

A STUDY ON CUSTOMER PERCEPTION AT MEHENDRA TRACTORS

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ABSTRACT

This is discussing understanding about the how customer view a certain product based on their own conclusion. These conclusions are derived from a number of factors, such a price and overall experience. This paper has started with concept of customer perception and has demonstrated the modal factors affecting the customer perception.

The main objective of this paper is to critically appraise various customer perception modals and benefits. The success of a business depends upon its ability to attract and retain customers that are willing to purchase goods and services at prices that are profitable to the company. Consumer perception describes how customers and potential customers view a company and its products and services.

Consumer perception is important to businesses since it can influence consumer behavior, which ultimately affects the profitability of a business. Many businesses spend large amounts of resources to influence consumer perceptions

1. INTRODUCTION

MEANING OF CUSTOMER PERCEPTION

Customer perception is how customer feels about your product and brand. It's an opinion that they have formed through every interaction had with your company both direct and indirect.

IMPORTANCE OF CUSTOMER PERCEPTION

Make sure that a customer a from your place because she will take this emotion back to his friends and family and tell about this experience to one and all.

2. OBJECTIVES OF THE STUDY

The main objective of the study is obsure the customer perception in Mahindra tractor.

1. To analysis the customer preparation levels of Bharani motors at Kallakurichi.
2. To find out the impact of customer preparation levels such as in service quality, financial service, Market situation & product quality of Bharani motors at Kallakurichi.

• BRAND LOYALTY-

It is important that both brand and customer perception tally.

Sometimes what the brand is off erring may differ from what he customer perceives.

• CUSTOMER RETENTION

Serious competition forces the brand to decrease their prices because they want to win over customer loyalty at any cast

• INFLUENCES CUSTOMER PERCEPTION

Customer perception can change based on a variety of internal and external factors such as.

• PAST EXPERIENCES

Every interaction a customer has with your brand is on opportunity for you to impact their opinion of your company. Delivering consistently positive experiences can build trust between customer and your brand. Lead to a loyal customer base.

• PRICE

Many consumers between service providers. Prices that are too high too low may detract from the public's perception of your brand strategic pricing strategies based on market research competitor practices and your business's financial needs.

• QUALITY

Product quality can influence customer's perception of your brand. When your product or service exceeds expectations customer feel they received a good deal.

• **USABILITY**

Customer generally prefer products that are easy to and have clear directions the ease with buyer can interact with your product and use them to solve a problem can influence their feelings about your brand.

• **LOCATION**

Customer value convenience and where your company is located can impact whether certain consumer choose to purchase your product so services.

• **CUSTOMERSERVICE**

Customer service is an important facet of how clients and customers view your business. Effective customer service can make customers feel appreciated, heard and respected. even when customer have an issue with a product or service a productive experience with your customer care team that meets their expectations and solve the problem quickly can leave customer with an overall positive perception of your company.

• **MARKETING**

Marketing strategies deliver messages to the public about what your company is what it values and better than the competition. Your receiving the messages from arrange of mediums and can use them to develop pan opinion of your brand.

3. RESEARCH METHODOLOGY

Research methodology is way to systematically solve the research problem. It is a plan of action for a research project and explains in detail how data are collected and analyzed. Research methodology may be understood as a science of studying how research is done scientifically. It can cover a wide range of studies from description and investigation to the construction of sophisticated experiment.

A clear objective provides the basis of design of the project. Since the main objective of this study is identify the brand awareness. It was decided to used descriptive research design include surveys and fact - finding enquires of different kinds which found out to be most.

RESEARCH DESIGN

➤ **DESCRIPTIVE RESEARCH**-Descriptive research design is used for this study. It describes the state as it exists at present. Descriptive research includes surveyors and fact-finding in quires of different kind.

DATA COLLECTION METHODS

➤ **PRIMARY DATA** -Primary data were collected through from the “customer perception in BHARANI MOTORS (MAHINDRA TRACTORS) PRIVATE LIMITED using the questionnaire. Only limited number of data is collected from the customer perception through primary data.

➤ **SECONDARY DATA**- Secondary data means already collected information like website, journals, magazine, newspaper, and books. I have used in secondary data are website and books.

DATA COLLECTION TOOL

➤ **QUESTIONNAIRE**- A Questionnaire is a search instrument consisting of a series of questions and prompts for the purpose of gathering information from respondents. Although they are often designed for statistical analysis for the responses this is not always the case.

SAMPLING TECHNIQUES

The sampling method adopted for this study was simple random sampling. Random sampling sometimes known as grab or opportunity samplings. Is the method of choosing items in an structured manner from the population frame. Though almost impossible to treat meticulously, it is the method most commonly employed in many practical situations.

DEFINITION OF SAMPLE

he selected respondents constitute what is technically called a sample. The group consisting of these known as sample.

➤ **SAMPLE SIZE**- Sample size is 50. It was collected by using questionnaires.

➤ **SAMPLE AREA**- The survey conducted in BHARANI MOTORS [MAHINDRA TRACTOR] Private limited.

4. TOOLS FOR ANALYSIS

To arrange and interpret the collected data the following statistical tool were used.

a. Percentage analysis.

b. Correlation.

PERCENTAGE ANALYSIS

Percentage refers to special kind of ration. It is used in making comparison between two or series of data. It is used to describe relationship. It is used to analyses the data. Bar charts, pie charts were used to explain ambulation clearly.

➤ FORMULA:

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Number of respondents}} \times 100$$

CORRELATION- The degree of relationship between the variable under consideration is measured through the correlation analysis. Correlation analysis deal with the association between two [or] more variables.

This correlation statistical device whish help using analysis two correlations of two [or] more variables.

CORRELATIONS

		SERVICE QUALITY	FINANCIAL SERVICE	MARKET SITUATION	PRODUCT QUALITY
SERVICEQUALITY	Pearson Correlation	1	-.073	-.155	-.187
	Sig.(2-tailed)		.615	.283	.193
	N	50	50	50	50
FINANCIALSERVI CE	Pearson Correlation	-.073	1	-.193	-.129
	Sig.(2-tailed)	.615		.180	.371
	N	50	50	50	50
MARKETINGSITU ATION	Pearson Correlation	-.155	-.193	1	-.144
	Sig.(2-tailed)	.283	.180		.317
	N	50	50	50	50
PRODUCT QUALITY	Pearson Correlation	-.187	-.129	-.144	1
	Sig.(2-tailed)	.193	.371	.317	
	N	50	50	50	50

Interpretation

The about table show that the correlation between quarrel customer perception service quality (0.615), Financial Service (0.615), Marketing survey (0.283), Products (0.193) Finally all customer perception factors is non-significant.

5. FINDINGS

- It is found that 96% of the respondents are male.
- It is found that 32% of the respondents belongs to the age31-40
- It is found that 36% of the respondents belong to the upto higher school level.
- It is found that 58% of the respondents belong to the occupation professional worker.
- It is found that 48% of the respondents belong to the200001-30000.
- It is found that 86% of the respondents are married.
- It is found that 60%oftherespondents strongly agree the features of the tractors.

It is found that 74% of the respondents are strongly agree to test drive

6. SUGGESTION

- Mahindra tractor companies should have to reduce price, so that every consumer can afford the best deal.
- Design and features should be affordable and easy to handle.
- Quality and status symbol should have to be kept in mind when consumers likes to buy tractor.
- Better sales promotions to be launch by the company so that consumers can have a better knowledge of all types of branded tractor variety in the market.
- Sum for gift and discounts should have to increase.
- Guarantee/Warranty have to be increase so that consumer like to buy the product having long lasting durability.

7. CONCLUSION

At the end we can say that India have very good position in tractor industry. In 1999 the sale of Mahindra products is the major player of Mahindra products industries but the Mahindra volume is more from others. According to my research in rural areas (the fuel efficiency of the Mahindra products more influences the consumer behavior) the big reason of that the prices of petrol are increasing day by day. In rural areas the people don't consider the factors like resale value and spare part cost and brand image TV ad are more effective in rural areas. In rural areas consumer less consent rate on magazine and newspaper add. Special festival offers attract the customers. People mostly buy the luxuries at the time of festival. Mahindra satisfies the customer with comparison to others. Because the others have not resale value and it's pick up is not good. At the end we can say that the consumer wants some modifications in both brands. That is lot of different factors (age, income, occupation, education, qualification) which affect the perception of the consumer. Finally the overall customer perception in Bharani motors (Mahindra tractors) is low so the above Industry to improve customer perception level.

8. REFERENCES

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