The Study of Rural Marketing Strategies of Mahindra Tractors

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ABSTRACT:
This project is the opportunity for the student to help to gain practical knowledge about the chosen study topic. Tractor is one of the major vehicle for the uses of agriculture. The objectives of the study is to find the factors that influence people to buy Mahindra tractor . well structured questionnaire has been created and collected a total of 105 responses from the peoples around the Kovilpatti. The responses can be used to determine the needs and wants of the users by analyzing the responses that are gathered. The brand awareness are plays an important role in success of business. The aims to investigate the degree of brand identity in the minds of the customers and the perception of customers towards the Mahindra and Mahindra tractors.
Key words : Brand awareness, Rural marketing.

I. INTRODUCTION:
MAHINDRA TRACTOR : It is a tractor used to agriculture, business, other purposes. Most tractors are used to the farming purpose are ploughing, tilling and pulling smallimplements like harvesters, trailers,etc…In the present competitive scenario it is very essential to know the needs of the customers and fulfilled by the company. Consumers satisfaction is themain things, which one is satisfied to expansion and progress in any business. The study is through primary data and other information there by preparing questionnaire. There sample size was 105 consumers. Study of customer's attitude towards the product in hand is also one of the main things then companies and user's relationship is very important to growth the business.

II. REVIEW OF LITERATURE :
Prof. Zarlishshahid Published on: 2017: Brand awareness, Brand equity, Brand loyalty.

AbstractThis paper presents a review about the impact of brand equity and brand awareness on the purchasing intentions of the consumers. The purpose of the paper is to elaborate the relation between the awareness of a brand and the intention of consumer of buying that brand. This has been done by going through different literature and articles by different authors. It will help the readers to come across the work done by various well known authors at one place and hence will help to know how knowing a brand well will affect the consumer in making decision about buying a product.

Mohammad Hamid Published on: 2012: Brand recognized, Brand perception, Product quality, & Product innovation. Abstract: Innovation is one of the most important concerns of each organization and its role in the development and coordination of the market is inalienable. Innovation in all human areas is applicable from product development, methods of management, ways of doing works and etc.In all of definition used for innovation, changing or improvement of the process or product are common. Innovation is a process that begins with introduction to plan of an idea and will become a new function and so it different from creation.The main point is that innovation is different from creativity. In this paper the important of innovation and its crucial role in growth, survival and success of organizations is discussed.

Keller Year: 1993 Abstract: The study is focused on brand learning. Brand awareness, Brand recall and brand recognition. The importance of branding in industrial contexts has increased, yet a comprehensive model of business-to-business (B2B) branding does not exist, nor has there been a thorough empirical study of the applicability of a full brand equity model in a B2B context. This

paper aims to discuss the suitability and limitations of Keller's customer-based brand equity model and tests its applicability in a B2B market. Design/methodology/approach – The study involved the use of semi-structured interviews with senior buyers of technology for electronic tracking of waste management. Findings – Findings suggest that amongst organizational buyers there is a much greater emphasis on the selling organization, including its corporate brand, credibility and staff, than on individual brands and their associated dimensions. Research limitations/implications – The study investigates real brands with real potential buyers, so there is a risk that the results may represent industry-specific factors that are not representative of all B2B markets. Future research that validates the importance of the Keller elements in other industrial marketing contexts would be beneficial. Practical implications – The findings are relevant for marketing practitioners, researchers and managers as a starting-point for their B2B brand equity research. Originality/value – Detailed insights and key lessons from the field with regard to how B2B brand equity should be concept visualized and measured are offered. A revised brand equity model for B2B application is also presented

Sharp Year: 1995 Abstract: All the firms' intangible assets which are distinct from internal& intangible assets. brand awareness brand recall brand image customer relationship.The ability to grow high-quality semi-insulating quantum wells that have both sharp excitonic spectra and ultrafast carrier lifetimes has been an elusive goal. For instance, low-temperature-growth (LTG) GaAs has attracted significant recent attention as a marketable ultrafast second photoconductor. However, investigators concluded that excitons in low-temperature- growth multiple quantum wells (MQW) are too severely broadened for any applicable use.

III.   STATEMENT OF PROBLEM :
This project was carried out to know the rural marketing strategy of Mahindra tractors in Mahindra and Mahindra Ltd In around the Kovilpatti. The study focuses on analyzing from the Mahindra tractor users. Hence it studies marketing activities. The study also how did they buy this tractor, motivating factor, which factor influenced to buy and problems faced by the customer. The result of the study helps the company to customers need and problems. And it also provides a base for the company to know the customers demand and expectations. It helps in understanding the need and preferences of the customers.

OBJECTIVES OF STUDY :
* To study the awareness of brand of tractors in Kovilpatti.
* To analyze the consumer preference on Mahindra tractor.

SCOPE OF STUDY :
The main aim of this study of rural marketingstrategyof Mahindra tractor and aware of people.

RESEARCH METHODOLOGY
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.

DATA COLLECTION :
For this study primary data were collected from around the Kovilpatti.

PRIMARY DATA:
The primary data were obtained through market survey by Questionnaire method in Kovilpatti region

SAMPLE SIZE :
105samples are collected by the Google form.

SAMPLE TECHNIQUES :
In this study, I have used simple random samplings for analysis.

TOOLS USED FOR THE STUDY :
Percentage Analysis Method tool was used for this study.

LIMITATION OF THE STUDY :
* The study was restricted to the kovilpatti surroundings only. Therefore the result of study cannot be generalized to other places.
* Due to time shorten, the extensive research could be taken. The sample size are 105 customers only.
* Analysis data collected by questionnaire from the Mahindra tractor users.
* The customer preference and responses would change over a period of time.

IV. PERCENTAGE ANALYSIS METHOD
Table - 1
Profile of the respondents

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
Age	Below 25	28	26.7%
	25-30 Years	19	18.1%
	31-35 Years	30	28.6%
	Above 35 Years	28	26.7%
	Total	**105**	**100%**
Educational status	High school	45	52.3%
	Graduate	33	38.4%
	Post graduate	4	4.2%
	Others	23	5.1%
	Total	**105**	**100%**
Annual income	Below 40000	18	17.3%
	40000-80000	12	10.6%
	80000-120000	24	23.1%
	120000 and above	51	49%
	Total	**105**	**100%**

INTERPRETATION AND ANALYSIS :
It can be gathered from the above table the majority of the respondents belongs to the age group of below 25 years and above 35 years, 85.8 % of the respondents from the farmers. 52.3% of the respondents from the high school level, 49% of the respondents annual income is 120000 and above.

Table – 2
Consumer awareness on Mahindra tractor

VARIABLES	FACTORS	FREQUENCY	PERCENTAGE
Which mode want to buy	Cash	49	46.7%
	Bank loan	32	30.5%
	Finance	24	22.9%
	Total	**105**	**100%**
What factor influenced	Advertising	22	21%
	Relatives	27	25.7%
	Company goodwill	14	13.3%
	Self	35	33.3%
	Others	7	6.7%
	Total	**105**	**100%**
Motivating factor	Price	16	15.4%
	Model	24	23.1%
	Quality	32	30.8%
	Goods and services	23	22.1%
	Brand	9	8.7%
	Total	**105**	**100%**
How did you come to know	TV adds	18	17.1%
	Magazines	17	16.2%
	Words of mouth	48	47.5%
	Others	16	15.2%
	Total	**105**	**100%**

INTERPRETATION AND ANALYSIS :

It is revealed from the above table the 46.7% of the respondents said cash mode to buy, 30.8% of the respondents motivating factor is quality of the tractor , 47.5% of the respondents said words of mouth to come to know. 33.3% of the respondents are self factor influenced to buy this tractor.

Table – 3
Consumer preference on Mahindra tractor

VARIABLE	FACTOR	FREQUENCY	PERCENTAGE
Ownership	Single	80	76%
	Duel	25	24%
	Total	**105**	**100%**
Purpose of purchasing tractor	Agriculture	53	50.5%
	Business	30	28.6%
	Other purpose	22	21%
	Total	**105**	**100%**
Satisfied after sales and service	Excellent	23	21.9%
	Good	49	46.7%
	Neutral	25	23.8%
	Average	6	5.7%
	Poor	2	1.9%
	Total	**105**	**100%**
Aware of different brands	Mahindra	48	45.7%
	Escort	21	20%
	Swaraj	24	22.9%
	Eicher	12	11.4%
	Total	**105**	**100%**
Vehicle performance	Excellent	28	26.7%
	Good	47	44.8%
	Neutral	25	23.8%
	Average	4	3.8%
	Poor	1	1%
	Total	**105**	**100%**
About pricing	Very high	19	18.1%
	High	54	51.4%
	Reasonable	30	28.6%
	Less	2	1.9%
	Total	**105**	**100%**
Problems faced	Mileage	17	16.2%
	Engine repairs	42	40%
	Hydraulic pumps	29	27.6%
	Others	17	16.2%
	Total	**105**	**100%**

INTERPRETATION AND ANALYSIS :

The above table majority of the respondents 74% said ownership of the tractor is single, 50.5% of the respondents said purpose of purchasing the tractor for agriculture, 46.7% of the respondents said satisfied after sales and services is Good, it's found that most of respondents said Mahindra is good compared with other tractors, 44.8% of the respondents said vehicle performance is good, 51.4% of the respondents said the price of the tractor is high, 40% of the respondents said engine problems are faced by the customers.

V. FINDINGS :

- Most of the respondents education qualification are High school
- From the study it is found that Mahindra is leader the of tractor industry.

- It is found that most of the respondents give more preference to Mahindra tractors.
- From the survey it is found that most of the respondents are unaware of Mahindra and Mahindra services.
- Majority of respondents are purpose of purchasing the Mahindra tractor are Farmers.
- From the study it was found that most ofthe respondents want to use the Mahindra tractors performance is good .
- From the survey it was found that according to respondents quality of tractor help to build good brand image.
- Most of the respondents to know from words of mouth to buy this tractor.

VI.   SUGGESTI0N :

One of the major problem for the rural areas, users of tractors facing in tractor mileage, it would be nice if the tractor mileage increased.Most of the tractor users want to the increase their service centers. The company should increase field assistants, to know the problems faced by the customers. The tractor price is high because they are using their tractor for agriculture based activities, so to reduce the tractor price and also increase the sales.

VII.   CONCLUSION :

After doing this project in Mahindra tractors have a good market share in kovilpatti and good learning experience for me. According to survey majority of the users satisfied with overall services provided by Mahindra tractors. Its overall performance is very good in the kovilpatti. I observed the users more trust its brand name and quality it is easy to retain their customer. In around the kovilpatti to others companies Mahindra is higher position in the kovilpatti. The main competitors of Mahindra tractor in this scenario Escort and Swaraj tractors, I come to know the marketing strategies helps to increase the sales and services, and they applied and executed.

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