

CUSTOMER SATISFACTION WITH CONCERNING SALES AND SERVICE DEPARTMENT OF MAHINDRA & MAHINDRA TRACTOR IN LATUR DISTRICT

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ABSTRACT

The study will find out the Customer Satisfaction level of the customer or decline of customers, to know the perception of customers regarding the charges or rates offered by the Mahindra Tractor and to know the any suggestions from customers to improve the service. The study is scheduled through Primary data and other information thereby preparing Questionnaires, which focus by various variables, and attributes that are important to know the Satisfaction level and factors affecting on the Purchase decision.

The Research caused in Latur district with the sample size of 800. The collected data are tabulated and data analysis is carried out and all suggestions are given according to the Analyzed data graphs and charts are used to illustrate the Statistical data and Findings.

This Research we find out that Latur Region 34% Land below than 20 hectare. In this research we also found that 41.9% famers cultivate their land by Bullocks and these may be the potential customer for 15 Hp tractors and peoples are more aware about the Mahindra Tractor. This research also helps to find out the parameter of Consumer buying behaviour pattern of Mahindra Tractor.

This Research also helps to find out the major competitors of Mahindra Tractor. In Latur region major competitor for Mahindra Arjun is New Holland Tractor because new Holland Tractor is more efficient than Mahindra Tractors.

KEYWORDS: Customer Satisfaction, Decline of Customers, Perception of Customers, Satisfaction Level, Purchase Decision