

A Study on Customers Satisfaction towards Sonalika Tractors in Bidar City (Karnataka State)

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Abstract- 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 sonalika international tractors ltd inter the tractor industry. Sonalika 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 analyse customer satisfaction towards after sales services of tractor in Bidar city. 50 respondent have been surveyed and analysed the data and the study revealed that maximum customers are satisfied with the services provided by sonalika tractors Ltd.

I. INTRODUCTION

Indian tractor*industry is under constant 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 leading player in the tractor industry it is also coming across c 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 JAI BHAVANI Motors in Bidar.

II. LITERATURE REVIEW

Grisso and Morgan (1987) concluded the take a look at on “what Information Helps a Farmer Purchase a Tractor?” the result of this survey suggest that nearly all of the farmers and ranchers(97%) used or greater resources as an resource in their tractor purchase choice ;most used numerous sources to collect statistics.

Gandhi and Patel (1997) discovered that there is each a substitute as well new demand for tractor. The demand for tractors in India is dictated via numerous elements like, monsoons, availability of irrigation and credit, farmers' disposable earning, cropping patterns, and the minimum support charge for farm produce. The fundamental elements within the demand for tractors in India have been located to be gross irrigated vicinity (cropping depth), real price of tractor, call for for tractors within the previous yr, and vicinity underneath excessive yielding varieties (Gandhi and Patel, 1997) except land maintaining and credit availability.

Sharma and Grover (1998) discovered that in Punjab call for for tractor is guided by means of the cropping depth, cultivated location, and credit availability along with call for for tractors inside the preceding 12 months and social attention which determine call for for tractors. Most of these are agronomic and agro-financial elements.

Singh and Sidhu, (1990); observed in their study*on “Punjab Agriculture - Investment in Tractors” that transport of people and material alone takes away 60% of a tractors life and only 40% is spent on the field. The overall utilisation of available operational tractor capacity*varies directly with farm size. However, over 40% of available tractor capacity remains utilised.

Murthy (1999) determined that a mean farmers 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.

III. OBJECTIVE OF THE STUDY

- To know the whether the customers are satisfied or not by the sonalika tractor.
- To identifying of why the consumers prefer always sonalika tractor.
- To evaluate customers satisfaction of the sonalika tractor.
- To study the consumers opinion of the tractor regarding its service and maintenance.

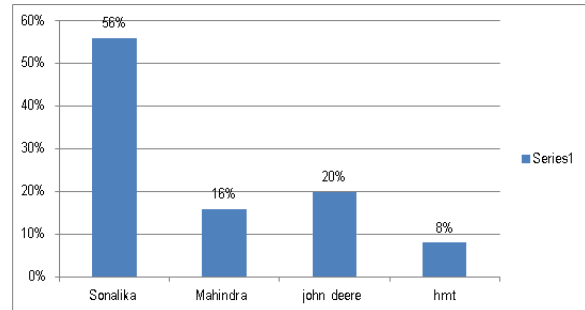
IV. RESEARCH METHODOLOGY

Types of research:-Descriptive research
 Research area: - Bidar city
 Sample size:-50 respondents.
 Sampling method: Random sampling
 Data collection tool:-Questionnaire.
 Respondents: - Farmers who have purchased tractors.
 Primary data has been collected through structured questionnaires.
 Secondary data has been collected from the journals websites and books.

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

Particular	No of respondent	Percentage
Sonalika	14	56%

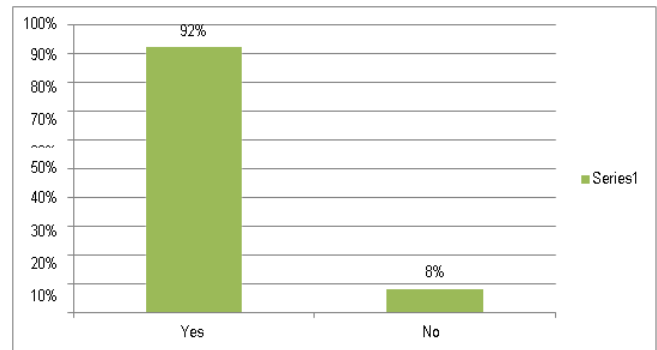
Mahindra	4	16%
john deere	5	20%
Hmt	2	8%



The above graph shows that the 56% of using sonalika tractor, and 16% of Mahindra, 20% of john Deere and 8% of hmt tractors using. From the above graph it can be analysis that 56% of customers are using sonalika tractors because of performance.

TABLE-2 Do you use brand sonalika tractor?

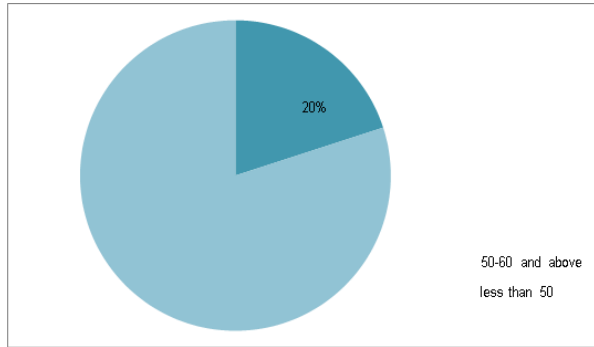
Particular	No of respondent	Percentage
Yes	23	92%
No	2	8%



The above graph shows that the 92% of customers using sonalika brand tractors and 8% are not using. From the above graph it can be analysis that 92% of customers are using sonalika tractors because of brand image.

TABLE-3 what is your age?

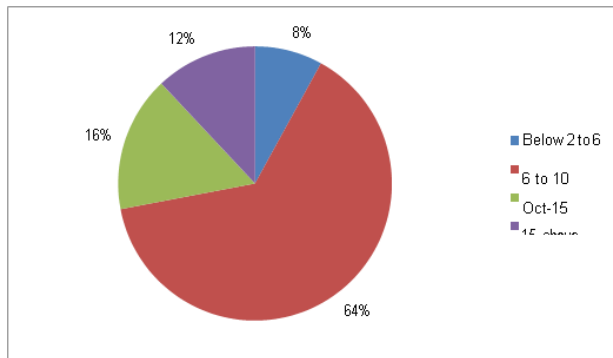
Particular	No of respondent	Percentage
50-60 and above	5	20%
less than 50	20	80%



The above graph shows that the 20% of customers are above than 50-60 age and 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 are you using sonalika tractor?

Particular	No of respondent	Percentage
Below 2 to 6	2	8%
6 to 10	16	64%
10-15	4	16%
15 above	3	12%

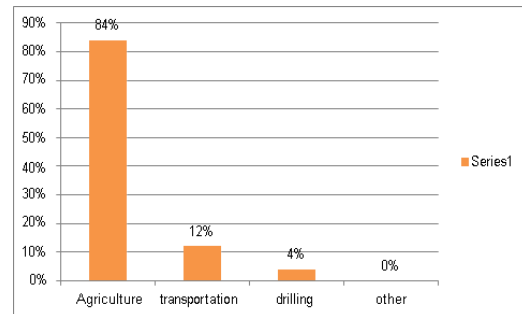


The above graph shows that the 8% of customer using from the below 2-6 year; and 64% of customers using from 6-10 years and 16% using from the 10-15 years.

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

TABLE-5 for what purpose are you using sonalika tractor?

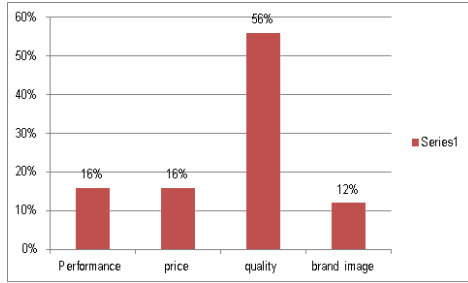
Particular	No of respondent	Percentage
Agriculture	21	84%
Transportation	3	12%
Drilling	1	4%
Other	0	0%



The above graph shows that the 84% of customers using for the agriculture purpose; and 12% of transportation, and 4% of 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	No of respondent	Percentage
Performance	4	16%
Price	4	16%
Quality	14	56%
brand image	3	12%



[7] <http://www.crosswordagro.com/>.

The above graph shows that the 16% of customers' performance 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

From the study concluded that the leading brand tractors in Bidar city which sonalika tractors and customers satisfied with after sale and services provided by sonalika tractors ltd.

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