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A STUDY ON CUSTOMERS SATISFACTION TOWARDS VARIOUS BRAND'S OF TRACTORS IN GINGEE TALUK, VILLUPURAM DISTRICT, TAMIL NADU

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ABSTRACT:

India has the major market in the world and ranked fourth out of top five countries in the term of tractor inhabitants, out of which twenty five percent shares is in Punjab state only. Due to competition in the market, it is hard to add new customer and to satisfy the existing ones. So, the customer satisfaction is significant part for tractor market. The present work was focus on customer satisfaction among users of various brands of tractors in Tamil Nadu. The very first tractor in India were imported by the British Govt. in 1914 for the purpose of clearing bushes and shrubs' from degraded forest areas and to use this cleared land for agricultural purposes. With the economic reforms that took place in the decade, more Indian players like Bajaj tempo ltd and Mahindra domestic tractors ltd inter the tractor industry. Mahindra overtook escorts ltd to become the foremost manufacturer of tractors in India. Agriculture is one of the most important economic sectors in India directly or indirectly affording employment to over 70% of the country population making up nearly 25% of the country GDP.

Indian formers have become more aware of the benefits of form mechanization and the role of the tractor reducing farm labour drudgery making multiple crops possible in a single, speeding up form operation, reducing overall form expenses. So this paper attempts to analyze customer satisfaction towards after sales services of tractor in Gingee Taluk. 30 respondents have been surveyed and analysed the data and the study revealed that maximum customers are satisfied with the services provided by Mahindra tractors Ltd.

KEYWORDS: Customer, Satisfaction, Mahindra Tractors, GDP.

INTRODUCTION:

Indian tractor industry is under steady changes with various new tractor models, with to design, innovation, technology, and colours, have led to a fiercely competitive

market. Mahindra being one of the foremost player in the tractor industry it is also coming across competition with many other tractor manufacturers, to meet this competition each player in the tractor industry is require to satisfy customers, therefore customer satisfaction study becomes very important in today's market scenario hence

this topic was selected to find the customers satisfaction towards Mahindra tractors ltd.

LITERATURE REVIEW

Murthy (1999) determined that a mean farmer reveals paintings for his tractor for less than 400 hours in a year as towards the norm of 1000 hours advocated by using bankers to get better the constant

funding fee. Further, out of those four hundred hours, much less than 300 hours are committed to advertising of produce and purchase of inputs, customs hiring and social sports.

Raghuram (2000) ICRA stated in his look at that the tractor marketplace phase can be in terms of the strength configuration. In India there are 5 categories primarily based at the engine horsepower (HP) – underneath 20 HP, 21-30 HP, 31-40 HP, 41-50 HP and over fifty one HP of these five sub phase inside the industry, extra than 55% of the overall sales have been accounted for the 31-forty HP segment in 2000.

OBJECTIVE OF THE STUDY

- To know the whether the customers are satisfied by the Mahindra tractor.
- To identifying of why the consumers prefer always Mahindra tractor.
- To evaluate customers satisfaction of the Mahindra tractor.
- To study the consumers opinion of the tractors regarding its service and maintenance.

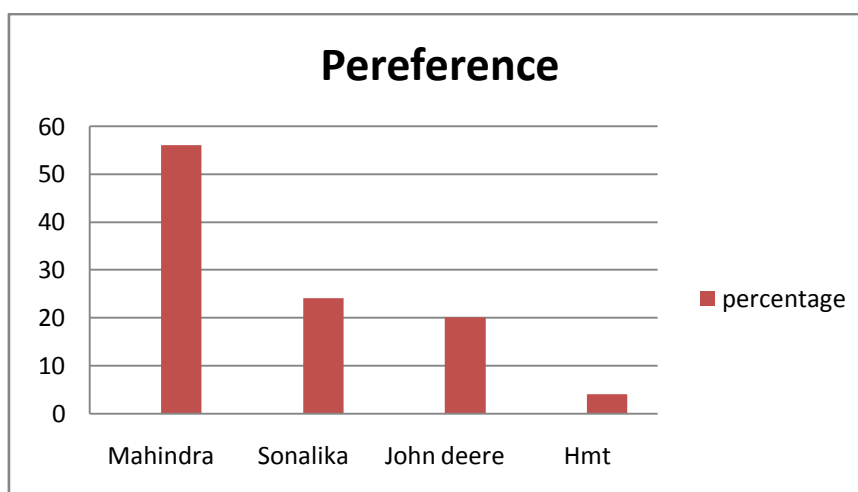
RESEARCH METHODOLOGY

This study based on Descriptive Research and Conduct Gingee Taluk, Villuppuram District Tamil Nadu. The Purpose of this study based on Small Sample Size is 30. To adopted Random Sampling Techniques through Interview Schedule.

Selection of Respondents: - Farmers who have purchased tractors. Primary data has been collected through Interview Schedule. Secondary data has been collected from books, journals and websites.

TABLE - 1 Which brand tractor is more preferred by customers?

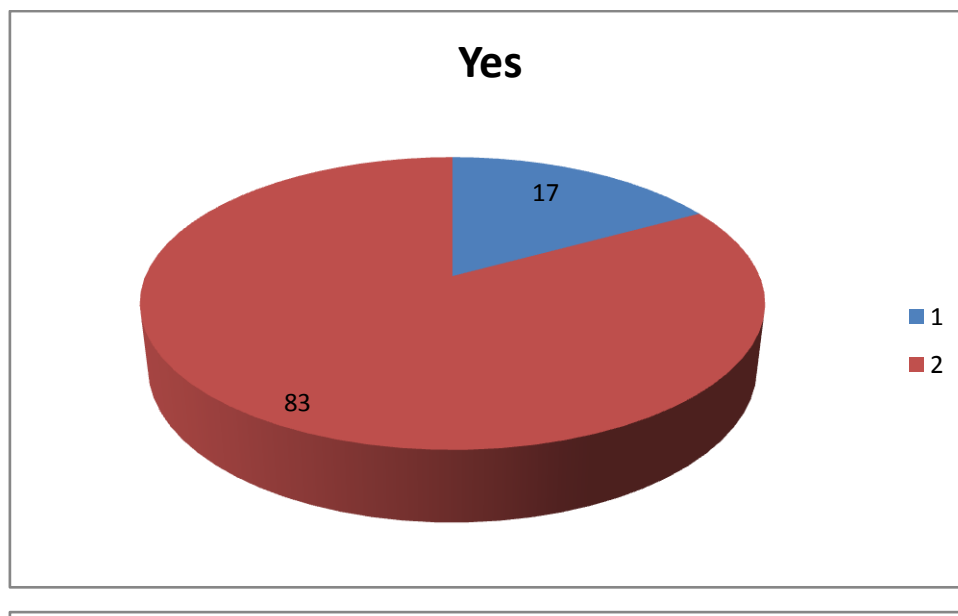
Particular	Number of respondent	percentage
Mahindra	14	56
Sonalika	6	24
John deere	4	16
HMT	1	4
Total	25	100



The above graph shows that the 56% of using Mahindra tractor, and 24% of Sonalika, 16% of John Deere and 4% of HMT tractors using. From the above graph it can be analysis that 56% of customers are using Mahindra tractors because of performance.

TABLE-2 Do you use brand's Mahindra tractor?

Particular	Number respondent	of percentage
Yes	25	83
No	5	17
Total	25	100

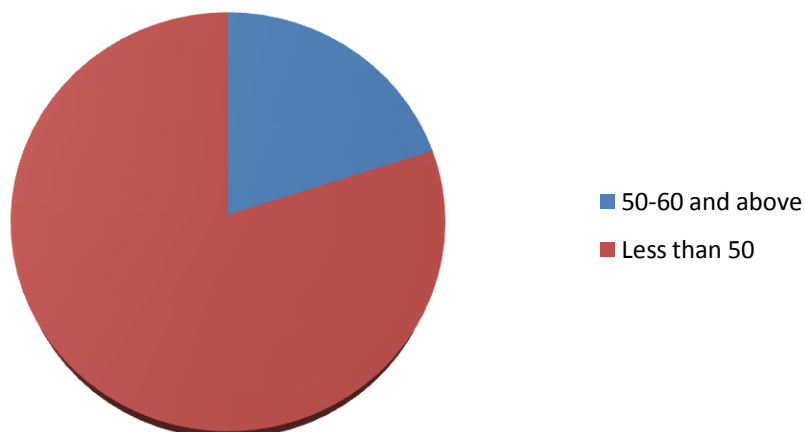


The above graph shows that the 83% of customers using Mahindra brand tractors and 17% are not using. From the above graph it can be analysis that 83% of customers are using Mahindra tractors because of brand image.

TABLE-3 what is your age?

Particular	Number respondent	of percentage
50 and above	5	20
Less than 50	20	80
Total	25	100

Age compositions of the respondent



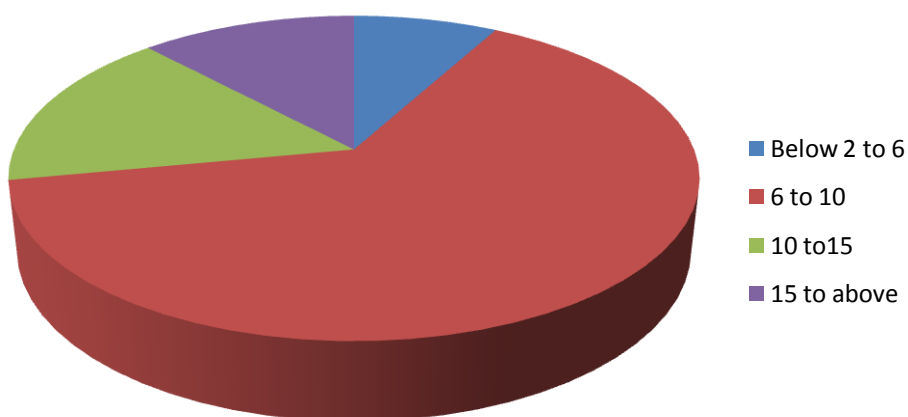
The above graph shows that the 20% of customers are above than 50 ages and above 80% of less than the 50 age. From the above graph it can be analysis that 80% of customers are less than the 50 age.

TABLE-4 since how many years is you using Mahindra tractor

Particular	Number of respondent	percentage
Below 2 to 6 years	2	8
6 to 10 years	16	64
10 to15 years	4	16
15 years and above	3	12
Total	25	100

The above graph shows that the 8% of customer using tractors from the below 2-6 year; and 64% of customers using from 6-10 years and 16% using from the 10-15 years.

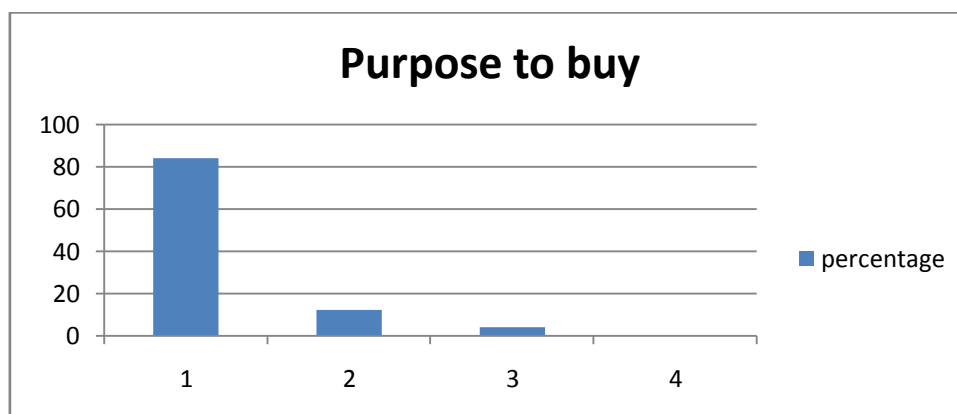
using of Mahindra



From the above graph it can be analysis that 64% of customer using from the 6- 10 years because of the Mahindra tractors performance and quality service.

TABLE-5 what purpose is you using tractor?

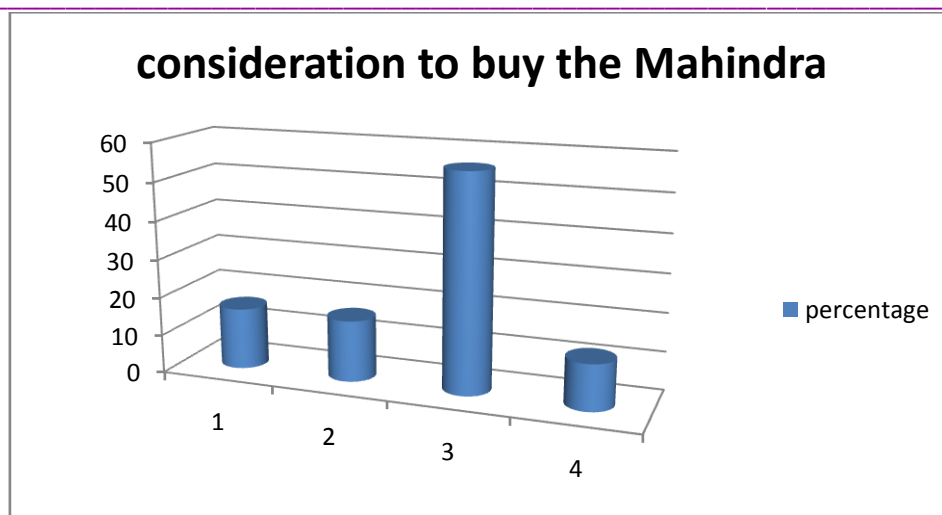
Particular	Number respondent	of percentage
Agriculture	21	84
Transport	3	12
Drilling	1	4
other	0	0
Total	25	100



The above graph shows that the 84% of customers using for the agriculture purpose; and 12% of customers using transportation, and 4% of customers using drilling purpose. From the above graph it can be analysis that 84% of customers using for the agriculture purpose because the high performance and pickup.

TABLE-6 what do you considered while purchasing tractor?

Particular	Number respondent	of Percentage
Performance	4	16
Price	4	16
Quality	14	56
Brand and Image	3	12
Total	25	100



The above graph shows that the 16% of customers' performance and price considered while purchasing tractor; and 56% of customers considering the quality and 12% of brand image. From the above graph it can be analysis that 56% of customers considering the quality while purchasing tractor because quality is an important factor.

CONCLUSION

The study concluded that the leading brand tractors in Gingee Taluk, Villupuram district which Mahindra tractors and customers satisfied with after sale and services provided by Mahindra tractors ltd. This research work can be extended by finding the limitations in various Brands for success in future time with doing research work on those limitations by manufacturing company. Similar type of study can be done on large region.

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