A STUDY ON CUSTOMER PREFERENCE TOWARDS MAHINDRA TRACTORS IN MADURAI CITY

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ABSTRACT:

This study investigates the preferences of customers towards Mahindra tractors in Madurai City, focusing on key factors influencing their purchasing decisions. Mahindra tractors have emerged as a significant player in the agricultural machinery market, particularly in regions like Madurai, where agriculture forms a vital part of the economy. The research aims to provide insights into the specific features, brand perception, and customer satisfaction levels associated with Mahindra tractors, thereby offering valuable implications for marketing strategies and product development.

KEYWORDS:

CUSTOMER PREFERENCE, FARMERS ATTITUDE, PRODUCT FEATURES, BRAND PERCEPTION.

1.1 INTRODUCTION

In agricultural sector forms the backbone of India's economy, and the role of tractors in enhancing agricultural productivity cannot be overstated. Within this landscape, Mahindra tractors have emerged as a prominent player, offering a diverse range of models designed to cater to the needs of farmers across different regions. In Madurai City, situated in the southern state of Tamil Nadu, agriculture holds significant importance, making it an ideal setting to investigate customer preferences towards Mahindra tractors. Understanding customer preferences is vital for any business seeking to thrive in a competitive market environment. In the case of Mahindra tractors, identifying the factors that influence customers' purchasing decisions and their satisfaction levels post-purchase is crucial for enhancing brand loyalty and market share. Moreover, with Madurai being a hub of agricultural activity. The purpose of this study is to deliver into the intricate dynamics of customer preferences towards Mahindra tractors in Madurai City. By exploring various aspects such as product features, brand perception, pricing strategies, after-sales service, and overall customer satisfaction, Madurai's unique socio-economic and cultural characteristics may influence customer preferences in ways that differ from other regions. Factors such as landholding patterns, crop types, farmer demographics, and local market dynamics can all play a role in shaping consumers attitudes towards Mahindra tractors. The findings of this study will not only benefit Mahindra as a company but also other stakeholders in the agricultural machinery industry, including dealers, policymakers, and agricultural extension agencies. By doing so, it contributes to both academic knowledge and practical implications for businesses operating in the agricultural machinery sector.

1.2 STATEMENT OF THE PROBLEM:

The statement of the problem for Mahindra tractors customer preference could involve understanding factors influencing purchasing decisions, evaluating satisfaction levels, and identifying areas for product improvement. It aims to explore what drives consumers to choose Mahindra tractor their expectations, and any challenges they may face, ultimately providing insights for enhancing the brand's market positioning.

1.3 REVIEW OF LITERATURE:

Santosh Kumar Sharma (2010), in his article" Customer Satisfaction towards Mahindra bolasuSLX" stated that Mahindra & Mahindra (M&M), the market leader in multi-utility vehicles in India. The company started manufacturing commercial vehicles. Mahindra is best known for utility vehicles and tractors in India, its automotive division, the company's oldest unit (founded in 19451, makes jeeps and three-wheelers (not passenger "auto rickshaws" but utilitarian delivery and flatbed incarnations) M&Ms farm equipment sector, India's green revolution, manufactures tractors and industrial engines. M&M produces military vehicles.

Dr. R. Menaka (2015) in her article A Study on Role of Automobile Industry in India and Ito Customers Satisfaction" stated that the industry also provides well-paying jobs with good benefits, has heavy linkages with supplier Industries (which gives it an oversized role in economic development), and bas a strong political influence. Satisfaction is a crucial concern for both customers and the organizations. Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer

satisfaction in strategy development for customers and market oriented cannot be under determined. Nowadays it has become a very important factor for each and every organization to enhance the level of customer satisfaction.

1.4 OBJECTIVES OF THE STUDY:

- ❖ To know the user's preference about Mahindra tractors.
- ❖ To find out those factors that influence the purchase of Mahindra tractors.
- ❖ To examine brand perception and trust.
- ❖ To know the customer preference towards the sales service.
- ❖ To gather information about customer preference towards Mahindra and Mahindra motors in the study area.
- ❖ To provide suggestions for improving the level of satisfaction company service and profitability.

1.5 RESEARCH DESIGN:

PRIMARY DATA:

This study has used primary data for collecting primary data for gathering essential information. A very much organized survey was dispersed to the individual in the form of Google forms. For this study primary data were collected from around the Madurai district.

The primary data were obtained through market survey by Questionnaire method in Madurai region.

SECONDARY DATA:

Secondary data are those which have been already collected by someone else and which already had been passed through the statistical process. The secondary data was collected through web sites, books and magazines.

SAMPLE SIZE:

70 Samples are collected by Google form.

SAMPLING METHOD:

- Convenience sampling method.
- The population being large and the time for the project are limited, urged choose techniques

TOOLS USED FOR THE STUDY:

- Percentage analysis.
- Pie chart.
- Likert's scaling technique.

1.6 DATA ANALYSIS:

The data collected were categorized and tabulated. Various aspects of the themes under study and the observations made from the data were discussed in detail.

SIMPLE PERCENTAGE ANALYSIS:

Simple Percentage Analysis is used to indicate more clearly

the relative size of two or more numbers. In the present study this analysis was made to determine the percentage of respondents falling under each category and to calculate the usage of various recruitment and selection methods.

$$\text{Simple percentage} = \frac{\text{No Of respondents}}{\text{Total no of respondents}} \times 100$$

Likert scaling is a widely used technique in survey research to measure attitudes, opinions, and perceptions of respondents. Named after its creator, RensisLikert, who developed it in 1932, score values of 5,4,3,2,1 are given to categories scores obtained by the respondents is divided by the maximum possible scores secured and multiplied by 100

TABLE SHOWING FACTORS INFLUENCING PURCHASE DECISION OF MAHINDRA TRACTORS.

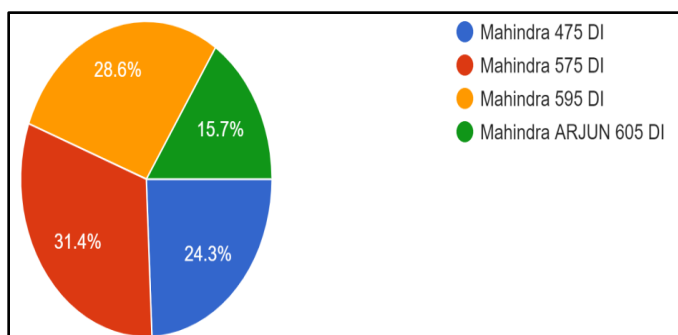| FACTORS	NO OF RESPONDENTS	PERCENTAGE
Price	23	33
Quality	29	41
Fuel Efficiency	14	20
Recommendations from others	4	6
Total	70	100
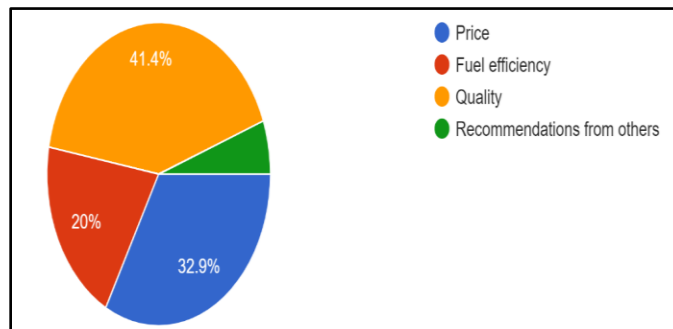
INTERPRETATION:

The above table clearly shows that most of the respondents opinion quality with 41% and 33% of the respondents says price, 20% & 6% for others.

TABLE SHOWING FAST MOVING MAHINDRA TRACTOR MODEL

| MODELS	NO OF RESPONDENTS	PERCENTAGE
Mahindra 475 Di	17	24
Mahindra 575 Di	22	31
Mahindra 595 Di	20	29
Mahindra Arjun 605 Di	11	16
Total	70	100

INTERPRETATION:

The above table clearly shows that most of the respondents opinion Mahindra 575 Di with 31% and 29% of the respondents says 595 Di, 24% & 16% for others.

TABLE SHOWING TYPE OF MAHINDRA TRACTOR PURCHASED IN LARGE NUMBERS

TYPES	NO OF RESPONDENTS	PERCENTAGE
Compact	37	54%
Heavy-duty models	33	46%
TOTAL	70	100%
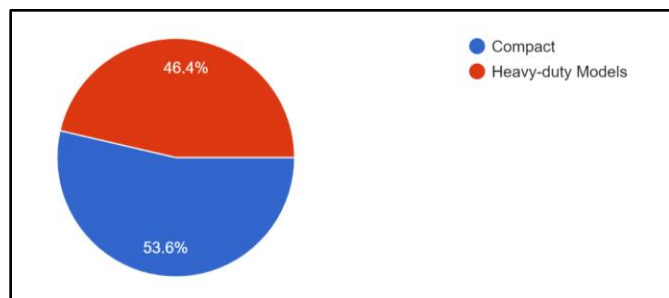
INTERPRETATION

The above table clearly shows that most of the respondents purchased compact tractors with54% and 46% of the respondents purchased heavy duty models.

1.7 FINDINGS:

41% of respondents are perceived that quality is the main factor in purchasing decisions.

20% of the respondents said only fuel consumption.

31% of the respondents use Mahindra 575 Di.

16% of the respondents have used Mahindra ARJUN 605 Di.

54% of the respondents purchased compact tractors.

CONCLUSION:

Mahindra Tractor is a clear winner when it comes stamina. The designers of this tractor have given a lot of thought to its styling, graphics and contours. The stylish head lamps smartly merge into the tear drop fuel tank while the tail lamp also looks could as it emerges from the body. The tank style should be changed so that it sets the Laps of the rider to suit well and come out with new colors.

"All men like to think they can do it alone, but a real man knows there's no substitute for support. Encouragement or a crew." It makes the student use his theoretical knowledge in practice and gives human insight into the working of a firm. Personally, my own opinion is that each type of report writing should be included as a part of the curriculum for all other courses.

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