



Research Article

## Brand preference of farmers and dealers towards drip irrigations systems in Erode district of Tamil Nadu

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**SUMMARY :** The study was conducted in Erode district of Tamil Nadu. In the competitive world of ever increasing cost of inputs and diminishing resources, efficient utilization of water, energy, nutrients and soils is of paramount importance. Land and water are indispensable resources for agricultural production and economic development and should be judiciously managed. The large scale exploitation of water calls for the added importance of efficient utilization of available water and improved management practices and technologies which has become mandatory. In the present day, management of water through drip irrigation system is necessary. Due to intense competition, every firm doing better than the other to capture the market. The present study strives to develop a valid and reliable instrument to measure the brand preference of farmers towards drip irrigation system. This paper mainly explores the brand preference of drip irrigation, reasons for using drip irrigation, factors influencing the purchase of drip irrigation systems. Most of the famers are using drip irrigation system mainly for labour saving. Quality and low price are the main factors influencing the farmers to purchase the particular brand of drip irrigation

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