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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

INTRODUCTION

The Tractor industry in India has developed over the years to become one of the largest tractor markets in the world. From just about 50,000 units in early eighties the size of tractor market in the country has grown up to over 200,000 units. Today industry comprises of 14 players, including 3 MNCs. The opportunities still are huge considering the low farm mechanization levels in the country, when compared to other developed economies across the world. Key concern for the industry is its dependence on agricultural income in hands of farmers and the state of monsoon. The key players are Sonalika, John Deer, Mahindra, New Holland etc.

Mahindra and Mahindra Limited were incorporated on October 2, 1945 as a private limited company under the Indian Companies Act of 1913 by two brothers, Mr. J.C. Mahindra and Mr. K.C. Mahindra. It was converted into a public limited company on June 15, 1955. Mahindra & Mahindra Ltd, one of the largest private sector companies in India, is the flagship company of the Mahindra Group. The company commenced operations in 1945 to manufacture General

Purpose Utility Vehicles and later on entered into manufacturing of Tractors and Light Commercial Vehicles (LCVs). Over the years, the company has expanded its operations from automobiles and tractors to steel, trading and manufacturing of Ash Handling Plants & Travelling Water Screens.

The company is focused to become a world giant in the tractor business. It has already made its presence felt in countries in Europe, Latin America, Africa and United States of America.

The Indian tractor industry, dominated since time immemorial by a few known brands, is in the process of a change. A look at the average growth rate recorded by the tractor industry point towards a general slowdown. The growth rate for the eight month period April- November 1996 has dropped to 13% from 16% recoded during the previous year. Among the 3 Indian majors, Mahindra & Mahindra Tractor &Farm Equipment (TAFE) & Punjab tractors, only M&M has recorded a marginal drop in market share. Overall all of them have witnessed increased sales in terms of volume. As for the others which include the links of Eicher, HMT, ESCORTS etc., there has been steady erosion in the market share. A begin state policy, which provides the buyer subsidies & soft loans has seen the tractors become a popular substitute for the LCV as utility vehicle in rural areas.

Due to the general slowdown in the growth rate of the Economy, the industry expects to slow down. The growth rate in tractor declined from 18.5% in 1994-95 to 17.3% in 1995-96 & 1996-97 (April-Nov) but there is one company which has defined this entire 'slowdown' pattern & is growing at a steady pace. The co. is Punjab Tractors Ltd... The market share of Punjab tractors has increased from 11% to 14.9% in 1996-97 (April- December). It overtook Eicher in 93-94& Farm Equipment (TAPE).

The future of the tractor industry will see a shakeout of sorts. The small players will either have to survive. According to experts, ten years from now, the market will stagnate. If at all there is a market that will grow, it will be one for replacements. Till then Tractor players will continue to trudge along slowly maintaining a 5-6 percent growth rate.

Hence the performance of the companies, from the automobile industry that have featured in this year's top50 reveals that though the industry is in the grip of recession players with very good fundamentals will always continue to reward the investors.

The Indian tractor industry sold approximately 2.2 lakh tractors between, April 1996 & March 1997. On an average the tractor market gas grown by 6% to 7% each year since 1993. When the industry was of around 1.4 lakh tractors in all these years some of the companies had limited production capacities & the customer had to wait for most popular models. These problems were more acute in the season & often aggravated by the short supply of premium models.

However, since October 1996, a distinct change has been observed in the tractor market. All tractors models, including the so called premium products, are readily available in the show room. The main reason for this phenomenon is that all tractor manufacturers have been gradually increasing their production volume in the last few years and presently the total production capacity of all the tractor manufacturers has reached approximately 2.7 lakh units. This will ease the supply position of tractors and in times to come the customer will not have any waiting period for a tractor.

LITERATURE SURVEY

My Research Project titled "Customer Satisfaction Regarding Sales and Services Department of Mahindra Tractor" in Latur is a descriptive research design. In this report, I have tried to cover every aspect of the market research by

Customer Satisfaction with Concerning Sales and Service Department of
Mahindra & Mahindra Tractor in Latur District

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preparing questionnaire. I got these questionnaire filled by customers belonging to different localities in Latur and near to Latur**.**

METHODS /APPROACH

The research was **Descriptive** in nature and included gathering of preliminary data to study the real nature of the problem. Primary data is basically collected by getting questionnaire filled by the respondents

There are two types of data i.e. Primary data &Secondary data. The **Primary data** collected through questionnaire. New data gathered to help solve the problem at hand. As compared to secondary data which is previously gathered data. An example is information gathered by a questionnaire. Qualitative or quantitative data that are newly collected in the course of research, Consists of original information that comes from people and includes information gathered from surveys, focus groups, independent observations and test results. Data gathered by the researcher in the act of conducting research. This is contrasted to secondary data, which entails the use of data gathered by someone other than the researcher information that is obtained directly from first-hand sources by means of surveys, observation or experimentation.

Secondary Data collected through the Information that already exists somewhere, having been collected for another purpose. Sources include census reports, trade publications, and subscription services. There are two types of secondary data: internal and external secondary data.

Information compiled inside or outside the organization for some purpose other than the current investigation Researching information, which has already been published? Market information compiled for purposes other than the current research effort; it can be internal data, such as existing sales-tracking information, or it can be research conducted by someone else, such as a market research company or the U.S. government. Secondary source of data used consists of books and web sites My proposal is to first conduct a intensive secondary research to understand the full impact and implication of the industry, to review and critique the industry norms and reports, on which certain issues shall be selected, which I feel remain unanswered or liable to change, this shall be further taken up in the next stage of exploratory research.

SAMPLE DESIGN

- **Population :**110
- **Sample size:** 80 Customer
- **Sampling Method :** Simple random sampling

2.4 METHOD OF DATA COLLECTION: The information necessary for this research data collected by tapping primary and secondary sources.

LIMITATIONS

Though best effort have been made to make the study fair transparent and error free yet there might be some inevitable and limitations. Although outright measures area undertaken to make the report most accurate some inadvertent errors might have crept in and suggestions to improve or eliminate the same are most welcome.

- The limitations of the Research are narrated below

- The project is valid for the predefined area of work Latur.

- There may be some biased response from the respondents.

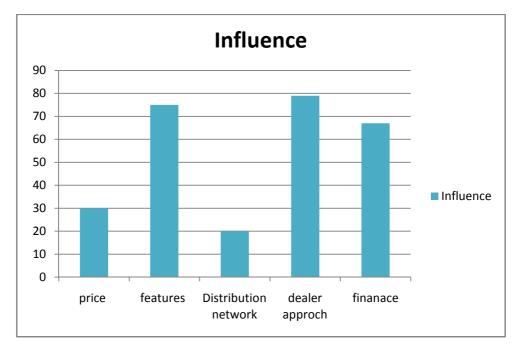- Some respondents did not provide the full data.

RESULTS AND DISCUSSION

The Results are discussed with the help of Questionnaire and data Interpretations. These Questionnaires based on sales funnel analysis which is following:

Which are three most important factors, which influenced your decision to purchase a tractor?

- Price

- Product feature

- Distribution network

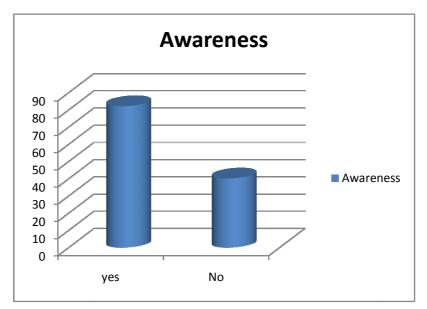- Dealer approach

- Finance option

Interpretation: - Most of the people influenced by Feature, dealer approach and finance option.

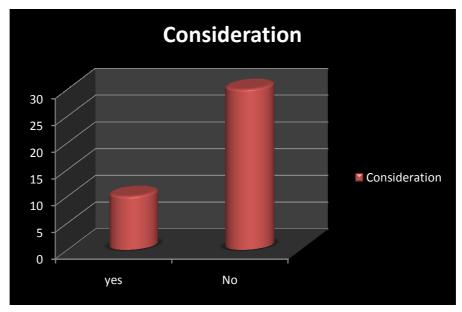- Are you aware of Mahindra tractor?

Yes ( ) No ( )

Interpretation: - More than 80% peoples are aware from Mahindra tractors.

Awareness

- Did you consider buying Mahindra tractors?

  Yes ( ) No ( )

  Interpretation: - Out of 40 people 24 peoples are not consider buying Mahindra tractor

Consideration

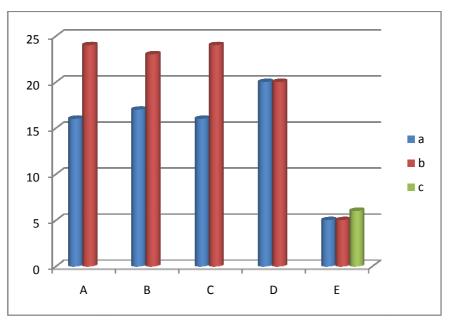- Were you approach by Mahindra Representative?

  Yes ( ) No ( )

  Interpretation: - 60% of people are not approach by Mahindra representative

- Approach

- Were you given any explanation about company? a) Yes b) No

Interpretations - more than 60% peoples are not given any explanation about company because they already know about that and same for the dealer. And they have not told about all benefits of Mahindra tractors.
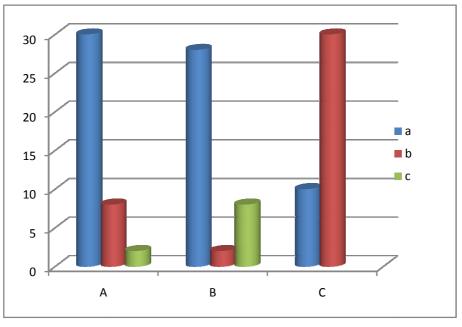

- Are you aware that Mahindra offer finance from its company Mahindra finance service Ltd. :-

  a) Yes b) No

Interpretation: - 60% of peoples say that price is high 30% says price is average and 10% says it's low. and same for existing tractor

83% people are aware of Mahindra's finance offer.

CONCLUSIONS

According to my Research majority of the customers are satisfied with overall service provided by Mahindra and Mahindra Tractor, And they expect management should also provide:-

- Sophisticated tools and techniques.

- Genuine spare parts.

- Reduction in labour charges.

- Timely delivery of vehicle.

    So Management should concentrate on these aspects to satisfy their customers.

- This research we Conclude that in Latur region 34% have land below than 20 hectare. In which mostly are not using their own tractor for cultivating land the reason may be cannot afford price of the Tractor. Those farmers have land below than 20 hectare, obviously their family income will less. These farmers may be potential customer for 15 HP tractors.

- In this research we also found that 41.9% famers cultivate their land by Bullocks and Camels. These may be the potential customer for 15 Hp tractors.

- In this research we also found that awareness about Mahindra Arjun in Latur and other region is 98.1%, which is excellent.

- In this research we found that parameter which influence consumer buying behaviour is price and efficiency and consumer are satisfy with its services.

- In Latur and other region the major competitors for Arjun is New Holland tractor because New Holland tractors are more efficient than Mahindra tractors. In maintenance Mahindra`s major competitor are Jhondere and Eicher tractors.

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