

CUSTOMER PERCEPTION TOWARDS JOHN DEERE TRACTOR

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Abstract: *The project consumer perception is basically measures the development of perception through different variables and identify those factors which stimulate buying decision of consumer among various variables which effect consumer buying pattern study awareness and availability of the product as two main variables which have strong effect on popularity and sale of pasta product.as my research is totally based on qualitative method that why study research quota sampling technique and collect data by interviewing house wives resides in different areas. The reason of choosing only customer respondent is that to customer insight factors of the products conducted extract findings.*

Key Words: *Customer perception, Product, Factors.*

1. INTRODUCTION:

Consumer usage and buying of any product largely depend upon their perception about the product. Perception develops through how effectively product has been marketed these days firms are putting their best efforts in marketing in order to get customer attention and positive impression on customer mind consumer perception is also identified by the color shape and taste of the product. The topic for my research study is consumer perception and usage this topic because very less studies has I found it very interesting and new because very less studies has been done in this area especially in people response to new products is always surprising.

2. Theoretical background /conceptual frame work:

Client recognition alludes to a how clientele see certain thing in a view of their own decision. These determinations are gotten from a range of component, for example cost and general involvement .with regard to impacting shoppers to buy an item ,their impression of the brand should be considered. This recognition may fluctuation view of the customer. Or a specific statistic of client or a specific statistic of client. Customer observation can be formed from a variety of elements for example; their extremely own perceptive or how they have heard the other persons encountered the item. The topic consumer perception and frequency of usage basically come from consumer behaviour.

3. Review of Literature:

Zeithmal (2000) Clients' desires and needs is a main impetus for administrations to give quality support of current clients and additionally to pull in new clients. Crown, Brady And Hult (2000) Seen esteem is customers general appraisal of the utility, of an item in light of intuition of what is gotten and what is given.Bitner and Zeithaml (2003) Seen hazard will ordinary impact early phase of purchaser purchasing process. The thought of saw hazard as a key precursor to shopper conduct has been build up in the past and might be element affecting the obtained choice to purchase an auto.Durovnik (2006) Shoppers are less enthusiasm on obtaining the item that is considers being dangerous attempts. Purchaser would get some answers concerning ZHANG ET AL (2002) Numerous customers had communicated that solace and fit were critical in judging fulfilment with attire items in characterizing "comfort ", it is obvious that physiological and mental components assume a huge part.

Kotler and Casline (2009) Clients have less demanding access to data and the life cycle of upper hands has abbreviated significance. consequently clients all the more frequently consider exchanging Woodruff(1997) Client esteem is 78 client 's apparent inclination for and assessment of points of interest of item properties and the consequences of utilization, Vanniarajan and Kubenran (2005) Customer wisdom and utilization of anything can be changed as a result of advance in food dietary examples. WILLIAM B DODDS (1991) William B Dodd's explored the impacts of the inborn signals of value brand and store data on shopper impression of item quality. They found that cost positively affected saw quality however a negative impact on saw esteem and respondent's ability to purchase.

Eastwood D B (1985) The concept of consumer needs to be understood before getting an insight about the behavior and perceptions of consumer, thus A consumer unit is one or more persons who collectively generate income and allocate it for consumption Zeithaml 1996 Perception of consumers about a brand are positively enhanced and dampen with increasing levels of perceived quality and with increasing levels of endure they ambience respectively.

According to Assael, (1992) In the buyer seller relationship media played a dominate role in the field of consumer marketing and this role is unspoken and it is used a positive way the marketing strategy. Zeithaml (1988) Studied consumer perception in three important dimensions, i.e. perceived price, perceived quality and perceived value. Consumers perceive values based on the utility provided by the attributes of the product in accordance with the price sacrifice.

4. Research gap:

Customer perception had concept of consumer needs to be understood before getting an insight about the behaviour and perceptions of consumer. In the buyer seller relationship media played a dominate role in the field of consumer marketing.

5. Problem statement:

Few studies observed that the organization were fails to full fill the customer expectations. Without understanding purchaser conduct no organization can survive. Presently a day's every one of the organization include in gathering the information from customer concerning their item and brand. The john Deere motor is the old to the market but still they are not given much significant to attract the customer. It fills in as an input from the client and gives the organization the message with respect to the purchaser states of mind,

6. Objective of the study:

To find out the impact of customer perception on profitability and smooth flow with customer perception in john Deere ltd

7. Research methodology:

Explore approach in a way is a composed strategy for leading examination. Look into philosophy has a few dimensions.it incorporates the study strategies

7.1 Descriptive research Method

Descriptive research it is a type of research conducted to gather the information.

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

7.2 Sources of data

The information will be gathering using both by necessary information gathering technique and auxiliary sources

Primary data – which includes

- Face to face interviews
- Questionnaires
- Survey

Secondary data- which includes

- Research
- Newspapers
- Journals

7.3 Sampling design

- **Sampling unit:** Krishna Agencies John deer tractors Pvt. Ltd.
- **Population Size:** Customers of the john deer tractors.
- **Sample Size:** 100
- **Sampling Techniques:** Simple random techniques
- **Sample size** The sample size taken for the study towards respondents is across the 70sample size.

Sample method Random sampling is a method it is very necessary sampling method here we chose a respondent randomly in the group of subject group of people for the study. Every individual is selected entirely by possibility and each member of the population has an same chance of being included in the sample.

7.4 Hypothesis of the study

Ho : there is no impact of customer perception on organization profitability.

8. Data analysis and interpretation:

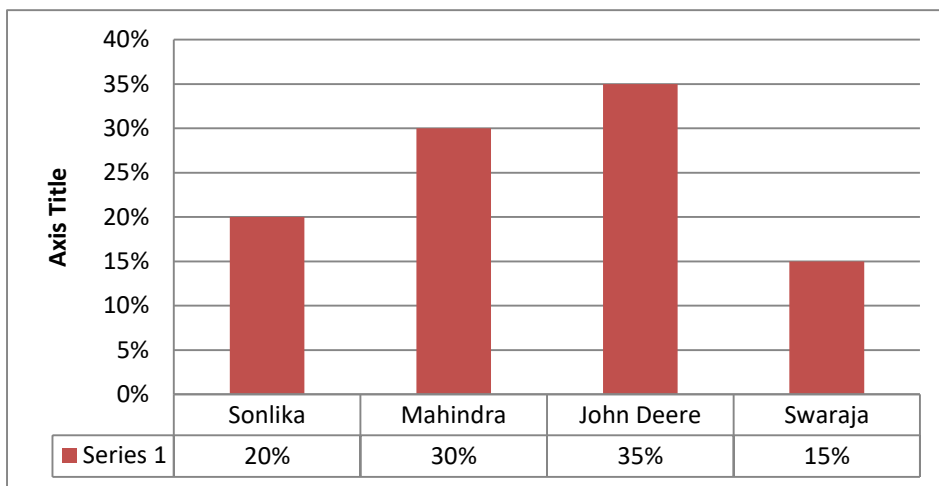


Fig No: 1 Most perfect brand

Here top of the table and chart shows that 20% of the respondents buy Sonlika users. 30% of respondents Mahindra users. 35% of respondents John Deere users. 15% of respondents Swaraja users.

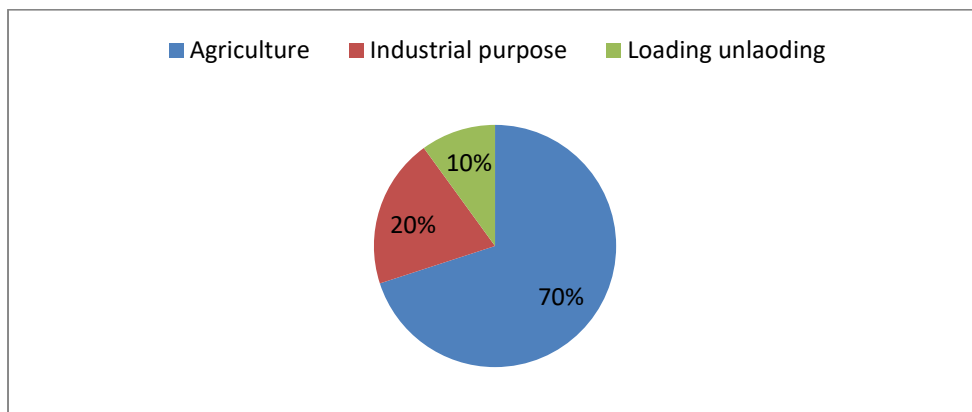


Fig no 2 purpose for using tractor (%)

Here the top of the table and chart shows that 70% of the respondents agriculture purpose tractor using. 20% of respondent Industrial purpose. Ten% of the respondents loading and unloading purpose using.

satisfied by the overall service provided by sri krishana tractors

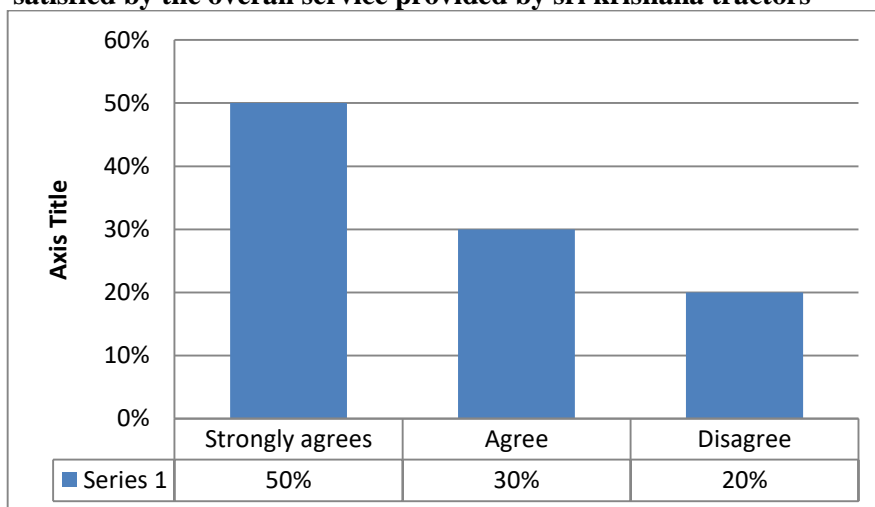


Fig No 3 service provided the satisfied by the overall

As per the above table shows that 50% responsible for strongly agrees. 30% of respondents agree. 20% of respondents

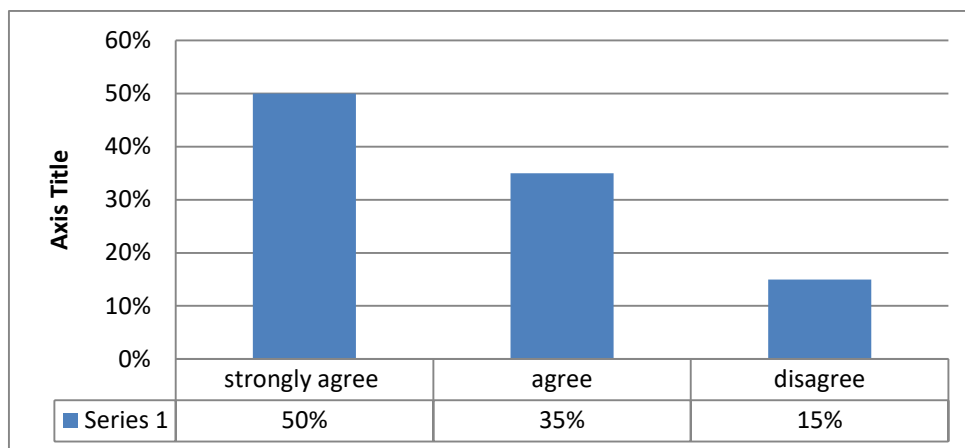


Fig No:4 sufficient of station

The above table and chart indicates that 50% of the respondent service station is strongly agree. 35% of the respondent is agree of the service. 15% of the respondent is disagree of the service.

labor charges is other station

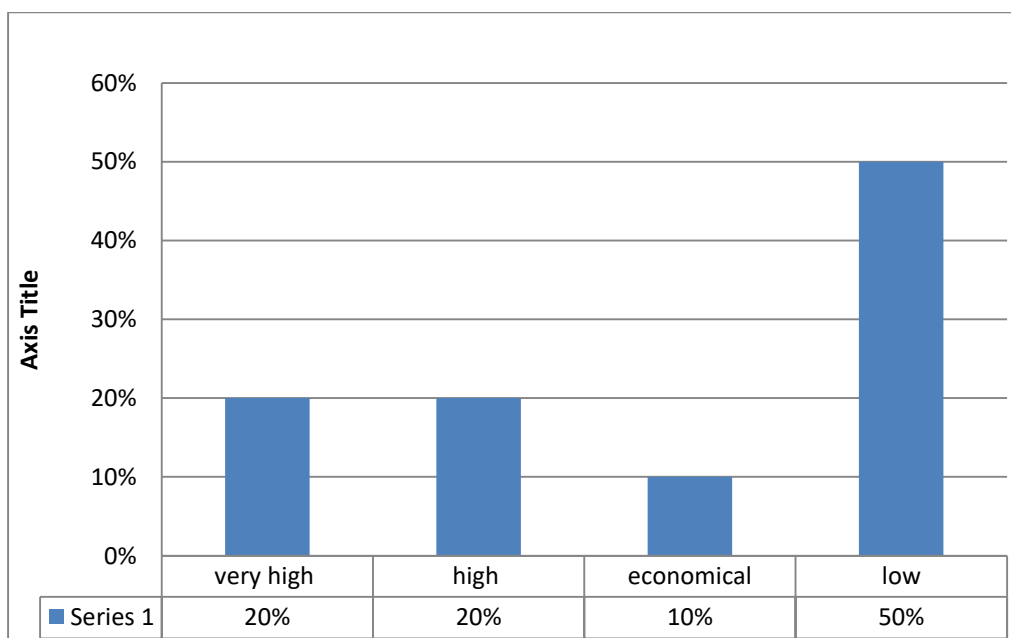


Fig no 5 labor charges is other station

The above table and charts indicates that 50% of the respondent in low of the service. 20% of the respondent in very high the service. 20% of the respondent in high service. 10% of the respondent is economical is service

9. Results and discussions:

Most of the respondents' age is 25 and below is 40 out of 100 respondents (40%). Most of the buyers buy the agriculture purpose. Sales executive behavior is good and response to the customer. Customer are satisfied in service of the company. Broad casting is influence to customer for buy tractor. If improve attitude of sale executive. As possible deliver the tractor as soon. If attract the customer from different promotional activates. If use all promotional medias. If improve and providing the more service to the customer. If reduce the price, that helps to the customer and effectiveness of service. They could have new offer and increase service towards satisfying customer expectations.

10. CONCLUSION:

“consumer perception towards john deere tractor”. The topic is chosen with in an intention to known the consumer perception about the showroom i.e., it helps to organization to overcome the draw backs and to improve the factors that found not to be good for the business. The service conducted on 100 respondents who have purchase in tractor. The factors consider such as understanding customer requirements. Tractor delivery time,

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