

A Study of Factors Affecting Success of Producer Company

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ABSTRACT The aim of the study is to perform an Exploratory Factor Analysis and to find the factors, which affect the success of the Producer Company. The study explains the factors, which are most influential for the success of the producer company. The study was carried out in Lathur Block of Kancheepuram district, Tamil Nadu in India, and consists of 200 respondents of the Producer Company with questionnaire instrument by random sampling method. Exploratory factor analysis was carried out in order to reduce the data. The first factor explained 34.27 percent of the variance, second factor explained 14.67 percent of the variance, third factor explained 10.0 percent of the variance, fourth factor explained 8.35 percent of the variance and the fifth factor illustrates 7.80 percent of the variance. The obtained results of Exploratory Factor Analysis revealed that five factors explain 75.14 percent of the variance of factors influencing the success of a Producer Company. The results showed that the important factors were the mean value of the commitment factor (16.13), managerial factor (13.90) and the participation factor (10.75).