

Consumer aptitude on swaraj tractor

With special reference to Ranebennur

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Abstract: Human wants can be satisfied by goods and services. It can be through the process of production, it is absolutely necessary on the part of the produces. To know the value structure of the society and preferential motive of the consumer because profit in the main objective motive of producers.

Due to recent developments and industrial revolution, now it is easy to accept the new technology for agriculture lands. Its due to this people can utilize the modern techniques to improve their agriculture productivity. The new technology, which can be, adopted for agriculture productivity for example Tractors.

A tractor plays an important role in the agriculture industry. Without the help of tractor the farmers take a lot more time to plough their field. Thanks to modernization, the tractors make the work of the farmers to be finished on time. It also acts a travel accommodation to the village people those who travel daily from village to the city.

A tractor not only help the farmers in plough their fields but also help in the other day to day work of the farmer either it carry people those who travel from village to city. It also to carry bulk of goods from one place to another.

Due to finance facility scheme, the farmers get easy installments to purchase the tractors with the less rate of interest. So due to the easy installment every farmer can fulfill their dream to acquire the tractor to plough their agricultural land.

INTRODUCTION

A strategy is what you are giving to do, a marketing strategy is the Sink between the product and the market, it provides the much desired direction for allocating the marketing effort. It is translated into an action plan through the tools of marketing management. These tools together are called as 'Marketing Mix'.

According to the professors "KEELEY" and "LAIOR" marketing mix is imposed of a large battery of devices which might be employed to induce consumers to buy a particular product.

According to "Phillip Kotlar" the firms task is to fin the best solution for its marketing decision variables. The settings constitute its marketing mix.

In other words, marketing mix is the blend or the compound of ail the marketing efforts housing round.

MARKET LEADER STRATEGIES:

The SWARAJ Company Ltd. has the largest sale of tractors. It usually leads the other company in price changes, new product introduction, distribution coverage and promotional intensity.

The various marketing strategies adopted by SWARAJ company and its dealers are explained as below:
and **provides** from test drive, with a view and educate them at dealer

1 Free service programme: Free service coupons are provided with the purchase of new vehicle and if any parts are damaged with in the guarantee period, they are reported at free of cost by the dealer.

2 Free checkup campaign: Once or twice in a year the dealer and service engineers of the company arrange free checkup campaign and the customers are educated about the efficient handling of the vehicle.

3 Advertisement: With a view to create demand for the product in the mind of the customers and to improve the competitive strength, the company advertises its vehicles through various media such as T.V., Newspaper, Magazines, Signboard etc.

4 Field staff: Dealers will send their field staff to villages, rural and urban areas to educate the customers about the uses of vehicle and also takes orders.

On the basis of survey finding it is observed that majority of customer have expressed their satisfaction about the performance & outlook, designs of Swaraj tractor offered by Swaraj and Company. Some of the respondents have given suggestion for improvements in the

tractors. On the basis of survey findings the following suggestions are made to Swaraj Company and its dealers.

SUGGESTION:

1. Many consumers felt that the price of spare parts of swaraj tractors very high therefore they suggested for the reduction in the price .
2. Swaraj company should adopt latest technologies for further improvement of the fuel efficiency of its tractors.
3. The users have suggest that performance of swaraj tractors are just moderate so, they want buy further Performance of swaraj tractors.

CONCLUSION:

Now we can recall the things discussed in earlier pages.

India is an agricultural country, where 70% population of the country is engaged in agriculture and thus tractors have emerged as one of the major requirements of the agricultural masses.

Among major players in the tractor segment, Swaraj has successfully emerged as the market leader in the total tractor market. With a continuous improvement in its models & technology, it has earned a good reputation in the every hook & corner of the country. Apart from this Swaraj company ltd. also export a considerable range of products.

In Ranebennur city, the sale of Swaraj is increasing at a steady rate. The credit of which duly goes to the efforts made by the company and it's the dealers giving the best technology product and service to the prospective customers. The survey conducted in Ranebennur city has provided much information and suggestions from the respondents of the survey, from these information & suggestions, it was noted that many customers largely prefer Swaraj . Some of the respondents have expressed that after sales service provided by the dealers is satisfactory, some of them expressed that mileage must be increased and some of them said that new shape and design of tractors must be introduced. As Indian farmers are poor, they don't have adequate finance for purchasing the tractors. So govt. has introduced many financial institutions for providing loans to the farmers at low rate of interest and which is boosting the sales of tractors in the economy.

From the above discussions, we can conclude that Swaraj Tractors have earned a lot of reputation in Indian tractor market. It is 'earning a good income every year. Large numbers of respondents are satisfied with the performance & quality of service provided by the Swaraj Tractors &, its dealer. How ever, further improvement must be made by Swaraj Tractors to compete with other tractor manufacturing companies

Books:

1. Dealer Report - Sri Vemon Motores
2. Marketing Management - Philip Kotlar
3. Marketing Management - Mr.Ashok Ajareddy

Websites:

1. www.swarajmazda.com
2. www.google.com
3. www.wikipedia.com ;