

A Comparative Study on Customer Satisfaction Towards Mahindra Tractor And Swaraj Tractor In Hosur

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Abstract- With the economic reforms that took place in this decade, more Indian players like Bajaj Tempo Ltd. and Sonalika International Tractors Ltd entered the tractor industry. Mahindra & Mahindra overtook Escorts Tractors Ltd. and TAFE Ltd. to become the foremost manufacturer of tractors in India. Indian farmers have become more aware of the benefits of farm mechanization and the role of the tractor in reducing farm labour drudgery, making multiple crops possible in a single year, speeding up farm operations, and reducing overall farm expenses. Tractors are very important machinery to increase the yield in the agricultural field government is providing subsidies to help the farmers to purchase the tractors to improve their yield. With the help of government subsidies many farmers are using tractors but after sale service is also very important as they are financially poor cannot afford the expenses. So this paper attempts to analyze farmers' satisfaction towards after sales services of tractor in Hosur city, 50 respondents have been surveyed and analyzed the data and the study revealed that maximum farmers are satisfied with the services provided by swaraj and the swaraj is the market leader in Hosur city.

Keywords- Tractors, Mahindra, Farmers.

I. INTRODUCTION

Indian farmers have become more aware of the benefits of farm mechanization and the role of the tractor in reducing farm labor drudgery, making multiple crops possible in a single year, speeding up farm operations, and reducing overall farm expenses. Government funding and subsidies, as well as the availability of nearly 95% credit from commercial banks, state land development banks, regional rural banks, and other financial institutions, have made it possible for a growing number of farmers with small sized and medium-sized landholdings to purchase tractors. With the problem of rising labour scarcity due to increased migration to urban areas, better work opportunities in other sectors, and government employment schemes, having a tractor has become more or less of a necessity for many farmers. Without

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II. OBJECTIVES

- To study about the customer satisfaction on the service provided by the dealers
- To study the perception of customer's regarding the charges/rates offered by the service center
- .To study the suggestions from customer's to improve the service center.
- To study the customer satisfaction with usage of their tractors.

III. SCOPE OF STUDY

- In this competitive world retaining the customer has become very important, hence it has become part and parcel of the business. Business which can adapt to quick changes and get access to improvised technology can survive in this tuff market
- This study will help us to understand customers, preference and their needs expected from the business owners .this study will not only help me as a student but it

also assists motors automobiles to improve their service standard.

IV. STATEMENT OF PROBLEM

Ayurvedic products are manufacture from natural ingredients. Due to industrialization and deforestation, there is no space for the growth of Ayurvedic raw materials i.e, (plant parts). Expecting speedy results people prefer allopathy irrespective of its side effects, which leads to decrease in customer preference towards Ayurvedic products. Hence this research aims is to explore the customers preference towards selected Ayurvedic products.

V. RESEARCH METHODOLOGY

- Data type-Primary and secondary
- Sampling Unit-Customers
- Sampling type-Random sampling
- Sample size-100
- Research Tool-Questionnaire
- Data Collection Method-Primary and Secondary
- The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way: Research design is a plan that specifies the source and type of information relevant to the research problem.
- It is the strategy specifying which approach will be used for gathering and analysing the data and thereby, it constitutes the blueprint for the collection, measurement and analysis of data.

LIMITATION OF THE STUDY

- Time constraint has prohibited from going deep into the subject.
- The information obtained or the collection of data is limited. The study is purely academic.
- Due to time constraints the study is restrict to Hosur dist. only. Only the customers were considered as respondents.
- The survey was conducted in this urban sector of respondents thus it cannot be generalized.
- The information provided by respondents could be base .

VI. REVIEW OF LITERATURE

1. **John E. G. Bateson** (2012) is necessary as it familiarises the researcher with concepts and conclusions already evolved by earlier analysts. It also enables the present researcher to measure the scope for future study and to

frame appropriate objectives for the proposed evaluation. Since the proposed study is to analyse the gap between expectations and perceptions in service quality, the previous studies made in this areaof research are briefly reviewed. It also includes the opinions expressed by various authors in leading articles, journals and books.

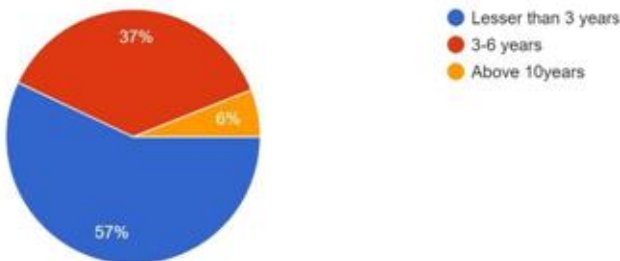
2. **Nitin Joshi1, D. P. Mishra** (2011) The aim of the study is to understand the behaviour of the customer in the State of Maharashtra which is one of the most developed states of India. The study was carried out to understand the customer awareness on environment friendly car (EFC). The objective of the study is to understand the awareness levels and create awareness of the EFC so that the efforts of the manufacturing the green car will be achieved. SPSS version 17.0 has been used for analysis of the data. Five hundred respondents have been asked to fill in a questionnaire. The study has been done keeping in mind age group and the geographical area of the respondents. With reference to the age group, it is observed that there is no significant difference in the awareness
3. **Nitin Joshi1, D. P. Mishra** (2011), Environment Friendly Car: A study of Consumer Awareness with special reference to Maharashtra, Information Management and Business Review Vol. 2, No. 2, February 2011, pp. 92-98. 21 levels but with reference to the geography, it is observed that there is a significant difference in the awareness levels with reference to the EFC.
4. **U.Thiripurasundari** (2011) Brand Equity is the added value endowed by the brand to the Produc. Although the idea of using a name or a symbol to enhance a product's value has been known to marketers for a long time, brand equity has gained a renewed interest in recent years. The objectives of the study were to analyse the importance of various factors like brand knowledge, brand preference, brand loyalty, brand application etc. in car market in Pondicherry. The primary data were collected from three hundred car owners through an interview schedule. From the five factors, brand application factor has been rated as the most important factor in car industry. This study shows that it is possible to ascertain where a company should focus its improvement efforts in order to make it payoff.
5. **Prof. Pallawi B. Sangode** (2011) This research paper is based on the findings of comparative study of service quality of Maruti Suzuki and Hyundai Showrooms in Nagpur. Service quality is a fundamental aspect of service provision, and this is especially the case with motor vehicles, where substantial profits are generated in the servicing of vehicles. The study was conducted using a convenience sample of forty respondents who were owners of Maruti and Hyundai cars.

6. **Dr Ajoy S Joseph** (2011) One of the most important factors that influence purchase of passenger cars in India is the availability of auto finance or consumer credit. This empirical study analyses the behavioural pattern exhibited by passenger car customers towards auto loan schemes and Financiers when they purchase their cars. The study was based on the data collected from five hundred and twenty five passenger car owners consisting of professionals, employees of public and private sector, businessmen and agriculturist.

THE TABLE SHOWING SINCE WHEN YOU ARE USING MAHINDRA OR SWARAJ TRACTORS

S.NO	YOU ARE USING MAHINDRA OR SWARAJ	PERCENTAGE	FREQUENCY
1	LESSER THAN 3 YEARS	57%	57
2	3-6 YEARS	37%	37
3	ABOVE 10 YEARS	6%	6
	TOTAL	100%	100

THE CHARTS SHOWING SINCE WHEN YOU ARE USING MAHINDRA OR SWARAJ TRACTORS



SOURCE: Primary data

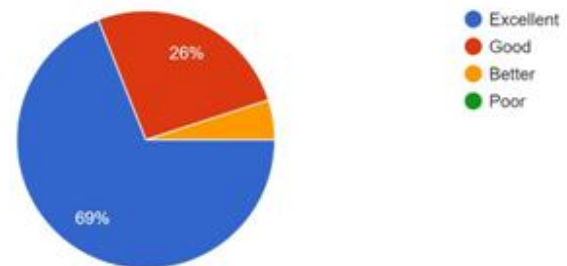
INTERPRETATION:

The above table states that majority 57% of the respondents Belongs to lesser than 3years, 37% of the responds belongs to 3-6years and 6% of the responds says above 10 years.

THE TABLE SHOWING SATISFIED WITH THE OVERALL SERVICE PROVIDED BY MAHINDRA /SWARAJ TRACTORS OF THE RESPONDENTS

S.NO	SATISFIED WITH THE OVERALL SERVICE ON BOTH TRACTOR	PERCENTAGE	FREQUENCY
1	EXCELLENT	69%	69
2	GOOD	26%	26
3	BETTER	5%	5
4	POOR	0%	0
	TOTAL	100%	100

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SOURCE: Primary data

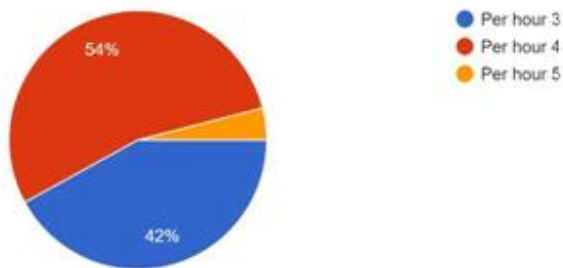
INTERPRETATION:

The above table states that majority 69% of the responds says service provided by Mahindra/Swaraj is excellent, 26% of the responds says good, 5% of the responds says better, and no one says poor.

THE TABLE SHOWING MILLAGE OF THE RESPONDENTS

S.NO	MILLAGE	PERCENTAGE	FREQUENCY
1	PER HOUR 3	42%	42
2	PER HOUR 4	54%	54
3	PER HOUR 5	4%	4
	TOTAL	100%	100

THE CHARTS SHOWING MILLAGE OF THE RESPONDENTS



SOURCE: Primary data

INTERPRETATION:

The above table states that majority 54% of the responds says per hour 4, 42% of the responds says hour 3 and 4% of the responds says per hour 5.

FINDINGS:

- Majority 34.5% of the respondents belongs to age between 18-25 age.
- Majority 81% of the respondents belongs to male.
- Majority 33% of the respondents belongs to driver, 27% of the respondents belongs to farmer.
- Majority 55% of the respondents belongs to married.
- Majority 59% of the respondents belongs to under graduated.
- Majority 93% of the responds says having licience.
- Majority 35% of the respondents says they have 3years experience.
- Majority 48% of the respondents belongs to 10000-25000.
- Majority 42% of the respondents Belongs to lesser than 5000.
- Majority 50% of the respondents have Mahindra and swaraj tractor.
- Majority 57% of the respondents Belongs to lesser than 3years.
- Majority 71% of the responds says that the service center response towards customer is excellent.
- Majority 68% of the responds says strongly agreed that authorized service station have sufficient and genuine spares.
- Majority 66% of the responds says strongly agree.
- Majority 95% of the responds says yes the service vehicle on delivery time.
- Majority 69% of the responds says service provided by Mahindra/Swaraj is excellent.
- Majority 54% of the responds says per hour 4.
- Majority 54% of the responds says swaraj is a good company.
- Majority 65% of the responds says driver.

VII. SUGGESTION

- The company should be displayed properly on the floor and near the entrance gate.
- More security gadgets and checks should be there to control thefts and employees working. Availability of products in each size should be at the floor.
- At least 6 to 8 cash counter should remain open everyday to avoid crowd at cashcounter.
- Increase the number of supporting staff (team members) on the floor of Food Bazaarto pay proper attention to the customers.
- Increase the brand and products range in the company to increase the sale. Interaction should be there between employees and customers.
- Sitting arrangement and drinking water facilities on the floor for customers should be maintained regularly.

The arrangement of merchandise should be proper on the floor.

- Management to provide the employees training and employees maintained the good behavior in the service center.
- Management should make availability of sufficient tools and equipment and spare parts.
- Management provides the customer entertainment of service center. In this showroom and service center managers and employs give the good services and suggestion for the customers at Mahindra / swaraj

VIII. CONCLUSION

The analysis began with a simple question of why consumer behavior and an understanding of such processes is useful from the perspective of the marketer. There were a variety of findings uncovered over the course of this research, the majority of which establish some form of affectation according to psychological influences and messaging stimuli. Inherently linked to brand loyalty and the consumer commitment to the product or brand overtime, the means of reducing switching behaviors within extremely saturated marketplaces are directly afforded by marketing communication. The effectiveness of such communication, however, can have the desired (or opposite) result on sustaining consumer loyalty over an extended period of time. While more traditional marketing models focused on product features and competitive positioning of particular brands or products, modern marketing emphasizes the relationship between consumer behavior and value. By enhancing a

product's value, consumers are encouraged to engage in the buying process and are more likely to maintain personal investment in a product over an extended period of time.

IX. BIBLIOGRAPHY

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