



Customer perceptions & views towards Sonalika Tractor in Vadodara

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Abstract : *The goal of the consumer perception project is to measure how consumers' perceptions change over time and identify the factors that influence their purchasing decisions among the many variables that affect their purchasing patterns. Since my research is entirely qualitative in nature, we investigate research quota sampling techniques and gather data through interviews with visit the showroom and live nearby location of Showroom in Vadodara District. The selection of solely customer respondents was made due to the fact that customer insight components were extracted from the items.*

Key point: *Customer perception, sonalika tractor, service of showroom.*

1. INTRODUCTION :

The way that farming consumers view using a product determines how they buy it and utilize it. Businesses are focusing all of their energy into marketing these days in an attempt to attract clients and make a good first impression. Color, form, capacity, and flavor of the product all influence consumer perception. The degree to which a product has been effectively advertised shapes perception. The focus of our research study is consumer impression and usage because it is a relatively new field of study. Because people's reactions to new things are frequently unexpected, we find it to be quite fascinating and interesting.

2. Theoretical background :

The term "client recognition" refers to how customers perceive particular things in light of their own choices. These conclusions are derived from several factors, such as overall involvement and cost. When influencing consumers to purchase a product, it is important to take into account how they perceive the brand. This acknowledgment might change how the customer is seen. or a particular client statistic, or a particular client statistic. Customer observations can be derived from a number of sources, such as their own keen observations or hearsay about how other people used the product. Consumer behavior is essentially the source of information on topics like consumer perception and usage frequency.

3. Review of Literature :

Zeithmal, (2000) The goals and demands of its clients are what drive services to attract new customers as well as provide current ones with high-quality support. Brady, Hult, and Crown (2000) Customers' overall evaluation of an item's usefulness based on their perceptions of what they receive and are offered is known as perceived esteem. Zeithaml and Bitner (2003) Hazards will typically affect the initial stages of the buyer's purchasing process. The idea that observed danger is a major antecedent to consumer behavior has been developed in the past and may have an impact on the decision to buy an automobile. Durovnik (2006) Customers are less inclined to purchase items that they perceive to be risky. The buyer would receive some clarification on Zhang et al (2002). Many customers expressed that comfort and fit had a significant role in determining how satisfied they were with the clothing items they wore. It is evident that both physiological and psychological factors play a significant role. Casline and Kotler (2009) Customers can access data with less requirements, and the lifespan of upper hands has a shorter significance. Consequently, customers are more likely to think about trading Woodruff (1997) Customer satisfaction is measured by 78 customers' apparent preference for a product, their evaluation of its features and benefits, and the effects of their use.

Zeithaml (1996) Consumer perceptions of a brand are both positively impacted and dampened by rising degrees of perceived quality and endured ambience, respectively. Assael (1992) asserts that in the buyer-seller connection, media has a significant influence in the sphere of consumer marketing. This influence is unsaid and beneficial to the marketing plan. Zeithaml (1988) examined three key aspects of consumer perception: perceived value, perceived quality, and perceived price. Based on the utility offered by the product's features in relation to the price sacrifice, consumers evaluate values.

4. Research gap :

Prior to gaining an understanding of consumer behavior and perceptions, it is necessary to comprehend the concept of customer perception. Media had a significant impact on the buyer-seller interaction in the field of consumer marketing.

5. Research Statement :

A small number of studies found that the company was not meeting all of the expectations of the customers. No business can thrive if buyers do not understand their behavior. Nowadays, all businesses involve themselves in obtaining client information about their products and brands. Despite being the oldest motor on the market, Sonalika is still not given much credit to draw in customers.

6. Study Objective:

To find out the possible impression of customers and their perception - thinking and purchasing of Sonalika Tractor.

7. Research Methodology : In a way, the explore technique is a planned method of conducting research. Examine philosophy from several angles. It includes the Questionnaires and Survey Analysis.

7.1 Questionnaires and Survey: This kind of research is done in order to collect data.

The facts and features of the population observable fact under study are described in this research.

This research is describing the data and characteristics about the population observable fact being studied.

7.2 Sources of data

The required information gathering techniques as well as auxiliary sources will be used to collect the data.

Primary data : by Questionnaires and surveys , **Secondary data:** news papers , advertising and responses.

7.3 Sampling design

Sampling unit: Sonalika tractors Vadodara, **Population Size:** Customers of the Sonalika tractors Vadodara

Sample Size: 200, **Sampling Techniques:** Simple random techniques, **Sample size** The sample size taken for the study towards respondents is across the 200 sample size.

Example of a procedure Here, we used the highly important sampling technique of random sampling to select a respondent at random from the study's subject group of individuals. Each person is chosen solely based on chance, and every member of the public has an equal chance of being chosen for the sample.

7.4 Hypothesis of the study

Ho : there is no impact of customer perception customers less satisfaction in market and showroom's profit.

8. Data analysis and interpretation :

8.1 Tractors brand and preference

Analysis of Questionnaires shows that 34% of respondents Mahindra users. users. 28% of respondents Swaraja users. 23% of the respondents are John Deer users, and 15% of respondents are Sonlika users.

8.2 Tractor Uses:

Analysis of Questionnaires & survey shows that respondents mostly using agriculture purpose tractor as 70% that high. 20% of respondent Industrial uses, and 10% of the respondents loading and unloading purpose using.

8.3 Factor of Satisfaction : by the overall service provided by Sonalika tractors Vadodara

Customers satisfaction at showroom and service

Analysis of Questionnaires & survey shows that 40% of respondents were strongly agree with services of showroom. 35% of respondents replied that showroom need to increase flexible services and ease of guidance. 25% of respondents were with not agree with showroom flexible service

Appropriate and Sufficient service stations

Analysis of Questionnaires & survey shows that, 50% of respondents strongly agree with the service station. Of the respondents, 40% are in favor of the service. 20% of respondents said they didn't agree with the service.



Service and labour charges are in other station

Analysis of Questionnaires & survey, 50% of respondents had low satisfaction with the service. 20% of respondents rated the service as really high. 20% of respondents had high service. 10% of respondents said they would choose a cheap service.

9. Results and discussions :

Out of 200 respondents, 40% are under the age of 40. The majority of buyers purchase goods for agricultural use. The way sales representatives behave and interact with customers is excellent. Customers are happy with the company's services. While purchasing tractors; Customers are influenced by showroom services, price difference, advertisement, and broad casting.

10. Conclusion :

'Views of consumers regarding Sonalika tractors' The topic was selected with the goal of learning how customers view the showroom, i.e., how it assists the organization in addressing the negative aspects and improving the areas that are deemed detrimental to the operation of the firm. One hundred respondents who had purchased tractors participated in the service. The elements take into account things like comprehending client needs. Delivery time of tractors.

Suggestions: Sonalika Tractor showroom need to improve advertising in nearby location of the showroom, Sales executive's attitude is need to improve positively, Showroom's service price need to make equivalent with other tractor brands. Lowering the cost benefits both the client and the efficiency of the service. In an effort to meet client expectations, they might introduce new offerings and improve customer service.

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