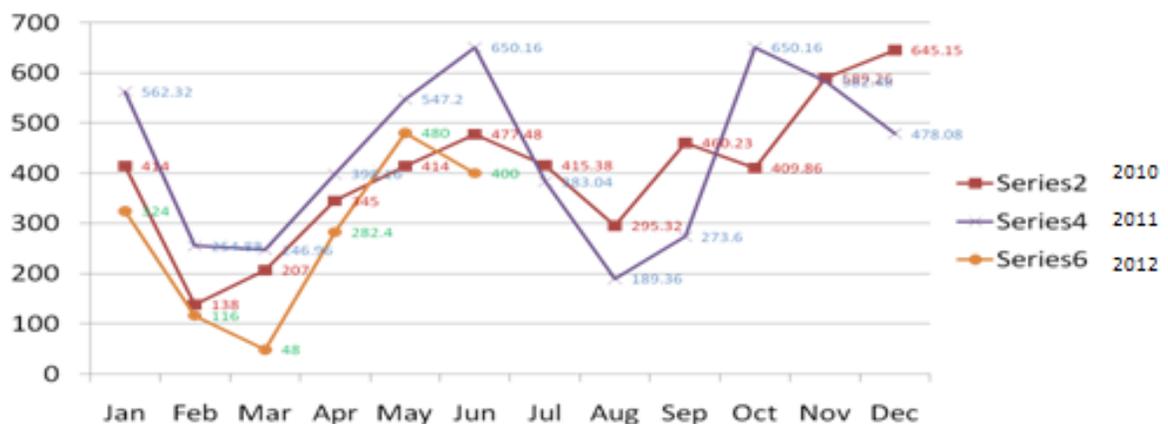


Figure 2: Month wise Import Trend (Source: Bangladesh customs)



The figure shows month wise import trend in the industry where the horizontal line represents the months of a year and the vertical line represents amount of import in millions taka. In the figure, series 2 indicates year 2010, series 4 indicates year 2011 and series 6 indicates the first six months sales of the year 2012.

Market share

In the early years only one company used to bring imported power tiller. Nowadays many companies are bringing power tiller from abroad but the major Brand dominance in the market is mainly by CBM (Chittagong Builders Machinerics) and ACI Motors, because of their good quality products. Market is lead by CBM with 73% market share where ACI has 13% market share in the last few years. This market is becoming cowed as new competitors (Rahimafrooz, Karnafuli, Power Plus etc.) taking interest in this industry. The following figure shows the percentage of shares by different companies:

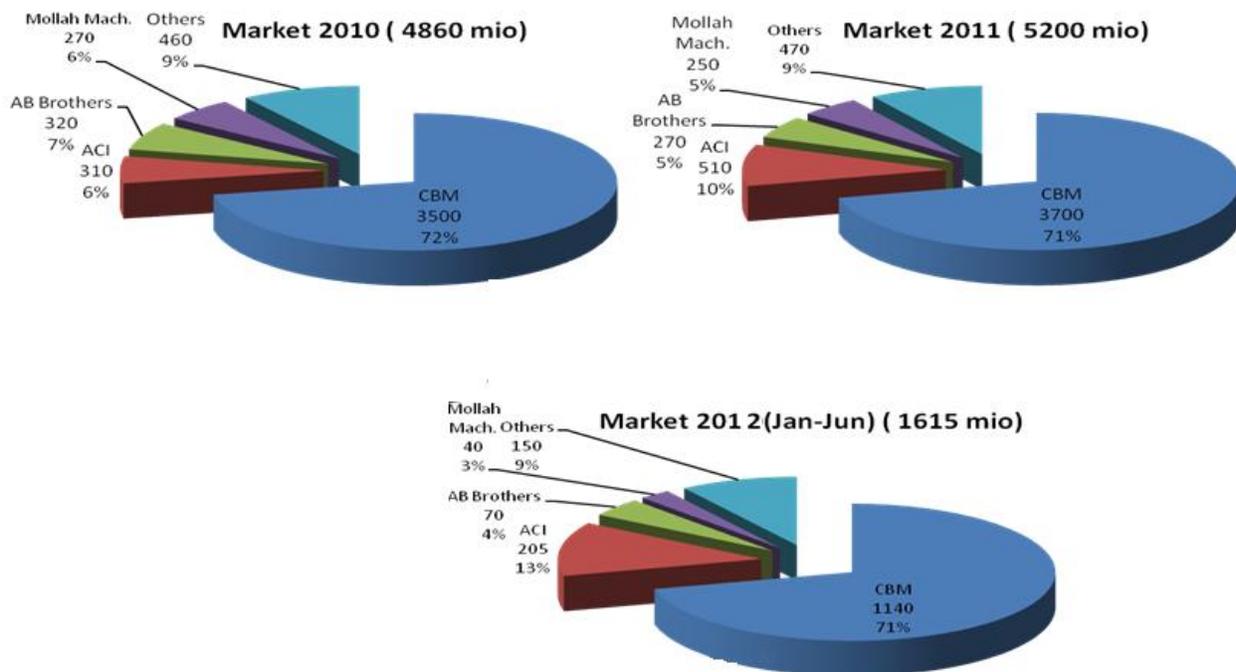


Figure 3: Market Share of power tiller industry



In this figure, the market share of different companies is shown along with respective sales (Mio= million Taka) in the year 2010, 2011 and 2012. Market of 2010, 2011 and 2012 (up to first six months) consisted of 4860, 5200 and 1615 millions of Taka respectively. In 2010 market share of ACI power tiller was 6 % (310 million Taka), when in 2011 it was 10% (510 million Taka) and in 2012 it became 13% (205 million Taka in the first six months). We can say that market of ACI is increasing.

SWOT Analysis

Strength

For ACI in the power tiller market there is some strength. Since ACI is a well known company in the country so people trust its brand name. All over the country ACI has large number of dealers and engineers who convince the farmers to buy ACI products. Since ACI is an established company with skilled employees it has better credit management than other competitors.

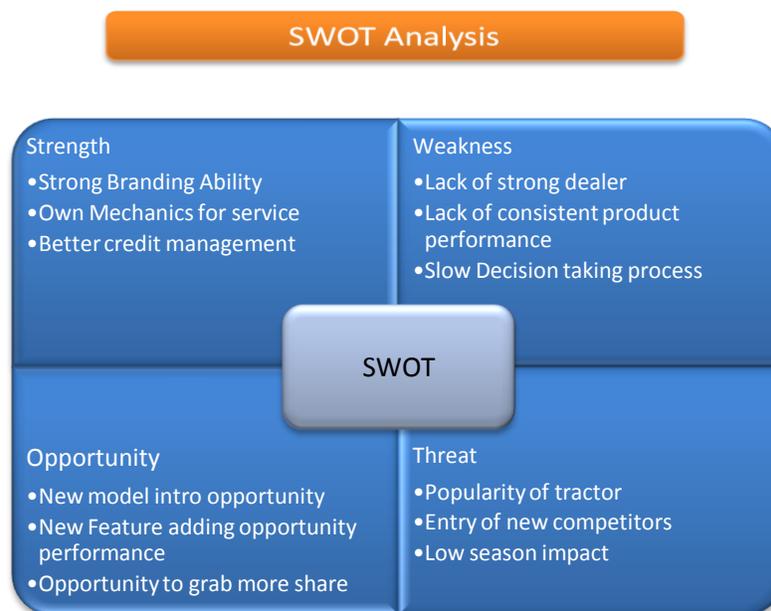


Figure 4: SWOT Analysis



Weakness

In ACI perspective the main problem is lack of stronger dealers. Most of the cases dealers are not educated enough they know a little about power tiller maintenance. Again, products are sometimes not able to perform consistently. For the management it takes long time to take decision as well.

Opportunity

Opportunities in the markets are the new quality models and also the new features added to the existing machines. Since market is potential so there is opportunity to grab more market share.

Threat

The main threat of power tiller industry is there increased popularity of tractor among the farmers who are not fully aware of power tiller usage. Moreover, new competitors are coming in this industry that may lower the sales of ACI. Another problem is power tiller is sold mainly before the cultivation season, not throughout the year.

Competitor Analysis

In analyzing competitors of power tiller industry we have identified their strengths and weaknesses. Their opportunities and threats are just like ACI.

Strength

Competitors of ACI are importing power tiller since many years so they are strong brands in the industry and they have proper marketing control.



Weakness

Competitor's main weakness is unorganized business. At the same time, they suffer due to lack of their Supplier's ability.

The following figure shows competitors market trend compared to ACI in the year 2010, 2011 and 2012. The numbers given in the left shows units and the number in the right shows millions of taka.

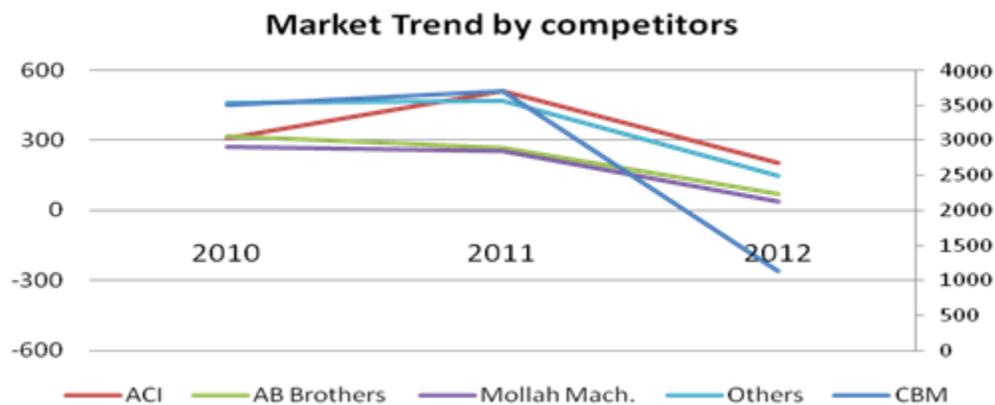


Figure 5: Market Trend by Competitors

Customer Analysis

ACI power tiller customers are dealers, rental service providers, user or farmer, mechanics, garden or farm owner and institutions. They get the facilities to buy power tiller in credit. Their existing need is served by the brands they prefer in market. They mainly require power tiller for basic cultivation or carrying solution. Moreover, they get advantage of buying power tiller in low



cost and also can resale. They can get maintenance services from local service providers and also get spare parts available when needed.

Customers augmented need is to have superior product which has better quality and perform well. They also want additional features in the power tiller they buy. When service availability with warranty is given they are happy with purchase.



CHAPTER 4: METHODOLOGY



Methodology

Literature Review

Agriculture scenario

Bangladesh is ranked in the eighth place in terms of world population statistics and the most densely populated country that has a weak economy. In the economic activities most of the labor forces i.e. around 60% are engaged in agricultural activities. As like as other developing nations, Bangladesh has an agriculture controlled economy of low per capita earnings and huge population (Azmat, 2009). Bangladeshi economy largely depends on agriculture and agricultural growth heavily relies on rural progress (BBS, 1999; UO, 2005).

Power tiller in Bangladesh

Power tiller is one type of cultivation equipment that we use for land set up in order to get agricultural operations better. According to information the usual increase rate of power tiller usage in Bangladesh was 21% during 1993 to 2003. The maximum level of power tiller usage was 44.4 % in Rajshahi. On the other hand, the lowest level of usage found was 3.6% in Barishal. Statistics said that the sum of land area farmed by power tiller was nearly seventy percent. Different studies have showed that credit sales facility and adoption of power tiller are related to each other. The more education and increase of income found in different districts, the more possession of tower tiller was reported. In contrast, the areas where natural calamity and number of adult family members were high, the rate of power tiller usage was comparatively low than that of other areas. (M. A. QUAYUM, 2012)



Types of PT users

M.A. Taslim (1989) in one of his research about farmers of Mymensingh, Comilla and Rajshahi said that among the agricultural farmers there are four major groups: pure land lords, cultivator landlords, owner tenants, pure tenants. Pure landlords give their lands on rent to other farmers and do not actively engage in cultivation. On the other hand, cultivator landlords rent some of their lands to others and remaining portion they cultivate with the help of family members or rented labors. For cultivation purpose, owner tenants own some of their lands for agriculture and at the same time rent some lands. Lastly, pure tenants do not own any land by themselves and cultivate lands which are entirely owned by others. This information can be implemented to power tiller users as well. Some farmers buy power tiller for personal use of cultivating land while some give power tillers on rent being indirectly involved with cultivation.

Attitude

Arthur. C. Thomas (2001) said in his paper that risk attitude of farmers are significant for agricultural economy. Most of the farmers expressed consistent risk attitude from different income varieties. There is no statistical prove of risk varying factor among different ages of farmers or agricultural machineries users. So it can be said that choosing a new brand's power tiller is a risk factor for farmers. In Bangladesh consumers are switching brands of power tiller because they are eager to take risk. This risk taking attitude does not depend on age rather level of risk varies for different income patterns. Fara Azmat (2009) in his research said that there is no strong point of agreement among diverse groups regarding price reduction of fertilizer and irrigation that are considered to be vital factors. So from this we can also say for our paper that price of power tiller does not matter in terms of sales and farmers have demand for high quality power tiller.

Relation between traders and farmers



He also said that in agricultural side, market based reforms identified many small traders have came into view since last few years who are linked with agricultural inputs trading. In many cases they lack knowledge, technical know-how, skills, and efficiency to take benefit of free market economy. Most commonly they do not highlight on good brand name, constructive image, and reliable association with farmers which work sometimes but do not work in long run. Their main focus is only earning profit while they ignore responsible behavior. For power tiller mechanic, dealer etc. traders play important role in farmer's buying decision. If these traders do not communicate to their consumer's effectively high quality power tiller may remain unknown towards farmers.

For developing agricultural sector, more and more credit sales system should be introduced all over the country for agricultural machineries like power tiller, pump, harvester etc. in this way crop production can be efficient and farmers can be benefited (M. A. QUAYUM, 2012).



Hypothesis

We have predicted some hypothesis or probable statements about the possible solutions of the problem for the study. We have identified both dependent and independent variables. In our research independent variables are district, years of experience and other demographic information of a customer. We have divided the dependant variables into five groups on basis of marketing research. These groups are product, price, place, promotion and other characteristics. Under product category some of the dependent variables are attractive features, color, fuel efficiency, after sales service, current performance satisfaction, expectation from upcoming models etc. In case of price, variables are eagerness to pay high price for high quality, price-performance consistency, payment methods, usefulness of credit purchase etc. For place, availability is the variable and for promotion the variables are expert reference, leaflet, recommendation to others, dealer's communication, brand name etc. In others category variables are cultivation purpose, replacement necessity, future purchase, rental purpose, social prestige etc. In determining the statements we have used underlying judgment and supporting information. For example: Attractive features, years of experience, credit purchase facilities, social prestige etc. influence consumers to buy power tiller. We also assumed that respondents age, educational background, income affect the purchase method of power tiller. Moreover, we predicted that usage satisfaction depends on maintenance difficulties, timely after sales service, dealer's communication and doing repairing services etc. At the same time, we assumed that consumers, who do not know proper usage of Mobil, grease in gear box, water tank are dissatisfied consumers and they are the ones who face maintenance difficulties usually.



Defining Research Problem and Developing Approach

In this research the main issue was to identify consumer's preference level of ACI Power Tiller. This survey describes a comparative study of the consumer choice towards ACI Power Tiller in Bangladesh. To get this information we need to specifically find out consumers demographic and economic information and other concerns related to consumer behavior. A focus group discussion was made with few customers and product executives to gain idea about product concepts. Secondary data was collected from Company database, Governmental sources and other market information.

In developing approach some specific research steps were made. The research works were prepared in a way so that the statements can help to provide information while taking decisions. Before that, hypothesis was made.

Research Design

Since our sample is small and research process is flexible we have used exploratory research design for obtaining necessary information. To fulfill the objectives of the research survey method is chosen.

Population

The Entire part of anything is defined as population. The 150 registered customers of ACI power tiller like farmers, mechanics, dealers etc. are our population.

Sampling

Sampling Method



We have done judgmental sampling under the non probability sampling method.

Sample Size Determination

Since reaching each customer for survey was expensive and time consuming, we took a total of 30 samples from the total population of different business territories based on different education level and age groups etc.

Data Collection

Data Collection methods

To get data about ACI power tiller consumers we have used both primary and secondary data collection process.

Primary data: Primary data was collected directly from the consumer survey with the help of the field workers of ACI Motors. We gave some questionnaire to them and used their responses as our primary data.

Secondary data: The secondary data was collected from company's yearly business review report, marketing report, annual report, text book and information from internet etc.

Data Collection Time

We have done the research in between October 2012 to December 2012.

Questionnaire Format Questionnaire Format

For the research the questionnaire was both structured and unstructured. Questionnaire survey includes specific mostly closed ended answers and one or two open ended answers. Questionnaire was short and written in simple Bangla language so that respondents could easily understand and answer all the questions.



Interview Technique

Face to face interview with consumers was done to get primary data. After getting their responses, the field forces documented these in questionnaire format paper.

Scaling Technique

We have used nominal measurement where numbers assigned for each category represents only name. Since our respondents are not educated to judge a scale based on ranking so we have used questions which could be answered by choosing any option given.

Data Analysis Technique

To conduct the research we have done Frequency Table, Crosstabs and Correlation analysis. SPSS software (version 17) has been used for data analysis. At first, with the help of the software frequency testing has been done. After getting the category wise result, Crosstabs Correlation has been used to find out the result of the research.

Budget

The total budget of the report is done through existing resources of ACI Motors so we did not require any extra budget for it.



CHAPTER 5: ANALYSIS

Analysis and Discussion

The three analysis of the SPSS software are given below:

- **Frequency**

Table 1: Frequency Table

Variables and their categories			Frequency	Percent	Valid Percent	Cumulative Percent
respondents occupation	Dealer		11	36.7	36.7	36.7
	Mechanic		7	23.3	23.3	60.0
	Farmers		12	40.0	40.0	100.0
	Total		30	100.0	100.0	
respondents educational qualification	less than secondary school		5	16.7	16.7	16.7
	secondary school		11	36.7	36.7	53.3
	higher secondary		8	26.7	26.7	80.0
	more than higher secondary		6	20.0	20.0	100.0
	Total		30	100.0	100.0	
respondents age in years	under 25 years		13	43.3	43.3	43.3
	26-40 years		6	20.0	20.0	63.3
	41 years and more		11	36.7	36.7	100.0
	Total		30	100.0	100.0	
years of power tiller usage	less than a year		14	46.7	46.7	46.7
	3 to 4 years		9	30.0	30.0	76.7
	more than 4 years		7	23.3	23.3	100.0
	Total		30	100.0	100.0	
attractive features of power tiller	Color		7	23.3	23.3	23.3
	brand name		8	26.7	26.7	50.0
	expert reference		11	36.7	36.7	86.7
	Others		4	13.3	13.3	100.0
	Total		30	100.0	100.0	
respondents district	north bengal		6	20.0	20.0	20.0



	dhaka and nearby	10	33.3	33.3	53.3
	Others	14	46.7	46.7	100.0
	Total	30	100.0	100.0	
respondents total monthly income in taka	under 10000 tk	6	20.0	20.0	20.0
	11000 to 100000	9	30.0	30.0	50.0
	more than 100000	15	50.0	50.0	100.0
	Total	30	100.0	100.0	

Table 1: Frequency Table

The frequency table above shows different variables' frequency and the respective percentages. In case of respondents occupation there are three types of occupations (farmers, dealers and mechanics) chosen for the survey. In table 1 of respondents profile information, our survey showed that, 40% samples are farmers, 36.7% of them are dealers and the rest are mechanics. This is logical because most of the power tiller customers are farmers who use for cultivation. Next are the dealers who sell or rent power tillers to others. Based on education qualifications our respondents were divided into four broad categories and among them highest percentage (46.7%) of respondents have at least Secondary level of education. Since our farmers are getting educated these days for implementing modern agricultural procedures, this is a logical survey. In case of age in years of respondents majority (43.3%) are from the age group of 25 years that is they are young users. This is usual because ACI power tiller users are the new users of the market who buy the machine by judging the quality. Who are very experienced they mostly rely on other existing power tiller companies who are providing services from long time. In years of power tiller usage, majority (46.7%) of the power tiller users fall under the category of having experience less than a year. It is rational because our age group is young and they have less experience. For the choosing of attractive features, users rely on taking expert advice than other features (36.7%). As the users are new so they trust on expert people's opinion before buying power tiller. In respondent's area, most of the respondents are from others area (46.7% of total) rather than the districts near to Dhaka and North Bengal. For the variable respondents total month wise income in Taka, majority fall under the category of more than 1 Lakh taka per month (50%). Since power tiller is an expensive product so users must be capable of buying it.



Variables and their categories		Frequency	Percent	Valid Percent	Cumulative Percent
respondents purchase method	cash purchase	5	16.7	16.7	16.7
	half cash and half credit purchase	11	36.7	36.7	53.3
	credit in few seasons	8	26.7	26.7	80.0
	Others	6	20.0	20.0	100.0
	Total	30	100.0	100.0	
effectiveness of credit purchase	Yes	9	30.0	30.0	30.0
	No	12	40.0	40.0	70.0
	Neutral	9	30.0	30.0	100.0
	Total	30	100.0	100.0	
power tiller information media	Dealer	5	16.7	16.7	16.7
	mechanic	10	33.3	33.3	50.0
	Leaflet	9	30.0	30.0	80.0
	other users	6	20.0	20.0	100.0
	Total	30	100.0	100.0	
social prestige	Yes	10	33.3	33.3	33.3
	No	12	40.0	40.0	73.3
	others	8	26.7	26.7	100.0
	Total	30	100.0	100.0	
time of purchasing	before cultivation	13	43.3	43.3	43.3
	replacing old machine	8	26.7	26.7	70.0
	others	9	30.0	30.0	100.0
	Total	30	100.0	100.0	
timely after sales service	yes	16	53.3	53.3	53.3
	no	9	30.0	30.0	83.3
	more expectation	5	16.7	16.7	100.0
	Total	30	100.0	100.0	
difficulties in maintenance	yes	10	33.3	33.3	33.3
	no	10	33.3	33.3	66.7
	others	10	33.3	33.3	100.0
	Total	30	100.0	100.0	
repair in case of problems	aci mechanic	7	23.3	23.3	23.3
	local mechanic	9	30.0	30.0	53.3
	dealer mechanic	8	26.7	26.7	80.0
	own repair	6	20.0	20.0	100.0
	Total	30	100.0	100.0	



usefulness of usage directory	Yes	10	33.3	33.3	33.3
	No	12	40.0	40.0	73.3
	did not read	8	26.7	26.7	100.0
	Total	30	100.0	100.0	
name of major usage problem	high diesel cost	8	26.7	26.7	26.7
	slow loading	8	26.7	26.7	53.3
	engine fast heating	7	23.3	23.3	76.7
	less speed	7	23.3	23.3	100.0
	Total	30	100.0	100.0	

Table 2: Frequency Table

In table 2 for different characteristics of purchase and usage, for the case of respondents purchase method, most of them (36.7%) purchase in half credit and half cash method. In the effectiveness of credit purchase, most of the respondents gave their opinion it was not effective (40%). As the power tiller information media, majority (33.3%) said they got information about power tiller from the mechanics. In case of social prestige, 40% respondents were agreed that power tiller did not bring any social prestige for them. In terms of time of purchasing, 43.3% respondents buy power tiller before cultivation. As our respondents are mainly farmers so it is natural for them to buy this machine before the season of cultivation. In timely getting after sales services, most of the respondents (53.3%) agreed they get the services in time. In case if maintenance difficulties, there were equal number of respondents who faced problems (33.3%), who did not face (33.3%), and who did not want to comment about it(33.3%). In case of doing repair solution, most of the respondents (30%) rely on local mechanics than other people. In case of usefulness of usage directory, 40% of total said it is not useful. In case of major usage problem, most of the respondents said it is for slow loading (26.7%) and high diesel cost (26.7%).



Variables and their categories		Frequency	Percent	Valid Percent	Cumulative Percent
satisfaction from performance	satisfied	10	33.3	33.3	33.3
	not satisfied	12	40.0	40.0	73.3
	neutral	8	26.7	26.7	100.0
	Total	30	100.0	100.0	
communication by dealers	regular	11	36.7	36.7	36.7
	only few times	8	26.7	26.7	63.3
	no contact	11	36.7	36.7	100.0
	Total	30	100.0	100.0	
completion of usage directory	yes	8	26.7	26.7	26.7
	no	5	16.7	16.7	43.3
	read few pages	6	20.0	20.0	63.3
	do not remember	11	36.7	36.7	100.0
	Total	30	100.0	100.0	
willingness to pay more for better quality	yes	11	36.7	36.7	36.7
	no	9	30.0	30.0	66.7
	can not say	10	33.3	33.3	100.0
	Total	30	100.0	100.0	
considering aci for future purchase	yes	11	36.7	36.7	36.7
	No	8	26.7	26.7	63.3
	can not say	11	36.7	36.7	100.0
	Total	30	100.0	100.0	
recommending aci power tiller to others	Yes	12	40.0	40.0	40.0
	No	9	30.0	30.0	70.0
	can not say	9	30.0	30.0	100.0
	Total	30	100.0	100.0	
purchase willingness range in taka for qualityful new machine	1 lakh 20000 or more	10	33.3	33.3	33.3
	1 lakh 30000 or more	12	40.0	40.0	73.3
	1.5 lakh or more	8	26.7	26.7	100.0
	Total	30	100.0	100.0	

Table 3: Frequency Table

In table 3 of satisfaction, willingness and other variables, for the satisfaction of performance, a large percentage of respondents (40%) said they are not satisfied with ACI power tiller.



Communicating with dealers variable showed 36.7% agreed dealers communicate with them regularly and the 36.7% said dealers do not contact at all. The rest of the respondents said dealers communicate with them sometimes. Again, 36.7 % i.e. a large percentage of respondents do not remember whether they have read the usage directory. Most of the respondents (36.7%) said they are agreed on willingness to pay more for better quality. Considering ACI for future purchase, under this variable, 36.7% said they will consider it for future and the other 36.7% said they do not know. The others will not consider ACI in future purchase. 40% of respondents want to recommend ACI power tiller to others. A large number of respondents (40%) want to buy the upcoming next power tiller within Taka 1 Lakh and 30 thousands or more.

- **Cross Tabulation**

Table 2: Chi –square Tests

Variable names	Value	df	Asymp. Sig. (2-sided)
attractive features of power tiller*respondents age in years	12.777 ^a	6	.047
	Value	df	Asymp. Sig. (2-sided)
attractive features*respondents occupation	11.810a	6	.066
	Value	df	Asymp. Sig. (2-sided)
information media*occupation	11.156a	6	.084
	Value	df	Asymp. Sig. (2-sided)
maintenance difficulties*occupation	8.591a	4	.072
	Value	df	Asymp. Sig. (2-sided)
time of purchase*years of usage	7.846a	4	.097
	Value	df	Asymp. Sig. (2-sided)
performance satisfaction*years of usage	9.903a	4	.042



satisfaction from performance*age in years	1.833 ^a	4	.766
	Value	df	Asymp. Sig. (2-sided)
power tiller information media*respondents district	.765a	6	.993
	Value	df	Asymp. Sig. (2-sided)
respondents purchase method*occupation	.455a	6	.998
	Value	df	Asymp. Sig. (2-sided)
satisfaction from performance*occupation	1.724a	4	.786
	Value	df	Asymp. Sig. (2-sided)
difficulties in maintenance*years of power tiller usage	3.667a	4	.453

Table 2: Chi-square Tests

In the Chi-square tests of Cross tabs, the significance level between two variables has shown to find their association. The significance level of the research was assumed 10%. From the test, there is significant association (significance level is .047) between attractive features of power tiller and respondents age in years. So we can that, for variation in age groups, respondents prefer different features while buying power tiller. In case of choosing attractive features and respondent's occupation, there is association (significance level is .066) between these two variables. Different work groups prefer different criteria for choosing attractive features of power tiller purchase decision. Farmers usually prefer expert references and dealers prefer brand name before buying power tiller. In can be also said that information media and occupation are associated to each other because significance level is .084 here. Different work groups rely on respective media before purchase decision is taken. If we look at the association between maintenance difficulties and occupation, there is an association between these two variables because the significance level of Chi-Square test is .072. In terms of the association between time of purchase and years of usage there is strong association between the variables as the significance level is .097. For the variables performance satisfaction and years of usage, there is strong association between the variables here because the significance level is .042.



There are also few variables which we thought might be associated to each other but did not find any association between them from our statistical analysis of Chi-square tests. For the variables satisfaction from performance and respondents age is years, we thought there could be association between these variables but from the significance level we got to know there is no association between the variables (significance level is .766). So we can say that respondent’s satisfaction level from usage of power tiller does not depend on their age. In case of power tiller information media and respondents districts there is no association between these variables (since level of significance is .993). So we can comment that source of information about buying power tiller is not associated with the area or district where respondents live. Like the same way, we can also say that occupation and respondents purchase method is not associated to each other, that is, our assumption regarding the relation between occupation and respective purchase method is not statistically proved. Satisfaction from performance and occupation are not associated to each other in this way and also there is no association between experiences i.e. years of power tiller usage and difficulties in maintenance. So we can say that experience of usage not necessarily prevent maintenance problems. At the same time, we cannot say that a particular group of occupation is satisfied or dissatisfied with usage of power tiller.

- **Correlation**

Table 3: Correlation Analysis

Variable Names	Pearson Correlation	Sig.(2-tailed)
Years of power tiller usage*respondents total monthly income in Taka	.324	.018
Willingness to pay more for better quality*consider ACI for future purchase	.512	.004
Willingness to pay more for better quality*purchase willingness range in Taka	.358	.052
Consider ACI for future purchase* purchase willingness range in Taka	.353	.056
Recommending ACI power tiller to others*consideration for future use	.141	.459
Respondents district*purchase method	.044	.819
Purchase method* years of power tiller usage	.188	.319
Education qualification*information media	-.170	.370

Table 3: Correlation Analysis



In the correlation table, relationships between the variables have shown in form of Pearson correlation and significance level. In case of years of usage and respondents monthly income in Taka, there is relationship between the variables (as significance level is .018) and this relationship is positive (Pearson correlation is .324) that is, as the experience increases, total monthly income of respondents is increasing. In the case of willingness to pay more for better quality and considering ACI for future purchase, there is relationship between these two variables (as significance level is .004). This relation is also positive in nature (Pearson correlation is .512) that is, the higher the level of willingness to pay more, higher the consideration of future purchase. Willingness to pay more for better quality and range of willingness to pay in Taka also show positive relationships between these variables (significance level is .052 and Pearson correlation is .358). This can be understood that, the more the willingness to pay will be, more will be the amount of money range to pay.

The correlation analysis did not show the expected result as we assumed for some variables. There are some variables in the correlation table which we thought might be related to each other but the statistical analysis did not show any significant relation between them. We had an assumption that recommending ACI power tiller to others and considering it for future purchase might be correlated but the statistical figure showed there is no relation between these two (significance is .459). So people who recommend ACI machines to others not necessarily they will think about repeat purchase of ACI machines. Purchase method of power tiller and respondents district are not related to each other that is, method of purchasing does not depend on area of respondents (significance is .819). Like the same way, purchase method and years of power tiller usage does not depend on each other (significance is .319). We can say that experience of usage do not effect on method of purchasing. Finally, educational qualification and information source of power tiller do not relate to each other (significance is .370). It can be said that, respondents information media to know about power tiller not necessarily has any connection to their education background.



Managerial Implication

From the research findings the managers of ACI Motors can decide to continue their plan of introducing new category power tillers in premium price for the current market segment as well as for the new potential customers since the most of the consumers showed interest to pay more for the new quality power tillers. ACI should immediately start selling the new imported power tillers within the preferable price range of consumers in this research. At the same time managers should make the usage directory more practical so that it can be user friendly and useful to the readers. ACI need to create awareness among the consumers about the positive learning from the usage directories. If their consumers read the usage directions before using the products, they will face less difficulty in using the machine. We have also seen from the analysis that credit purchase was not effective based on customer opinion. Since large number of customers showed they are not satisfied with the usage of power tillers so ACI managers should be careful to emphasize more on providing after sales services to the consumers.

After analyzing we can recommend that agribusiness based motors companies like ACI should consider the issues like age, occupation for choosing attractive features of machines before introducing their products in the market. Additionally, they should focus on taking references from experienced personnel to motivate others while buying power tiller. While selling their products to customers it will help them to generate large amount of market share as the market goes on basis of references. Agriculture based companies in selling the motors products should reduce focusing on some less important issue which customers do not prefer. Such issues are types of Mobil used, use of grease in gear box, engine over hauling, grade of oil etc. Management can understand this because consumers rely more on expert or mechanic references than their own perception. This will help management to decide where to do cost minimization actions. Motors companies should continue their ongoing research so that they can be up to date with the changing preferences or choices of their customers.



CHAPTER 6: CONCLUSION



Conclusion

To conclude, this research can be said to be further than the regular opinion taken from the respondents and reached to the depth of investigation to seek attitude as well as behavior of the respondents. The research outcomes are showed basically in the figure of self expressed tables. With the help of this report, Government, policy makers, local and international companies can get an idea about the major dominant issues which are affecting the preference of the customers while buying power tiller. The most dominant issues while buying power tiller that we found are expert references, years of experiences, age, occupation etc. The organization owners can change or modify their business strategy based on those major influential issues. Finally, this research shows ways to new possibilities for the development of agribusiness. Though many customers are not satisfied with the current usage, a large number of consumers of ACI power tiller showed interest in buying new quality power tiller on high price. It shows that there is increasing demand for good quality product in market. Government should focus on minimizing hazards on the import of power tillers so that our farmers or end users can easily use such quality machines for agricultural development.



Limitation and Guideline for Further Research

Some limitations occurred while conducting the research paper. Some of the problems were:

- Being an intern it is not possible to access to some sensitive data which would be useful for me due to department's confidential policy.
- The respondents were busy to provide the necessary information required for the research.
- Time was a big issue because working as an intern in just three months are not enough to understand overall product lines of the Motors.
- Since our respondents were not much educated so we could not make a comparative measurement scale to take their responses in the questionnaire.
- There was not enough cooperation by the respective department's field force as they were in high workload.
- Since ACI is a large organization and it has customers all over the country in different territories so it was very difficult to reach each territory customers and find their preference level.

For those who want to work in this area and want to find proper research outcome they for them the suggestion is to manage time for visiting each territory personally and taking face to face interview of the respondents of different groups like farmers, dealers, land owners, mechanics etc. to have a clear picture of the actual scenario. At the same time they should interview the



respondents when the respondents are free. For making the relevant research more accurate they can do improved method of analysis and make a Likert scale or rank order to get responses.



CHAPTER 7: REFERENCES



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CHAPTER 8: APPENDIX



Appendix

Questionnaire

ক্রেতার সমীক্ষা

সম্মানিত উত্তরদাতা,
আমরা এসিআই মটর থেকে গবেষণার উদ্দেশ্য নিয়ে আমি একটি সমীক্ষা করতে চাই যেটায় আমাদের বিষয় ‘ এসিআই পাওয়ার টিলার সম্পর্কে ক্রেতার চাহিদা নিরীক্ষণ ’। এখানে দেওয়া কোন তথ্য বাহিরে কোথাও প্রকাশ করা হবেনা, এটা সম্পূর্ণ পরামর্শের কাজে করা হচ্ছে । আপনার অংশগ্রহন একান্ত কাম্য। আমরা আশা করছি এ সমীক্ষায় আপনি সর্বাত্মক সহযোগিতা করবেন।

উত্তরদাতা সম্পর্কিত তথ্য

নাম		পেশা	
কার্যরত সময়		জেলা	
শিক্ষাগত যোগ্যতা		<input type="checkbox"/> নিম্ন মাধ্যমিক <input type="checkbox"/> মাধ্যমিক <input type="checkbox"/> অন্যান্য...	
		<input type="checkbox"/> উচ্চ মাধ্যমিক <input type="checkbox"/> এর উর্দে	
বয়স	<input type="checkbox"/> ২৫ এর নিচে <input type="checkbox"/> ২৬-৪০ <input type="checkbox"/> ৪১ ও তার বেশি	আয়ের পরিসর টাকায়:(মাসিক/বাৎসরিক)	<input type="checkbox"/> ১০,০০০ এর নিচে <input type="checkbox"/> ১১,০০০- ১লক্ষ <input type="checkbox"/> ১-৩ লক্ষ বা তার বেশি

প্রশ্নাবলী

(নিচের প্রশ্ন গুলির জন্য টিক মার্ক (√) দিন আপনার মত অনুযায়ীঃ)

পাওয়ার টিলার ক্রয় সম্পর্কিত প্রশ্ন	
১।	এসিআই পাওয়ার টিলার এর আগে অন্য কোন প্রতিষ্ঠান এর পাওয়ার টিলার ব্যবহার করেছেন কি? <input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> বলতে পারছি না <input type="checkbox"/> মন্তব্য
২।	আপনি কোন বৈশিষ্ট্য দেখে পাওয়ার টিলার কিনেন ? <input type="checkbox"/> রং <input type="checkbox"/> কোম্পানির নাম <input type="checkbox"/> অভিজ্ঞের পরামর্শ অনুযায়ী <input type="checkbox"/> অন্যান্য
পাওয়ার টিলার দাম সম্পর্কিত প্রশ্ন	
৩।	এসিআই পাওয়ার টিলার টিলারসময় কিভাবে টাকা পরিশোধ করেছেন? <input type="checkbox"/> নগদ পুরা অর্থ দিয়ে <input type="checkbox"/> অর্ধেক কিনার সময় এবং বাকি অর্ধেক এক সিজন এ <input type="checkbox"/> কয়েক সিজন এ <input type="checkbox"/> অন্যান্য
৪।	বাকি তে কিনে কি আপনার জন্য সুবিধা জনক হয়েছে? <input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> তেমন পার্থক্য হয়নি



৫।	এসিআই পাওয়ার টিলার সম্পর্কে কোথা থেকে তথ্য পেয়েছিলেন?	<input type="checkbox"/> ডিলার <input type="checkbox"/> মেকানিক <input type="checkbox"/> লিফলেট <input type="checkbox"/> অন্য ব্যবহারকারি
৬।	এসিআই পাওয়ার টিলার ব্যবহারের পর অন্যান্য দের উৎসাহ পেয়েছেন?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> অন্যান্য
ব্যাবহার সময় সংক্রান্ত প্রশ্ন		
৭।	কবে থেকে এসিআই পাওয়ার টিলার ব্যবহার করেন?	<input type="checkbox"/> ১ বছরের কম <input type="checkbox"/> ২-৩ বছর <input type="checkbox"/> ৫ বছরের বেশি
৮।	কখন সাধারণত পাওয়ার টিলার কিনে থাকেন?	<input type="checkbox"/> চাষাবাদের আগে <input type="checkbox"/> পুরান মেশিন বদলের প্রয়োজন হলে <input type="checkbox"/> অন্যান্য
বিক্রয়তর ব্যবহার সংক্রান্ত প্রশ্ন		
৯।	বিক্রয়তর সেবা গুলি কি সময়মত পাচ্ছেন?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> আর ও ভাল সেবা আশা করছি <input type="checkbox"/> অন্যান্য
১০।	পাওয়ার টিলার রক্ষনাবেক্ষন এ কোন অসুবিধাবোধ করেন?কিরকম খরচ হচ্ছে বছর এ?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> অন্যান্য মন্তব্য (খরচের পরিমাণ.....)
পাওয়ার টিলার ব্যবহার সম্পর্কিত প্রশ্ন		
১।	পাওয়ার টিলার এ কোন সমস্যা হলে কার সাহায্য নেন?	<input type="checkbox"/> এসিআই মেকানিক <input type="checkbox"/> লোকাল মেকানিক <input type="checkbox"/> ডিলার মেকানিক <input type="checkbox"/> নিজেই করি
২।	কতদিন পরপর মবিল পরিবর্তন করেন?	<input type="checkbox"/> ৭ দিন <input type="checkbox"/> ১৫ দিন <input type="checkbox"/> ৩০ দিন <input type="checkbox"/> মবিল এর অবস্থা বুঝে
৩।	এসিআই পাওয়ার টিলার বেবহার নির্দেশিকা পরে উপকৃত হয়েছেন কি?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> পড়া হয় নি <input type="checkbox"/> নির্দেশিকা পাই নাই
৪।	এয়ার ক্লীনার এর তেল কতদিন পর পরিবর্তন করেন?	<input type="checkbox"/> ২ দিন <input type="checkbox"/> ৭ দিন <input type="checkbox"/> পরিবর্তন করিনা <input type="checkbox"/> তেলের অবস্থা বুঝে
৫।	সবচে বেশী কোন সমস্যার সম্মুখীন হয়েছেন?	<input type="checkbox"/> ডিজেল খরচ বেশী <input type="checkbox"/> কম লোড নেয় <input type="checkbox"/> ইঞ্জিন দ্রুত গরম হয় <input type="checkbox"/> গতি কম
৬।	এসিআই পাওয়ার টিলার এর পারফরমেন্সে আপনি খুশী?	<input type="checkbox"/> খুশী <input type="checkbox"/> খুশী না <input type="checkbox"/> মোটামুটি <input type="checkbox"/> মন্তব্য নেই
৭।	পাওয়ার টিলার এ কত লিটার মবিল থাকে?	<input type="checkbox"/> ২ লিটার <input type="checkbox"/> ৩ লিটার <input type="checkbox"/> ৪ লিটার <input type="checkbox"/> জানি না
৮।	গিয়ার বক্স এ কত লিটার তেল লাগে?	<input type="checkbox"/> ৬ লিটার <input type="checkbox"/> ৭ লিটার <input type="checkbox"/> ৮ লিটার <input type="checkbox"/> জানি না



৯।	যে ডিলার এর কাছ থেকে কিনেছেন উনারা খোঁজ খবর নেয়?	<input type="checkbox"/> প্রায়ই নেয় <input type="checkbox"/> মাঝে মাঝে নেয় <input type="checkbox"/> একদম নেয় না
১০।	ট্যাক্সই তে ডিসেল ভরার সময় ছাকনি ব্যবহার করেন?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> করি না <input type="checkbox"/> মাঝে মাঝে করি
১১।	কোন গ্রেডের মবিল ব্যবহার করেন?	<input type="checkbox"/> SAE- 40 <input type="checkbox"/> SAE- 30 <input type="checkbox"/> খোলা মবিল <input type="checkbox"/> গ্রেড জানি না
১২।	পানির ট্যাক্সই/ রেডিওটোর এর মুখ / ক্যাপ বন্ধ রাখেন?	<input type="checkbox"/> বন্ধ রাখি <input type="checkbox"/> খোলা রাখি <input type="checkbox"/> মাঝে মাঝে বন্ধ রাখি
১৩।	গিয়ার বক্স এ গ্রিজ ব্যবহার করেন ?	<input type="checkbox"/> না <input type="checkbox"/> হ্যাঁ করি <input type="checkbox"/> মাঝে মাঝে করি <input type="checkbox"/> গিয়ার অয়েল ব্যবহার করি
১৪।	কতদিন পর ইঞ্জিন ওভার হলিং করেছেন?	<input type="checkbox"/> এক সিজন পর <input type="checkbox"/> ২ সিজন পর <input type="checkbox"/> এখনো করা হয়ই নি
১৫।	পাওয়ার টিলার এর সাথে পাওয়া ব্যবহার নির্দেশিকা কি পুরাটা পরেছিলেন?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> মন্তব্য নেই

ভবিষ্যৎ ব্যবহার সংক্রান্ত প্রশ্ন

১।	আপনাদের আর উন্নতমানের সেবা দিতে আমরা বাজারে আন্তে যাচ্ছি নতুন এসিআই পাওয়ার টিলার(১৬, ২০ ঘোড়া পাওয়ার ও জ্বালানী সাশ্রয়ে ডিরেক্ট ইঞ্জেকশান) যাতে রেডিও, ঘড়ি ও কানপি থাকবে।এ পাওয়ার টিলার আপনি কি বেশি দাম এ কিনতে চান?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> মন্তব্য নেই
২।	অরিজিনাল কুবতা ইঞ্জিন সম্বলিত পাওয়ার টিলার বেশি দাম এ কিনবেন কি ?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> মন্তব্য নেই
২।	ভবিষ্যতে আবারও কি এসিআই পাওয়ার টিলার ব্যবহার করতে আগ্রহী হবেন?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> বলতে পারছি না
৩।	অন্য কাউকে এসিআই পাওয়ার টিলার ব্যবহার এ পরামর্শ দিবেন কি?	<input type="checkbox"/> হ্যাঁ <input type="checkbox"/> না <input type="checkbox"/> বলতে পারছি না

অন্যান্য তথ্য

১।	কাকে সাথে নিয়ে যান পাওয়ার টিলার কিনার সময়?	<input type="checkbox"/> কাউকে না <input type="checkbox"/> পরিবার এর সদস্য <input type="checkbox"/> অভিজ্ঞ লোক বা মেকানিক
২।	পাওয়ার টিলার থেকে কত টাকা বার্ষিক আয় করেন?	<input type="checkbox"/> ১-১.৫ লক্ষ <input type="checkbox"/> ১.৫ লক্ষ -২ লক্ষ <input type="checkbox"/> ২-৩ লক্ষ
৩।	নতুন উন্নতমানের এসিআই পাওয়ার টিলার কত টাকা তে কিনতে চাইবেন?	<input type="checkbox"/> ১লক্ষ ২০ হাজার বা তার বেশি <input type="checkbox"/> ১ লক্ষ ৩০ হাজার বা তার বেশি <input type="checkbox"/> ১.৫এর বেশি

পাওয়ার টিলার সম্পর্কে কোন মন্তব্য থাকলে জানাবেন-

সহযোগিতার জন্য ধন্যবাদ