

APPENDIX – I

Structured Questionnaire used for Assessing Farmers' Satisfaction with Automated Micro-Irrigation Technology

GENERAL INFORMATION

Respondent No.

a) Name of the farmer	:	
b) Contact number	:	
c) District	:	

I. Profile characteristics of farmers

1. Educational status

- a) Illiterate
 b) Up to primary education
 c) 6th to 10th
 d) 11th and 12th
 e) Diploma or certificate holders
 f) Graduate
 g) Postgraduate and above

2. Farm size (in ha)

- a) Marginal (<1.00 hectares)
 b) Small (1.00 – 2.00 hectares)
 c) Semi-medium (2.01 – 4.00 hectares)
 d) Medium (4.01 – 10.00 hectares)
 e) Large (>10.01 hectares)

3. Farming experience (in years)

- a) Up to 10
 b) From 11 to 20
 c) 21 and more

4. Farm proximity (distance between the residence and farmland) in Kms.

- a) Easily Accessible Farmland (< 25)
 b) Moderately Accessible Farmland (25-50)
 c) Remotely Located Farmland (> 50)

II. Service Quality, Satisfaction, Trust, Commitment and Loyalty related to Automated Micro-Irrigation Technology

Please indicate your level of agreement with each statement using the following scale: Strongly Agree (SA) = 5, Agree (A) = 4, Neutral (N) = 3, Disagree (DA) = 2 and Strongly Disagree (SDA) = 1.

S. No.	Statement	Response Categories				
		SA (5)	A (4)	N (3)	DA (2)	SDA (1)
I.	Assurance					
AS1.	The company staff were knowledgeable about the automated irrigation system					
AS2.	I felt confident about the information given by the service provider					
AS3.	The provider offers clear instructions and training on system use					
II.	Empathy					
EM1.	The service provider showed genuine concern for my farming needs					
EM2.	Personalized service is provided based on my cropping pattern					
EM3.	The staff gave personal attention during and after the installation of the system					
III.	Reliability					
RE1.	The automated irrigation system functions as promised					
RE2.	Water is delivered consistently without system failure					

RE3.	The company resolved any issues with the system promptly and efficiently					
IV.	Responsiveness					
RS1.	My queries and complaints were responded quickly by the service team					
RS2.	The support staff was always available whenever needed					
RS3.	The firm provided timely services after installation					
V.	Tangibles					
TA1.	The equipment and materials provided were of good quality					
TA2.	The installation was done neatly and professionally					
TA3.	The system components were well-labelled and easy to identify					
VI.	Satisfaction					
SAT1.	I am satisfied with the overall quality of this irrigation system					
SAT2.	I feel that the money I invested in the system was worth it					
SAT3.	The system helped me save water and increase crop yields					
SAT4.	The system has made my irrigation management easier and more convenient					
VII.	Loyalty					
LOY1.	I intend to continue using the automated micro-irrigation system in the future					
LOY2.	I would choose the same provider if I need to repair or upgrade the system					
LOY3.	I would not change my provider unless I have no other choice					
LOY4.	I feel committed to this system because of the long-term benefits it offers me					
VIII.	Trust					
TR1.	I believe the agri-tech company has provided accurate information about the irrigation system					
TR2.	I believe the service provider has my best interests in mind					
TR3.	The service provider has been transparent in their dealings with me					
IX.	Commitment					
COM1.	I plan to continue using this automated micro irrigation system for my farm					
COM2.	I am committed to using this system for a long period					
COM3.	Switching back to the previous method would be inconvenient for me					