

ITL/HR/2017-18/STCL/366

24-Mar-18

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Harmandeep Singh Saini student of MBA (Marketing) from Acharya Institute of Technology, Bangalore has successfully completed his Industrial Training from Jan-2018 to Apr-2018 in Our Company.

We wish him all the best in his future endeavors.

For International Tractors Ltd.



B K Singh

Sr. GM-Human Resources



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Harmandeep Singh Saini** bearing USN **1AZ16MBA85** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Customer Satisfaction Towards Sonalika Tractors, Hoshiarpur**” is prepared by him under the guidance of **Prof. Rakesh Nagaraj** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
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Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

DECLARATION

I **HARMANDEEP SINGH SAINI**, hereby declare that the internship report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS SONALIKA TRACTORS**” with the reference to **INTERNATIONAL TRACTORS LIMITED, HOSHIARPUR** prepared by me under the guidance of **Prof. RAKESH NAGARAJ**, Faculty of MBA Department, Acharya Institute of Technology and External guidance by **Mr. NAVDEEP SINGH**, Assistant Manager in Logistic Department, ITL.

I also declared that this internship work is the partial fulfilment of the university regulation for the award of degree of Master of Business Administration by Visvesaraya Technological University, Belgaum.

I have undergone a summer project internship for a period of ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree diploma from any other university/ institution.

PLACE: - BANGALORE

DATE: - 04/05/2018



SIGNATURE

HARMANDEEP SINGH SAINI

ACKNOWLEDGEMENT

The successful accomplishment of any task is incomplete without acknowledging the contributing personalities who assisted, inspired and lead us to visualize the things that turn them into successful stories for our success.

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I also express my gratitude to my external guide, **Mr. NAVDEEP SINGH**, Assistant Manager, Logistic Department, International Tractor Limited, Hoshiarpur, Punjab for giving the opportunity to undertake the project work and sharing valuable knowledge during internship period. I am also very thankful to the employees of ITL who directly or indirectly helped me during internship period.

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HARMANDEEP SINGH SAINI

1AZ16MBA85

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CHAPTER-1

INTRODUCTION

1.1 Internship Introduction

This internship program is to grant the students with real time working experience and to prepare them to participate in the field work opportunity, to explore and to link between academic preparation and field work for the students, and to help participants in the development and implementation of the major research project, which will serve to culminate in the practical experience.

Individual training is customized to the requirements and benefit of each student in the program. As component of the training experience, students should play an active role in finding suitable training for them. Internship provides a different opportunity for students during training programs to expand familiarity in choosing their field, to discover out what they have in importance in a strict line of business, and to develop professional network links, develop the Personal skills or get some credit points. Internship at International Tractor Private Limited is focused on analyzing and understanding the stage of consumer knowledge in relation to company products and the study focuses on industry analysis and the requirements of the organization and understanding the current market situation and anticipate the customer to raise the intensity of awareness of the company to enhance sales and get the utmost advantage.

The current business circumstances are characterized by a large amount of competition. Customers in the current days are willing to change brandseek for the best value services. To attract and retain the organization's customers needed to focus on providing what the needs and values of customers. Any business does not specify the customer because the consumer is the king. The goal of each entity is to increase consumer awareness and consumer fulfillment to the optimum as it is necessary for long-term growth to be profitable.

Each organization strives to reach the highest level of customer knowledge. You cannot predict customer behavior. This dynamic client needs the reason for the emergence of a separate study area recently. The learning was conceded for the "customer awareness".

I.2 Industry & Company Profile

Industry profile

India is an one of agricultural based country. There are 58% of Indian total population is depend on agriculture as their major means of livelihood. It is an major source of income. Today, India ranked 2nd worldwide in agricultural output after China. Agriculture accounts approximately 12% of India's GDP. About 42% of the geographical land is used for agriculture in our country.

Tractors are personalized for different function in different areas of India both for agriculture and non-agriculture activities. India is one of the largest manufacturers of tractor all over the world with 50% of world's output in 2016. In India tractor industry plays a crucial role. Advancement in tractor industry helps in leading to green revolution. In India tractor manufacturing business has always been a measurement for the state of rural market in India. Farmers has been eased by the various application of tractor for the advanced agricultural activities which sweep India during last 20 years.

Tractors are the one of integral part of farming which play a significant role in agriculture productivity and cost cutting. The two major contributions in the farming sector are higher productivity and higher efficiency. Tractors are investment intensive; labor display used as mode of transport, electrical generation, construction and haulage operations. It's a versatile piece of machinery having a magnitude of uses, used in agriculture both for land renovation and for hauling various crop cultivation and working for carrying out various operation related with raising crops by attaching appropriate instruments and to make available essential energy for performing a range of crop production operations implicated in the production of agricultural crops.

Tractor industry in India involves 13 national players and few regional players. This industry is extremely dominated by M&M Group with their tractors with two different brand names Swaraj and Mahindra, market share of M&M group is 42%, which is follow by TAFE with market hold of 25% of the marketplace. Outstanding market share is engaged by the other players which include Escort (11%), L&T-John Deere (6%), New Holland (5%) and International Tractor Ltd. (11%).

A Study on Customer Satisfaction Towards Sonalika Tractors, IITL 2018.

Most of tractors of various different brands sold in 34-50 HP range. The long term prospect of Indian tractors industry is extremely dependent on the Government policy for the farming segment. ever since the establishment of tractor industries in India the of the tractor salearedone on credit even as over the last few years' financial institution, facing increase in NPA has some tightening on credit norms. In 2009-10 there has been quick raise in cash buy of tractors in the marketplace which reflect the rise in throw away income in the rural market. Most of the tractor finance is done by the banks which come under the priority sector lending.

Prospect of domestic tractor business is highly connected with the monsoon, which is an key feature in determining the agricultural production. Properly irrigated lands similar to Punjab & Haryana have higher tractor density (100/1000 :tractors/hectares). Whereas states like Himachal, Rajasthan, Gujarat , Tamil Nadu, MP, have lower level of tractor penetration. On over all basis India's tractor saturation remains low at around 13/1000 tractors/hectares. Beside agriculture tractors are being use in various activities like drawing water,harvesting, irrigation, land renovation etc. Thus tractor market is expected to grow in future and remains one of the largest tractor marketplaces in the world.

HISTORY

1945-1960 (Introduction Phase)

In Indian tractor industry was developed in the year of 1945-1960.Tractors and bulldozers were imported for reformation of land for the purpose of farming and planting in mid 1940s. Central and state or anizations were set up in 1947 for the development, to endorse the supply of tractors for agricultural use. The demand forthe tractors was completely met by other countries through importing in years of 1960s. There were around 8,500 tractors which werein use during 1951, which increased to 20,000 in year 1955 and 37000 in 1960.

1961-1970 (Second Phase)

Five manufacturers (Eicher, Gujarat tractors, Tafe, Escorts, Mahindra&Mahindra) begin manufacturing of tractors in 1961. All five manufacturers produced a sum of 880 units yearly. By 1965 the production has improved to 5000 units each year. By 1970 annual manufacturing of tractors exceed 20,000 units with over 1, 46,000 units in use in country.

1971-1980 (Maturity Years)

Six new players were established during this period although 3 companies didn't survive (Kirloskar Tractor, Harsha Tractors and Pittie Tractors). Public sector Company in 1972 HMT began manufacturing Agricultural Tractors under brand name "HMT" with technology acquired from "Zetor" of the Czech Republic. Escorts Ltd. began local manufacturing of Ford Tractors in 1971 after joint collaboration with Ford and total number of tractors raise to 33,000 in 1975-76.

1981-1990

At the beginning of this period five new tractor manufacturer where introduced to the market, such as Auto Tractor, Haryana Tractors, United Auto Tractor, Asian Tractors, VST Tillers. All these companies began production of tractors but only one survived in the highly competitive market place. By 1985 an annual production of tractors crossed 75,000 units and reached 140,000 in 1990. The total number of tractors in use was around 1.2 million. India was importer of tractors in mid 1970s became an exporter in 1980s mainly to the countries in Africa.

1991-1997 (Present Scenario)

In 1992 after the introduction of LPG (Liberalization, Privatization and Globalization) it became necessary to obtain industrial license for tractor manufacturers in India. Till 1997 an annual production of tractors exceeded 255,000 units. India now emerged as one of the world leader in production of wheeled tractors.

1997-1999

In these two years five new manufactures were introduced in 1998 Bajaj Tempo, later renamed Force Motors, began production of tractors in Pune. In the month of April of same financial year New Holland Tractors (India) Ltd. launched production of higher range of 70 hp tractors with matching equipment's by investing US \$75 million in a state of the art plant at Greater Noida in Uttar Pradesh with an initial capacity of 35000 units per year. Also during this time Larsen and Toubro established a joint venture with John Deere tractor for the

A Study on Customer Satisfaction Towards Sonalika Tractors, IITL 2018.

manufacturing of 35-65 hp at a plant in Pune and Greeves Ltd. Began producing tractors under similar arrangements with Deutz-Fahr of Italy.

1999-Present

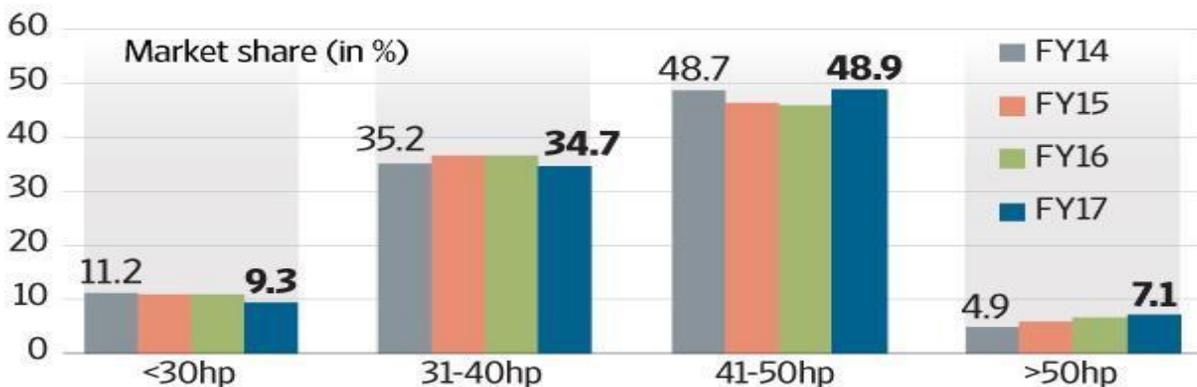
Sale of tractors slow down and slightly decline in traditional markets of northern India due to market saturation. Sales of tractors fall down by 200,000 till 2002. Tractor industry face toward eastern and southern parts of India to reverse the decline and to begin the exploring for the potential in international market.

In 2013, India accounting for 29% of world's output with the production of 619000 units of tractors. India currently has 16 domestic and 4 multinational corporations manufacturing tractors. In 2014 Zetor came back in India and linked with local tractor manufacturing company to manufacture 40 to 75 hp tractors with brand name "Zetor" to other countries.

Domestic Tractor market share

LIMITED POTENTIAL

The below 30 horsepower segment, in which VST Tillers is gaining market share, constitutes less than 10% of the total tractor industry.



Source: Escorts

Export: India has been exporting tractors to a many countries, but mainly to Sri Lanka, Nepal & U.S.A. Alone Sonalika is exporting wide range (20-120 HP) of tractors to around 80 countries. Study reveal that export from India were down in the year 2014-15 and continued in 2015-16.

A Study on Customer Satisfaction Towards Sonalika Tractors, IITL 2018.

India's tractor tribe has a new top exporter - Sonalika IITL. In July 2016 Sonalika became the top Indian tractor exporter after shipping 1500 units ahead of TAFE and domestic marketplace leader Mahindra. Sonalika shipped 4075 units in 2016 April-July, and managed the 3rd slot in cumulative position.

According to TMA data in July 2016, Sonalika IITL exported 1535 units, TAFE exported 1260 units, John Deere 1170 units, Mahindra 1110 tractors, New Holland 725 tractors and Escorts 85 tractors.

Current manufacturer of tractor in India:

- | | |
|---|---|
| 1. ACE Tractor | 13. Mahindra Tractors |
| 2. Agri-king Tractors and equipment Pvt. Ltd. | 14. Mars Groups |
| 3. Angad Tractor | 15. New Holland Agriculture |
| 4. Balwan Tractor, Force motor Ltd. | 16. Preet Tractor |
| 5. Captians Tractor Pvt. Ltd. | 17. SAME Deutz-Fahr (India)Pvt. Ltd. |
| 6. Eicher Tractor | 18. Sonalika International Tractor Ltd. |
| 7. Escorts Tractor | 19. Standard |
| 8. Farmer Tractor | 20. Swaraj Tractors |
| 9. HMT Tractor | 21. TAFE (Tractors and Farm Equipment Ltd.) |
| 10. Indo Farm | 22. VST Tillers (1965 in Bangalore, with Mitsubishi Agricultural Machinery, 18hp) |
| 11. John Deere | |
| 12. Mahindra Gujarat Tractor Ltd. | |

1.3 Company Profile

Sonalika had the modest beginning as farm equipment manufacturer, farming sonalika agro-industry. Sonalika group was established in 1969, initiated by Lachhman Das Mittal, took around 7 years to start its success story with the foundation of fabrication and wheat harvesting machinery unit. Thus, with time Mittal's took initiate in 1976 due to unshaken purpose of its promoter and 1000s of employees who worked continues throughout.

The success in initial phase boosted the moral of Mittal's and its promoters resulting to setting up of new manufacturing plant named as International Tractors Limited. They stepped into manufacturing business in 1995 and sold its 1st homemade tractor by brand named "International Tractors Limited in 1996 having manufacturing plant stated in Hoshiarpur, Punjab which spread in area approximately 65acers.

Today Sonalika group provide complete agriculture solution having HQ in Hoshiarpur, Punjab and expanded its footprints globally in 90 countries. In 2002 Sonalika collaborated with Renault agriculture of France and Class tractors of Germany, it's recent tie up with Yanmar of Japan to bring the updated technology to India.

Sonalika group is consists of 3 companies:

1. SONALIKA AGRICULTURE INDUSTRIES
2. INTERNATIONAL TRACTORS LIMITED
3. INTERNATIONAL CARS AND MOTORS LIMITED

Company Background

Sonalika Pvt. Ltd is an unlisted private company incorporated on 08 August, 1984. The registered office of the company is at 6B INDUSTRIAL AREA JALANDHAR ROAD, HOSHIARPUR, PUNJAB.

The total paid-up capital is INR 1.02 lac. The company has not reported secured loans.

The last reported AGM of the company, was held on 29 September, 2017. Also its last balance sheet was prepared for the time ending on 31 March, 2017.

A Study on Customer Satisfaction Towards Sonalika Tractors, IITL 2018.

The company has two director's/key management personnel.

Sonalika made its commencement in year 1969 and manufactured some load carrying implement for agriculture needs like high quality wheat-thresher when India launched "The Green Revolution" in order to become self-contained in food grain production. After Sonalika Agro Industry Corporation achieved great success in this venture to customer requested for manufacturing of tractors.

Going with the ultimate response of farmers Sonalika stepped into tractor manufacturing business in 1995. In 1996 under the name of International Tractors Limited (ITL) they launched its first tractor operation starting its manufacturing plant in village Chak Gurjran, Hoshiarpur, Punjab in the field of 65 acres.

In year 2000 Sonalika ITL started the joint venture with Renault Agriculture of France and Class Tractors of Germany and bought the upgraded technology India and started in house manufacturing of tractor engines with horsepower range of 36 hp to 60 hp in 2001

With this Sonalika ITL became 4th largest manufacture of tractor of India in 2005 after tieing up with Yanmar of Japan Sonalika launched its first compact tractor named "Baagban" with minimum 20hp which help farmers to work in more efficient and resourceful manner.

Along with the production of new range of worldtrac tractors Sonalika introduced new diesel saver units, new products like generator sets and started manufacturing of cranes and also launch extensive range of Garden-Trac.

Later on it started manufacturing of Heavy Duty mileage tractors series and increased its global presence to 80 countries and become number one tractor manufacturing plant with 3lac production capacity.

Nature of Business:

Sonalika perform wide variety of business which majorly consist of three parts:

1) SONALIKA AGRICULTURE INDUSTRIES:

- Rotator
- Combines
- Thresher
- Hydraulic filter
- Straw Reaper
- Maize Sheller
- Tractor spares
- Potato planter
- Motor Grader
- Front loader

2) INTERNATIONAL TRACTORS LIMITED

Sonalika manufacture extensive range of tractors that is 20hp – 120hp

- GT series (<30 hp)
- GT20
- GT22
- GT26
- BAAGBAN
- BAAGBAN SUPER
- DI SERIES (31 HP -34 HP)
- DI 732 HDM
- DI 734
- DI AND RX SERIES (35 HP – 45 HP)
- DI 35
- DI 42 RX
- DI 740 III
- RX SERIES (46HP-55HP)
- RX 50
- DI 745 III
- DI 60 MM SUPER
- DI 47
- RX AND DI SERIES (>56 HP)
- DI 60
- WT60
- WT75
- WT90

3) INTERNATIONAL CARS AND MOTORS LIMITED (do not exist in market now)

It produces two types of vehicles multi utility and sports utility vehicles, some examples:

- EXTREEM CD
- EXTREEM SD
- EXTREEM VD
- EXTREEM AMBULANCE
- RHINO RX

LOGO RATIONALE



Here **in** this **RED** color symbol stands meant for the strength, power, determination and desire of the company.

Color **YELLOW** around the Sonalika determine the warming effect, arousing cheerfulness, stimulate mental activities and generate the same.

GREEN color leaf in the logo symbolizes the growth, harmony, freshness and fertility. Underlining of black color under the logo associate with the power, elegance and formality.

Color **ORANGE** around the whole logo represents the enthusiasm, fascination, happiness, creativity, encouragement and stimulation. All this variation of personality represents the Sonalika company as a valuable asset to the whole industry.

OBJECTIVES OF COMPANY

- a) The main goal of ITL is to fetch high end technology, high quality and cost effective advantages to its customers. With collective hard work of its various departments and fully computerized manufacturing facilities, ITL ensure nonstop supply of world class highly competitive tractors.

Apart from the general objective, every department has their own objectives, which are in tune with the main objective of the company. In that sense the main aim of R&D department is to have the finest in product development with maximum utilization of the human resources available.

5S formulas



These 5s stand for the first five letters of the Japanese words which means:

1S: SEIRI

Sorting out, clearing, segregation, proper selection and remove the Waste

2S: SEITON

Systematic arrangement, Proper allocation, proper place for everything and everything in its place.

3S: SEISO

Cleaningkeep all the work place area& equipment neat and clean.

4S: SEIKETSU

Standardizing, surroundings, cleanliness, Light, noise, punctuality (Order and save time)

5S: SHITSUKE

Maintain discipline and standards to preserve above 4s, respect the rules. The 5s also helps to develop and sustain a good managerialbehavior. This program started in ITL from December 2000. The ultimate goal of maintenance through 5s is to reduce the cost of product by increasing productivity and contributing to total quality.

1.3.1 Promoters

- Chairperson: Mr L.D. Mittal
- Vice Chairperson: Mr A.S. Mittal
- Managing Director: Mr Deepak Mittal

1.3.2 Vision, Mission, Quality policy.

Vision

ITL's vision is to grow to be the world's leading tractor manufacturing and farm mechanization Company.

To be the best in customer satisfaction by being customer focused and aligning systems and processes that develop and delivers high quality, innovative products at competitive price.

Mission

- To achieve international standard of excellence in all aspect of agriculture and diversified business with focus on customer delight
- To maximize creation of wealthy value and satisfaction for the shareholders.
- To attain leadership in developing, adopting and assimilating state of the art technology for competitive advantage.
- To provide technology and services through sustained research and development.
- To foster a culture of participation and innovation for employee's growth and conditions.
- To cultivate high standards of business ethics and total quality management for a strong corporate identity and brand quality.

Core Values

Sonalika IITL is committed to its core values to serve its patrons with passion and deliver quality, the company strives to build a relationship based on trust and promotes team work and innovation amongst its employees.

Quality

- ISO-9001

IITL has got ISO-9001 quality system certified by International Certificate Limited. It is for use when conformance to particular necessities is to be guaranteed by supplier during numerous stages which may include design, development, production, installation & servicing.

Sonalika has collaborated with French Renaults for technical support and marketing. With the help of this partnership Sonalika developed its own DI-740 Tractor engine which help it to reduce its overall expenditure.

- ISO 14001:2004

1.3.3 Products of Sonalika IITL*(HP - horsepower)

Sonalika IITL present wide range of products starts with 20 hp to 120 hp which satisfy every customer by fulfilling their needs. Sonalika manufacture tractors for every type of farm. Compact tractors for gardens, tractors for land cultivation, heavy duty tractors for heavy work and pulling, Sonalika also introduced AC cabin tractors for its customers.

PRODUCTS OF SONALIKA



- | | | | | |
|-----------|----------|-------------|-------------|---------|
| • GT 20 | • DI 732 | • DI 35 | | |
| • GT 22 | HDM | • DI 42 | | |
| • GT 26 | • DI 734 | • DI42 RX | • RX 50 | • DI 60 |
| • Baagban | | • DI740 III | • DI745 III | • WT60 |
| • Baagban | | | • DI60MM | • WT75 |
| SUPER | | | SUPER | • WT90 |
| | | | • DI 47 | |

1.3.4 Area of Operation



Global Partners

Sonalika goods have formed a niche market for themselves not only in India but as well have clients in more than 90 countries, many foreign markets including France, Africa, Bangladesh, Sri Lanka, Sengal, Mali, South Africa, Canada, Syria and some of the South Asia countries. Some of the international clients are as follow:

- MG Rover,
- Power Train,
- Renault Agriculture of France
- Class Tractors of Germany and
- Yanmar of Japan

Sonalika group turnover

The total turnover of group is around 10,000crore. Current growth rate of Sonalikais around 19.2% which makes it one of the fastest growing company in an Indian corporate. Sonalika is a one of the few companies which are debt free companies in India.

Ownership Pattern

Detail of top management at Sonalika.

- Chairperson: Mr L.D. Mittal
- Vice Chairperson: Mr A.S. Mittal
- Managing Director: Mr Deepak Mittal
- Finance Head: Mr Rajnesh Jain
- Production Head: Mr Ashok Kapoor
- Marketing Head: Mr L.R. Yadav
- R&D Head: Mr Ashwani Malik

The company has two directors. The directors are Deepak Mittal and Sushant Sagar Mittal. The currently serving director on board is Deepak Mittal who was appointed on 8th Aug , 1984. He has been on the board in the company for more than 33 years.

Deepak Mittal has the largest number of directorships with a chair at a total of 21 different companies. In total, the company is associated to 33 other company through its directors.

The most recently appointed director is Sushant Sagar Mittal, on 30 March, 2015.

1.3.5 Infrastructure Facilities

Like every other big organization's Sonalika IITL is an integrated tractor production unit, provide all the required facilities to carry out overall goal of organization. Infrastructure is a layout of an organization which facilitates the proper flow of resources within an organization and even outside the organization with vendors and distributors. For optimum utilization of all the inputs or resources is essential to carry out some desired output. Infrastructure facilities of Sonalika IITL are one of the most significant and prior needs which include following under one roof:

- Research & Development centre
- Production
- Assembly
- Manufacturing
- Supplier development
- Finance
- Marketing
- Human resource
- Assembly
- Sales department
- Safety measures (Ambulance, Fire Brigade, etc)
- Canteen

Research & Development

R&D centre in a company plays very integral function in the products life cycle. R&D work very deep and closely with various different departments in an organization. R&D works with production and sales department, it monitor day to day function and demand of both domestic and international market. Thus, this department is committed toward the expansion of new products, design, upgrading, quality check and innovation in their products.

Research & Development Centre is further divided into following three main parts:

A Study on Customer Satisfaction Towards Sonalika Tractors, ITL 2018.

- R&D (Design)
- R&D (Protoshop)
- R&D (Testing)

R&D (Design): This division deals with designing and modification of the machinery, which will be subjected to testing. The designed machinery are developed and forwarded to Protoshop for fitment of components on tractor.

R&D (Protoshop): This division deals with the fitment of the components, which are designed by R&D (Design). Tractors with new fitted components are given to testing department for testing purpose.

R&D (Testing): This department deals with the testing of the newly developed components, imitation of field failures in the test labs and in the field. This division has huge circle of different activities, which lead to customer satisfaction by providing them best product quality.

Following category of testing is done in these two departments: -

- 1.) Static component testing
- 2.) Dynamic component testing

Assembly

ITL is known for the production of high quality world class tractors with large assortment of products demanded overseas in around 90 countries, company has such huge demand due to its finest assembly unit located in Punjab. Sonalika ITL unit has been equipped as per modern standard manufacturing technology resulting in minimizing the product finishing cycle.

Because operational assembly of this unit schedule is so well timed that one single production unit Sonalika ITL became largest producer of tractors with its manufacturing capacity of 400 tractors per day.

Training Centre

Training activities for staff are very essential for both businesses in addition to their personal career. Training helps to improve specific skills of your employees required to business. Also it will keep employees up to date with admin, management and technical skills. Employees always have some weakness in their place of work and personal skills. Thus, Training centre

A Study on Customer Satisfaction Towards Sonalika Tractors, IITL 2018.

interacts with all the departments of an organization and allow each employees to strengthen their skills they require to improve. Sonalika has a training and development unit “State-of-Art” in Hoshiarpur where company officer, dealers and their end customers are trained as per their requirement.

Manufacturing

Sonalika IITL has manufacturing capacity of around 400 tractors per day, which is only possible due to its integrated facilities consist of marketing, finance, supply, production, quality and human resources under single roof and work intimately with various functions like planning, forecasting, quality, maintenance, supplier demand, R&D etc. to meet demands of customers.

Work Culture

The IITL seek to build a culture where each employee, vendor, and dealer should feel himself equally accountable and important part of the enterprises. The work traditions at IITL is open & participative. Learning is positive in the company.

1.4 COMPETITORS

Tractor manufacturers	Location	Brand	Power range
Escorts Agri Machinery Group	Faridabad	Farmtrac	30-60hp
		Powertrac	34-55hp
		Escort	27-35hp
Force Motors Ltd.	Pune	Balwan	25-55hp
John Deere Equipment Pvt. Ltd.	Pune	John Deere	35-75hp
Mahindra Farm Equipment	Nagpur	Sarpanch	32-52hp

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	Vadodara	Arjun Ultra-1	42-59hp
New Holland Fiat India Pvt. Ltd.	Greater Noida	New Holland	35-75hp
Same Deutz-Fahr India Ltd.	Ranipet	Deutz-Fahr (new)	50-70hp
Tractors and Farm Equipment	Chennai	TAFE	30-60hp
		Massey Ferguson	35-50hp
		Eicher	24-60hp

1.5SWOT ANALYSIS

Strength:

Cost Advantages: Lower prices cause higher profits for Sonalika tractor, occasional price leader will undercut rivals on value.

Supply Chain: A durable offer chain helps Sonalika tractor acquire the right resources from supplier's delivery the correct product to customers in associate passing timely manner

Brand Name: A durable complete may be a significant strength of Sonalika. This offers Sonalika tractor the flexibility to charge higher costs for product as a Results of shoppers place additional worth at intervals the whole

Pricing Power: Generally, rebel against value will increase by change to competitive product, however if an organization has valuation power, customers can continue exploitation Sonalika tractor's product and services. Sonalika has the flexibility to charge customers higher costs.

Weaknesses:

Work Inefficiencies: Inefficient work surroundings means Sonalika tractor's product and services don't seem to be obtaining used properly.

Weak Management: Weak management will lead business toward risks and reduces profits of company,

Lack of Scale: In absence of scale suggests that Sonalika tractor's value per unit of production is awfully high. Increasing volume, whereas maintain quality, would facilitate cut back those costs. "Lack of Scale" can have a protracted harmful impact on this unit that subtract from the entity's worth.

Opportunities:

International Expansion: International markets offer Sonalika tractor new opportunities to develop the business and increase sales.

Emerging Markets: Rising markets unit quick rising area of the planet that alter Sonalika tractor to quickly expand.

New Technology: New updated technology helps Sonalika tractor to meet up their customer's requirements with new and superior product and services with added features in tractors. Technology conjointly build competitive barrier against rival and keep Sonalika ahead of competitors.

New Products: New and large assortment of Sonalika products will facilitate Sonalika tractor to expand and develop their business globally and choice their shopper base.

New Markets: New target markets enable Sonalika tractor to grow and develop their business geographically and diversify portfolio of their product and services.

Threats:

Mature Markets: Mature markets unit competitive. so as for Sonalika tractor to grow in passing mature market, it's to extend market share, that is sturdy and valuable

Intl Competition: International competitor's unit varied and exhausting to combat, as a results of their heading for several competitive edges that offer them a bonus over Sonalika tractor

Substitute Products: the supply of substitute product hurts Sonalika tractor's ability to elevate costs, as a outcome of shoppers will simply switch to a special product or service. This qualitative issue could find yourself throughout an increase in prices.

Intense Competition: Intense competition will lower Sonalika tractor's profits, as a outcome of competitors will stimulate shoppers away with superior products. Intense Competition might be a straightforward qualitative issue to beat this issue

Bad Economy: Poor economy will hurt Sonalika tractor's business by decreasing the quantity of promising consumers in market.

Government Regulations: Timely changes in government policies will negatively have an impression on Sonalika tractors.

1.6 FUTURE GROWTH & PROSPECTS

- International Tractor Limited has to focus on the expansion of their business in such a manner that they can built their brand name which contains a value. They expanded their business overseas in around 90 countries and also in and few other states in India so that their brand value will increase and lead to the profit. They have to focus more on buyer satisfaction through quick and standard service.
- Expansion of both product line and proper service network with standard service is the future growth prospects for the IITL.
- Through tie-up with Yanmar, IITL is targeting five additional markets in 2018-2019.
- Sonalika IITL., the 3rd biggest tractor manufacturing company in India aims to twice its profits by 2020.
- Sonalika has plans to set up new manufacturing unit of tractors which is probable to come up in Karnataka, India.
- Sonalika seek 15-20% growth from overseas shipment.
- In international market Sonalika strategy to its major expansion in Africa.

1.7 Financial Statement: Balance sheet (Rscore)

Sources of funds	Mar ' 08	Mar ' 07	Mar ' 06	Mar ' 05	Mar ' 04
Owner's fund					
Equity share capital	60.76	60.76	60.76	60.76	60.76
Share application money	-	-	-	-	-
Preference share capital	-	-	-	-	-
Reserves & surplus	604.08	586.24	508.26	451.66	426.94
Secured loans	-	-	-	27.18	50.04
Unsecured loans	4.05	10.74	12.98	12.20	9.90
Total	668.88	657.74	582.00	551.80	547.63
Gross block	304.24	295.26	288.57	286.69	285.20
Less : revaluation reserve	-	-	-	-	-
Less : accumulated depreciation	216.31	201.73	188.06	174.01	158.31
Net block	87.93	93.53	100.51	112.68	126.90
Capital work-in-progress	2.63	0.59	0.74	0.61	0.60
Investments	154.48	4.43	9.23	10.85	10.22
Current assets, loans & advances	631.10	727.22	669.13	677.35	636.56
Less : current liabilities & provisions	207.27	168.03	197.61	249.69	226.64
Total net current assets	423.84	559.19	471.52	427.66	409.92
Miscellaneous expenses not written	-	-	-	-	-
Total	668.88	657.74	582.00	551.80	547.63
Book value of unquoted investments	149.98	4.43	4.78	4.78	4.78
Market value of quoted investments	151.23	-	116.02	158.00	112.35
Contingent liabilities	21.28	13.42	13.14	8.92	6.72
Number of equity shares outstanding (Lac)	607.56	607.56	607.56	607.56	607.56

CHAPTER 2
(CONCEPTUAL BACKGROUND AND
LITERATURE REVIEW)

2.1 Theoretical Background

Organization is said to be successful organization only when the consumers are aware of products and services of the company. Consumer understanding is a widely used company's marketing plan. The customer awareness is a process in which entrepreneur does the various activities in order to gain the customers attention.

Through the employer can exert a pull on more number of customers which helps the company to recognize the market and to get the desired outcome for their products.

Customer awareness programme has some certain objectives mentioned below:

- To build a good brand image of company and its products in the mind of the customers.
- To compete and to carry on in the extremely competitive marketplace with the stable brand image.
- Through the effective customer awareness program, organization can reach the targeted population and attract the customers in an effective manner.
- This program will help the customers to know about various products offered by the organization.
- It will help to give clear picture about the benefits of various products and services to customers.
- It helps in increasing customer confidence about the products and services of the company.

What is necessity of building awareness amongst the customers of company?

In the today's scenario customer awareness has become necessary for every company as of the saturated and highly competitive market, customer awareness program is very important to bring awareness about the company's products in the mind of consumers. This awareness program helps in building better customer knowledge about the products.

Awareness plan must designed by the corporation in such a way that it can reach maximum number of target potential customers. Such awareness program also helps company to raise the demand of their products in the market.

It also opens various opportunities to expand and target new market place and capture more geographically.

Company should raise its USP (unique selling price) while planning for awareness programme to attract more and more new customers.

2.2 Literature Review

1. **Oliver (1999)** defined, "Satisfaction as pleasurable fulfillment. Satisfaction is the customer's sense that consumption provides outcomes against a standard of pleasure versus displeasure.
2. **Pakola et al. (2003)** surveyed 397 Finnish customer-purchasing motives on one hand and factors affecting operator choice on the other and the result indicates that audibility; price and other related factors are regarded as the most- important in the choice of the mobile phone service provider.
3. **Kotler (2006)** also noted that satisfaction is a function of perceived performance and expectations that identifies feelings of a person resulting from comparing a products perceived performance in relation to his/her expectations.
4. **Anderson et al.(1997)** The centrality of the concept is reflected by its inclusion in the marketing concept that high customer satisfaction ratings are widely believed to be the best indicator of a company's future profit.
5. **Anderson et al., (1994)** satisfied customers are more willing to pay for the benefits they receive and are more likely to be tolerant of increases in price. This implies high margins and customer loyalty. Otherwise, it will lead to customer turn over, high replacement costs and high customer acquisition costs.
6. **Prahalad and Ramaswamy (2000)** have rightly states that consumers/customers are changing the dynamics of the marketplace. The market has become a forum in which customers play an active role in creating and competing for value. Customers are becoming a new source of competence for the corporation.
7. **Krishna and Shylajan (2007)** stated that brand awareness and brand visibility plays an important role along with product features. It is concluded that for most of the products, brand awareness is a significant determinant for buying behavior.
8. **Kennedy & Schneider (2000)** states,that in the changing economy knowledge is as important as product / Service which is becoming globally standardized. Companies

gain competitive advantage through constant innovation; better targeting customers and additional service. Customer satisfaction has been an important aspect for every organization due to constant innovation in components or service.

9. **Kotler and Armstrong (1993)** stated that consumer/customer satisfaction is determined by the relationship between the customer's expectations and product's perceived performance.
10. **Bitner et al (1996)** defined, satisfaction is the customers evaluation of a product or service in terms of whether that product or service has met their needs and expectations.
11. **Furse et al (1994)** refers, "Satisfaction as the measurement of one or more variety of customer opinions including ratings of service quality, 'future behavioural intentions, customer's self assessment of outcome and satisfaction.
12. **Webbrook and Oliver (1991)** described customer satisfaction is a post choice evaluative judgment concerning a specific purchase selection.
13. **Oliver (1987)** defined customer satisfaction as an outcome of a purchase/ usage experience would appear to be an important variable in the of purchase experience linking product selection with other post purchase phenomena including favorable word-of-mouth and customer loyalty.
14. **Halstead, Hartman and Shmidt (1994)** found that customer satisfaction is a transaction-specific affective response resulting from the customer's comparison of product performance to some pre-purchase standard.
15. **Rust and Zahorik (1993)** Customer satisfaction might be linked to individual loyalty, aggregate retention rate, market share and profits showed in the study.
16. **Terblanche & Boshoff (2001)** assessed the influence of certain factors on customer's level of satisfaction in their study. It has been found that service quality, product quality and product varieties are the three dimensions that influence customer satisfaction.
17. **Ching-chow Yang (2003)** stated that customer satisfaction measurement highlights the strength and the area of improvement in the quality of product. Continuous improvement is considered one of the important quality activities for a firm to pursue the best quality for its products. Through the continuous improvement actions, the enterprise can increase customer satisfaction and raise profits.

18. **Bolton (1998)** indicates that customer satisfaction is positively related to the duration of the relationship. The strength of the relationship between duration times and satisfaction levels depends on the length of customer's prior experience with the organization.
19. **Taylor (2002)** stated that company should stay focus on delivering services quickly and consistently so that it reaches to customer fast.
20. **Fe and Ikova (2004)** added that the perception of the word "satisfaction" influences the activities, which a customer conduct to achieve it.
21. **Goodman et al (1995)** examined the relationships among levels of involvement between customers and suppliers, customers evaluations of core and peripheral factors in their transactions and customers and overall those less involved. Peripheral aspects, such as supplier responsiveness to customer inquiries appeared to influence how customers evaluated a core product as well as their overall satisfaction.

CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

Shift of customers was seen in the customers of Sonalika with increasing competitive edge in the market. Sonalika has not carried out any survey in last decade with respect to awareness with the consumers of sonalika, their satisfaction level with products and services provided by the companies dealers and there were decrease in sales growth of Sonalika as match up to previous records.

3.2 NEED FOR STUDY

When company wants to raise customer awareness about products provided by them to attract more customer to increase its market share than company needs apply strategy and plans often in order to get additional customer. The need for this study is to recognize whether the customer awareness do have an impact on company.

3.3 OBJECTIVE OF THE STUDY

1. To study awareness of Sonalika tractors among the customers.
2. To study the consumer satisfaction with pricing of Sonalika tractors.
3. To check customers preference while choosing tractor.

3.4 SCOPE OF THE STUDY

The study on customer awareness covers whole Hoshiarpur city and its nearby cities like Haryana, Dasuya and Mukerian the constraint of the research is about 10 weeks. Including existing customer, customer who are keen to buy tractor and dealers of Sonalika has been included for the survey.

Why it is essential to choose right tractor

Tractor that is too small and one that is too large, in both the case you are not been able to get return on investment, because smaller tractor will not give you desires out come in the field, whereas large tractor will be extra burden on your pocket, it will consume more fule, more cost you had paid , higher maintenance.

Once you understand which specifications are essential in your tractor, you can make right decisions for your purchase of tractor. Points to be consider:

- Type of land.
- Flat or hilly area.
- Which all attachments you want to use.
- Purpose of buying; farming, heavy load pulling etc.
- Conditions in which tractor will be used.

Attachments of tractors

- Box Blades
- Mowers
- Tillers
- Plows
- Disk
- Harrow

3.5 RESEARCH METHODOLOGY

This chapter focuses on research methodology that was used for the study. It provides a detailed explanation of the research approach adopted in this study. Research design, target population, research instruments, collection of data and examination methods used were presented in the subsequent sections. Methodology clarifies techniques used for gathering data to the step touch are as follows:

3.5.1 RESEARCH DESIGN

Descriptive Research:

Descriptive research design being used. Descriptive research include gathering of data that explain no. of trial and then organizes, tabulates and describes the data collection

It is evidence based research design where quantifiable information is gathered and used for statistical result on target sample size through data analysis.

Exploratory Research:

Exploratory Research is related with finding general way of the issue and the factors that are identified with research study.

3.5.2 Population

As of studies **57%** Indian population engaged in agriculture. For survey people from Hoshiarpur area were taken as population of study, Hoshiarpur district has an area of 3365 km² and a population is 15,86,625 persons as per census and on an average every Sonalika dealer cover around 10-15 km area for their sale (basically located in main cities) which provide us with large population for implementing results collected through sample size.

3.5.3 Sample Design

Simple random sampling technique was used to select the sample size. Customers were used as a study sample to represent the population of consumers. Respondents were selected randomly representative sample of 100 for the population. This was effective sampling technique since it gave us the advantages to focusing on important sample size and allowed to use different sampling technique for improving the accuracy of outcome.

3.5.4 Data Collection

The research involves both the mode of data collection, primary and secondary data collection. primary data, which was collected using well-structured questionnaire distributed to the 100 respondents who were sampled from the marketplace, Sonalika dealers etc. data was collected through questionnaires from the respondents which took several days and their responses used for investigation and explanation of data to make it meaningful information. The questionnaire had both open ended questions and close ended questions to guide the respondent through filling of the survey further probe them for more information.

3.5.5 Validity and Reliability;

Validity and reliability has been proved through pilot testing, which was carried to identify any type of flaws on the questionnaire to reduce errors of measurement and test for consistency.

3.5.6 Data Analysis

Statistical tools were used to analyze this data. The mean responses, standard deviation and other relevant statistics were computed to better understand the data. The data composed through survey was compile and edited to verify error correction and logical inconsistencies. The statistics then coded according to the response. Relationships between responses was analyzed and presented with the tables and graphs and analysis was done using Correlation analysis was applied in this study to reveal relations among variables in the result from the data.

3.5.7 TYPES OF DATA

For research study 2 sources of data have been collected and those are:

- 1) Primary Data
- 2) Secondary Data

Primary data:

It is indigenous sources which are directly collected by the researcher and these data are not available in any or the other form or with any other researcher. The data is composed through the structure questionnaire in this study.

Secondary data:

It is a data which we readily get on the public sources like articles, reports websites and company magazines. For this study company website, report and articles are used as secondary sources.

3.5.8 SAMPLING

Sampling Design: Simple Random Sampling

Sampling Frame: General public and existing customer

Time Periods: 10 weeks

Sample Size: 100

3.5.9 MEASUREMENT TECHNIQUES

Questionnaire

It shows the mostly recognized type of estimation of data. To such an extent, as much its function is estimation.

Questionnaire design included Open-ended questions, Multiple-Choice questions, Likert scale questions and Dichotomous questions.

Open-Ended Questions: Respondents feel free to give the answers that seem appropriate in the light of the questions. A questionnaire was included that administered an open ended question to ascertain the expectations of respondents in life insurance.

Multiple-Choice Question: Numerous decisions are quickly trailed by a rundown of conceivable from which the respondents must pick one alternative.

Dichotomous Question: Dichotomous questions speak to an outrageous type of the numerous decision, permit just two reactions, for example “Yes or No”.

Rating Scales: The evaluation requires a measure to put the characteristics of matrix of the object being evaluated in a certain point along the chain of the required categories numerically. Focus on the scale of evaluation, characteristics, in general, towards the object. Grade object containing the attribute.

3.6 Hypothesis Framework:

H₀: The Brand Image of the company does not vary with Annual Income of the customers.

H₁: The Brand Image of the company vary with Annual Income of the customers.

Statistical Tests:

The statistical tests used are percentage Analysis, SPSS. Let’s see the meaning of the statistical tests and what the uses of these tests are.

Software called SPSS is used for testing the hypothesis.

ANOVA

Used to analysis difference among group mean, one way anova has one independent variable and two way anova has two independent variables.

3.7 Limitation of study:

1. There was a limited time constraint provided for the study.
2. As the company is private limited, some of the information was kept confidential.
3. Some of the respondents hesitated to provide their opinion.
4. Respondent has shown biasness while answering few questions.
5. Respondent feels difficult to compare Sonalika and other brand tractors.

3.8 CHAPTER SCHEME:

Chapter 1: It gives a brief description about the industry profile and the company profile, Promoters, Vision, Mission and Quality policy and SWOT analysis of the company.

Chapter 2: It gives us information about theoretical background and the literature review.

Chapter 3: It gives us brief information on the research design and all other functional departments of the organization.

Chapter 4: It deals with the study and understanding of the data collected in the organization.

Chapter 5: It gives the summary of Findings, Conclusion and Suggestions.

CHAPTER 4

DATA ANALYSIS

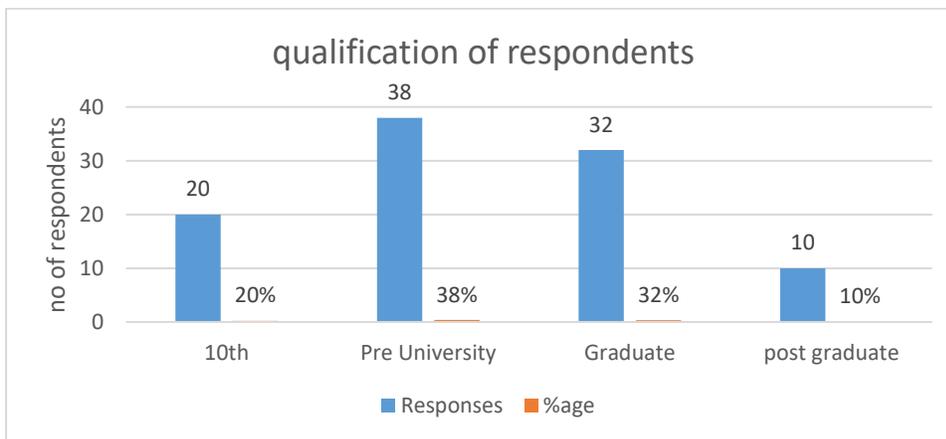
AND INTERPRETATION:

Table 4.1Table showing qualification of respondents.

Qualification of respondents?	Responses	%age
10 th	20	20%
Pre University	38	38%
Graduate	32	32%
Post Graduate	10	10%

Analysis: From the data mentioned above 38% respondents passed Pre University, 32% respondents passed Graduation, 20% respondents are Matrix passed and 10% are Post Graduates.

Graph 4.1Graph showing qualification of respondents.



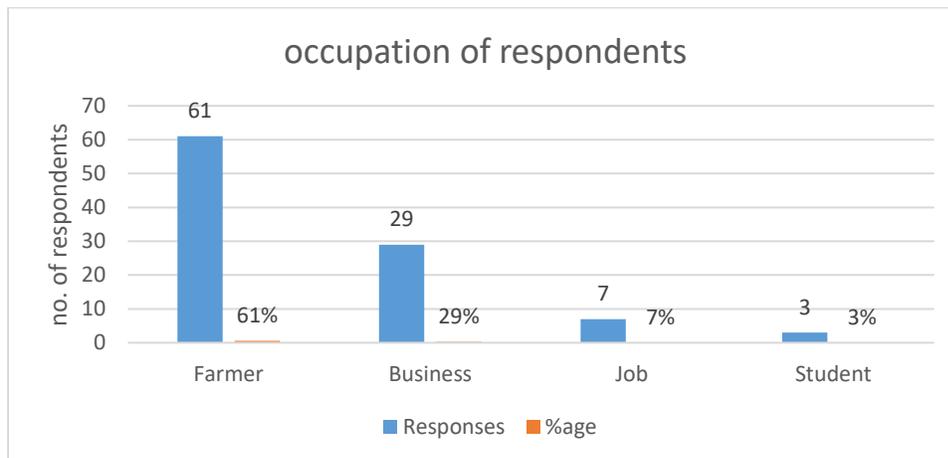
Interpretation:From this we can conclude that majority of respondents have passed their Pre University, followed by Graduates. By this response we can say majority of population is educated.

Table 4.2 Tables showing occupation of respondents.

Occupation of respondents?	Responses	%age
Farmer	61	61%
Business	29	29%
Job	7	7%
Student	3	3%

Analysis: We can see 61% respondents are farmer by occupation, 29% respondents own business, 7% respondents are employed and remaining 3% are students.

Graph 4.2 Graph showing occupation of respondents.



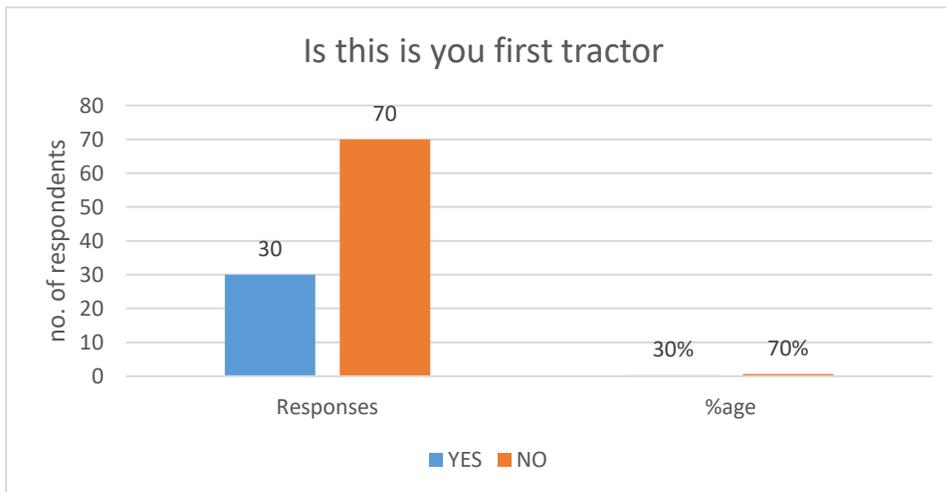
Interpretation: Majority of respondents are farmers, followed by respondents who own business.

Table 4.3 Table showing whether it's first tractors of respondents or not.

Is this is your first tractor?	Responses	%age
YES	30	30%
NO	70	70%

Analysis: Here you can see 70% respondents already have tractors and 30% bought or willing to buy new tractor.

Graph 4.3 Graph showing whether it's first tractors of respondents or not.



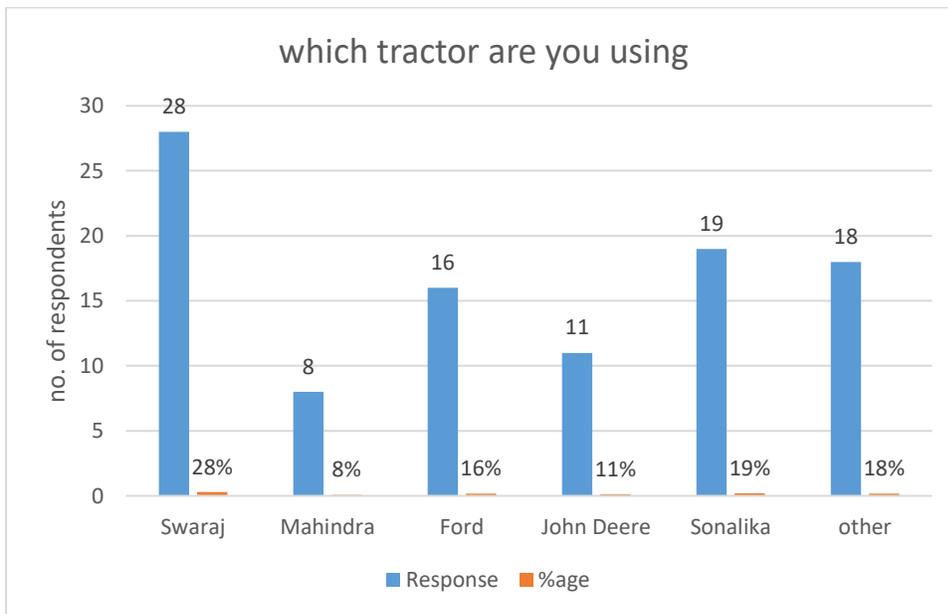
Interpretation: We can conclude majority of respondents own tractor, followed by respondents willing or bought new tractor.

Table 4.4 Table showing which tractor they are using

Which tractor are you using?	Response	%age
Swaraj	28	28%
Mahindra	8	8%
Ford	16	16%
John Deere	11	11%
Sonalika	19	19%
other	18	18%

Analysis: We can see 28% respondents are using Swaraj tractors and 19% respondents are using Sonalika tractors, 18% respondents are using other brand tractors (Escort, Preet, Eisher, New Holland, Poland, Powertrac, Farmtrac etc.), 16% respondents are using Ford tractor, 11% are using John Deere and remaining 8% of them are using Mahindra tractors (Arjun).

Graph 4.4 Graph showing which tractor they are using.



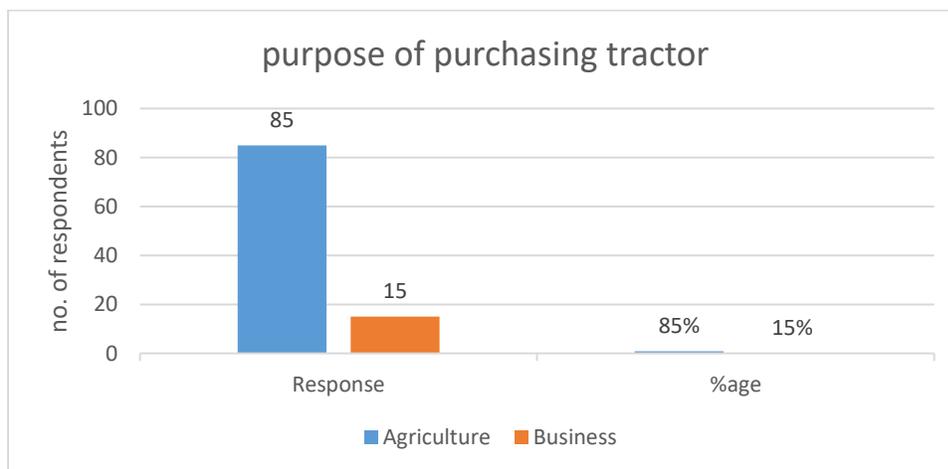
Interpretation: Here we conclude majority respondents are using Swaraj Tractors, followed by respondents of Sonalika.

Table 4.5 Table showing purpose of purchasing tractor.

Purpose of purchasing tractor?	Response	%age
Agriculture	85	85%
Business	15	15%

Analysis: We can see that out of total respondents 85% respondents have bought tractors for agricultural purpose and 15% bought tractor for the purpose of business.

Graph 4.5 Graph showing purpose of purchasing tractor.



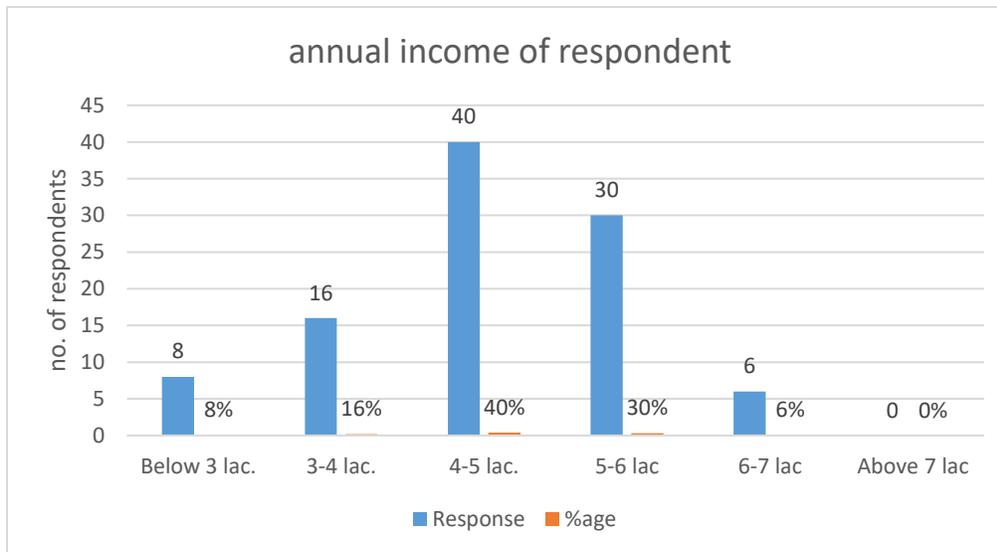
Interpretation: Main purpose of buying tractors by the respondents is agriculture and remaining bought tractor for their business.

Table 4.6 Table showing annual Income of respondents

Annual Income of respondents?	Response	%age
Below 3 lac.	8	8%
3-4 lac.	16	16%
4-5 lac.	40	40%
5-6 lac	30	30%
6-7 lac	6	6%
Above 7 lac	0	0%

Analysis: We can see in graph income of 40% respondents is in range of 4-5 lac annually, income 30% of respondents is in range of 5-6 lac annually, 8% respondents earn below 3 lac, 6% earn 6-7 lac annually and none of them earn above 7 lac annually.

Graph 4.6 Graph showing annual Income of respondents



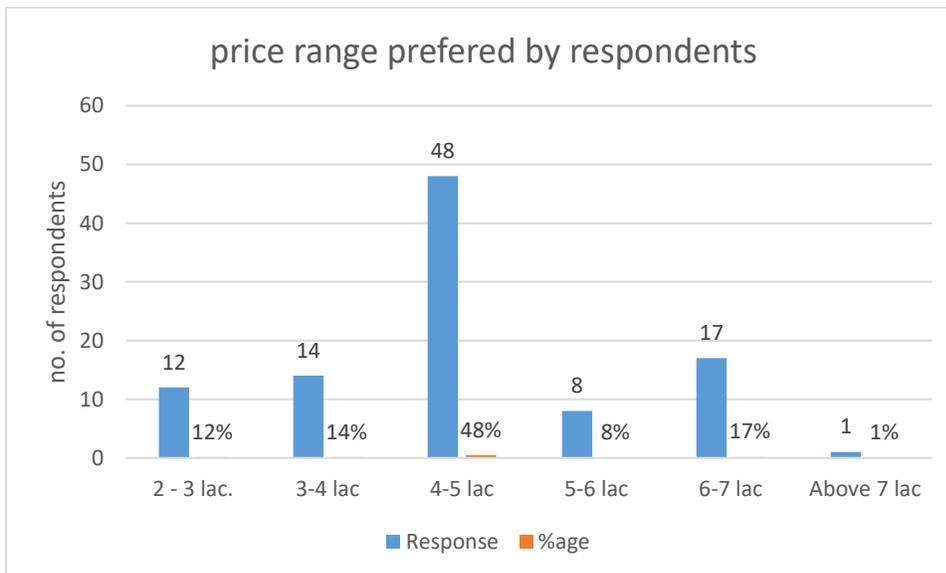
Interpretation: Here we can conclude majority respondents earns 4-5 lac a year which is followed by respondents with 5-6 lac income range.

Table 4.7 Tables showing price range do respondents prefer

What price range you prefer to buy tractor?	Response	%age
2-3 lac.	12	12%
3-4 lac	14	14%
4-5 lac	48	48%
5-6 lac	8	8%
6-7 lac	17	17%
Above 7 lac	1	1%

Analysis: We can see graph 48% respondents prefer tractors within 4-5 lac price range, 17% respondent prefer tractors of 6-7 lac range 14% respondents prefer range of 3-4 lac, 12% respondents prefer range 2-3 lac, 8% prefer tractors with price range of 5-6 lac and only 1% prefer tractor above 7 lac price.

Graph 4.7 Graph showing price range do respondents prefer



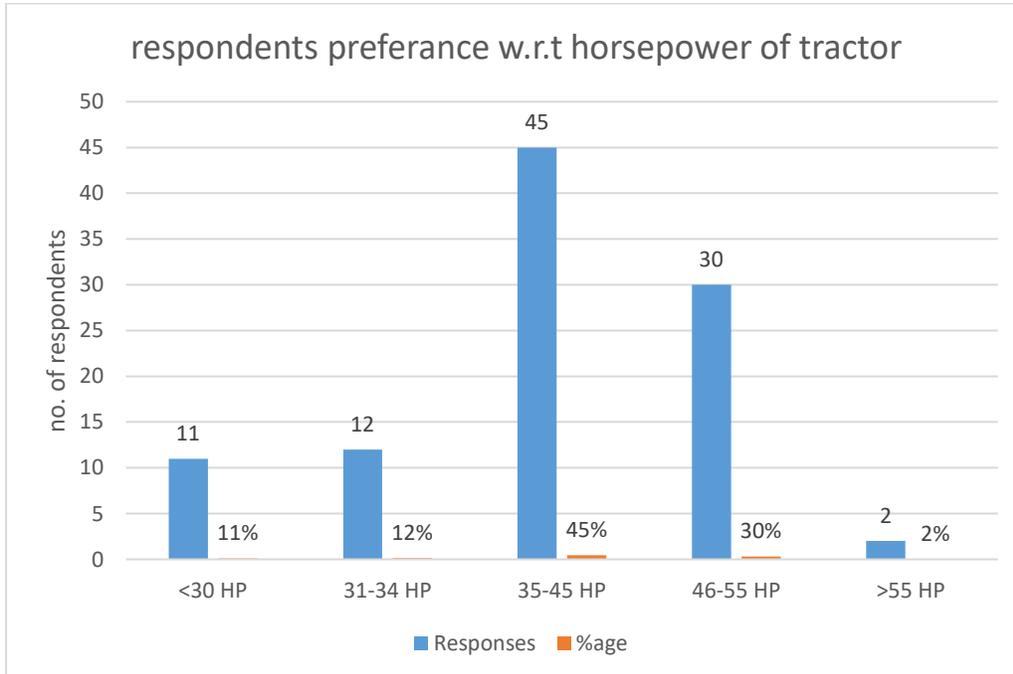
Interpretation: we can conclude majority of respondents prefers the price range of 4-5 lac followed by respondents who prefer tractors cost 6-7 lac.

Table 4.8 Table showing horsepower preference by customers

How much horsepower you prefer?	Responses	%age
<30 HP	11	11%
31-34 HP	12	12%
35-45 HP	45	45%
46-55 HP	30	30%
>55 HP	2	2%

Analysis: We can see 45% respondents prefer tractors of 35-45 horsepower, 30% of respondents prefer 46-55 horsepower tractors, 12% of them prefer 31-34 horsepower tractors, 11% of them prefer tractors below 30 horsepower and remaining 2% of them prefer more than 56 horsepower in their tractors.

Graph 4.8 Graph showing horsepower preference by customers



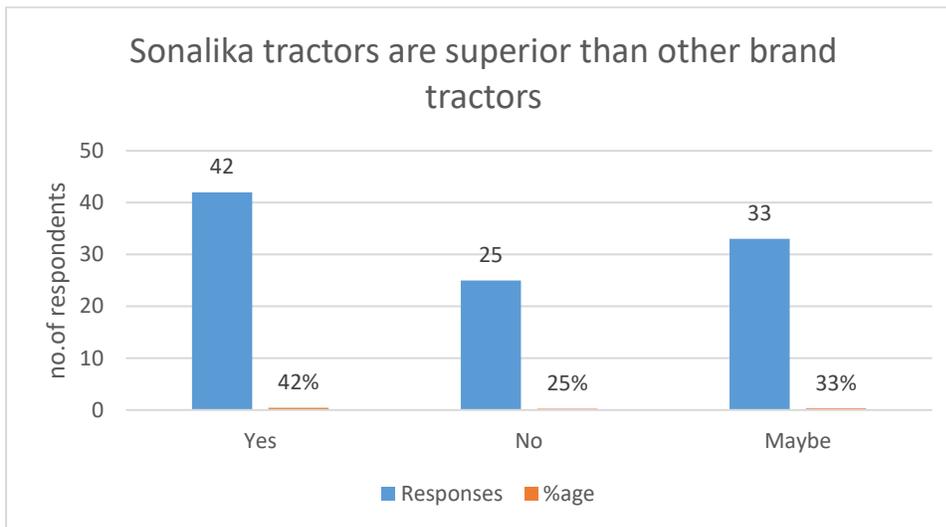
Interpretation: We can conclude majority of respondents prefer 35-45 horsepower tractors followed 30% respondents who prefer 46-55 horsepower tractors.

Table 4.9 Table showing if sonlika tractor is superior or not.

Sonalika is superior than other brands?	Responses	%age
Yes	42	42%
No	25	25%
Maybe	33	33%

Analysis: We can see 42% respondents are agree to the statement that Sonalika is superior to other brands, whereas 33% respondents neither agree nor disagree with statement and remaining 25% respondents says no to the statement.

Graph 4.9 Graph showing if sonlika tractor is superior or not.



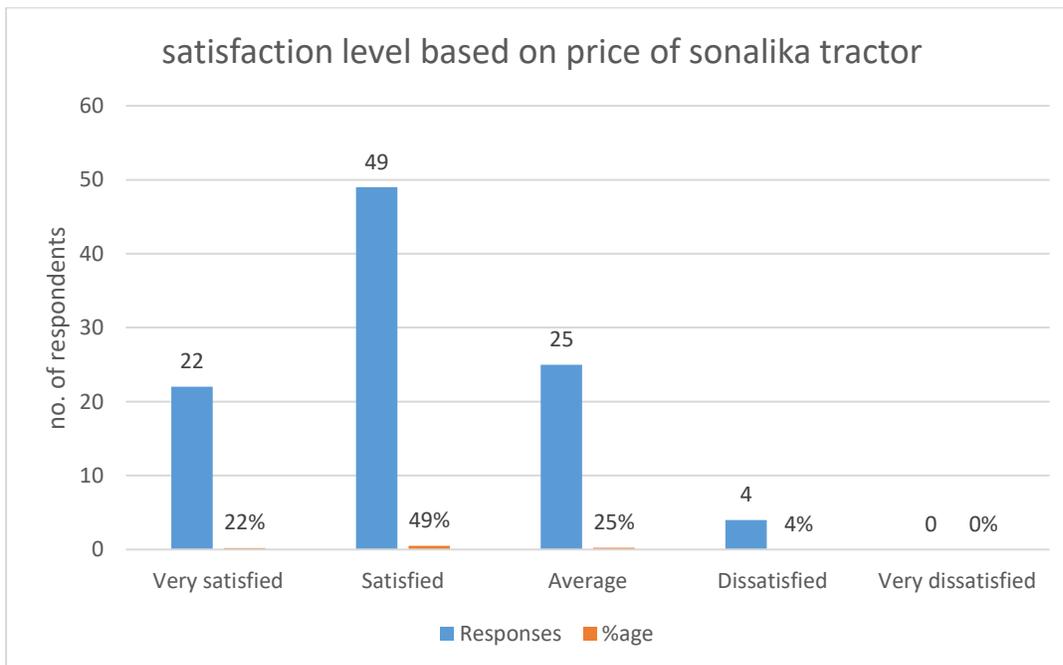
Interpretation: We can conclude respondents with majority are agreed that Sonalika is a better brand followed by respondents neither agree nor disagree.

Table 4.10 Table showing satisfaction level based on Pricing.

Pricing of Sonalika tractors?	Responses	%age
Very satisfied	22	22%
Satisfied	49	49%
Average	25	25%
Dissatisfied	4	4%
Very dissatisfied	0	0%

Analysis: Here we can see 49% respondents are satisfied with the pricing of Sonalika tractors, 25% respondents choose average rating, whereas 22% respondents are very satisfied and only 4% are dissatisfied.

Graph 4.10 Graph showing satisfaction level based on Pricing.



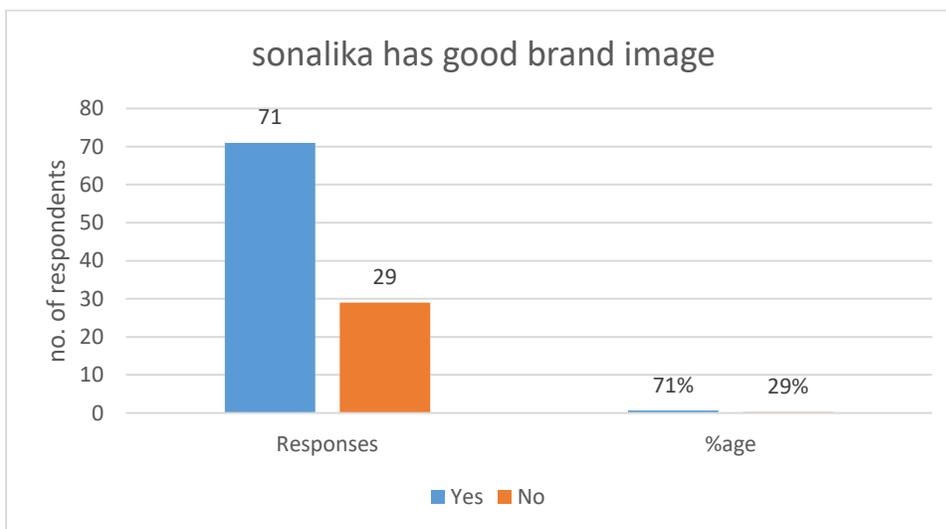
Interpretation: We can conclude majority of the population are satisfied with the pricing of Sonalika tractors followed by respondents who rate average satisfaction.

Table 4.11 Table showing whether Sonalika has good brand image

Sonalika has good brand image?	Responses	%age
Yes	71	71%
No	29	29%

Analysis: Here 71% respondents responded that Sonalika has a good brand image and 29% says it doesn't have good brand image in the market.

Graph 4.11 Graph showing whether Sonalika has good brand image



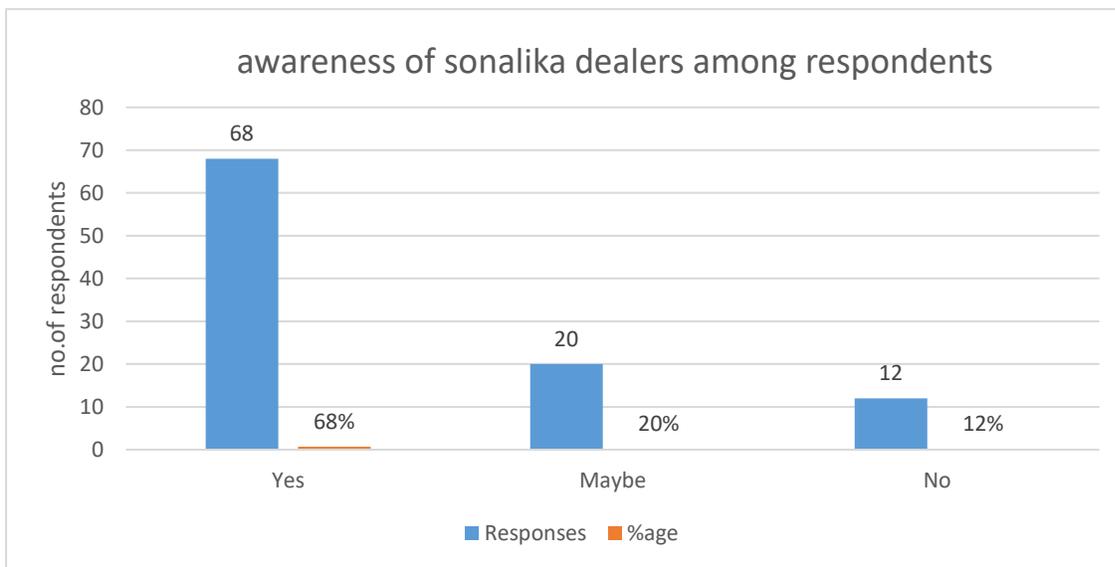
Interpretation: Majority of respondents agreed that Sonalika has a good brand name in the market remaining respondents are not agreed that Sonalika has good brand image.

Table 4.12Table showing awareness of Sonalika dealers in market

Aware of Sonalika dealers in market?	Responses	%age
Yes	68	68%
Maybe	20	20%
No	12	12%

Analysis: We can see 68% respondents are aware of Sonalika dealers in the market, 20% respondents are neither agree nor disagree and remaining 12% are totally unaware dealers in market.

Graph 4.12Graphshowing awareness of Sonalika dealers in market



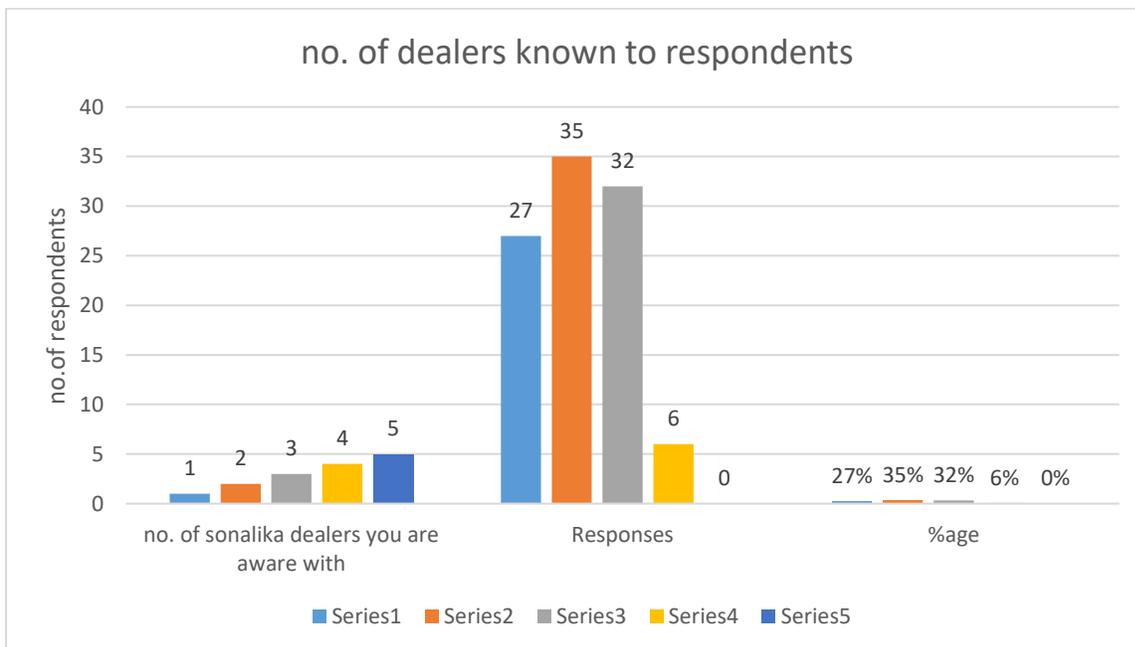
Interpretation: We can conclude most respondents are aware of Sonalika dealers in market followed by respondents who may or may not aware of Sonalika dealers in the market.

Table 4.13 Table showing customers awareness towards dealers

no. of Sonalika dealers you are aware with	Responses	%age
1 Dealer	27	27%
2 Dealers	35	35%
3 Dealers	32	32%
4 Dealers	6	6%
5 Dealers	0	0%

Analysis: 35% respondents are aware of 2 dealers in the market, 32% respondents are aware of 3 dealers, 27% respondents are aware of only 1 dealer and 6% are aware of 4 dealers in the market.

Graph 4.13 Graph showing customers awareness towards dealers



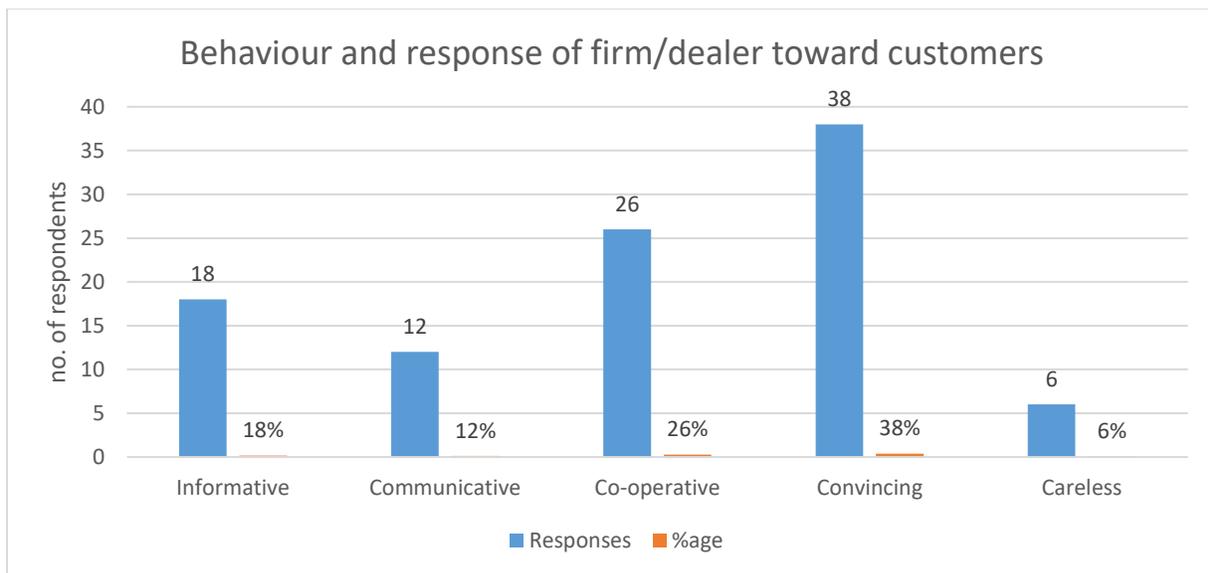
Interpretation: We can conclude majority of the respondents are aware of only two dealers in the market followed by respondents aware of 3 dealers.

Table 4.14 Table showing behavior and response of firm's staff

Behavior and response of firm's staff or dealers toward customer's?	Responses	%age
Informative	18	18%
Communicative	12	12%
Co-operative	26	26%
Convincing	38	38%
Careless	6	6%

Analysis: We can see 38% respondents found the behavior and response of the staff of dealer convincing, 26% found it co-operative, 18% found it informative, whereas 12% found it communicative and remaining 6% found it careless.

Graph 4.14 Graph showing behavior and response of firm's staff



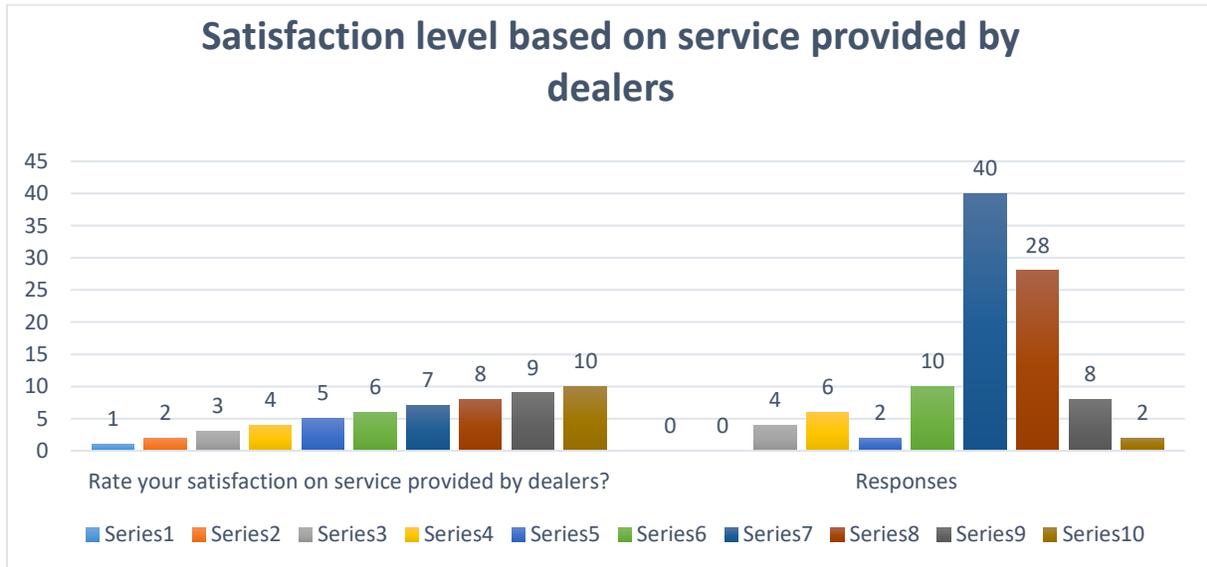
Interpretation: We can conclude majority of the respondents found convincing behavior of the staff towards customers which is followed by co-operative behavior of staff toward customers.

Table 4.15Tableshowing satisfaction based on service provided by dealers

Rate your satisfaction on service provided by dealers?	Responses	%age
(Lowest) 1	0	0%
2	0	0%
3	4	4%
4	6	6%
5	2	2%
6	10	10%
7	40	40%
8	28	28%
9	8	8%
(Highest) 10	2	2%

Analysis: We can see 40% of the respondents rated 7 on 10 as their satisfaction from the service provided by dealers, 28% respondents rated 8 on 10, 10% respondents rated 6 on 10, 8% them rated 9 on 10, 6% rated 4 on 10, 4% rated 3 on 10 and 2% rated 2 on 10 & 9 on 10 each for the satisfaction level on service provided.

Graph 4.15Graphshowing satisfaction based on service provided by dealers



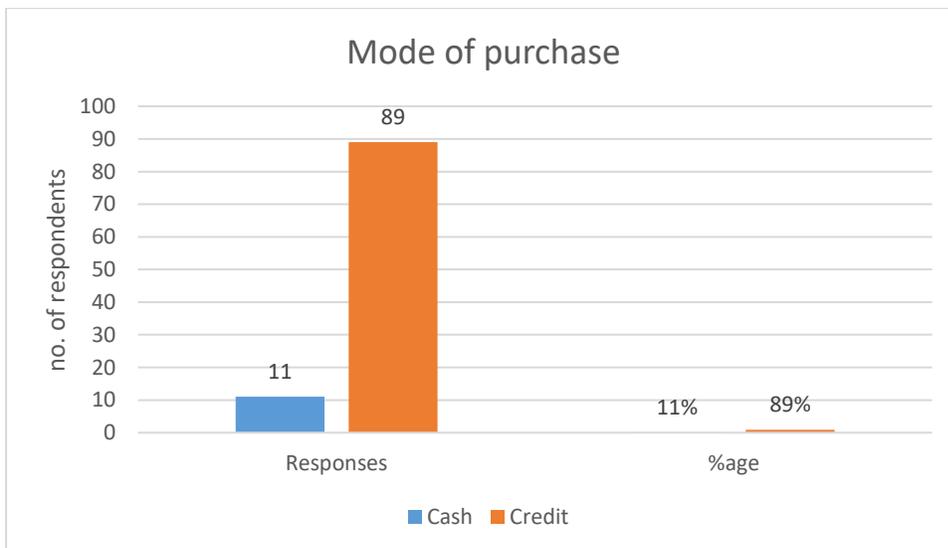
Interpretation: We can conclude majority of the respondents gave 7 ratings out of 10 as their satisfaction from the service provided by dealers followed by respondent who gave 8 rating.

Table 4.16 Table showing mode of purchase

By which mode of payment you would like to purchase tractor?	Responses	%age
Cash	11	11%
Credit	89	89%

Analysis: We can see 89% respondents purchase tractors on credit and only 11% purchase for cash.

Graph 4.16 Graph showing mode of purchase



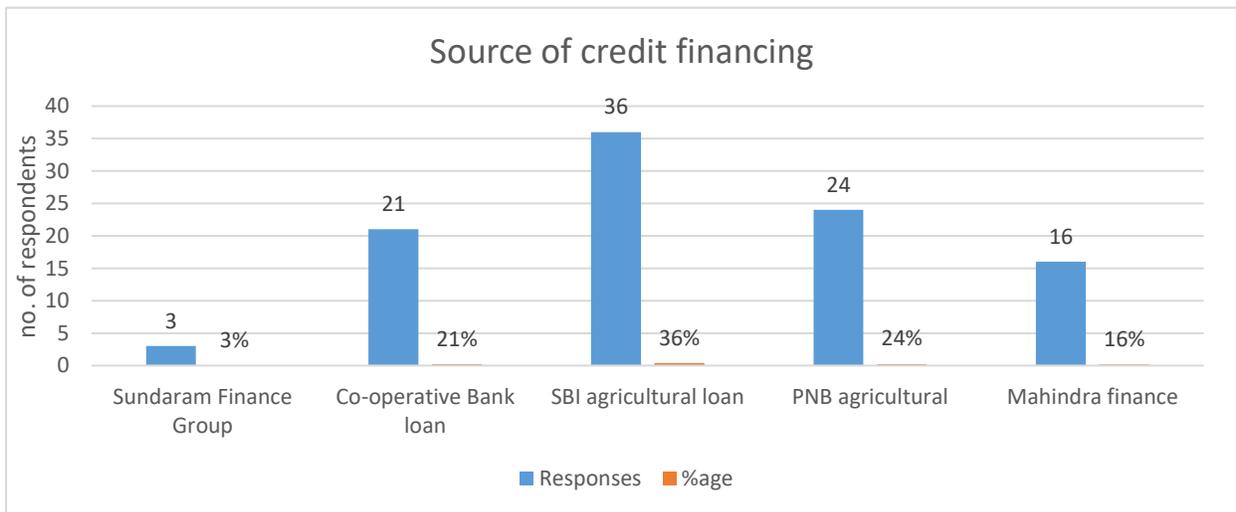
Interpretation: We can conclude most respondents prefer credit purchase of tractors, followed by respondents who purchase tractor on cash payment.

Table 4.17 Table showing sources of credit purchase of tractors

source of finance	Responses	%age
Sundaram Finance Group	3	3%
Co-operative Bank loan	21	21%
SBI agricultural loan	36	36%
PNB agricultural	24	24%
Mahindra finance	16	16%

Analysis: We can see 36% of the customers took credit from SBI Agricultural loan, 24% took loan from PNB agricultural loan, 21% took loan from co-operative bank, 16% prefer Mahindra finance and only 3% took loan under Sundaram Finance Group.

Graph 4.17 Graph showing sources of credit purchase of tractors



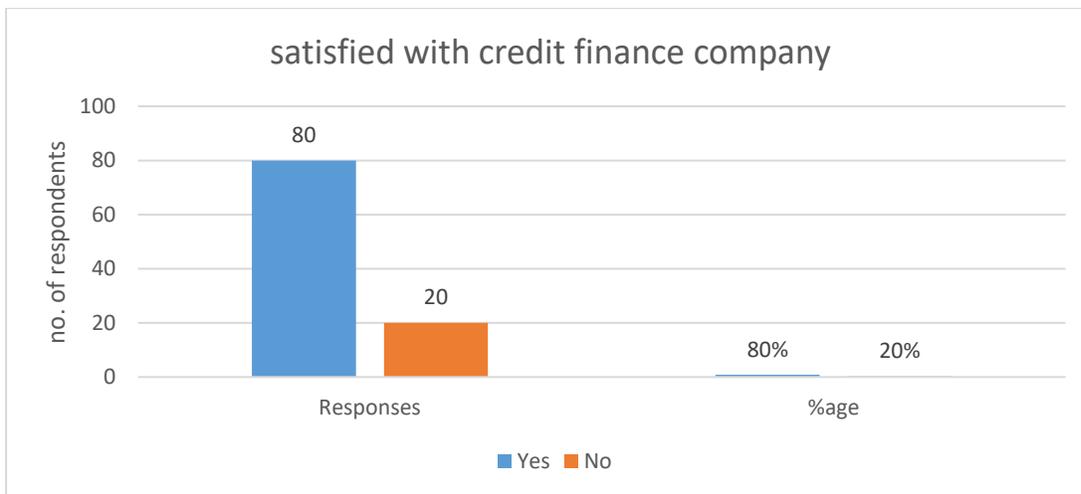
Interpretation: Majority of respondents are financed by SBI agricultural loans to buy tractors which are followed by respondents took loan from PNB bank.

Table 4.18 Table showing satisfaction towards financial institutes

Are you satisfied with financial institutes?	Responses	%age
Yes	80	80%
No	20	20%

Analysis: We can see 80% respondents are satisfied with the financial institute from where they took loan for purchase of tractor and 20% respondents are not satisfied with their financial institutes.

Graph 4.18 Graph showing satisfaction towards financial institutes



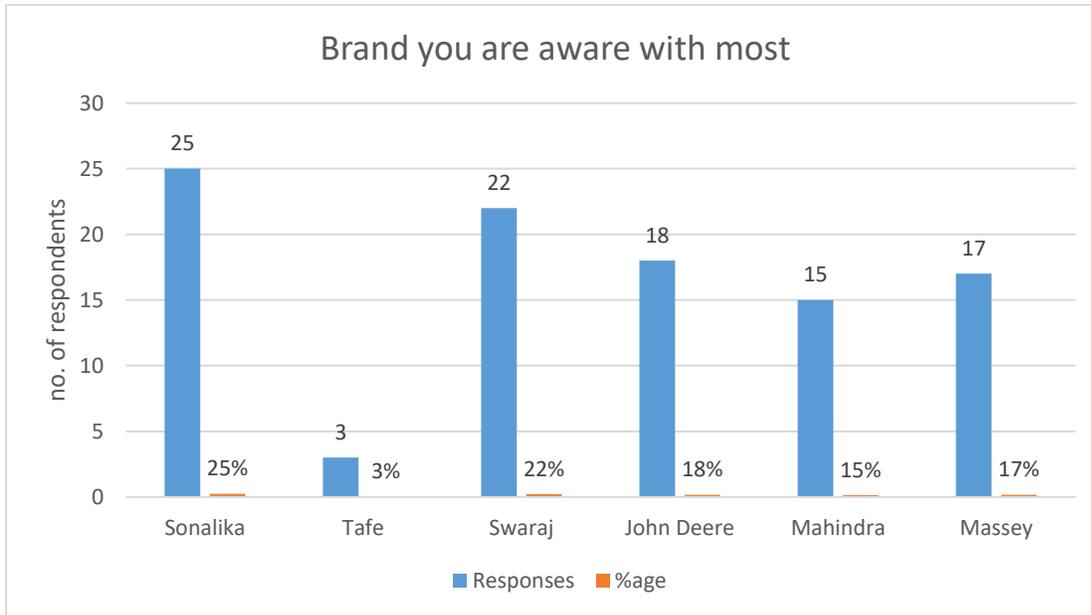
Interpretation: We can conclude most of the respondents are satisfied with their finance company.

Table 4.19 Table showing brand aware among customers

Brand you are most aware with?	Responses	%age
Sonalika	25	25%
Tafe	3	3%
Swaraj	22	22%
John Deere	18	18%
Mahindra	15	15%
Massey	17	17%

Analysis: We can see 25% respondents are aware with the brand of Sonalika, 22% are aware of Swaraj, 18% are aware of John Deere, 17% are aware of Massey, 15% are aware of Mahindra and only 3% are aware of the brand of Tafe tractors.

Graph 4.19 Graph showing brand aware among customers



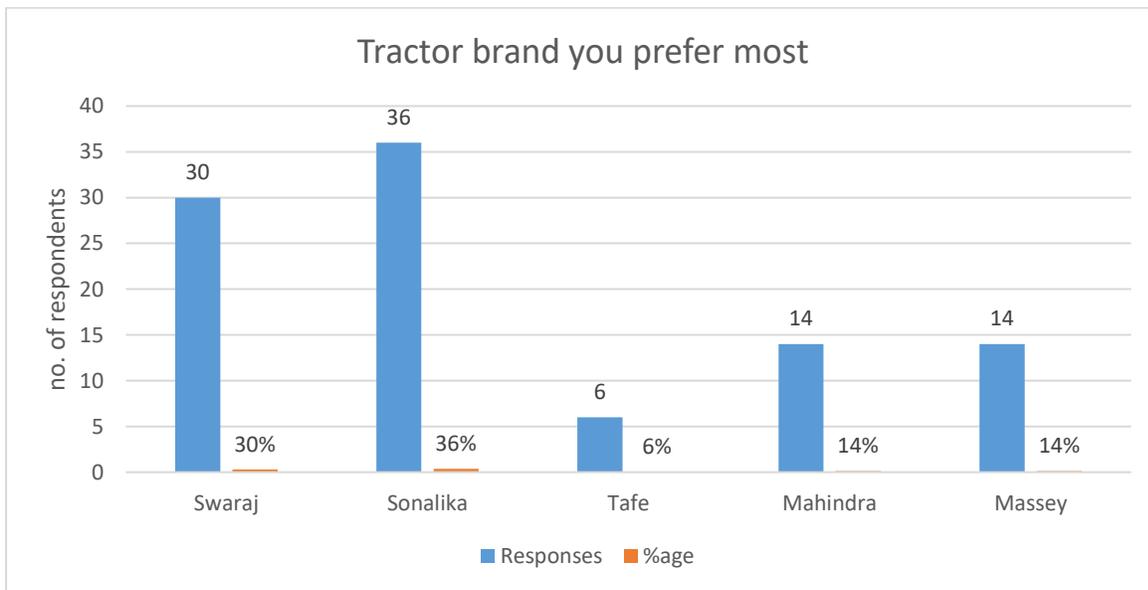
Interpretation: We can conclude majority of the respondents are aware with Sonalika tractors most, followed by respondents aware of Swaraj tractor.

Table 4.20 Table showing brand prefer among customers

Which brand tractor you prefer most?	Responses	%age
Swaraj	30	30%
Sonalika	36	36%
Tafe	6	6%
Mahindra	14	14%
Massey	14	14%

Analysis: We can see 36% respondents mostly prefer Sonalika tractors, 30% respondents prefer Swaraj, 14% respondents prefer Mahindra & Massey each and only 6% prefer Tafe tractors.

Graph 4.20 Graph showing brand prefer among customers



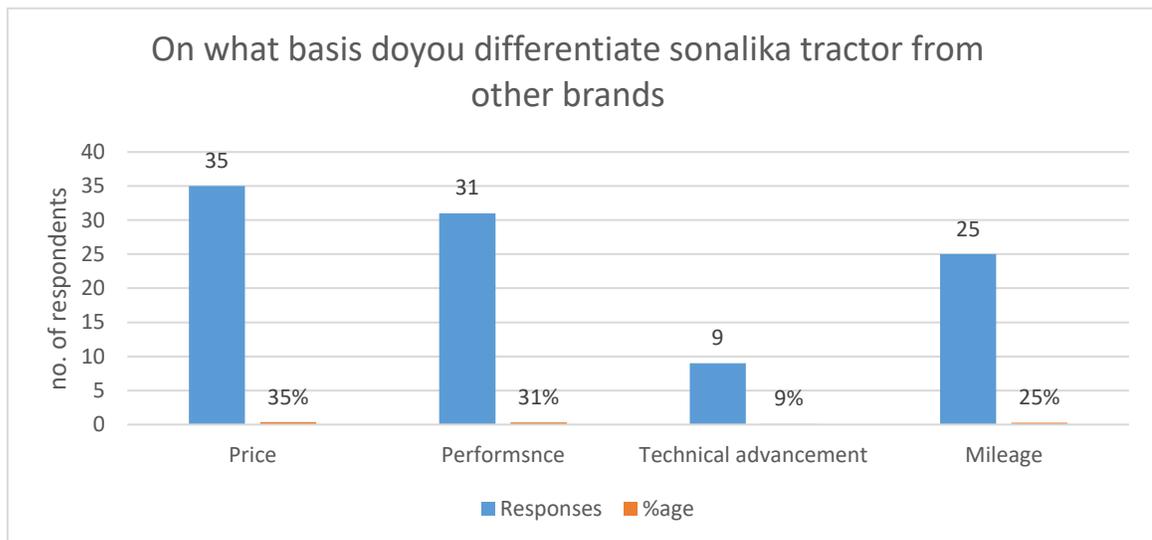
Interpretation: We can conclude majority of the respondents prefer Sonalika Tractors followed by respondents who prefer Swaraj.

Table 4.21 Table showing differentiation factors of Sonalika tractors

Differentiation factors of Sonalika tractors	Responses	%age
Price	35	35%
Performance	31	31%
Technical advancement	9	9%
Mileage	25	25%

Analysis: Here 35% respondents differentiate Sonalika tractors for price from others brands, 33% differentiate on performance basis, 25% differentiate on mileage basis and remaining 9% state technical advancement from other tractors.

Graph 4.21 Graph showing differentiation factors of Sonalika tractors



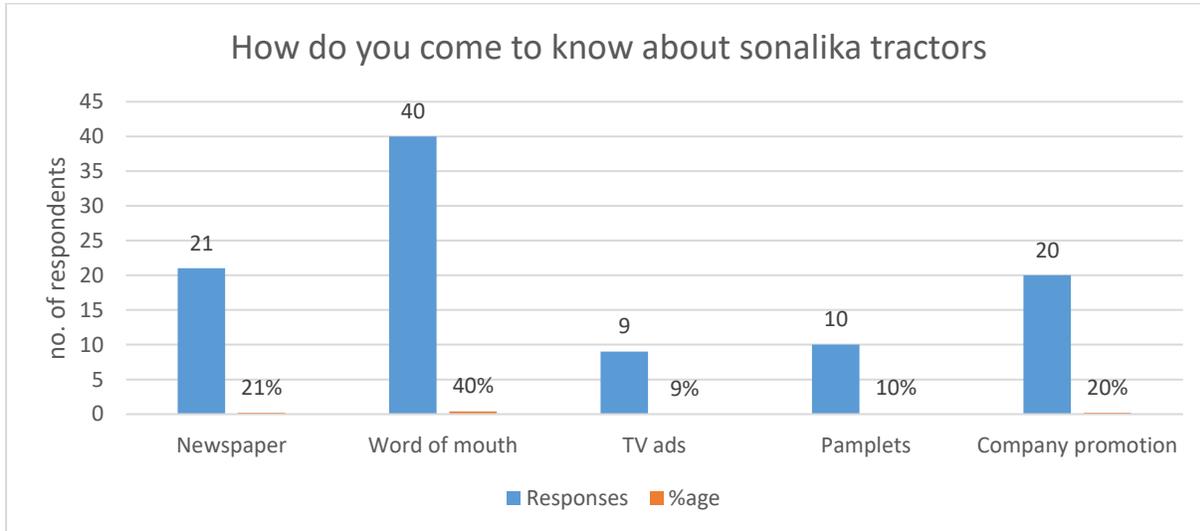
Interpretation: Mostly respondents consider price of Sonalika tractors that differentiates it from other brands followed by performance of Sonalika tractor.

Table 4.22 Tables showing promotional methods

How do you come to know about Sonalika tractors?	Responses	%age
Newspaper	21	21%
Word of mouth	40	40%
TV ads	9	9%
Pamphlets	10	10%
Company promotion	20	20%

Analysis: We can see 40% respondents came to know about Sonalika tractors from word of mouth, 21% come to know through newspaper, 20% respondents come to know through company promotion, 10% says they come to know through pamphlets and remaining 9% says they came to know about the brand from TV ads.

Graph 4.22 Graph showing promotional methods



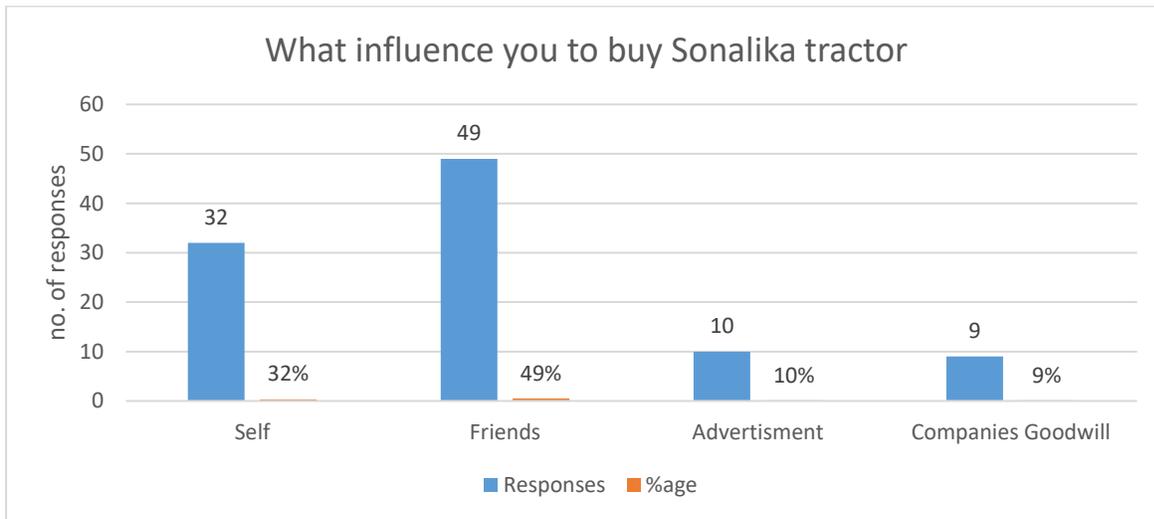
Interpretation: Word of mouth is the major factor that brings customer attention which is followed by newspaper advertisements.

Table 4.23 Table showing influencing factor before purchase of tractor

What influence you to buy Sonalika tractors?	Responses	%age
Self	32	32%
Friends	49	49%
Advertisement	10	10%
Companies Goodwill	9	9%

Analysis: Here 49% respondents were influenced by friends to buy Sonalika tractors, 32% respondents were self-influenced, 10% were influenced by advertisements and Company's goodwill influenced remaining 9% respondents to buy Sonalika tractors

Graph 4.23 Graph showing influencing factor before purchase of tractor



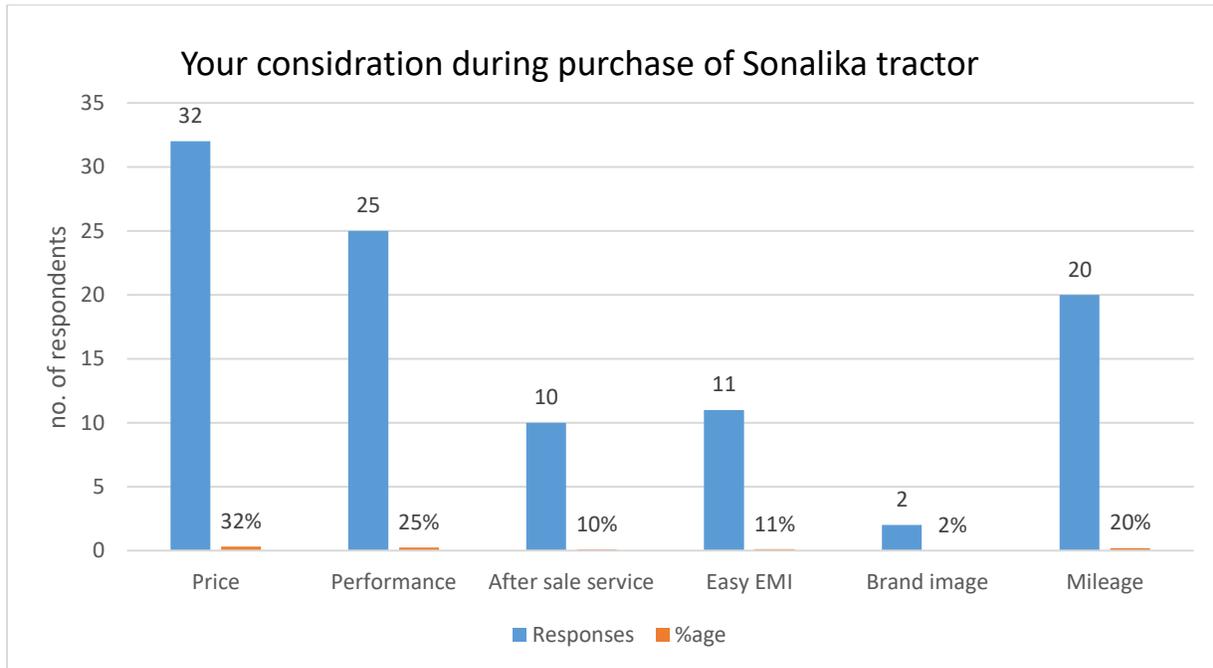
Interpretation: Majority respondents were influenced by friends to buy Sonalika tractors followed by respondents were self-motivated to buy Sonalika tractors..

Table 4.24 Table showing major consideration during purchase of Sonalika tractors

Your consideration during purchase of tractor?	Responses	%age
Price	32	32%
Performance	25	25%
After sale service	10	10%
Easy EMI	11	11%
Brand image	2	2%
Mileage	20	20%

Analysis: Here 32% respondents considered price of the tractors before buying it, 25% consider Performance, 20% consider mileage, 11% consider easy EMI, 10% consider after sale service and only 2% considered brand image while buying tractors.

Graph 4.24 Graph showing major consideration during purchase of Sonalika tractors



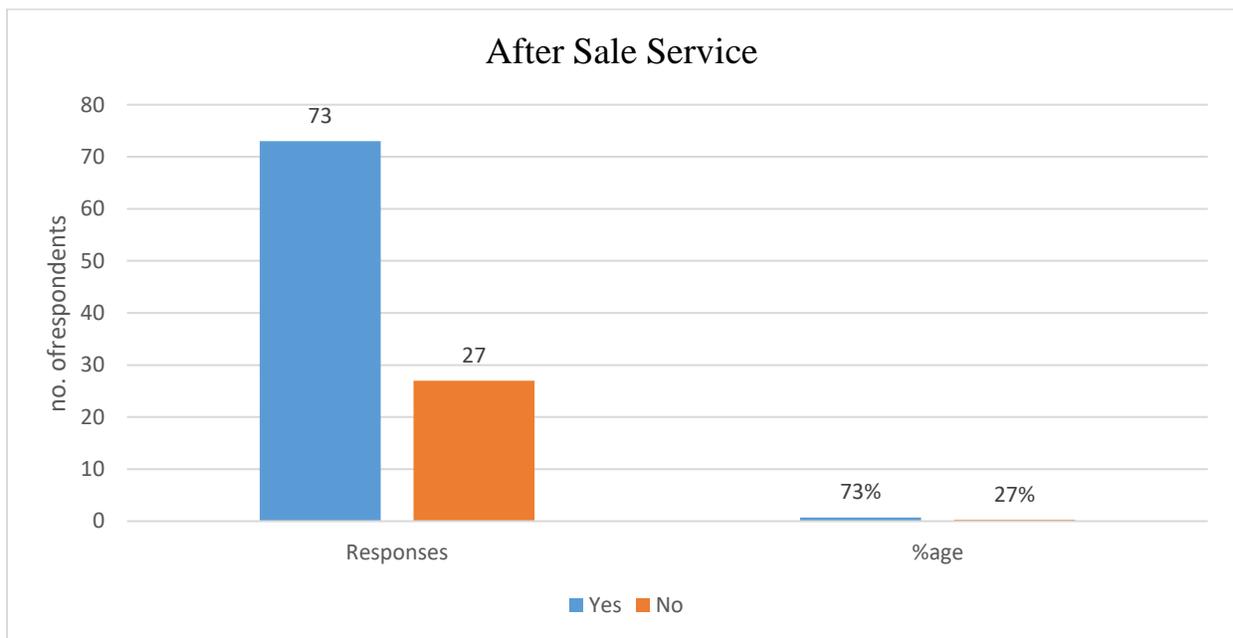
Interpretation: We can conclude price is the most important factor that people consider before buying a tractor, followed by performance.

Table 4.25 Tables showing availability of after sale service in market

Availability of after sale service	Responses	%age
Yes	73	73%
No	27	27%

Analysis: Here 73% respondents found easy availability of after sales service and 29% could not find proper availability of after sale service.

Graph 4.25 Graph showing availability of after sale service in market



Interpretation: Majority respondents are aware of availability of after sales services of Sonalika tractors remaining found improper availability of after sale service.

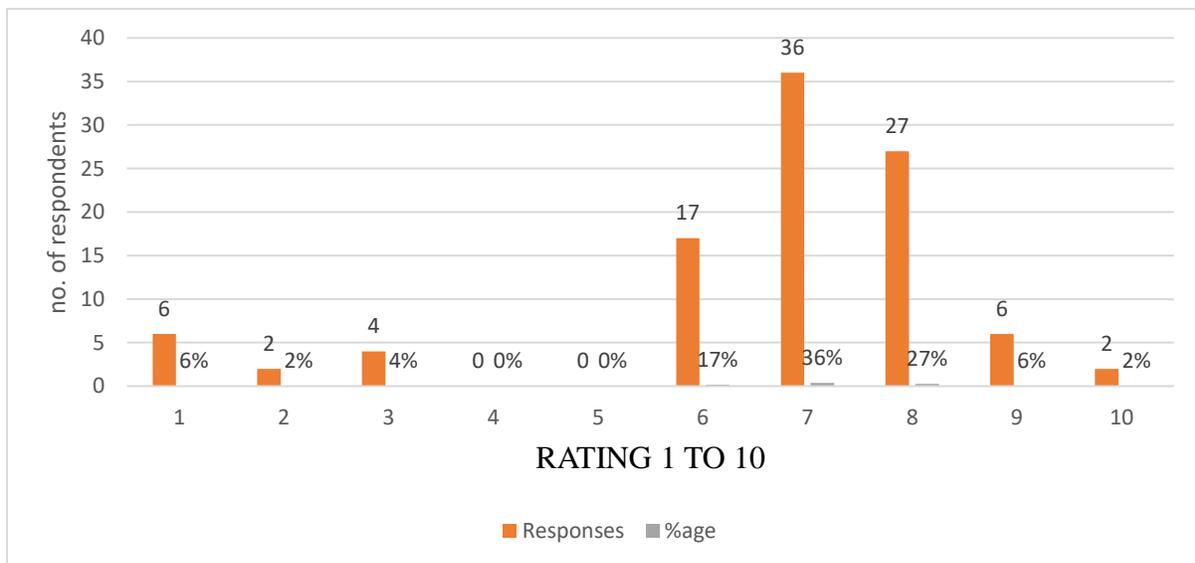
Table 4.26 Tables showing rating on after sale service

Rating on after sale service	Responses	%age
1	6	6%
2	2	2%
3	4	4%
4	0	0%
5	0	0%
6	17	17%
7	36	36%
8	27	27%
9	6	6%
10	2	2%

Here 1 is lowest and 10 is highest

Analysis: Here 36% respondents rated 7 out of 10 of the after sales services offered by Sonalika tractors, 27% rated 8 out of 10, 17% rated 6 out of 10, 6% rated 1 out of 10 & 9 out of 10 each, 4% rated 3 out of 10 and 2% rated 2 out of 10 & 10 out of 10 each.

Graph 4.26 Graph showing rating on after sale service



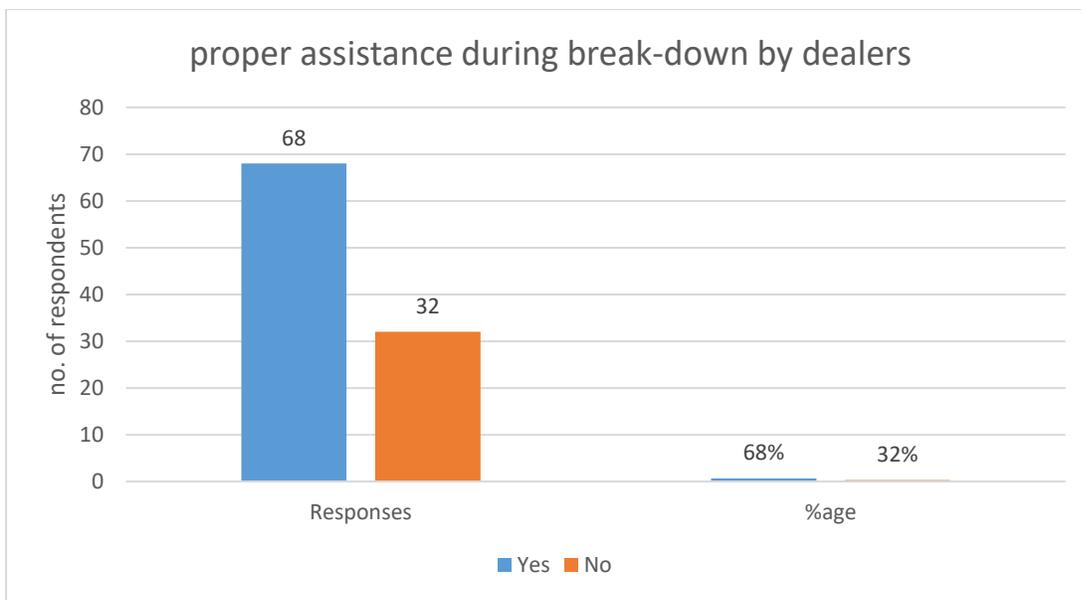
Interpretation: Majority of respondents found after sales services by Sonalika tractors worth 7 out of 10 in ratings.

Table 4.27 Table showing does Sonalika dealers provide proper assistance during breakdown

Does Sonalika dealers provide you proper assistance during breakdown?	Responses	%age
Yes	68	68%
No	32	32%

Analysis: we can see 68% respondents says Sonalika does provides proper assistance during break-down and 33% says it doesnot provide proper assistance during break-down.

Graph 4.27 Graph showing does Sonalika dealers provide proper assistance during breakdown



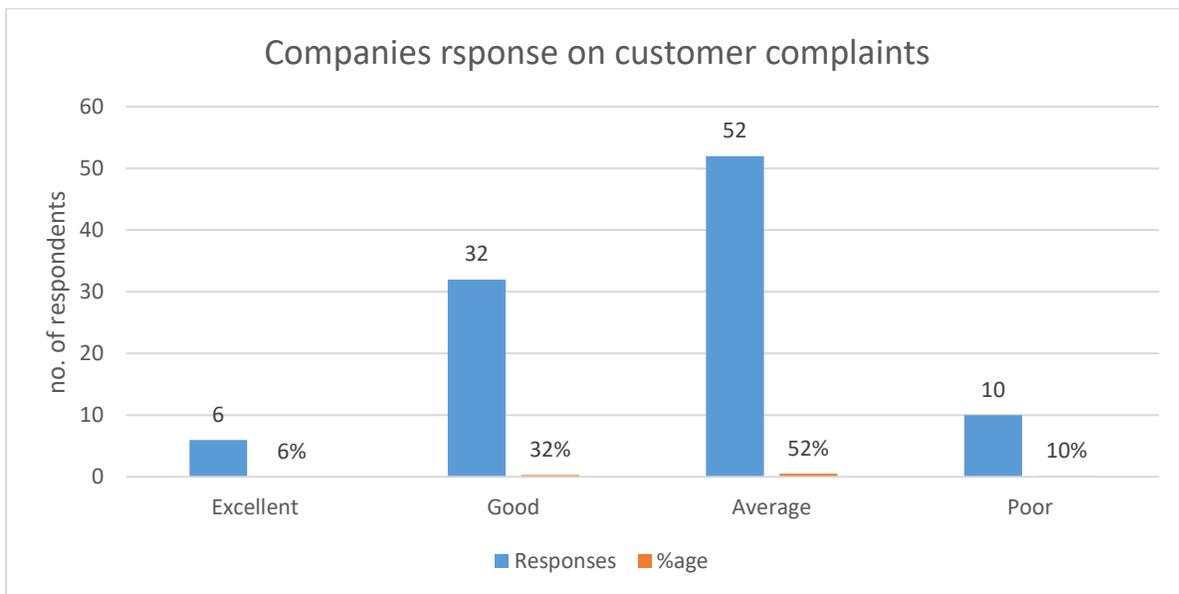
Interpretation: Majority respondents agree that Sonalika provides proper assistance during breakdown, followed by minority of respondents who says Sonalika does not provide proper assistance.

Table 4.28 Table showing company's response on customer's complaints

Companies response on customer's complaints	Responses	%age
Excellent	6	6%
Good	32	32%
Average	52	52%
Poor	10	10%

Analysis: We can see 52% of the respondents says company gives average response to customer complaints, 32% says companies response is good, 10% says companies response is poor and 6% of them says it gives excellent response.

Graph 4.28 Graph showing company's response on customer's complaints



Interpretation: Mostly respondents found Company's response average toward customer complaints, followed by respondents who found it good.

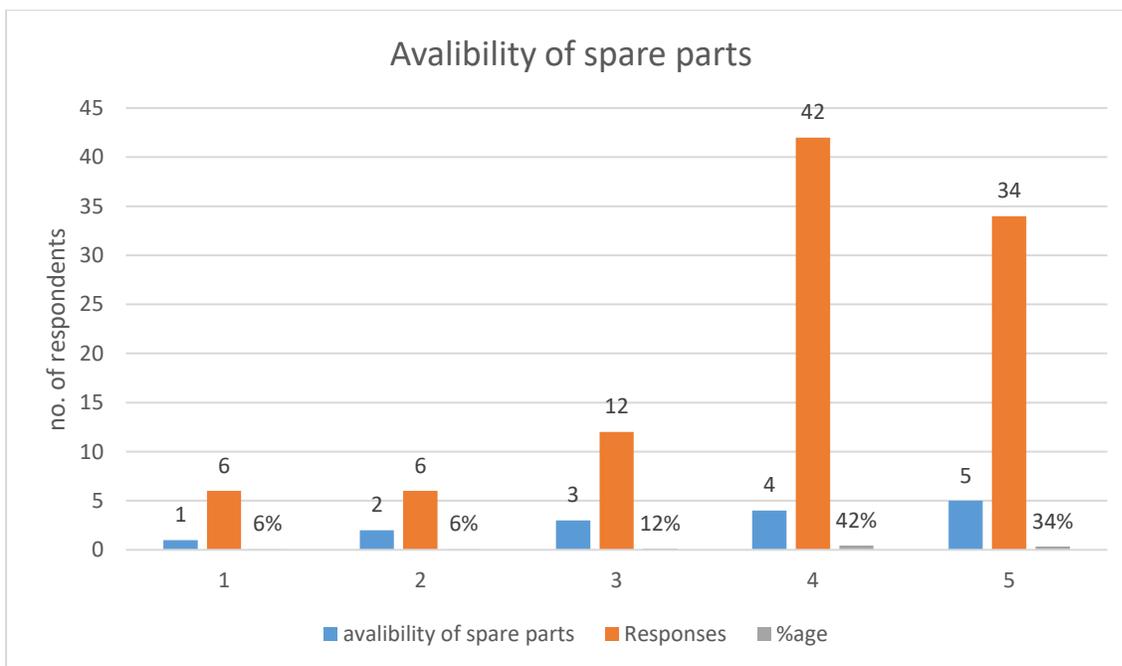
Table 4.29 Table showing availability of spare parts in your market

Rating on availability of spare parts	Responses	%age
(very low) 1	6	6%
(low) 2	6	6%
(average) 3	12	12%
(good) 4	42	42%
(excellent) 5	34	34%

Here 1 is Very poor and 5 is Excellent.

Analysis: Here 42% respondents rated availability of spare parts of Sonalika tractors good, 34% rated it excellent, 12% rated it average and 6% rated low & another 6% rated very low.

Graph 4.29 Graph showing availability of spare parts in your market



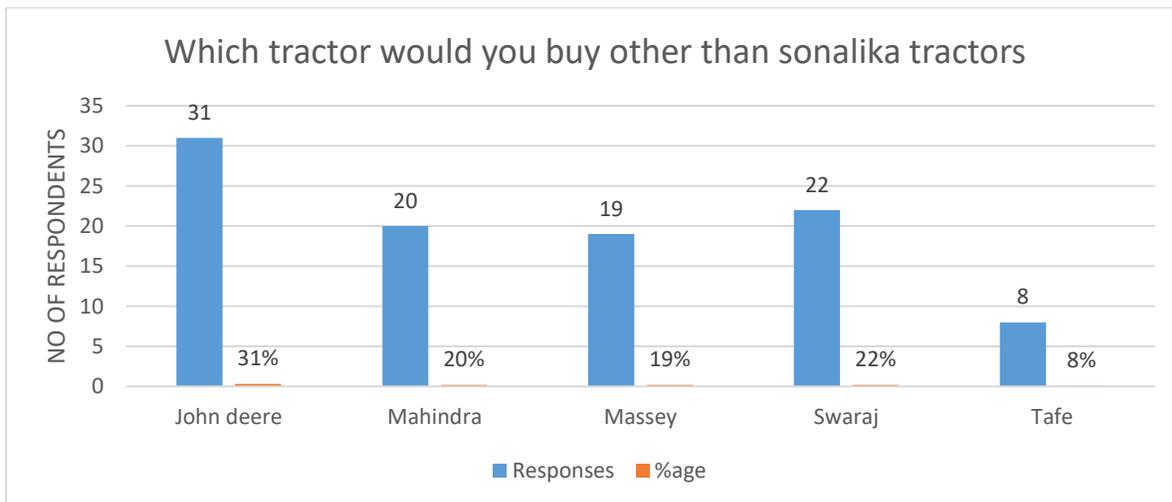
Interpretation: We can conclude majority of the respondents found availability of spare parts above average.

Table 4.30 Table showing which tractor would respondent buy other than Sonalika

Which tractor would you buy other than Sonalika?	Responses	%age
John Deere	31	31%
Mahindra	20	20%
Massey	19	19%
Swaraj	22	22%
Tafe	8	8%

Analysis: We can say 31% of the respondents would buy John Deere other than Sonalika tractors, 22% are willing to buy Swaraj, 20% are willing to buy Mahindra, 19% respondents are willing to buy Massey and only 8% would buy Tafe tractors other than Sonalika tractors.

Graph 30 Graph showing which tractor would respondent buy other than Sonalika



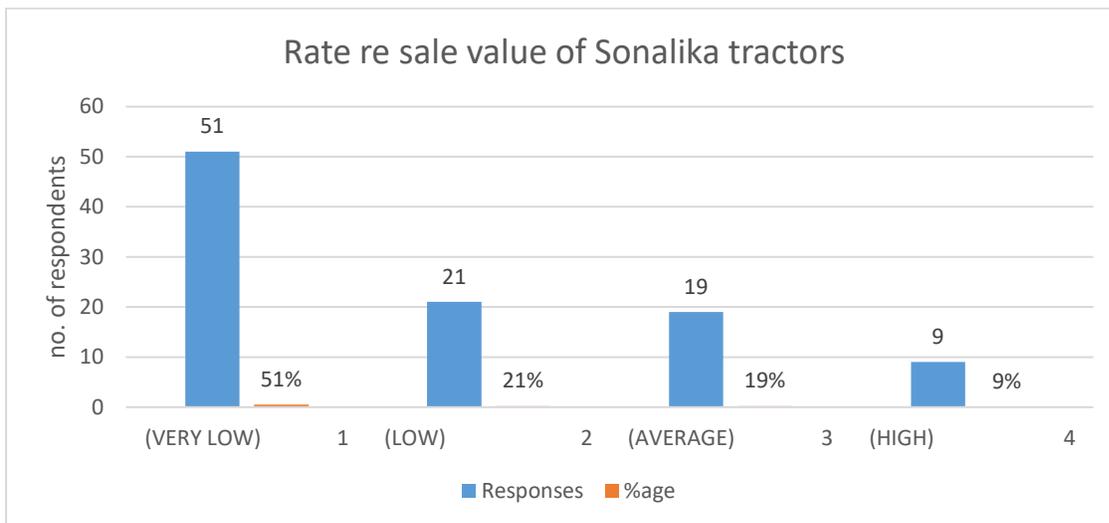
Interpretation: We can conclude majority of respondents would prefer to buy John Deere tractors other than Sonalika tractors, followed by the respondents who would buy Swaraj.

Table 4.31Tableshowing rating on resale value of Sonalika tractors

Rate resale value of Sonalika		Responses	%age
(VERY LOW) 1		51	51%
(LOW) 2		21	21%
(AVERAGE) 3		19	19%
(HIGH) 4		9	9%

Analysis: We can see there are 51% respondents who rated very low for the resale value of Sonalika tractors, 21% rated it low, 19% of them rated it average and only 9% rated high for resale value of Sonalika tractor.

Graph 4.31Graphshowing rating on resale value of Sonalika tractors



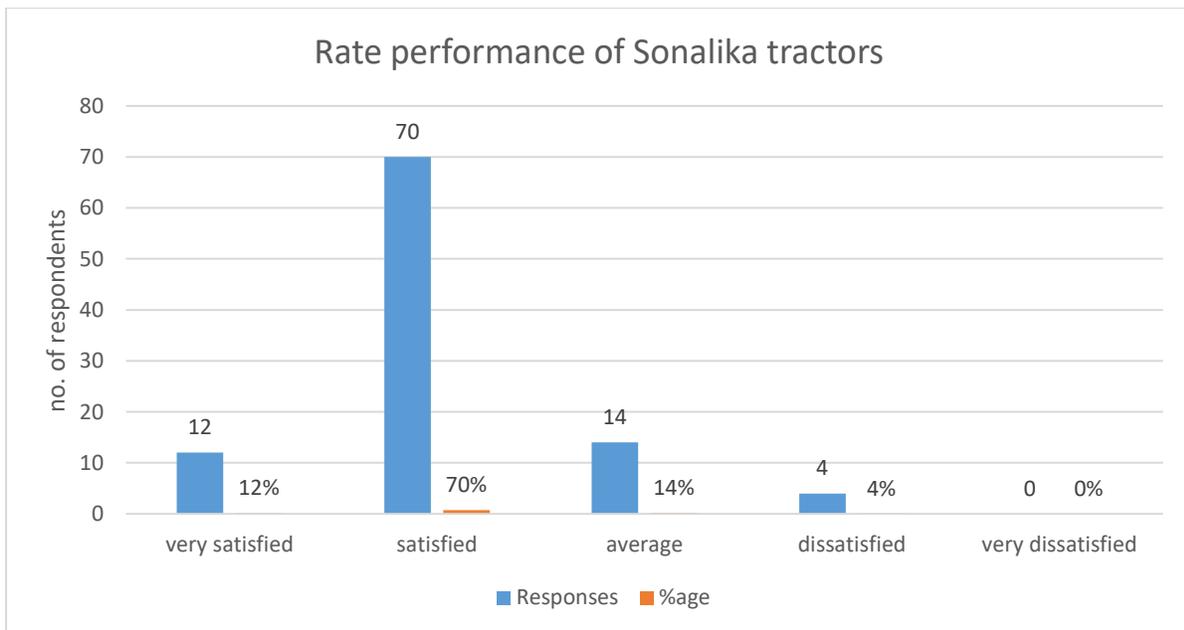
Interpretation: We can conclude majority of the respondents rated the resale value of Sonalika tractors very low which is followed by respondent who rated it low.

Table 4.32 Table showing rating on performance of Sonalika tractors

Rate performance of Sonalika tractors	Responses	%age
very satisfied	12	12%
satisfied	70	70%
average	14	14%
dissatisfied	4	4%
very dissatisfied	0	0%

Analysis: 71% of the respondents are satisfied with the performance of Sonalika tractors and 5.7% are dissatisfied with the tractors.

Graph 4.32 Graph showing rating on performance of Sonalika tractors



Interpretation: Most of the customers are satisfied with the performance of Sonalika tractors.

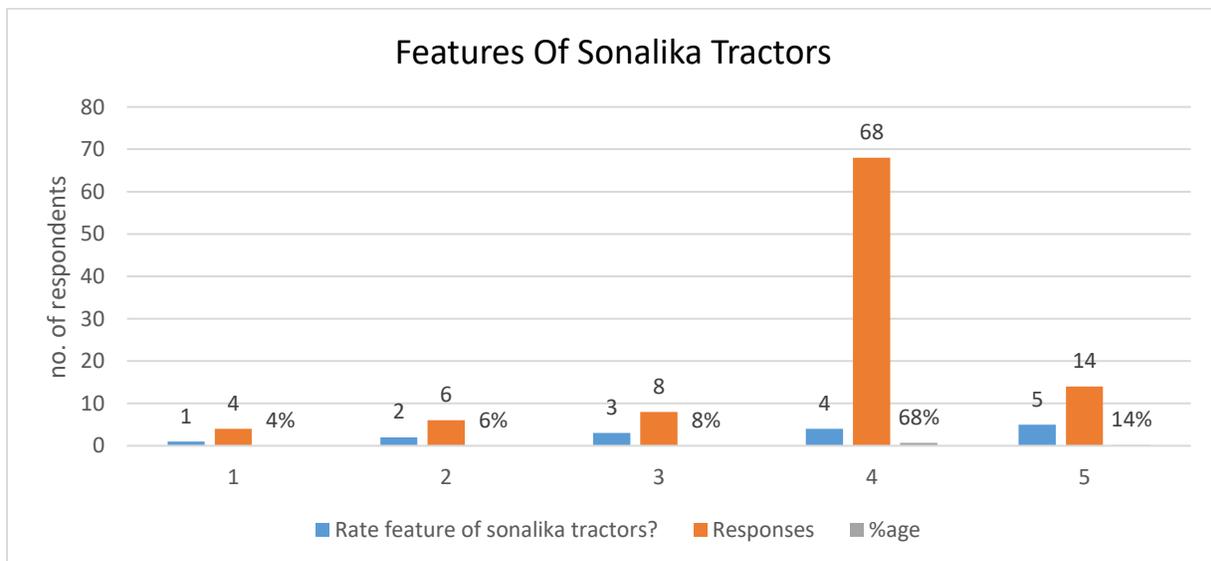
Table 4.33Tableshowing rating on feature of Sonalika tractors

Rate feature of Sonalika tractors?	Responses	%age
Very poor	4	4%
Poor	6	6%
Average	8	8%
Good	68	68%
Excellent	14	14%

1= very poor, 2 = poor, 3 = average, 4 = good, 5 = excellent

Analysis: We can see 68% of the respondents rated good for features of Sonalika tractors, 14% rated it as excellent, 8% rated as average, 6% rated as poor and 4% rated it very poor for the same.

Graph 4.33Graphshowing rating on feature of Sonalika tractors



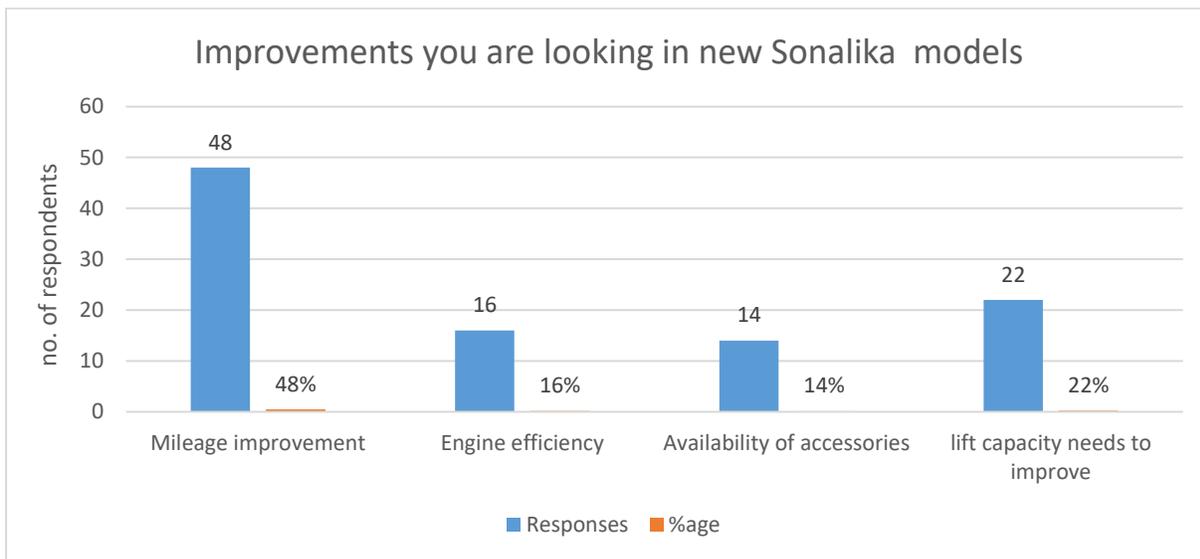
Interpretation: Here we can conclude majority of the respondents rated features of Sonalika tractors above average.

Table 4.34 Tables showing improvement for upcoming models

Improvement looking for upcoming models?	Responses	%age
Mileage improvement	48	48%
Engine efficiency	16	16%
Availability of accessories	14	14%
lift capacity needs to improve	22	22%

Analysis: We can see there are 48% respondents looking for improvements in Mileage in Sonalika tractors, 22% need improvement in lift capacity, 16% are looking of better engine performance and 14% are looking for availability of accessories.

Graph 4.34 Graph showing improvement for upcoming models



Interpretation: we can conclude majority of the population are looking for improved mileage of Sonalika tractors, followed by respondent who are looking for improvement in lift capacity.

Statistical Test

ANOVA

Do you think Sonalika has good brand image

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.177	4	.044	.207	.934
Within Groups	20.412	95	.215		
Total	20.590	99			

Interpretation:

The above ANOVA table shows that there is no variation with respect to Annual Income and Brand Image of the company with significant value 0.934 which is more than 0.05. The Null should be accepted. The Brand Image of the company does not vary with Annual Income of the Customers. Irrespective of Annual Income, The Brand Image of the company is good.

CHAPTER 5

FINDING, CONCLUSION,

SUGGESTIONS, RECOMENDATION

5.1 FINDING

- 67% respondents are farmer by occupation.
- Majority of respondents use Swaraj Tractors.
- The corepurpose of buying tractors by the population is agriculture.
- Majority of respondents prefers the price range of 4-5 lac rupees
- Majority of respondents prefers 35-45 horsepower tractors.
- Respondents are satisfied with the pricing of Sonalika Tractors.
- Most of respondents are aware of Sonalika dealers, majorly aware of only two dealers in the market.
- Most of respondents took help of credit system to buy tractors.
- Price is the most significant factor that people consider before buying a tractor.
- Most of respondent consider price of Sonalika tractors that differentiates it from other brands.
- Tough competitor of Sonalika is Mahindra, Majority of respondents would prefer to buy Mahindra and John Deere tractors other than Sonalika tractors.
- This shift in preference would happen due to average or < average resale value of tractor.
- Majority of the population rated the resale value of Sonalika tractors average.
- Majority of respondentslook for improved mileage of Sonalika tractors, farmers are expected mileage is 3-5 litter/hour where as Sonalika tractor give mileage of 4.5-7 litter as an average.

5.2 CONCLUSION

Sonalika tractors have various advantages which make it better and compatible in the marketplace against its competitors, features as low cost products, high speed engine, low maintenance charges and easy availability are the center of attraction for Sonalika customers.

As we know tractors are meant for doing various agricultural activities in different situations and in different types of land for number of purposes carried out by farmers. Thus Sonalika provide farmers with 19 different types of tractors in 5 ranges of horsepower which are fully compatible of doing number of specific jobs for farmers, like pulling heavy load, for cultivation of gardens etc.

Majority of respondents are farmer and remaining are employees by occupation, also some of them are students, main purpose of buying tractors is agriculture.

Swaraj Tractors acquire major market share, Mahindra group is leading the tractor market with their two different brand names tractors, i.e. Swaraj and Mahindra Arjun.

Customers prefers the tractors with medium price range i.e. 4-5 lac rupees, company should provide high performance tractors in this range or close to given range.

Majorly preferred source of finance is SBI bank. Most of tractors are bought on credit basis (agricultural loan). Dealers should tie up among various banks and private sources to provide most suitable source of finance to customers.

Majority of the population prefers 35-45 horsepower tractors and dealers should provide proper assistance of and guidance to use tractor. Some of the dealers also provide demo tractor to customer to gain assurance and satisfaction of consumers. This method should be adopted by other dealers also which will help Sonalika dealers to promote their products and to gain higher share.

Majority of respondents are looking for improved mileage of Sonalika tractors, farmers are expected mileage is 3-5 litter/hour where as Sonalika tractor give mileage of 4.5-7 litter as an average.

5.3 SUGGESTIONS/RECOMMENDATION

- Sonalika dealers should also target potential business owners because of their cash purchasing ability.
- Company should promote their tractors which cost 5-6 lac.
- Company should promote its brand in market; respondent feels lack of good brand image.
- Sonalika dealers should promote themselves to create aware of their presence in the market.
- Sonalika should provide proper assistance to its customers about proper use of tractors; it can be made through demo before purchase and during breakdown of tractor after sales.
- Need to provide training and motivation to the Sonalika dealers so they can communicate in an informative manner about their products rather than convincing customers by comparing to different brands.
- Sonalika dealers should link with more number of financial institutes to provide better credit purchase options to customers.
- Sonalika should work on technical advancement in tractors within 50 horsepower range.
- Dealers should hired trained and skilledstaff for after-sale service of tractors.
- Company should take customer complaints more seriously and on time.
- Sonalika should crop up with effective strategic plan to compete with fast growing competitors; John Deere & Mahindra.

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ANNEXURE

QUESTIONNAIRE

I declared that this questionnaire is the partial fulfillment of the survey on topic customer satisfaction towards Sonalika tractors for the award of degree of Master of Business Administration. I promise your personal information will be kept confidential.

1: What is your qualification?

- | | | | |
|---------------------|-------------------|-------------|------------------|
| a) 10 th | b) Pre-University | c) Graduate | d) Post Graduate |
|---------------------|-------------------|-------------|------------------|

2: What is your occupation?

- | | | | |
|-----------|-------------|--------|-------------|
| a) Farmer | b) Business | c) Job | d) Students |
|-----------|-------------|--------|-------------|

3: Is this is your first tractors?

- | | |
|--------|-------|
| a) Yes | b) No |
|--------|-------|

4: Which tractor are you using?

- | | | |
|-------------|---------------|-------------|
| a) Swaraj | c) Ford | e) Sonalika |
| b) Mahindra | d) John Deere | f) other |

5: Purpose of purchasing tractor?

- | | |
|----------------|-------------|
| a) Agriculture | b) Business |
|----------------|-------------|

6: What is your annual Income of respondents?

- | | | |
|----------------|------------|----------------|
| a) Below 3 lac | c) 4-5 lac | e) 6-7 lac |
| b) 3-4 lac | d) 5-6 lac | f) above 7 lac |

33: Rate feature of Sonalika tractors?

- a) Very Poor
- b) Poor
- c) Good
- d) Average
- e) Excellent

34: What all improvement you are looking for upcoming models?

- a) Mileage
- b) Engine efficiency
- c) Availability of accessories
- d) Lift capacity

**ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA**



INTERNSHIP WEEKLY REPORT

(15 JAN 2018 TO 24 MARCH 2018)

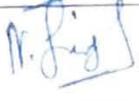
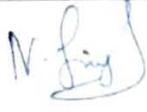
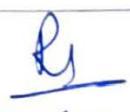
Name of the Student: Harmandeep Singh Saini

Internal Guide: Prof. Rakesh Nagaraj

USN No: 1AZ16MBA85

Specialization: Finance &Marketing

Title of the Project: “A Study on Customer Satisfaction Towards Sonalika Tractors, Hoshiarpur.”

Work	Work Undertaken	External Guide Signature	Internal Guide Signature
15/1/2018- 20/1/2018	Introduction about International Tractors Limited and its operation		
22/1/2018- 27/1/2018	Learning about different operation and products		
29/1/2018- 3/2/2018	Orientation and Gathering information about growth of company		
5/2/2018- 10/2/2018	Analysis of market position of the company		
12/2/2018- 17/2/2018	Research problems identification		
19/2/2018- 24/2/2018	Preparation of research instruction for data collection		
26/2/2018- 3/3/2018	Theoretical background of the study		
5/3/2018- 10/3/2018	Data collection and data analysis		
12/3/2018- 17/3/2018	Interpretation of the data gathered during the survey		
19/3/2018- 24/3/2018	Final report preparation and submission		

Company Name: International Tractors Limited