

Customer awareness and parameters that influence in purchasing the tractor

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Abstract

All of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and buying power. These can be consumable goods, durable goods, specialty goods or, industrial goods. The purpose of this study is to examine the Customer Awareness and Parameters that influence in purchasing the tractor. A sample of 200 respondents were selected (100 rural respondents and 100 urban respondents). The objective of the study was to study the customer awareness regarding Sonalika Tractors. The study is based on both primary data and secondary data. The primary data was collected through structured questionnaire for which samples of 100 respondents were selected for this study. The collected samples using convenient sampling method was validated and took it for further analysis. Secondary data is also been collected from database sites and articles. The collected data were analyzed with the suitable tools like Chi – Square tools with the following assumptions were made on the onset of the project.

Keywords: Awareness, purchasing, tractor, industrial goods.

Introduction

Management is the youngest of sciences and oldest of arts and consumer awareness in management is a very young discipline. Various scholars and academicians concentrated on it at a much later stage. Marketing starts with the needs of the customer and ends with his satisfaction. When every thing revolves round the customer, then the study of consumer awareness becomes a necessity. It starts with the buying of goods. Goods can be bought individually, or in groups. Goods can be bought under stress to satisfy an immediate need), for comfort and luxury in small quantities or in bulk. For all this, exchange is required. This exchange is usually between the seller and the buyer. It can also be between consumers. Consumer awareness can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.

This definition clearly brings out that it is not just the buying of goods/ services that receives attention in consumer awareness but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This leads to internal and external research. Then follows a process of decision-making for purchase and using the goods, and then the post purchase awareness which is also very important, because it gives a clue to the marketers whether his product has been a success or not. To understand the likes and dislikes of the consumer, extensive consumer research studies are being conducted. These researches try to find out:

- What the consumer thinks of the company's products and those of its competitors?
- How can the product be improved in their opinion?
- How the customers use the product?
- What is the customer's attitude towards the product and its advertising?

- What is the role of the customer in his family?

Consumer awareness is a complex, dynamic, multidimensional process, and all marketing decision is based on assumptions about consumer awareness. There can be many benefits of a product, for example, for owning a motor bike one can be looking for ease of transportation, status, pleasure, comfort and feeling of ownership. The cost is the amount of money paid for the bike, the cost of maintenance, gasoline, parking, risk of injury in case of an accident, pollution and frustration such as traffic jams. The difference between this total benefit and total cost constitutes the customer value. The idea is to provide superior customer value and this requires the formulation of a marketing strategy. The entire process consists of market analysis, which leads to target market selection, and then to the formulation of strategy by juggling the product, price, promotion and distribution, so that a total product (a set of entire characteristics) is offered. The total product creates an image in the mind of the consumer, who undergoes a decision process which leads to the outcome in terms of satisfaction or dissatisfaction, which reflects on the sales and image of the product or brand. The 'Sonalika International' after the great success of its 740 model and improved Double Clutch model continued its efforts in manufacturing yet another models with increased Horse Power with foreign technology in the shape of DI 60 and DI-55. These high range tractors have also caught the fancy of the farmers especially with bigger holdings. The company has shown a record growth rate of 124% which has not been registered by any other brand so far and that too within a short duration. It is creditable indeed and speaks of company" spreading its wings at a very fast speed. Keeping in view, the requirements of farmers with small holdings, Sonalika has come out with 3 more small range 725,730 and 732 models a demand of these tractors is catching up day by day. In addition 45 and 50 HP tractors have also been developed to meet with the requirements of middle class farmers.

Sonalika has not stopped. It believes in improving upon its performance and accelerating pace of progress further. Its has yet another feather in its cap when it signed MOU with the world Automobile giant Renault Agriculture France on 30th April 1999. Now Sonalika International will be able to produce tractors with top international technology under the guidance of French and Indian experts at reasonable rates. This will also facilitate India to earn much needed sizeable amount of foreign exchange by exporting tractors made in India to foreign and covering Southeast Asia, Africa and Europe.

The credit for this success goes to Sh. L.D.Mittal, the soft spoken Chairman under whose leadership the company has flourished and is destined to reach still greater heights.

Sh. Mittal however attributes this to ever energetic Sh. A.S. Mittal Managing Director and Sh. Deepak Mittal Joint Managing Director who have been engineering the activities of the company successfully since inception. He has also all praise for the workers, engineers and officers whose dedication and team work has helped the company to reach this enviable position.

Objectives of the Study

1. To study the customer awareness regarding Sonalika Tractors.
2. To study the different parameters influence the customer in purchasing the tractor.
3. To study the major market leader among various market payers.
4. To study consumer's satisfaction towards purchased tractors.
5. To study the factor influencing purchases behavior of customer.
6. To study the various problems faced by customers in their tractor.
7. To study the satisfaction level of the customers with their existing tractor.

Method and Procedure

The study is based on both primary data and secondary data. The primary data was collected through structured questionnaire for which samples of 100 respondents were selected for this study. The collected samples using convenient sampling method was validated and took it for further analysis. Secondary data is also been collected from database sites and articles. The collected data were analyzed with the suitable tools like Chi – Square tools with the following assumptions were made on the onset of the project

Result and Discussion

Table 1: Company's tractor they like most

Companies	No. of Respondents
Tafe	12
Farmtrac	14
Mahindra	11
Sonalika	19
Swaraj	15
John Deer	12
Indofarm	7
New Holland	11

From the above graph it is clear that all the 100 respondents are aware of Tafe, Mahindra, Sonalika, New Holland Tractors, 12 respondents are aware of Swaraj, 14 respondents are aware about Farmtrac, 11 respondents are aware of John Deer and 7 respondents have shown their awareness regarding Indofarm Tractor, 11 respondents are aware of New Holland,17 respondents are aware of Sonalika,13 respondents are aware of Mahindra,11 respondents are aware of Tafe.2. Tractor they own.

Table 1(a): Tractor

Companies	%age of Respondents
Tafe	11%
Farmtrac	9%
Mahindra	26%
Sonalika	15%
Swaraj	22%
John Deer	6%
Indofarm	1%
New Holland	10%

Table A(b): Segment wise HP Range

HP Range	%age of Respondents
Below 30	15%
31-40	65%
More than 40	20%

From the above data it is clear that majority (27%) of the respondents have Mahindra Tractors. 23% of the respondents have Swaraj and 16% respondents have Sonalika Tractors, 10% respondents have Tafe, 9% respondents have New Holland, 8% respondents have Farmtrac, 5% respondents have John Deer and 2% respondents have Indofarm.

It is also revealed from the data of Segmentwise HP Range that majority of the respondents have 31-40 HP range of tractors, 15% respondents have below than 30 HP and remaining 20% respondents have more than 40 HP range of tractors.

Table A(3): Work they generally take from a tractor.

Type of Work	%age of Respondents
Agriculture	80%
Haulage	20%

From the above graph it is clear that majority (80%) of the respondents use tractors for the agriculture purpose and remaining 20% respondents use the tractors for haulage purpose.

Table -A(4): What they expect from a Tractor.

Type of Work	No. of points
Road Speed	10
Ground Clearance	5
Backup Torque	0
Fuel Efficiency	50
Good Looks	5
Less Maintenance	10
Availability	10
Good Resale Value	5
Turning Radius	0

There are many factors on which the success of tractor depends i.e. Fuel Efficiency, Maintenance, and After Sale Services etc. The above question is asked to the respondents with the objective to know the expectation of the customer. From the above graph it is clear that majority of the respondents have given 50 points to Fuel Efficiency. 10 points each are given to Less Maintenance and Availability of workshops /mechanics and road speed. 5 points each are given to ground clearance, goods looks, good resale value and size of tractor.

Table-A 5: Season in which they prefer to buy a tractor.

Season	%age of Respondents
Spring	65%
Summer	15%
Autumn	5%
Rainy	10%
Winter	5%

As the spring season is the season of farmers in India so most of the respondents would like to buy a tractor in Spring Season. From the above graph it is clear that majority (65%) of the respondents would like to buy a tractor in spring season. 15% respondents would like to buy tractor in summer, 10% in rainy season and remaining 5% each in autumn and winter season respectively.

Table-A 6: Financial sector influences them most while buying a tractor.

Particulars	Ranking
Loan Facility	1
Price	2
Discounts	3
Buy Back Scheme	4
Personal Selling	5

With the majority of our country’s population engaged in farming and agriculture, our Farm Equipment Loans help rural India surge ahead in a big way. So majority of the respondents have given first rank to Loan Facility, second to Price, third to Discounts, fourth to Buy Back Scheme and fifth to Personal Selling.

Table 2: Factors affect to the choice of a tractor.

Factors	Scale
Brand Name	9
After Sale Services	8
Availability of spare parts	8
Kind of work to be taken from the tractor	9
Coverage area	8
Fuel Efficiency	9
Warranty	8

There are many factors which affects the buying behavior of the customers like brand name, after sale services, availability of spare parts etc. From the above data it is clear that majority of the respondents have given 9 point scale each to Brand name, kind of work and Fuel Efficiency. 8 points each are given to after sale services, availability of spare parts, coverage area and warranty of the tractor.

Table 3: Problems faced by them in tractor.

Problems Faced	Rating
Oil Leakage	3
Differential Noise	3
Non Availability of spare parts	3
Slow Speed	3
Not Good for Trolley	3
Clutch Plate Problem	4
Gear Box Noise	4
Less Backup Torque	4
Heating of engine	4
Not Fuel Efficient	5
Frequent maintenance required	5
Heavy drop in RPM	5
Front Lifting	7

From the above graph it is clear that majority of the respondents have rated Front Lifting as the major problem which is faced by the customers followed by other problems like Oil Leakage, Differential Noise, Non Availability of spare parts, Slow Speed etc.

Table 4: Satisfaction level of customer regarding tractor.

Highly Not Satisfied	Not Satisfied	Neutral	Satisfied	Highly Satisfied
0%	5%	10%	75%	10%

From the above graph it is clear that majority (75%) of the respondents are satisfied with their tractor, 10% feels highly satisfied, 10% says neutral and 5% are not satisfied with their present tractor.

Table 5: New features they expect from tractor manufacturers.

High Fuel Efficiency	60%
Heavy Front Alignment	15%
Break System	10%
Gear Shifting	10%
Others	5%

From the above graph it is clear that majority (60%) of the respondents want high fuel efficiency, 15% want heavy front alignment, 10% want change in break system, other 10% respondents want soft gear shifting and remaining 5% respondents want other new features in their tractor.

Table 6(a): Have you seen Sonalika advertisements.

Response	No. of Respondents
Yes	80
No	20

Table -6(b): Sources of advertisement

Sources of advertisement	No. of Respondents
Newspaper /journals	50
Through Reference	10
Wall Paintings	15
Hoardings	10
Exhibition /Trade Shows	0
Through Supplier Visit	15
Radio FM	20
Others	10

From the above data it is clear that out of 100 respondents 60 respondents have seen Sonalika advertisements. So Sonliaka should put more emphasis on TV advertisements.

45 respondents have seen advertisement of Sonlika in newspapers and journals, 20 respondents have heard the advertisement of Sonalika in Radio FM. 15 respondents have Sonlika ad in wall paintings and other 15 respondents have come to know about Sonlika advertisement through supplier visit. 10 respondents have come to know about Sonalika Ad through hoardings, references and remaining 5 respondents through other sources.

Conclusion

- From the above study it is clear that majority (80%) of the respondents use tractors for the agriculture purpose and remaining 20% respondents use the tractors for haulage purpose.
- There are many factors on which the success of tractor depends i.e. Fuel Efficiency, Maintenance, After Sale Services etc. From the study it is clear that majority of the respondents have given 50 points to Fuel Efficiency. 10 points each are given to Less Maintenance and Availability of workshops /mechanics and road speed. 5 points each are given to ground clearance, goods looks, good resale value and size of tractor.
- As the spring season is the season of farmers in India so most of the respondents would like to buy a tractor in Spring Season. From the above study it is clear that majority (65%) of the respondents would like to buy a tractor in spring season. 15% respondents would like to buy tractor in summer, 10% in rainy season and remaining 5% each in autumn and winter season respectively.
- With the majority of our country's population engaged in farming and agriculture, our Farm Equipment Loans help rural India surge ahead in a big way. So majority of the respondents have given first rank to Loan Facility, second to Price, third to Discounts, fourth to Buy Back Scheme and fifth to Personal Selling.
- There are many factors which affects the buying behavior of the customers like brand name, after sale services, availability of spare parts etc. From the above data it is clear that majority of the respondents have given 9 point scale each to Brand name, kind of work and Fuel Efficiency. 8 points each are given to after sale services, availability of spare parts, coverage area and warranty of the tractor.
- From the above research it is clear that majority of the respondents are influenced by mechanics, spare parts shops and old customers during purchase of a particular brand of tractor.
- Majority of the respondents have rated Front Lifting as the major problem which is faced by the customers followed by other problems like Oil Leakage, Differential Noise, Non Availability of spare parts, Slow Speed etc.
- Most of the respondents are satisfied with their tractor i.e. 75%, 10% feels highly satisfied, 10% says neutral and 5% are not satisfied with their present tractor.
- From the above study is clear that majority of the respondents are brand loyal so majority of the respondents said that Sonalika is brand that they can trust. Second rank goes to well built, third to quality, fourth to good value for money and fifth rank goes to expensive.

- It is also revealed from the study that majority (60%) of the respondents want high fuel efficiency, 15% want heavy front alignment, 10% want change in break system, other 10% respondents want soft gear shifting and remaining 5% respondents want other new features in their tractor.
- From the above study it is clear that out of 100 respondents 60 respondents have seen Sonalika advertisements. So Sonliaka should put more emphasis on TV advertisements.

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