

# Study on Farmers Satisfaction on After Sales Services on Swaraj Tractors at Bhalki City, Dist.Bidar (Karnataka)

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*Abstract- With the economic reforms that took place in this decade, more Indian players like Bajaj Tempo Ltd. and Sonalika International Tractors Ltd. entered the tractor industry. Mahindra & Mahindra overtook Escorts Tractors Ltd. and TAFE Ltd. to become the foremost manufacturer of tractors in India. Indian farmers have become more aware of the benefits of farm mechanization and the role of the tractor in reducing farm labour drudgery, making multiple crops possible in a single year, speeding up farm operations, and reducing overall farm expenses. Tractors are very important machinery to increase the yield in the agricultural field government is providing subsidies to help the farmers to purchase the tractors to improve their yield. With the help of government subsidies many farmers are using tractors but after sale service is also very important as they are financially poor cannot afford the expenses. So this paper attempts to analyze farmers' satisfaction towards after sales services of tractor in Bhalki city, 50 respondents have been surveyed and analyzed the data and the study revealed that maximum farmers are satisfied with the services provided by swaraj and the swaraj is the market leader in Bhalki city.*

## I. INTRODUCTION

Indian farmers have become more aware of the benefits of farm mechanization and the role of the tractor in reducing farm labour drudgery, making multiple crops possible in a single year, speeding up farm operations, and reducing overall farm expenses. Government funding and subsidies, as well as the availability of nearly 95% credit from commercial banks, state land development banks, regional rural banks, and other financial institutions, have made it possible for a growing number of farmers with small-sized and medium-sized landholdings to purchase

tractors. With the problem of rising labour scarcity due to increased migration to urban areas, better work opportunities in other sectors, and government employment schemes, having a tractor has become more or less of a necessity for many farmers. Without it, they wouldn't have sufficient manpower to complete all the essential farming tasks.

## II. CURRENT SCENARIO

Indian farmers have become more aware of the benefits of farm mechanization and the role of the tractor in reducing farm labour drudgery, making multiple crops possible in a single year, speeding up farm operations, and reducing overall farm expenses. Government funding and subsidies, as well as the availability of nearly 95% credit from commercial banks, state land development banks, regional rural banks, and other financial institutions, have made it possible for a growing number of farmers with small-sized and medium-sized landholdings to purchase tractors. With the problem of rising labour scarcity due to increased migration to urban areas, better work opportunities in other sectors, and government employment schemes, having a tractor has become more or less of a necessity for many farmers. Without it, they wouldn't have sufficient manpower to complete all the essential farming tasks.

## III. THE STUDY OF OBJECTIVES

- To know what are after sales services provided by swaraj tractor.
- To know the service centers in Bidar District.
- The study the customer satisfaction on after sales service.

#### IV. THE RESEARCH METHODOLOGY

Types of research:-Descriptive research

Research area: - Bhalki city Bidar Dist.

Sample size:-50 respondents.

Sampling method: Random sampling

Data collection tool:-questionnaire.

Respondents: - Farmers who have purchased tractors.

Primary data has been collected through structured questionnaires.

Secondary data has been collected from the journals websites and books.

#### V. LITRARTURE REVIEW

- (Sharma Grover 1998) In Punjab demand for tractors with respect of the customer's satisfaction and the services is directed through the cropping, cultivated, and availability through the huge value for agricultural vehicles from last year and public factors consideration shows the high demand for agricultural vehicles.
- (Singh and sigh 1990) after studying customer satisfaction after the sales and services the "Punjab agriculture investment in tractors" that supports people and material alone takes away 60% of a tractors life and only 40% is spent on the field. The overall utilization of available tractor capacity remains Utilized.
- (Murthy1999) This shows that minimum number of farmers interested towards his agricultural vehicle for less than 500 hours from last few years oppose of period of 1000 hours suggested through money lenders to cover the constant investment cost value in future among these 500 hours and less than 300 hours are devoted to the market area product based on social and farmers.
- (Raghuram 2000) Stated in this study in this that Tractor Industry segment concept is shows conferral concept. In native Country there having 5 kind based on the engine capacity Below 20 vehicle horse power , 21-30HP, 31-40HP, 41-50HP and over 51 HP of 5 kinds with the industry, Higher than 55% of the total sales were evaluated by accountants for the 31-40HP In types in 2000.In
- (Vitasek 1990) The concept of "after sales services" have utilized more, to summary of services that are facilities to the potential customers after the products have been reached to them.
- (Singh, 1995) Stage of automation in our country is below as compare with another other Country agricultural country of India having the biggest market in globe. Agricultural country India's all states the Punjab agricultural vehicle volume 100 tractors 1000 hectares and it is analysed more than 5 lakh agro vehicles on the basis of percentage of 25% in country Going by area under cultivation, 1.5 lakh tractors are sufficient thus Punjab state is overtractorised.
- (Loomba 1998) "Sales services" the product centric tractions completely based upon "product supporting activities. It is also found in literature review all activities that help the core of product transaction. A support element of all activities that ensures that a product is available to customers over it is helpful life period over problem free use.
- (Olive and kallengbarg 2003) The term of after sales service is available in case of Literature 2 ways when you're following the service offering firms which are providing after sales services/facilities are treated as among different supplementary service provided by them another way when following to tangible goods, they are mostly seen as channelize activities of some

peoples of the distribution network like such services are movable to clients, the demonstration of The product related training, the hot line and advice by the help desk.

VI. ANALYSIS AND INTERPRETATION

The number of respondents is multiplied by 2 below, as the respondents in this area are few.

Table 1. Do you own Swaraj tractor?

Particular	Customers	%(percentage)
yes	50	100%
No	0	0%
Total	50	100%

From the above graph it can be seen that all farmers are using swaraj tractors in fields. Because of hard metallic body, accident tolerable and cheassy, swaraj tractors are leading brands in bidar district.

Table 2. Do you know about the after sales service?

Particular	Customers	%(Percentage)
yes	50	100%
No	0	0%
Total	50	100%

The above table shows that most of the customers are aware about the after sales services, which are provided by the swaraj distributors to their customers in bhalki

Table 3. Which all after sales service offered?

Particular	Respondents	Percentage
Servicing	0	0%
Coolant service	0	0%
Minor spare parts	0	0%
All above	50	100%
TOTAL	50	100%

Above table shows that swaraj distributors all service

facilities provided by service house only, like minor, major spare, coolant and engine oil facility etc will provided by them.

Table 4. Which are all after sales services you have availed?

Particular	Respondents	Percentage
Servicing	0	0%
Coolant service	0	0%
Minor spare parts	0	0%
All above	50	100%
TOTAL	50	100%

The above table shows that all types of service availed in the showroom (engine oil change, time to time service facilities to the vehicles, radiators coolant facilities, toaching to magwheels etc facilities availed in the service house of swaraj.

Table 5. Did you receive any information of service due date from showroom?

Particular	Respondents	Percentage
YES	4	8%
NO	46	92%
TOTAL	50	100%

Above table shows that 92% of the farmers they won't receive any information about the sawarj vehicle regarding the service and 2% of farmers will receive service messages regarding the vehicle and every 2000km the swaraj service house people directly contact to the customers for their vehicle service.

Table 6. How many free services you have availed?

Particular	Respondents	Percentage
4	34	68%
6	0	0%
8	14	28%
10	2	4%
TOTAL	50	100%

The swaraj distributors are providing most time 4 free services to the swaraj tractors and depending upon

swaraj tractors HP the free services are changes but maximum 4 times free service provided by swaraj service house.

Table 7. Is vehicle radiator coolant available in showroom?

Particular	Customers	%(Percentage)
YES	38	76%
NO	12	24%
TOTAL	50	100%

The above table shows that the coolant of radiators (i.e. the 76% of farmer ) says it is available in service house itself and most of the spare parts are available in the service house only the farmer need not to go other places for their vehicle spare parts.

Table 8. How many times you used free services in showroom?

Particular	Respondents	Percentage
1	8	16%
2	18	36%
3	16	32%
4 And above	8	16%
Total	50	100%

The above table shows most of the farmers i.e. 36% of the farmers used the 2times free service to their vehicle and 16 % of the farmers used the above 4 free services to theirs swaraj vehicle and 32%of the framers used the 2 times free service.

## VII. CONCLUSION

From this study it can be concluded that the leading brand tractors in Bhalki city is swaraj tractors and farmers are satisfied with after sales services provided by swaraj tractors limited.

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