

# **Project Report**

**“ A STUDY ON MARKETING STRATEGIES ADOPTED BY MAHINDRA & MAHINDRA WITH RESPECT TO MAHINDRA TRACTOR HINGNA, NAGPUR”**

Submitted to:

**DMSR**

**G.S. College of Commerce and Economics, Nagpur  
(An Autonomous Institution)**

In partial fulfilment for the award of the degree of  
**Master of Business Administration**

Submitted by:

**Sanket Raut**

Under the Guidance of:

**Prof. Shubhangi Jepulkar**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited “A” Grade Institution**



**Academic Year 2022-2023**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution**



**Academic Year 2022-2023**

**CERTIFICATE**

This is to certify that **SANKET RAUT** has submitted the project report titled, “**A Study on Marketing Strategies Adopted by Mahindra & Mahindra With Respect to Mahindra Tractor Hingna, Nagpur**” towards the partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to **Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.**

**Prof. Shubhangi Jepulkar**  
**(Project Guide)**

**Dr. Sonali Gadekar**  
**(Co-ordinator)**

**Place: Nagpur**

**Date:**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited "A" Grade Institution**



**Academic Year 2022-2023**

**DECLARATION**

I here-by declare that the project with title “A Study on Marketing Strategies Adopted by Mahindra & Mahindra With Respect to Mahindra Tractor Hingna, Nagpur” has been completed by me in partial fulfilment of **MASTER OF BUSINESS ADMINISTRATION** degree examination as prescribed by **DMSR, G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course under taken by me.

**Sanket Raut**

**Place: Nagpur**

**Date:**

**Department of Management Sciences and Research,  
G.S. College of Commerce & Economics, Nagpur  
NAAC Accredited “A” Grade Institution**



**Academic Year 2022-2023**

**ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Swati Kathaley**, Principal, G. S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide Prof. Shubhangi Jepulkar for her guidance throughout the project. I tender my sincere regards to the Coordinator, **Dr. Sonali Gadekar** for giving me guidance, suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

**Sanket Raut**

**Place: Nagpur**

**Date:**

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## I. INTRODUCTION

Marketing is a total system of business, an ongoing process of Discovering and translating consumer needs and desire into product and services, creating demand for these product and services. Serving the consumer demand with the help of marketing channels, and then in turn, expanding the market even in the face of keen Competition. The marketing objectives, developed the marketing plan, or program and control the marketing program to assure the accomplishment of the marketing object.

The term marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions. It proposes that in order to satisfy its organizational objectives, an organization should anticipate the needs and wants of consumers and satisfy these more effectively than competitors.

Tractor, a self-propelled unit used to pull loads, to carry and operate tillage, cultivating and harvesting machinery and to provide power through the suitable belt pulley. power take off, or other power outlet, to drive stationary and drawn implements and machines.

As distinguished from "traction engines", which were self-propelled steam engine tractor are powered with internal combustion engines.

### Marketing Strategies of Mahindra Tractors

- Company mechanics go around to villages twice a week to provide after sales service, an important factor in the decision to purchase consumer durables.
- It was clear that the availability of spare parts was very easy.
- The engine was an instant hit because rural mechanics found it easier to service, since locals were very familiar with the Mahindra Jeep engine.
- Claiming itself India's No. 1 Tractor manufacturer.
- Excellent mileage leaving others far behind.
- Farmer's choice, of tractor size, is a compromise, between, the utility of the tractor, for multiple uses, haulage and its price.
- M&M regularly organize service camps in rural areas. They invite, battery, fuel injection and other component suppliers to participate.

## **Advertisement Tools**

- Banners and Posters
- Printing and calendars
- Catalogue advertising
- Window display
- Pamphlets advertising
- Construction of circles
- Gift bags/carry bags
- Anniversary functions
- News Papers
- Wall Paintings

## **Sales Promotions**

- Good communication system and customer relations service
- Gifts to loyal customers.
- Offering gift with the product (LIVE).
- Free service coupon warranty.
- Fuel check up camp.

## **Selling Process**

The selling process is an important aspect of every organization. Sales operations carried by Mahindra tractors.

- Telephonic Enquiry.
- Walk in customer.
- Sales experience.
- Showroom demonstration.
- Test drive.
- Vehicle delivery.

## **Purpose of Marketing strategy**

We are many companies driven by one purpose Our motivation to give our best every day comes from our core purpose: we will challenge conventional thinking and innovatively use all our resources to drive positive change in the lives of our stakeholders and communities across the world, to enable them to Rise.

Our products and services support our customers' ambitions to improve their living standards; our responsible business practices positively engage the communities we join through employment, education, and outreach; and our commitment to sustainable business is bringing green technology and awareness into the mainstream through our products, services, and light-footprint manufacturing processes



## **Company profile**

Founded in 1945 as a steel trading company, we entered automotive manufacturing in 1947 to bring the iconic Willy Jeep onto Indian roads. Over the years, we've diversified into many new businesses in order to better meet the needs of our customers. We follow a unique business model of creating empowered companies that enjoy the best of entrepreneurial independence and Group wide synergies. This principle has led our growth into a US \$14.4 billion multinational group with more than 144,000 employees in over 100 countries across the globe. Today, our operations span 18 key industries that form the foundation of every modern economy: aerospace, aftermarket, agribusiness, automotive, components, construction equipment, consulting services, defence, energy, farm equipment, finance and insurance, industrial equipment, information technology, leisure and hospitality, logistics, real estate, retail, and two wheelers.

Mahindra & Mahindra Limited (M&M) is a major automaker in India. It is the flagship strategic business unit of the Mahindra Group. The company was set up in 1945 as Mahindra & Mohammed. Later, after the partition of India, Mr. Ghulam Muhammad migrated to Pakistan and became that nation's first finance minister. Hence, the name was changed from Mahindra & Mohammed to Mahindra & Mahindra in 1948. The company first traded steel with suppliers in England and the United States. Real business activity of M&M began by assembling complete knock down (CKD Jeeps in 1949, the company expanded to indigenous manufacture of Jeep vehicles with a high level of local content under license from Kaiser Jeer and later American Motors (AMC).

M&M soon branched out into manufacturing agricultural tractors and light commercial vehicles (LCVS). It later expanded its operations to secure a significant presence in many more important sectors. The company has now transformed itself into a group of business units that caters to the Indian and overseas markets with a presence in vehicles, farm equipment, information technology, trade and finance related services, as well as infrastructure development.

M&M has strong Research & development set up. with over 300 engineers in the automotive division. The company's technical prowess is proven by negligible import content in our vehicle and by design and the development of totally, from upward new contemporary SUV-Scorpio



Type:	Public
Industry:	Automotive
Founded:	2 October 1945; 75 years ago Jassowal , Ludhiana, Punjab, India
Founders:	J. C. Mahindra K. C. Mahindra M. G. Muhammad
Headquarters:	Mumbai, Maharashtra, India
Area served:	Worldwide
Key people:	Anand Mahindra (Chairman) Pawan Kumar Goenka (MD) & (CEO), Dr. Anish Shah (MD)
Products:	Automobiles Commercial vehicles Motorcycles
Parent:	Mahindra Group
Website:	<a href="http://auto.mahindra.com">auto.mahindra.com</a>

## **Company Growth**

Mahindra & Mahindra Ltd. (M&M Ltd.), India's leading SUV manufacturer auto sales numbers which stood at 37,915 units during December 2015 as against 36,328 units during December 2014, representing a growth of 4%. In December 2015, the Medium and Heavy Commercial Vehicles segment sold 528 units, registering a growth of 74%. Exports for December 2015 stood at 3,076 units, registering a growth of 65%.

Much of Mahindra's growth has come from acquisitions. In the last few years, the group bought majority stakes in Korean automaker, IT Company Satyam Computer Services, electric car maker Reva, two-wheeler maker Kinetic, Punjab Tractors and Australia's Gippsland Aeronautics.

## **Future plans**

Mahindra also makes trucks in partnership with Navistar, two wheelers, sedans and electric cars with Reva. The company will increase their share in two-wheeler market in India and surpass their competitors like Hero, Bajaj. Mahindra plans smaller petrol engines for future compact models of cars and to make a compact SUV that would compete with small cars in pricing but would offer the rugged capabilities that become the group's trademark.

## **History**

Mahindra and Mahindra Limited is the flagship company of the Mahindra group, which has been a significant presence in key sectors of the Indian economy. A consistently high performance, M&M has been ranked among the top private sector companies in the country for several years. Mahindra brothers (R.K. Mahindra & S.K Mahindra) make general purpose utility vehicles for Indian market started the company way back in 1945, the was setup at Nasik. The first four-wheeler of their company was Willy Jeep with petrol version engine. This engine was manufactured at France.

But after 1965 they started to produce their own engines DI & DP

D->Direct Injection->Which can be started without battery.

DP >Diesel Peugeot

M&M soon branched out into manufacturing agricultural tractors and light commercial vehicles, the company later expended its operation from automobile and tractors to secure a significant presence in many more important sectors.

largest consumer base in India, North America, South Asia, and to an extent in Australia, Mahindra Tractors is the flagship division of the Mahindra Farm Equipment Sector of Indian conglomerate Mahindra & Mahindra. Mahindra Tractors is the largest manufacturer of tractors in India and manufactures more than 300,000 tractors annually.

Mahindra created a joint venture with the International Harvester and began manufacturing Mahindra Tractors for the Indian market first in 1962. The result was Mahindra's first tractor, the B-275. The idea behind creating this tractor was to create a tractor that could do well on the rugged Indian terrain. It then went ahead and sold 85,000 units of this tractor and since then, there was no looking back for Mahindra Tractors.

The idea behind creating tractors by Mahindra was to support the evolution of the Indian agricultural scenario with modern innovations and technological advancements. Mahindra tried to understand the needs of the farmers and tried to accordingly create products that could accelerate farming. Today, Mahindra has solutions that can help farmers across all stages of farming, i.e., from the preparation of the land to harvesting of crops. The central idea behind Mahindra tractors was not only to make farming easy but to also improve the productivity of the farmers, enable them to prosper, and to secure their future.

### **Today M&M has two main operating divisions:**

The automotive division manufactures utility and light commercial vehicles. The farm equipment division makes agricultural tractors and other farm equipment.

M&M employees more than 25000 peoples and has 6 states of an art manufacturing facilities spread over 500000 sq. meters, it has over 30 sales offices supported by a network of over 500 dealers, 500 authorized service points and 600 stock points across the country, this network is connected to company's plants by an extensive IT infrastructure.

M&M outstanding manufacturing and engineering skills allow it to constantly innovate and new products for the Indian market. Proof of this expertise is the launch of Bolero, a new generation utility vehicle and tile Arjun, a sophisticated agricultural tractor.

The company's commitment to technology-driven innovation is reflected in the setting up of the Mahindra research valley, a 100-acre facility that will house, less than one roof, the company's engineering research and product development wings.

The M&M philosophy of growth is centre on a belief in people. As a result, the company has put in place initiatives that seek to reward and retain the best talent in the industry. M&M are also known for its progressive labour management practices.

In the community development sphere, the company has implemented several programs that have benefited the people and institutions will its areas of measurements.

**Profile of the Mahindra Company:**

Mr. Mahindra is the co-founder of the Harvard Business School Association of India, an association dedicated to the promotion of professional management in India. The association has grown substantially over the years.

He is Past President 2003-04 of the Confederation of Indian Industry and has also been President of the Automotive Research Association of India (ARAI). Mr. Mahindra is a Director of the National Stock Exchange of India Limited appointed under the "Public Representatives" category.

He takes a keen interest in matters related to education and apart from being a Trustee of the K.C. Mahindra Education Trust, which provides scholarships to students; he is also on the Board of Governors of the Mahindra United World College of India. Mr. Mahindra is the Founder Chairman of the Mumbai Festival, which was launched in January 2005. The event was the first comprehensive festival to celebrate the rich cultural diversity of the city. He is the Co-Chairman of the International Council of the Asia Society, New York and Co-President of The Euro India Centre.

**Following are the uses of tractor.**

1. In the field of agriculture tractor have on important role to play in rising productivity.
2. Tractor is used in the field of transportation. The fertilizers can be carried to the field & the produce to the market with the help of tractors. It is also for the purpose of transportation goods from one place to another.

3. Through the use of tractor farm practices were revolutionized & agriculture crops were increased per hectare. Mechanized farming becomes possible through the use of tractors.
4. In stone crushers before the blasting of rocks drilling machines are used to drill the rocks with the help of tractors.
5. Not only has animal power been displaced & human effort reduced through the use of tractors.

## **Board of Directors**

The Group Management Board comprises the Vice Chairman & Managing Director, Presidents of the Business Sectors as well as heads of certain key corporate functions. The Board provides strategic direction and enterprise leadership, facilitates synergistic and symbiotic relationships and creates a shared vision and value-system, across the various Business Units and Companies that make up the Mahindra Group. The membership of the Group Management Board is as follows:

<b>Name</b>	<b>Designation</b>
Mr. Keshub Mahindra	Chairman Emeritus
Dr. Anish Shah	Deputy Managing Director
Mr. Anand G Mahindra	Executive Chairman
Mr. Rajesh Jejurikar	Executive Director
Mr. T N Manoharan	Independent Director
Mr. Vikram	Independent Director
Mr .M M Murugappan	Independent Director
Mr. Haigreve Khaitan	Independent Director
Ms. Shikha	Independent Director
Dr . Vishakha	Independent Director
Mr .C P Gurnani	Independent Director
Mr. Nadir B Godrej	Independent Director
Mr. Nadir B Godrej	Independent Director
Dr. Pawan Goenka	Managing Director & CEO
Mr. Vijay Kumar Sharma	Nominee Director

## **Key People:**



**Anand G. Mahindra**

Vice Chairman & Managing Directors



**Dr . Pawan Kumar Goenka**

MD & CEO



**Dr . Anish Shah**

MD & CEO

## **Vision & Mission Statement**

**Vision:** - Indians are second to none in the world. The founders of our nation and of our company passionately believed this. We will prove them right by belonging in ourselves and by making M&M Ltd. known worldwide for the quality of its product and services.

**Mission:** - We don't have a group-wide mission statement. Our core purpose is what makes all of us want to get up and come to work in the morning

**Values:-** These are the core beliefs on which our organisation has been built, and they are the cornerstones of our success. These enduring values guide our actions, decisions and relationships as we work towards fulfilling our mission

**Tagline:-** Live Young. Live Free. ।  
Kisi Se Kam Nahi



## II. LITERATURE REVIEW

**Santosh Kumar Sharma (2010)** , in his article " Customer Satisfaction Towards Mahindra bolero SLX", stated that Mahindra & Mahindra (M&M), the market leader in multi-utility vehicles in India. The company started manufacturing commercial vehicle. Mahindra is best known for utility vehicles and tractors in India, Its automotive division, the company's oldest unit (founded in 1945), makes jeeps and three-wheelers (not passenger "auto rickshaws," but utilitarian delivery and flatbed incarnations).

**Dipanjay Bhalerao (2014)** , in his article " Study of current marketing behaviour practices for application of marketing behaviour matrix in online marketing " stated that All marketing activity is an aspect of the interaction among organized behaviour systems related to each other in what may be described as an ecological network.

**Sukhjinder Singh (2014)** , in his article " Customer Satisfaction Survey for Various Brands of Tractors: A Case Study" stated that India has the largest market in the world and ranked fourth out of top five countries in the term of tractor population, out of which twenty five percent shares is in Punjab state only. Due to competition in the market, it is hard to add new customer and to satisfy the existing ones. So, the customer satisfaction is critical part for tractor market.

**Dr . R. Menaka (2015)** , in her article " A Study On Role Of Automobile Industry In India And Its 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 has a strong political influence.

**Khursheed Ahmad (2016)** , in his article "After Sale Service Customer Satisfaction with Personalized Attributes for Indian Tractor Industry" stated that There are diversities in the sizes of land, ownership of land, types of soils, crops produced, etc. Indian Tractor Industry is a growing industry which has a wide area of scope for development.

**G. S. Shinde & N.P. Taywade (2016)** , in his article "Customer Satisfaction With Concerning Sales And Service Department Of Mahindra & Mahindra Tractor In Latur District" stated that Customer Satisfaction level of the customer or decline of customers, to know the perception of customers regarding the charges or rates offered by the Mahindra Tractor and to know the any suggestions from customers to improve the service.. Key concern for the industry is its dependence on agricultural income in hands of farmers and the state of monsoon.

### III. PROBLEM STATEMENT

In today's competitive market, the brand plays an important role in every business, so Marketing Strategies is the important task and makes the loyal customers towards the brand is a great challenge in every company.

Based on the above statement I have decided to take up my academic project on the title “ A study on marketing strategies adopted by Mahindra & Mahindra with respect to Mahindra Tractor , Hingna Nagpur”.

There are many problems to be tackled in rural marketing, despite rapid strides in the development of the rural sector. Due to illiteracy, ignorance and low purchasing power of rural consumers.

It has been observed that there is greater dissatisfaction among the rural consumers with regard to selling of different Tractors. whose prices are often half of those of national brands, but sold at prices on par or slightly less than the prices of national brands. Local brands are becoming popular in rural markets in spite of their lower quality.

Some of the common problems are Transportation, Communication, Village Structure in India, Inadequate Banking and Credit Facilities, Market Segmentation in Rural Markets, Branding.

Hence this study has been taken up to understand and analysing the rural marketing strategies adopted by Mahindra Tractors towards their products.

#### **IV. NEED OF THE STUDY (REASON FOR SELECTION OF THE**

This study is an attempt to recognize which type of marketing strategies adopted by the company. How they brought their product into the market. And how they increased their customer attitudes, customer preference, sales & brand awareness in their region.

These days it is very clear that market is having drastic changes and all the companies are acting according to it because to survive in the market and this should be achieved by studying about the customer options and analysing their future requirements.

This study is definitely going to help to analyse the customer and can take necessary steps for the improvement of the services by the company.

Because customers are the real advertisement for any product so the company should be in position to meet the customer requirements and also should maintain the Customer Relationship.

Mahindra Tractor is not only concerned with selling of their products they also concerned with providing service to the customers after selling. So there is necessity for the company to find out the satisfaction level of the customers, at different levels in the company.

Which help the organization to find out the ways in improving the services being provided to the customers, to increase the satisfaction level in them.

## **V. OBJECTIVES OF STUDY**

- To know about the marketing strategies of Mahindra Tractor.
- To know about the marketing method adopted by Mahindra Tractor.
- To know about impact of method on productivity level of company.
- To know about various marketing and advertising techniques of company.
- To know the customer response towards the John Deere tractors.

## **VI. HYPOTHESES OF STUDY**

A hypothesis is a specific statement of prediction.

- There is significant relationship between usage and satisfaction of Mahindra and Mahindra.
- Mahindra and Mahindra Tractors is a solution to the India's agriculture implements.

## VII. SCOPE OF STUDY

The scope of the study basically means all those things that will be covered in the research project. It defines clearly the extent of content that will be covered in the research project.

- The research is applicable in the area of customer decision making process for purchasing the tractor of Mahindra & Mahindra Company.
- The scope of research also helps in understanding the preferences of the customer it would help Mahindra tractor in designing their marketing strategy.
- Through this study we can know about the growth of the Mahindra & Mahindra Tractor Company.
- Through this study Mahindra & Mahindra tractor will know about the availability of its product in the market.
- To understand the marketing strategy applied by the company.
- The study also makes an effort to show the inter relation between the product
- The study focuses on analysing marketing strategies adopted by the Mahindra tractors in the minds of the customers. Hence it studies marketing activities.
- It helps in understanding the need and preferences of the consumer
- The study also makes an effort to show the inter relation between the product and the consumer.
- The study helps the company to give better service. And it also provides a base for the company to know the customers demand and expectations.

## VIII. LIMITATIONS OF STUDY

The limitations of the study are those characteristics of design or methodology that impacted or influenced the interpretation of the findings from your research.

- The study was restricted to the surrounding areas of the Sindhanoor only Therefore the result of the study cannot be generalized to other parts of the country.
- Due to time constraints, the extensive research could not be undertaken Therefore the sample size was restricted to 60 customers only.
- Analysis of data collected from questionnaire was done on the assumption that the respondents have given the correct information.
- Preferences & response of the customers would change over a period of time.
- Recommendations made are within the limited information and experience of the researcher.
- The information collected is not cent percent authentic it can be subject to bias.

## **IX. RESEARCH METHODOLOGY**

Research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. It is an academic activity and as such the term should be used in a technical sense. Research is, thus an original contribution to the existing stock of knowledge making for its advancement. It is a per suit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective & systematic method of finding solution to a problem is “research”.

The data and information needed for the study has been collected from bod primary and secondary sources. The primary sources used for collection of information are questionnaire, personal interviews with the customers of the Mahindra tractors and official interviews in the corporation. In addition to this the information is also collected from secondary source through the net.

### **Research Instrument:**

Structured questionnaire<sup>10</sup>

### **Research Design:**

In the study on attempt is made to evaluate the preface of the company's approach the sales persons about their marketing strategies like advertisement, sales promotion tools esc. these are making to create a awareness of brand in their region of sales

### **Descriptive Research:**

Descriptive research aims to accurately describe a research problem. Descriptive research is a type of research that describes a population, situation, or phenomenon that is being studied.

### **Methodology And Sampling Plan:**

The report is made to find out the consumer behavior towards MAHINDRA TRACTORS by using two sources of data methods of marketing research.

### **Sampling Design:**

Sampling can be defined as the section of some part of an aggregate or totality on the basis of which judgement or an inference about aggregate or totality is made.



### **Convenience Sampling:**

Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the researcher.

The subjects are selected just because they are easiest to recruit for the study and the researcher did not consider selecting subjects that are representative of the entire population.

In all forms of research, it would be ideal to test the entire population, but in most cases, the population is just too large that it is impossible to include every individual. This is the reason why most researchers rely on sampling techniques like convenience sampling, the most common of all sampling techniques. Many researchers prefer this sampling technique because it is fast, inexpensive, easy and the subjects are readily available.

### **Sources of Data Collection**

#### **Primary Data:**

Primary data is being collected during the course of asking questions by performing surveys.

Primary data is obtained either through respondent either through questionnaire or through personal interview.

I have collected the data through both of them.

#### **Secondary Data:**

Are the data already available in the form of print material, website, journals etc.

I have used some Magazines, Newspapers, Websites and course material for that purpose.

I collected some data from website : [www.mahindra&mahindra.com](http://www.mahindra&mahindra.com)

### **Methods of collecting primary data**

#### **Questionnaire method of data collection**

#### **Sampling Method:**

A sample is considered during a research when the size of the population is very large and a set is chosen to represent the whole population, this set is called a sample is a representative of

the population under study. There are two methods of sampling i.e., probability and non probability sampling. To carry out this project study has used non probability sampling method.

**Sampling Frame:**

The sample frame represents the groups of respondents that were contacted during the survey it also represents the profession of the respondents that were connected for data.

**Data Collection:**

Data collection took place with the help of filling of questionnaires. The questionnaire method has come to the more widely used and economical means of data collection. The common factor in all varieties of the questionnaire method is this reliance on verbal responses to questions, written or oral. I found it essential to make sure the questionnaire was easy to read and understand to all spectrums of people in the sample.

**Research Universe of study :**

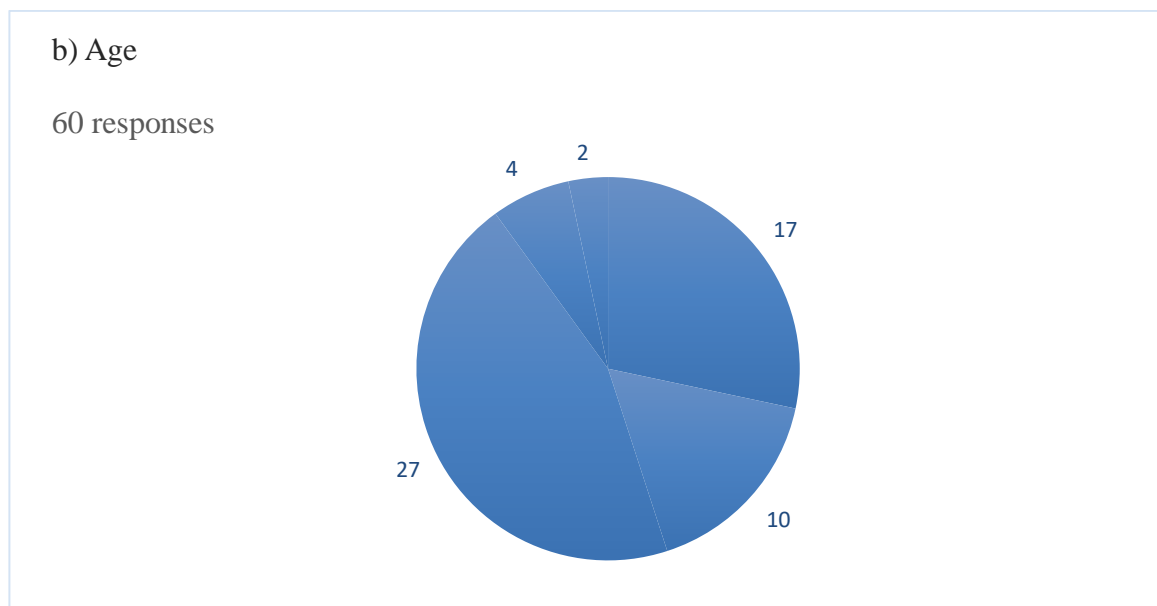
The Universe of the study is Nagpur City

## X. DATA ANALYSIS & INTERPRETATION

**Table No:1: Classification on the basis of Age Group**

Age Group	No. of Respondents	Percentage
Under- 25	17	20
25-35	10	25
35-45	27	40
45-55	4	10
55 & above	2	5
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:1 Classification on the basis of Age Group**



### Analysis and Interpretation

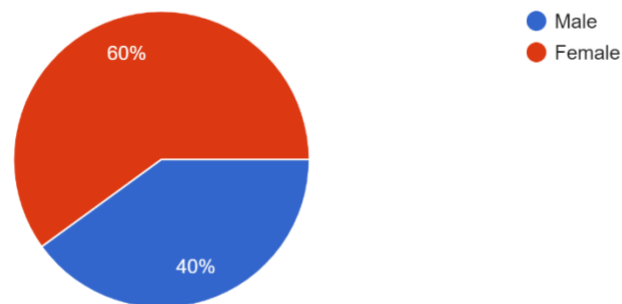
It is obvious from the table that the respondent who is in the age group of 35-45 years has preferred the Mahindra Tractor when to other groups. The second place goes to the respondent whose age group is in between 25 to 35 and their percentage is 25%.

**Table No:2 Classification on the basis of Gender factor.**

Gender	No of Respondents	Percentage
Male	24	40
Female	36	60
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph No: 2 Classification on the basis of Gender factor**

Gender  
60 responses

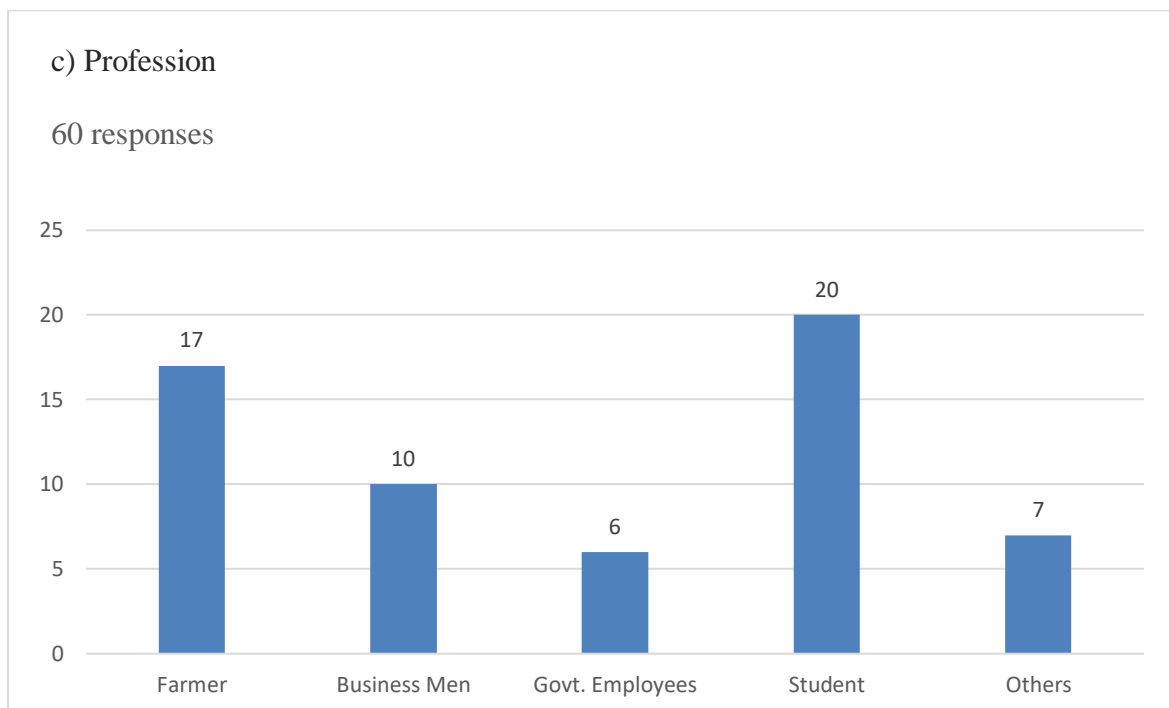


### **Analysis and Interpretation**

It is clear from the table that 40% of the respondents are male and 60% of the respondents are female. So by this we can interpret that majority (60%) of the respondents participated in the survey are Female.

**Table No:3 : Table showing Respondent's Profession**

Profession	No. of Respondents	Percentage
Farmer	17	10
Business Men	10	34
Govt. Employees	6	12
Student	20	40
Others	7	4
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:3 Graph showing Respondent's of Profession****Analysis and Interpretation**

The above graph analysis represents that 10% of the respondents are Farmer, 34% of the respondents are Businessmen, 12% of the respondents are Govt. Employees, 40% of the Respondents are Students and 4% of the respondents are belongs to others.

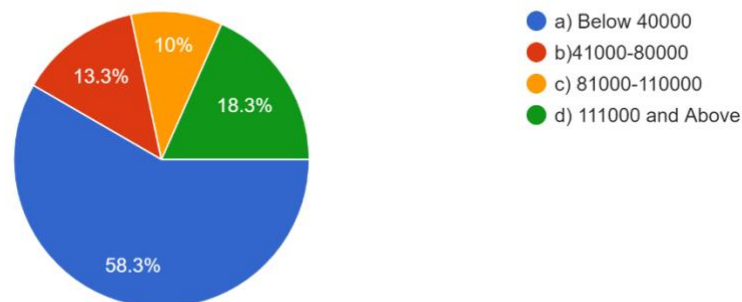
Its interprets that majority of the respondents are participated in the survey are students.

**Table No:4 Classification basis on Annual Income**

Particular	No. of Respondent	Percentage
Below 40000	35	58.3
41000-80000	8	13.3
81000-110000	6	10
111000 and Above	11	18.3
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph No:4 Graph shows on the basis of Annual Income**

d)Annual Income  
60 responses



### Analysis and Interpretation

The above table and graph analysis represents 58.3% of the respondents Annual income is Below 40000, 13.3% of the respondents Annual income is between 41000 to 80000, 10% of the respondents Annual income is between 81000 to 110000 and 18.3% of the respondents Annual income is 111000 and Above.

Majority of the respondents found in the survey belongs to Annual income Below 40000.

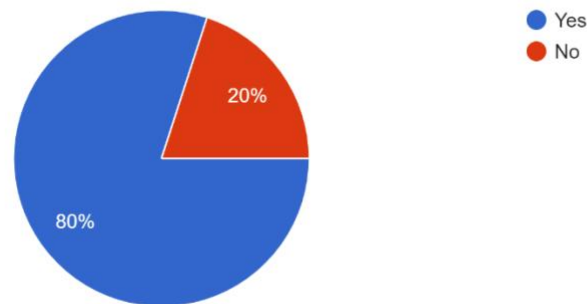
**Table No:5. Is this your first tractor ?**

Particular	No. of Respondent	Percentage
Yes	48	80
No	12	20
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:5: Graph showing Which Tractor is your first tractor**

1.Is this your first tractor ?

60 responses



### **Analysis and Interpretation**

It can be seen that from the above table, among 60 respondents, 80% of them are in the group of YES and 20% of them are in the group of NO .

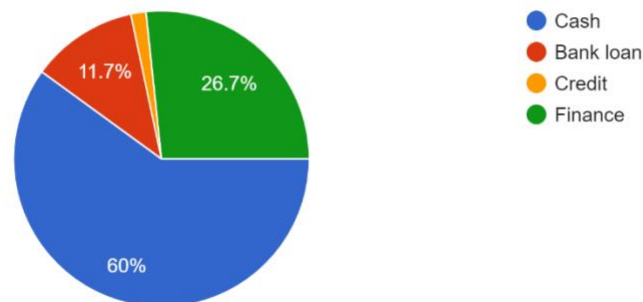
Its interprets that majority of the respondents are yes.

**Table No:6 Which mode you want to buy?**

Particular	No. of Respondents	Percentage
Cash	36	60
Bank Loan	7	11.7
Credit	1	1.7
Finance	16	26.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph :6 Graph showing which mode you want to buy**

2. Which mode you want to buy?  
60 responses



### Analysis and Interpretation

It was found that among 60 respondents 60% of them were in the group of cash. All most of all customers are buying the tractors on the basis. And 26.7% of them were in the group of finance , 11.7% of them were in the group of Bank Loan and 1.7% of the Credit.

Its interprets that majority of the respondents of cash (60%).

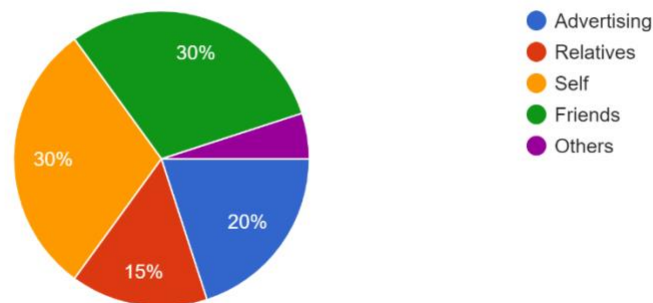


**Table:7 What factor influenced you to buy this tractor ?**

Particular	No. of Respondents	Percentage
Advertising	12	20
Relatives	9	15
Self	18	30
Friends	18	30
Others	3	5
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:7 Graph shows What factor influenced you to buy this tractor ?**

3. What factor influenced you to buy this tractor ?  
60 responses



### Analysis and Interpretation

It was found that among 60 respondents 60% of them were in group of company showroom, 30% of them each were in group of friends and self, 15% of them each were in Relatives, 20% of them each were in advertising and others are 20%.

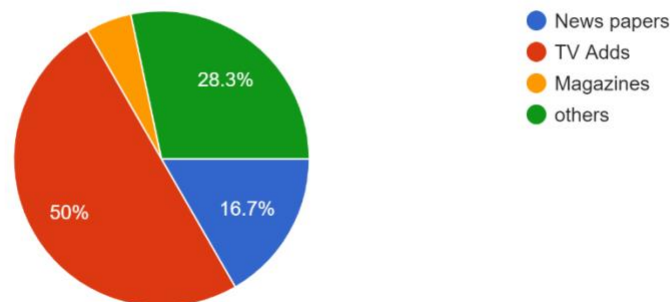
Most of the people are buying the tractors in the showroom.

**Table:8 Sources of awareness:**

Particulars	No. of Respondents	Percentage
News papers	10	16.7
TV Adds	30	50
Magazines	3	5
Others	17	28.3
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:8 Sources of awareness:**

4.Sources of awareness:  
60 responses

**Analysis and Interpretation :**

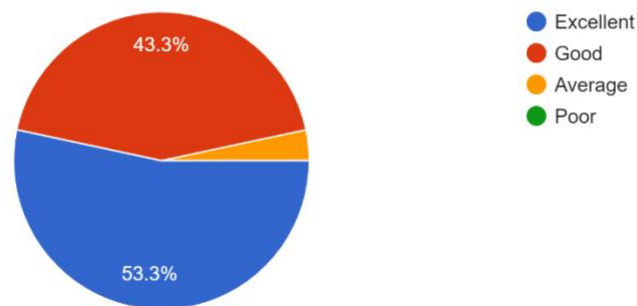
The field survey clearly shows that among 60 respondents, 50% of them are in the group of TV Adds, 16% of them are in group of Others , 5% of them are in the group of magazines, 16.7% of them are in the group of News Papers.

**Table:9 Vehicle Performance :**

Particulars	No of Respondents	Percentage
Excellent	32	53.3
Good	26	43.3
Average	2	3.3
Poor	0	0
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph :9 Vehicle Performance :**

5. Vehicle Performance :  
60 responses



### Analysis and Interpretation

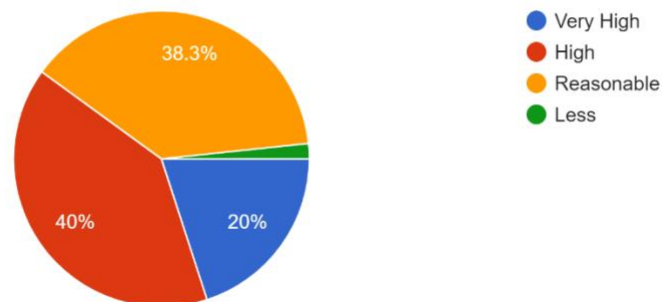
It was noticed that among 60 respondents, 53.3% of them are in the group of excellent and 43.3% of them are in the group of good, 3.3% of them are in the group of average. Most of the consumers are satisfied with the vehicle performance.

**Table:10 About Pricing**

Particulars	No. of Respondents	Percentage
Very High	12	20
High	24	40
Reasonable	23	38.3
Less	1	1.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:10 About Pricing**

6. About Pricing:  
60 responses



### Analysis and Interpretation

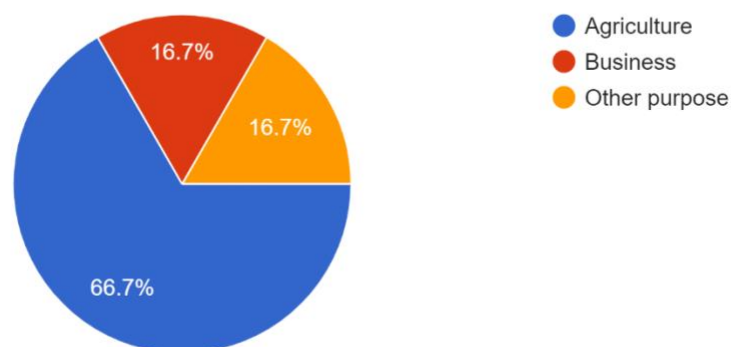
It was noticed that among 60 respondents, 20% of the price are very high and 40% of the price of good, 38.3% of them are in the price of reasonable, and 1.7% of them are in the poor. Most of the consumers are satisfied with the vehicle performance.

**Table:11 Purpose of Purchasing Tractor**

Particulars	No. of Respondents	Percentage
Agriculture	40	66.7
Business	10	16.7
Other Purpose	10	16.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:11 Graph shows on Purpose of Purchasing Tractor**

7.Purpose of Purchasing Tractor ;  
60 responses



### Analysis and Interpretation

It was found that among 60 respondents. 66.7% of them were in group of Agriculture, 16.7% of them each were in group of business and other purpose .

Most of the people are purchasing the tractors in the use of Agriculture.

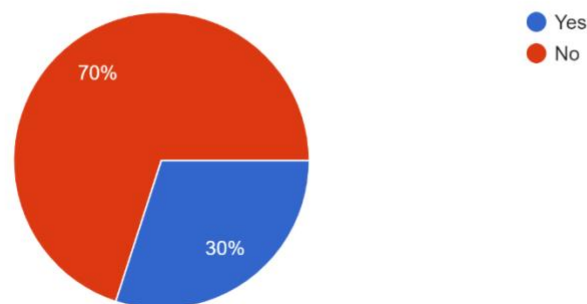
**Table:12 Have you come across any problem in this tractor ?**

Particulars	No. of Respondents	Percentage
Yes	42	70
No	18	30
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:12 Graph Showing Have you come across any problem in this tractor ?**

8. Have you come across any problem in this tractor ?

60 responses



### Analysis and Interpretation

It can be seen that from the above table, among 60 respondents, 70% of them are in the group of YES and 30% of them are in the group of NO .

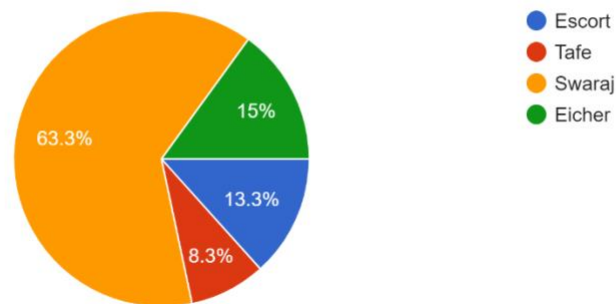
Its interprets that majority of the respondents are yes.

**Table:13 Do you know different tractor brands ?**

Particulars	No. of Respondents	Percentage
Escort	8	13.3
Tafe	5	8.3
Swaraj	38	63.3
Eicher	9	15
Total	60	100

**Graph :13 Graph shows of different tractor brand**

9. Are you aware of different tractor brands ?  
60 responses



### **Analysis and Interpretation**

From the data collected with this question, we come to know that the ranking order of the different company tractors.

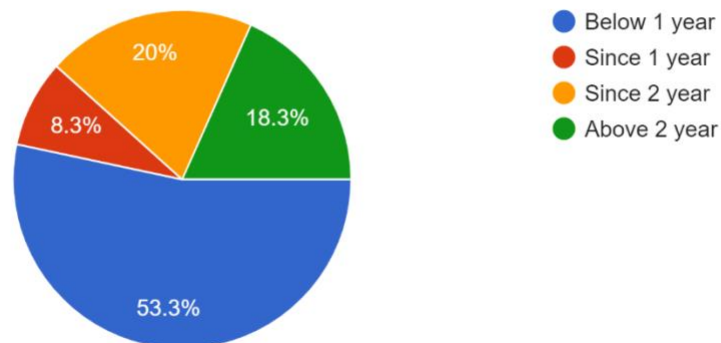
**Table:13 Since how many years you are using this tractor ?**

Particulars	No. of Respondents	Percentage
Below 1 Year	32	53.3
Since 1 Year	5	8.3
Since 2 Year	12	20
Above 2 Year	11	18.3
Total	60	100

**Graph:13 Graph Shows how many years you are using this tractor ?**

10.Since how many years you are using this tractor ?

60 responses



### **Analysis and Interpretation**

The above table and graph analysis represents that 53.3% of the respondents of using this tractor is below 1 years, 8.3 % of the respondents of using this tractor since 1 years , 20% of the respondents using this tractor since 2 years and 18.3% people are using this tractor above 2 year.

Majority of the respondents found in the survey are below 25 years of age group.



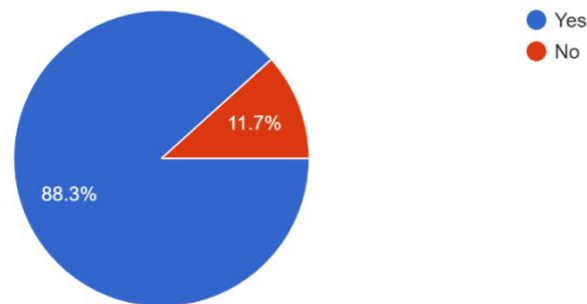
**Table:14 Are you satisfied with your financier?**

Particulars	No. of Respondent	Percentage
Yes	53	88.3
No	7	11.7
Total	60	100

**Graph:14 Graph shows respondents are you satisfied with your financier**

11. Are you satisfied with your financier?

60 responses



### **Analysis and Interpretation**

From the chart, we conclude that the most of the customer that is 88.3% are interested to satisfied with the financier in future and remaining 11.7% are not satisfied with the fiancier.

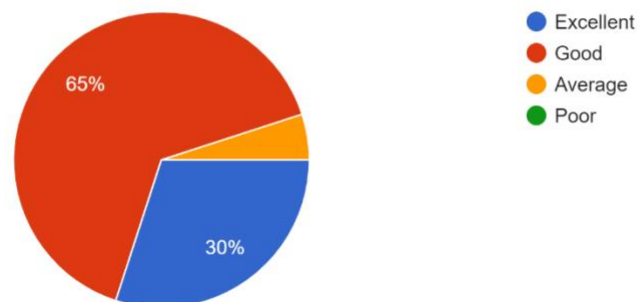
**Table:15 Are you satisfied with the after sales and services ?**

Particular	No. of Respondents	Percentage
Excellent	18	30
Good	39	65
Average	3	5
Poor	0	0
Total	60	100

**Graph:15 Graph Shows Are you satisfied with the after sales and services**

12.Are you satisfied with the after sales and services ?

60 responses



### **Analysis and Interpretation**

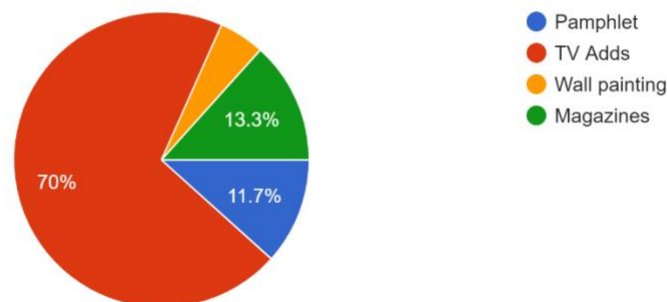
The above table and graph showing that 30% of the respondents opined that satisfaction level with Mahindra tractor sales and services is Excellent, 65% of the respondents are good with Mahindra tractor sales and services, 5% of the respondents are Average with Mahindra tractor sales and services and 0% of the respondents are poor with Mahindra tractor sales and service. Its interprets that majority the respondents are satisfaction level with Mahindra tractor sales and services is Good (65%).

**Table:16 How did you come to know ?**

Particulars	No. of Respondents	Percentage
Pamphlet	7	11.7
TV Adds	42	70
Wall Painting	3	5
Magazines	8	13.3
<b>Total</b>	<b>60</b>	<b>100</b>

**Grap:16 Graph showing How did you come to know**

13.How did you come to know ?  
60 responses



### **Analysis and Interpretation**

The above table and graph showing that 11.7% of the respondents come to know about Mahindra tractor through pamphlet, 70% of the respondents come to know about Mahindra tractor through TV Adds, 5% of the respondents come to know about Mahindra tractor through wall painting and 13.3% of the respondents of Magazines. It interprets that majority the respondents come to know about Mahindra tractor through TV Adds (70%)

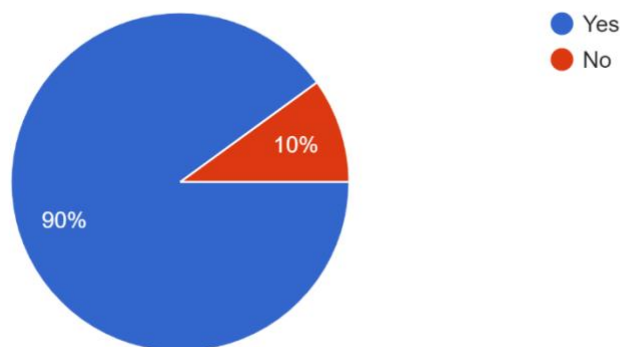
**Table:17 Would you like recommending this tractor to others?**

Particular	No. of Respondents	Percentage
Yes	54	90
No	6	10
Total	60	100

**Graph:4.17 Graph Showing Would you like recommending this tractor to others?**

14. Would you like recommending this tractor to others?

60 responses



### Analysis and Interpretation

From the data collected 90% of people are like to recommending this tractor to others .

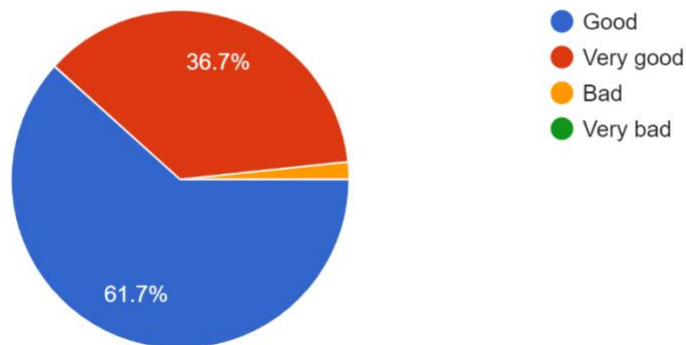
**Table:18 How do you evaluate Mahindra tractor ?**

Particular	No. of Respondent	Percentage
Good	37	61.7
Very Good	22	36.7
Bad	1	1.7
Very Bad	0	0
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:18 Graph Showing How do you evaluate Mahindra tractor ?**

15.How do you evaluate Mahindra tractor ?

60 responses



### Analysis and Interpretation

It is clear from the table that 61.7% of the respondents are good, 36.7% are very good, 1.7% are bad and 0% of the respondents very bad. So by this we can interpret that majority (61.7%) of the respondents are good.

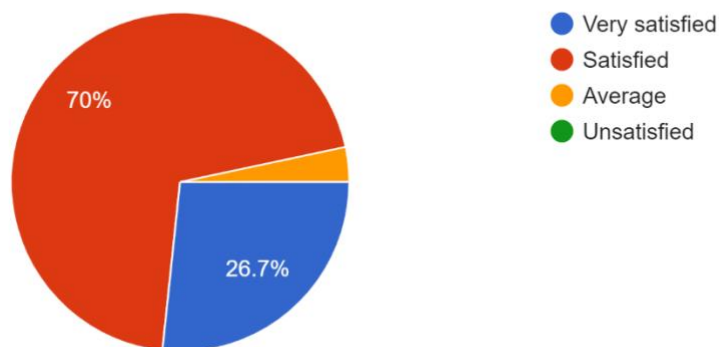
**Table:19** What do you think of the degree of satisfaction of Mahindra Tractor?

Particulars	No. of Respondents	Percentage
Very Satisfied	16	26.7
Satisfied	42	70
Average	2	3.3
Unsatisfied	0	0
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:19** Graph Showing 19 What do you think of the degree of satisfaction of Mahindra Tractor?

16.What do you think of the degree of satisfaction of Mahindra Tractor?

60 responses



### **Analysis and Interpretation**

The above table and graph showing that 26.7% of the respondents is very satisfied with Mahindra tractor, 70% of the respondents are satisfied with Mahindra tractor , 3.3% of the respondents are Average with Mahindra tractor and 0% of the respondents is unsatisfied. Its interprets that majority the respondents opined that the Mahindra tractor is satisfied (70%).

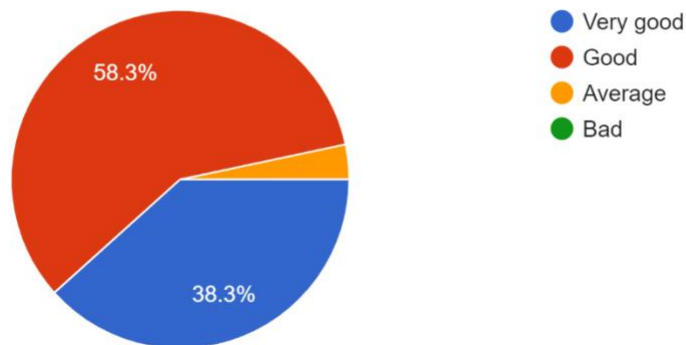
**Table:20 Customer perception about Mahindra Tractor ?**

Particular	No. of Respondents	Percentage
Very Good	23	38.3
Good	35	58.3
Average	2	3.3
Bad	0	0
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:20 Customer perception about Mahindra Tractor ?**

17. Customer perception about Mahindra Tractor ?

60 responses



### **Analysis and Interpretation**

It is clear from the table that 38.3% of the respondents are customer perception about Mahindra tractor are very good , 58.8% of the respondents are customer perception about Mahindra tractor are Good , 3.3% of the respondents are customer perception about Mahindra tractor are Average and 0% of the respondents are poor. So by this we can interpret that majority (58.8%) of the respondents are customer perception about Mahindra tractor .

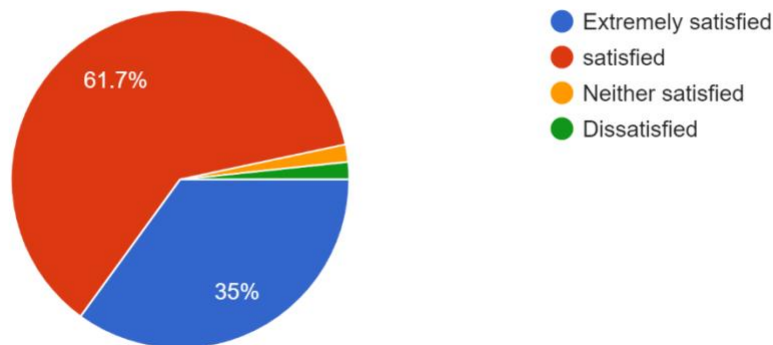
**Table:21 Customer opinions toward safety and comfort?**

Particular	No. of Respondent	Percentage
Extremely satisfied	35	35
Satisfied	37	61.7
Neither Satisfied	1	1.7
Dissatisfied	1	1.7
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:21 Customer opinions toward safety and comfort?**

18.Customer opinions toward safety and comfort?

60 responses



### Analysis and Interpretation

60% of the respondents 61.7% of the respondents approached were satisfied with the safety and comfort feature of the Mahindra tractor. Followed by 35% was extremely satisfied, 1.7% are neither satisfied and rest of the 1.7% was dissatisfied with safety and comfort feature of Mahindra tractor.



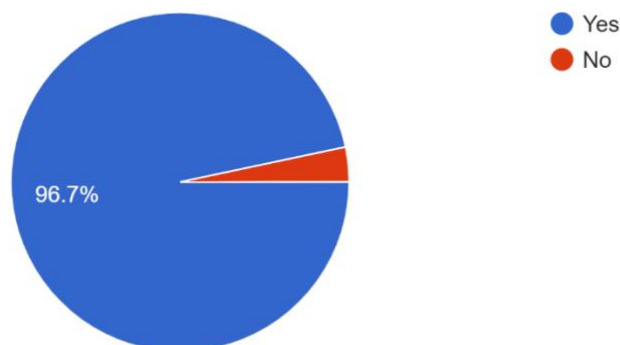
**Table:22 Have satisfied this tractor ?**

Particulars	No. of Respondent	Percentage
Yes	58	96.7
No	2	3.3
<b>Total</b>	<b>60</b>	<b>100</b>

**Graph:22 Have satisfied this tractor ?**

19. Have satisfied this tractor ?

60 responses



### Analysis and Interpretation

It can be seen that from the above table, among 60 respondents, 96.7% people are satisfied with this tractor.

## **XI. FINDINGS & RECOMMENDATIONS**

### **FINDINGS**

The following derived data evaluated and analyzed by survey:

- According to the survey it was found that Mahindra tractors have a brand loyalty than other tractors, because of its advanced features.
- Among 60 respondents it was found that 53.3%, which is of 32 respondents, was aware of Mahindra tractors and like to purchase Mahindra vehicle only because of its good performance.
- Out of 60 respondents it was found that 66.7% which of 40 respondents purchase tractors for agricultural purpose, 16.7% respondents for business and 16.7% respondents for other purpose therefore we can say agriculture is the main reason for purchasing of tractors.
- According to survey, it was clear that the availability of spare parts was very easy.
- Out of 60 respondents it can be seen that 5% i.e. 3 respondents' purchases tractors by wall painting, and 4% among 54 % of the respondents were purchased from others. The 02 & 03 respondents by T.V. Adds and magazines.
- Out of respondents we find that 58.3%, which of 35 respondents are in a income group of Rs. Below-40000 and 10% Which are respondents are in an income level of Rs. 81000-110000
- Out of 60 respondents it was found that 12 respondents are influenced by company showroom during purchase, company sales man and rest of others by advertising other influence 3 respondents.
- Among 100% of respondents 53.3% of customers were satisfied with the vehicle performance.
- Among 60 respondents 36 are like to purchase vehicle through cash mode and 1 respondents by credit.
- Among 60 respondents, 61.7 are satisfied with toward safety and comfort and 1.7 are dissatisfied and 1 respondents were not too much dissatisfied.
- Cost incurred in maintenance of M&M tractors is reasonable and easily affordable.
- Compared to the other brand of tractors available in Indian market, study reveals. That M&M tractors have a longer life.
- M&M tractors are more economical in the matter of fuel consumption.
- Dealer's marketing strategies and sales promotion is good.

## **RECOMMENDATIONS**

- Mahindra Company has to implement good customer relationship management strategy that enhances customer satisfaction level.
- The company can undertake R&D to improve the existing feature which helps increase the customer satisfaction.
- The company should promote entire feature offered by it.
- As majority of the customer give opinion that they are satisfied .
- Services and designing of the product should not only maintain the existing standard but also enhance them.
- Majority of the respondents are satisfied with the safety and comfort feature of Mahindra tractor, the company should maintain the same standard and it is suggested to come up with suitable measure to reduce the negative opinion
- As such, Mahindra should focus on the aspects, which will enhance the customer satisfaction and thus the market share.

## **XII. 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.
- I would like to conclude my project with a sense of satisfaction that whatever knowledge I have gained in this semester of my curriculum can be indeed used in the real life situation.
- The project not only imparted me the practical knowledge but also gave me an idea of working in an organization with perfect teamwork. I came to know about a fact that I like to share with the reader
- "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

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[www.slideshare.co.in](http://www.slideshare.co.in)

[www.marketingsherpa.com](http://www.marketingsherpa.com)

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[www.Business world.com](http://www.Business world.com)

[www.Autowold.com](http://www.Autowold.com)

**ANNEXURE**

Question awe

**Dear Respondent,**

I am **Sanket Raut** studying final year MBA in G.S College of Commerce And Economics, Nagpur. I have undergone a project report on the topic “**A STUDY ON MARKETING STRATEGIES ADOPTED BY MAHINDRA & MAHINDRA WITH RESPECT TO MAHINDRA TRACTOR HINGNA, NAGPUR**”. I would like to request you to fill the questionnaires.

Thanking you

Yours faithfully,

**Sanket Raut**

1. Gender
  - Male
  - Female
2. Age
  - Under-25
  - 25-35
  - 45-55
  - 55&Above
3. Profession
  - Farmer
  - Business Men
  - Govt. Employees
  - Student
  - Others
4. Which mode you want to buy?
  - Cash
  - Bank loan
  - Credit
  - Finance

5. What factor influenced you to buy this tractor ?

- Advertising
- Relatives
- Self
- Friends
- Others

6. Purpose of Purchasing Tractor :

- Agriculture
- Business
- Other purpose

7. Are you aware of different tractor brands ?

- Escort
- Tafe
- Swaraj
- Eicher

8. Are you satisfied with your financier?

- Yes
- No

9. Are you satisfied with the after sales and services ?

- Excellent
- Good
- Average
- Poor

10. How did you come to know ?

- Pamphlet
- TV Adds
- Wall painting
- Magazines

11. Would you like recommending this tractor to others?

- Yes
- No

12. How do you evaluate Mahindra tractor ?

- Good
- Very good
- Bad
- Very bad

13. What do you think of the degree of satisfaction of Mahindra Tractor?

- Very satisfied
- Satisfied
- Average
- Unsatisfied

14. Have satisfied this tractor ?

- Yes
- No

15. .Do you want to give any suggestion about any change in the Mahindra Tractor?

-----  
-----

**Date:** -----

**Place:** -----