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**E-Mail :**  
**editor.ijasem@gmail.com**  
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# A STUDY ON MARKETING STRATEGIES WITH REFERENCE TO MAHINDRA TRACTORS

(KADIRI)

**\*P.THARUN KUMAR<sup>1</sup>,\*\*D.SUBRAMANYAM<sup>2</sup>**

**E-Mail.penugondatharun@gmail.com, subramanayam.mba@cbit.edu.in**

**MOBILE NO:7780342492,9441386881.**

**Corresponding Author-D.Subramanyam**

**1.Student, Department of MBA ,Chaitanya Bharathi Institute of  
Technology,Proddatur.**

**2.Assistant Professor, Department of MBA,Chaitanya Bharathi Institute  
Of Technology.**

## Abstract

In today's dynamic and competitive business landscape, effective marketing strategies are crucial for companies to not only survive but thrive. This abstract delves into the realm of contemporary marketing strategies, emphasizing innovation and adaptability as key drivers of success. To achieve the aforesaid objective data is gathered from consumers through structured questionnaire and it is analysed by using simple percentage method. After analyzing the data it is found that the consumers are satisfied with the Mahindra Tractors performance and reliability. Mahindra Tractors is using the advanced technological features on their tractors.

**Key words:** Marketing strategies, Adaptability, Reliability, Performance.

## Introduction

Advertising techniques are fundamental plans intended to accomplish explicit promoting targets. They incorporate a scope of exercises pointed toward advancing items or administrations, arriving at ideal interest groups, and at last driving deals and brand development. Viable showcasing methodologies ordinarily include careful statistical surveying, ID of target socioeconomics, separation from contenders, situating in the commercial center, and choosing fitting channels for coming to and drawing in with clients. These techniques can incorporate different components like publicizing, marking, valuing, dissemination, and limited time endeavors custom-made to the requirements and inclinations of the objective market. Fruitful advertising systems are versatile, information driven, and

persistently assessed to guarantee they stay important and viable in accomplishing wanted results.

### **Meaning of marketing strategies:**

Showcasing techniques allude to the extensive plans and strategies created by organizations to advance their items or administrations, draw in clients, and accomplish their promoting targets. These methodologies normally include distinguishing objective business sectors, understanding client needs, situating items or administrations successfully, setting valuing systems, executing limited time exercises, and choosing suitable conveyance channels. The objective of advertising methodologies is to create request, increment brand mindfulness, drive deals, and at last accomplish authoritative objectives.

### **Concept of marketing strategy:**

Showcasing procedures envelop the complete plans and strategies contrived by organizations to accomplish their promoting goals. These procedures include understanding objective business sectors, situating items or administrations, setting clear goals, and using different promoting channels to successfully reach and connect with clients. Key parts of showcasing procedures incorporate division, focusing on, situating, marking, evaluating, advancement, and circulation. Effective procedures frequently coordinate statistical surveying, customer conduct examination, cutthroat investigation, and continuous assessment to adjust to changing business sector elements and accomplish manageable development.

### **Objectives for the study:**

- To study the impact of Marketing strategies on building favourable image about the firm.
- To identify the customer response towards the marketing strategies of the firm.

### **Review of literature:**

Kotler, P. and Armstrong, G. (2016). *Principles of Marketing*. Pearson. This comprehensive textbook provides an overview of marketing strategies from a foundational perspective.

Porter, M. E. (1980). "Competitive Strategy: Techniques for Analyzing Industries and Competitors." The Free Press. Porter's seminal work introduces the concept of competitive advantage and various strategies for achieving it.

Levitt, T. (1960). "Marketing Myopia." *Harvard Business Review*. In this article, Levitt argues that businesses should focus on satisfying customer needs rather than solely on selling products, shaping modern marketing strategies.

Day, G. S. (1994). "The Capabilities of Market-Driven Organizations." *Journal of Marketing*. Day emphasizes the importance of market orientation and the development of capabilities for successful marketing strategies.

Prahalad, C. K., & Hamel, G. (1990). "The Core Competence of the Corporation." *Harvard Business Review*. Prahalad and Hamel introduce the concept of core competencies and their role in shaping competitive marketing strategies.

Reichheld, F. F., & Sasser, W. E. (1990). "Zero defections: Quality comes to services." *Harvard Business Review*. This article highlights the significance of customer retention and loyalty in marketing strategies, emphasizing the value of long-term customer relationships.

D'Aveni, R. A. (1994). "Hypercompetition: Managing the Dynamics of Strategic Maneuvering." Free Press. D'Aveni discusses the concept of hypercompetition and the need for agile and dynamic marketing strategies in rapidly changing markets.

Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press. Aaker explores the importance of brand equity and its role in shaping marketing strategies for building sustainable competitive advantage.

Christensen, C. M. (1997). *The Innovator's Dilemma: When New Technologies Cause Great Firms to Fail*. Harvard Business Review Press. Christensen's book explores disruptive innovation and its implications for marketing strategies in various industries.

Kim, W. C., & Mauborgne, R. (2005). *Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant*. Harvard Business Review Press. Kim and Mauborgne introduce the concept of blue ocean strategy, focusing on creating new market spaces rather than competing in existing ones.

### **Need for marketing strategies:**

- Advertising systems are fundamental for organizations to successfully advance their items or administrations, draw in clients, and create income. They assist organizations with recognizing their main interest group, figure out their necessities and inclinations, separate themselves from contenders, and eventually increment deals and productivity. Without successful promoting methodologies, organizations might battle to contact their ideal crowd, impart their offer, and accomplish their targets in a cutthroat commercial centre.

### **Scope for marketing strategies:**

- The scope for marketing strategies is vast and depends on various factors such as the industry, target audience, budget, and goals. Some common areas to explore include digital marketing (SEO, SEM, social media), content marketing, influencer partnerships, email marketing, experiential marketing, and traditional advertising (TV,

radio, print). It's essential to analyze your specific needs and resources to tailor an effective strategy.

## Research methodology

The main objective of research in this paper was to get the detailed analysis of marketing strategies of Mahindra Tractors. The type of research carried out for the study is **Descriptive research**.

### SAMPLING PROCESS

- Sampling universe: people in Kadiri
- Sampling technique: Random sampling

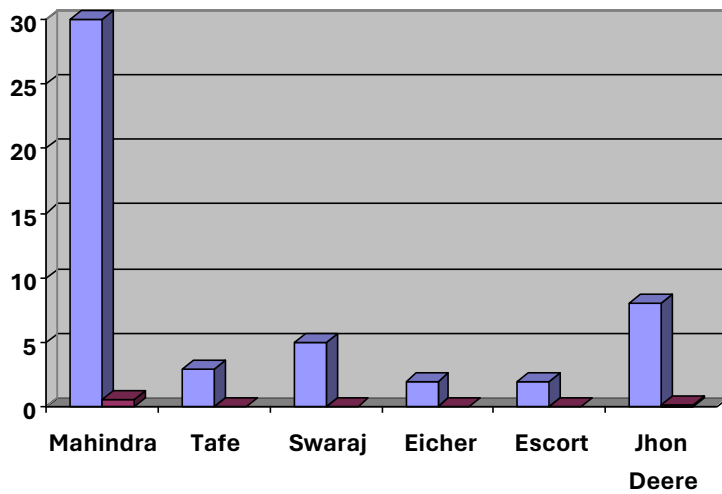
Sample size: 50 respondents

The data and information needed for the study has been collected from both primary and secondary sources. The primary sources used for collection of information are **questionnaire**, personal interviews with the customer of the Mahindra tractors and official interviews in the corporation. In addition to this the information is also collected from secondary source. Secondary data was collected through company websites, journals magazines and newspapers etc. Data is analyzed by using **simple percentage method**.

### Data Analysis:

Table 1: Awareness level in comparison to other Brands

| Particulars        | Mahindra | Tafe | Swaraj | Eicher | Escort | Jhon Deere | Total |
|--------------------|----------|------|--------|--------|--------|------------|-------|
| No. of Respondents | 30       | 03   | 05     | 02     | 02     | 08         | 50    |
| Percentage         | 60%      | 06%  | 10%    | 04%    | 04%    | 16%        | 100%  |

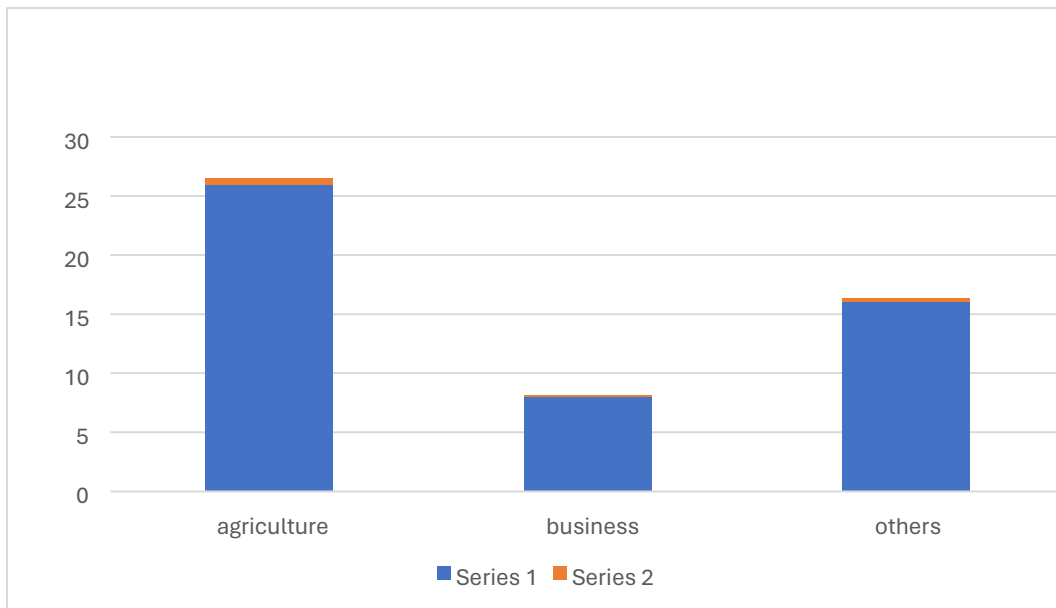


### Interpretation:

The above table shows that among 50 respondents, 60% of them are in the group of Mahindra, 06% of them are in group of Tafe, 10% are in the group of Swaraj, 04% of them are in the group of Eicher, 04% of them Escort and L&T is 16%. Therefore we come to know that most of people are aware of Mahindra tractors.

Table-2:Profession of Respondents

|             | No of respondents | Percentage |
|-------------|-------------------|------------|
| Agriculture | 26                | 52%        |
| Business    | 8                 | 16%        |
| Others      | 16                | 32%        |
| Total       | 50                | 100%       |

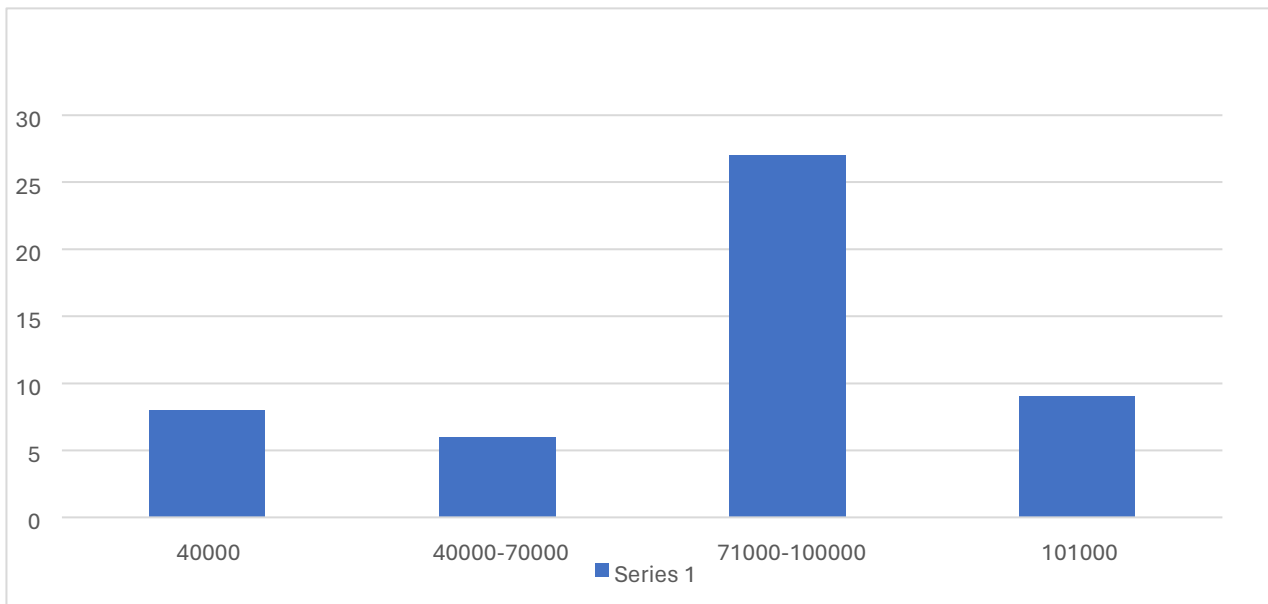


**Interpretation:**

The above table shows that out of 50 respondents, 52% are from as Agriculture, 16% are from business purpose and 32 respondents are from other purpose. As from table many respondent purchased this tractors for their related purpose.

**Table-3: Respondents income**

|              | No. of respondents | percentage |
|--------------|--------------------|------------|
| Below 40000  | 08                 | 16%        |
| 41000-70000  | 06                 | 12%        |
| 71000-100000 | 27                 | 54%        |
| 101000 above | 09                 | 18%        |
| Total        | 50                 | 100%       |



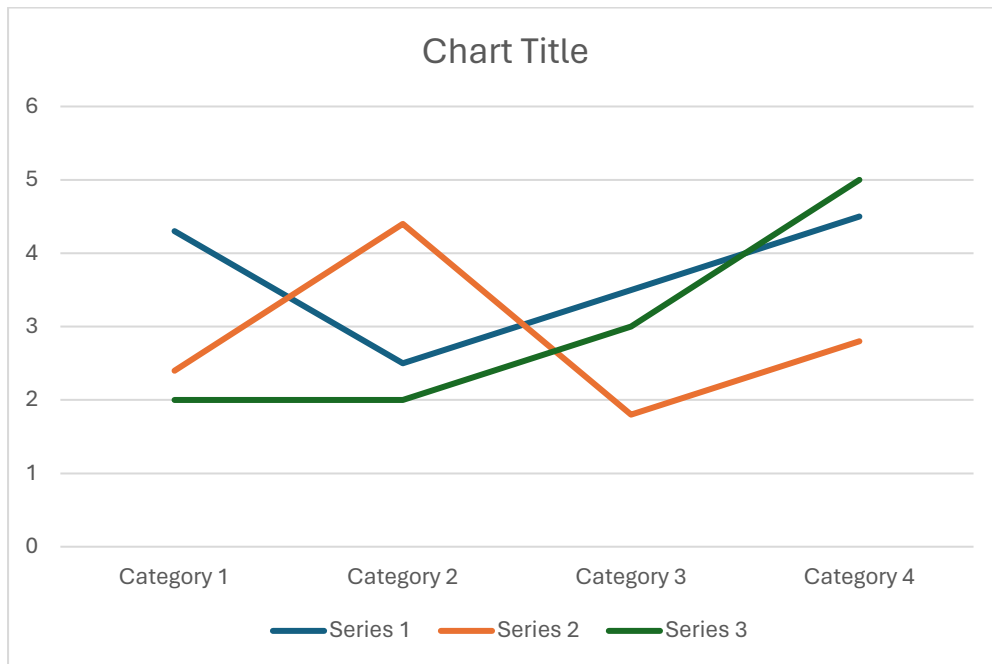
### Interpretation:

The study clearly states that the income is also an important parameter in purchasing the tractors. It was noticed that among 27 respondents 54% are in the income group of rupees 71000 to 100000, 12% are in below Rs. 41000-70000 and 16% are in below Rs. 40000-income group

Table-4 whose Influence is more in buying decision (while purchasing Mahindra the tractors)

|                   | No. of respondents | Percentage |
|-------------------|--------------------|------------|
| Company show room | 30                 | 60%        |
| Advertisement     | 04                 | 08%        |
| Colleagues        | 04                 | 08%        |
| Friends           | 06                 | 12%        |
| Self              | 04                 | 08%        |
| Relatives         | 02                 | 04%        |
| total             | 50                 | 100%       |



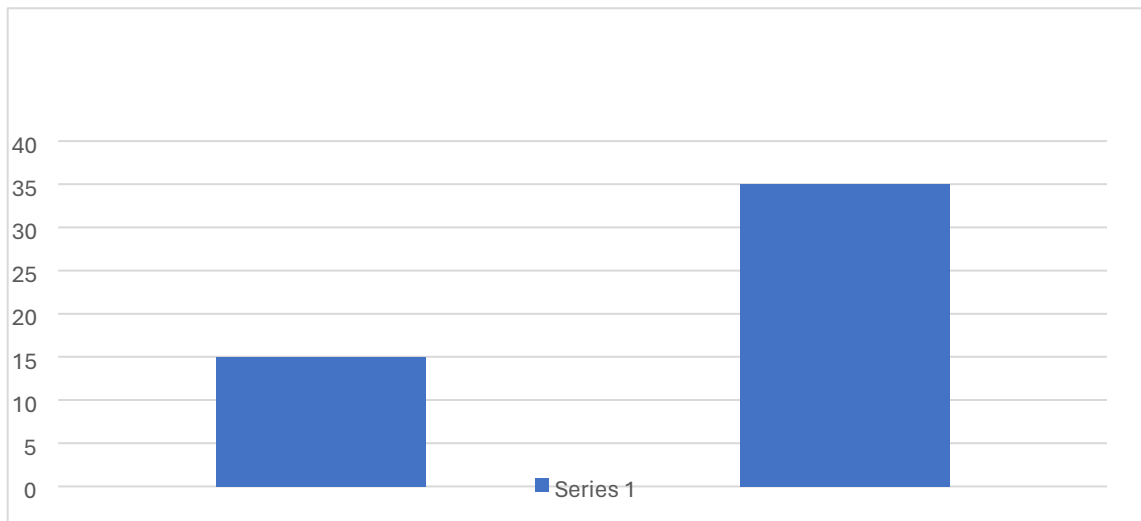


### Interpretation:

It was found that among 50 respondents 60% of them were in group of company showroom, 8% of them each were in group of colleagues & advertisement, rest of them were friends, self and relatives. Most of the people are buying the tractors in the showroom.

Table-5 : Mode of purchase

|        | No. of respondents | percentage |
|--------|--------------------|------------|
| Cash   | 15                 | 30%        |
| Credit | 35                 | 70%        |
| total  | 50                 | 100%       |

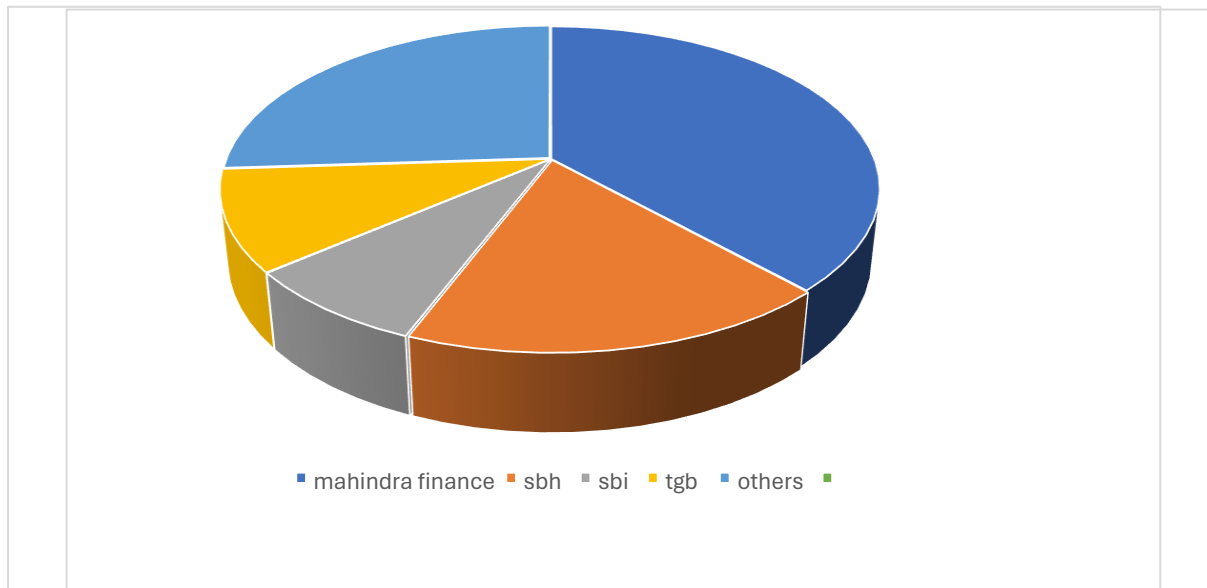


**Interpretation:**

It was found that among 50 respondents 70% of them were in the group of credit. All most of all customers are buying the tractors on the basis. And 30% of them were in the group of cash.

Table-6 :Source of credit purchase

|        | No. of respondents | Percentage |
|--------|--------------------|------------|
|        | 19                 | 38%        |
| SBH    | 09                 | 18%        |
| SBI    | 04                 | 08%        |
| TGB    | 05                 | 10%        |
| OTHERS | 13                 | 26%        |
| Total  | 50                 | 100%       |

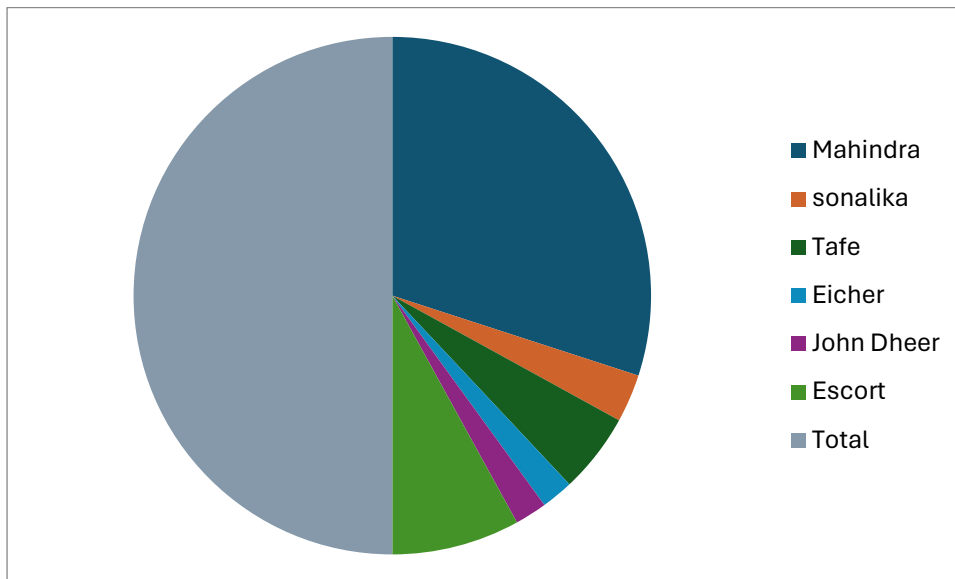


**Interpretation:**

It is clear that among 50 respondents 38% of them are in the group of Mahindra finance, 18% of them are in the group of SBH, 08% of them are group of SBI, 10% if them are in the group of TGB and 26% of them are others.

Table:7 Which brand offers better technology features in their tractors?

|                    | Mahindra | sonalika | Tafe | Eicher | John Dheer | Escort | Total |
|--------------------|----------|----------|------|--------|------------|--------|-------|
| No. Of respondents | 30       | 3        | 5    | 2      | 2          | 8      | 50    |
| percentage         | 60%      | 6%       | 10%  | 4%     | 4%         | 16%    | 100%  |



### Interpretation:

This study says that Mahindra tractors maintained better technology features in their tractors. Total 50 respondents and in that 60% of people said that Mahindra Tractor are better than others and they are Sonalika 6%, Tafe 10%, Eicher 4%, John Dheer 4% and Escort 16%.

### FINDINGS:

- Among 50 students it was found that 60% which is 30 respondents were aware of Mahindra Tractors and like to purchase.
- Out of 50 respondents it was found that 52% purchase tractors for agriculture purpose and 16% for business and remaining are for other purposes.
- Majority of the respondents (60%) said that they influenced to purchase because of the show personnel.
- Mahindra Tractors using better technological features in their tractors when compare to others.
- Mahindra Tractors are more quality tractors when compare to others.
- Mahindra Tractors provide the credit facility to the customers through the collaboration with several banks. It further helps them to increase their sales.
- More number of purchases are done in the form of credit only.70% on credit basis and only 30% with cash.

## CONCLUSION

This study has been conducted to identify the marketing strategies of Mahindra tractors and to know the level of satisfaction of consumers towards Marketing strategies of Mahindra Tractors. Mahindra Tractors is producing more quality products in the market. Mahindra Tractors are providing the credit purchases also to attract more customers. They may aware far better than the other company tractors.

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