

Comparative Study of HMT Tractor with Five Other Brands in Bidar

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Abstract- In market of hardened challenge, different brands of autos are accessible to the customer's. Consumer loyalty's has increased essential because of Competition client faces a multiplication of Brands of engines. They show differing and various necessities because of rising desires for correspondence and administration in this challenge the principle weapon left with every single organization is consumer loyalty whether it might be after deals administration or before deals. Practically all organizations are attempting to fulfil their client by giving better administration fulfilment.

I. INTRODUCTION

In my project I have chosen the topic of that is "A study on farmer satisfaction towards HMT tractors" to know the best result by the research study of the respondents, by the internal guide and external guide I have applied the skills and experience for better understanding of the farmer's satisfaction about the HMT tractor.

The Project is very helpful studying of the academic project with effectively in research, the term farmer's satisfaction these factors are very effectiveness scratching, purchasing, assessing and placing the creation and service that they assume will fulfil their needs, the learning of farmer spends their available resources (Time, Money, etc.).

II. LITERATURE REVIEW

1. Ali (2006) in his examination purchaser reaction to lacking period procedures has expected that office has been overwhelmed using solitary plans that are basically expected to prevailing customer's right which stretch an exemplification of customer support. A decisive association has been anticipated to make a

general examination of the frameworks correspondingly as to consider the reaction under some noticeable methodologies. As there is the huge proportion of plans like overlay the features and win prizes, Markdown vouchers, free recommendations, test noteworthiness, a test ride if there ought to be an event of Vehicle division, regardless, client reaction is changed now various conditions. The examination built up that markdown/respect cut plans direct spreads and purchasers are bright with these methods.

2. Authority, from article "key edges" in respect first in the arable grounds and sixth in the drop out district. The single rushing toward improve benefit is to shape the part of computerization. Now from the article, they examine the movement prospects of the tractor business and how it is strongly associated with the Indian agrarian bundle consider the extent of the tractor business. The tractor present has more than twofold in the present decade. The fundamental segment of the decade was delineated by the full scale volume of advancement of over 14% p.a. over an age and unremunerable surveying shapes searched for after by a bit of the lead players other than influence the general improvement of the part. India is on rank 5 in the tractor flaunt if all else fails world and second with respect to the measurements of tractors. North West zone like Punjab and also Haryana are done the once-over in tractors advance

3. Authority, beginning the article "Vehicles" in myriss.com (2001) acknowledged that eight affiliations mfris. Tractors of the country. Strategies are regardless, amassed in the 30-40 hp segments inferable from the little extent of the landholding in the country, M&J is manufacturing pioneer like the tractor. Intended for variety 50-60 hp, Escorte is first and M&J is on the next spot. India consumes around 9 tractors for every thousand hectares against the Asian

ordinary of 15. Prospective energy for tractors stands along these lines extensive through movement in like manner yield besides capacity.

4. Division, from the analytical article "Indian tractors manufacturing to ocean level improvement this year", Aaj Tak news 9 Jan 2009 translated that the Indian tractors industries in 2009-10 is more likely than not going to enroll movement and blueprints are evidently going through 4 lac tractors similar as what remained created in 2008-09. Mahindra sold 97000 tractors annually sooner and exchanged 9000.

5. Association, from Magazine "Tractor maker, entitlements record pass on arrangements", Indiaforums.com 29 Apr 2010 thought about that ITTL which trades tractors under the sonalika trademark promised it partakes achieved most essential toll bargains amongst all mffrs. For the country in the midst of 2009-10. The connection dispatched area chance of Rs.110 Crores. An increase of over 272% done the prior year. It had earned Rs .50 crores from segment in 2008- 09

III. OBJECTIVE OF THE STUDY

- To examining the buying behaviour for Farmer about HMT tractor.
- To understand the market demand about the HMT product.
- To gain the practical knowledge about farmer satisfaction through HMT tractors.
- To know farmer preference towards HMT tractors.
- To know the components that impact farmer to buy the HMT tractors.

IV. RESEARCH METHODOLOGY

• DATA COLLECTION

Primary data

Secondary data

Primary data: Primary data is collected by interacting with farmers and customers by discussing and questionnaires are used as a tool collect primary data.

Secondary data: It is collected from company website and journals and research papers.

- RESEARCH DESIGN:
Research area: Bidar city.
Research tool: questionnaires.
Number of respondents (sample size 50 customer)
Sample method: simple random sampling.
Stastical tool: chi-square test.
- QUESTIONNAIRE:
Thus questions in the questionnaire were simple the respondents were given pledge that the data collected kept secretly and will be used for the study reason.
- Hypothesis :
A speculation is a proposed clarification for a wonder. For a theory to be a logical speculation, the logical technique necessitates that one can test it researchers for the most part base logical speculation on past perception that can't test fully be clarified with accessible logical hypothesis.

v. DATA ANALYSIS AND INTERPRETATION

1. Do you use tractor in your field?

Opinion	No, of respondent	Percentage %
Yes	32	64%
No	18	36%
Total	50	100%

Analysis: this above graph we seen 32 respondents to the tractor field and 18 have not respondent.

Interpretation: It shows 62% respondent yes and 36% respondent no.

2. Where do you use the Tractor?

Option	No of frequency	Percentage%
Agriculture	30	60%
Industries	5	10%
Loading unloading	5	10%
Construction	10	20%
Total	50	100%

Analysis: The above graph depicts that the 30 respondent for agriculture, 5 respondent for industries, 5 respondent for loading/unloading, 10 respondent for construction.

Interpretation: Tractor users have maximum used for agriculture purpose.

3. Are you satisfied with the price of the tractor?

Option	No. of frequency	Percentage%
Yes	31	62%
No	19	38%
Total	50	100%

Analysis: the above graph depicts that the 31 satisfied with the price and 19 are not satisfied with the price.

Interpretation: for HMT tractors 62% are satisfied and 33% are not satisfied.

4. How is the performance of the tractor?

Option	No. of frequency	Percentage%
Excellent	15	30%
Good	7	14%
Average	25	50%
Poor	3	6%
Total	50	100%

Analysis: The Above Graph Depicts That the 15 respondent excellent, 7 respondent good, 25 respondent Average, 3 respondent.

Interpretation: 50% of the People respondent Average Performance.

5. What type of HP do you prefer in your field?

Option	No. of frequency	Percentage
30-40	25	50%
40-50	15	30%
50-60	10	20%
Total	50	100%

Analysis: The Above Graph Depicts That the 25 respondent 30-40 Hp, 15 respondent 40- 50 Hp, 10 respondent 50-60 Hp.

Interpretation: Maximum No of Responded 30-40 Hp.

6. Are you satisfied with the overall performance of the tractor?

Option	No. of frequency	Percentage%
Yes	50	100%
No	nil	Nil
Total	50	100%

Analysis: The Above Graph Depicts That the 50 residence satisfied to the overall service

Interpretation: maximum responds has satisfied with the overall performance.

7. Which brand of tractor do you own?

option	No. of frequency	Percentage%
Sonalika	5	10%
HMT	12	24%
Mahindra	25	50%
New Holland	8	16%
Total	50	100%

Analysis: here the graph we seen response to their purchase 5 sonalika, 12 HMT and Mahindra 25 new Holland 18.

Interpretation: It Shows that HMT Brand of Tractor Is Quiet Average.

8. How do you come to know about your tractor?

Option	No of frequency	Percentage%
Television	7	14%
Display banner	10	20%
Social network	3	6%
Dealers	30	60%
Total	50	100%

Analysis: From the above Graph It is depicts that 7 respondent television, 10 display banner, 3 social network and 30 dealers.

Interpretation: here maximum came to know about tractor by their dealer.

9. What are the factors of qualification at the season of the buy of the tractor?

Option	NO.of frequency	Percentage%
Price	12	24%
Promotional Scheme	8	16%
Engine performance	16	32%
Technical advancement	14	28%
Total	50	100%

Analysis: the above graph depicts that the difference between HMT tractor and other tractor i.e 12 of the user are of price, 8 are of promotional scheme, 16 are of engine performance and 14 are of technical advancement.

Interpretation: HMT tractor engine performance is good for user.

10. Is it necessary to buy the tractor from that company which is manufacturing agriculture equipment?

Option	No. of frequency	Percentage%
Yes	40	80%
No	10	20%
Total	50	100%

Analysis: from the above graph it is determined that 40 has respondent yes and 10 has respondent no.

Interpretation: here the people are the need of production of agriculture equipment.

11. Are the after sales services provided by the dealer?

Option	No. of frequency	Percentage%
Yes	50	100%
No	Nil	Nil
Total	50	100%

Analysis: from the above graph it is depicts that the 50 respondent are getting sale service by the dealer.

Interpretation: Here it shows that all the 100% customer is getting sales service by the dealer

12. Do you recommend others to buy?

Option	No. of frequency	Percentage%
Yes	35	70%
No	15	30%
Total	50	100%

Analysis: From the above Graph It Shows That 35 respondent yes, 15 respondent no to re-comment other to buy the tractors.

Interpretation: Here it shows that maximum people are re-recommending others to buy the tractors.

CONCLUSION

HMT has differing tendencies over its rivals, for example, low starting cost, low fuel use, fast, low upkeep cost, and fundamental accessibility

For instance tractor is normal for dragging weight, HMT partakes these credits to wreck most unprecedented loading in light of high fortress torque Individuals incline toward domain tractors/section tractors as shown by our examination study and individuals like motor execution as the standard associated with gaining tractors.

They fundamentally influenced by the presentations in giving data concerning new things so affiliation should make some mind as for this and kind about swarming on paths to draw in tractor clients with innovative highlights see on it.

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