

“A Study on Customer Satisfaction Towards Mahindra Tractors”

¹Vishwanath. R Havalappagol

Assistant professor, Department of management studies (MBA), center for post graduate studies,
Muddenahalli, Chikkaballapur, Visvesvaraya Technological University, Belagavi, Karnataka state, India.

visan.sdmcs@gmail.com

²Mr. Prakash Reddy M A

MBA Student, Department of Management Studies, Centre for Post Graduate Studies, Muddenahalli, Chikkaballapur,
Visvesvaraya Technological University, Belagavi, Karnataka, India.

prakashreddypr21@gmail.com

ABSTRACT

The tractor industry plays an important role in improving agricultural productivity by providing efficient and modern farming solutions. Among the leading tractor manufacturers in India, Mahindra Tractors has established a strong reputation for quality, durability, fuel efficiency, and technological advancement. Customer satisfaction has become a critical factor in determining the long-term success of tractor manufacturers because satisfied customers are more likely to remain loyal, recommend the brand to others, and continue purchasing the company's products.

The present study examines customer satisfaction towards Mahindra Tractors. The research focuses on evaluating customer opinions regarding tractor performance, fuel efficiency, durability, pricing, after-sales service, spare parts availability, dealer support, and overall brand image. A descriptive research design was adopted for the study. Primary data were collected from 100 Mahindra tractor customers using a structured questionnaire, while secondary data were collected from books, journals, company reports, and reliable online sources. The collected data were analysed using percentage analysis and appropriate statistical techniques to identify the major factors influencing customer satisfaction.

The study found that product quality, engine performance, after-sales service, and dealer support significantly influence customer satisfaction. The research concludes with practical recommendations to improve customer experience, strengthen customer loyalty, and enhance Mahindra's competitive position in the agricultural machinery market.

Keywords: Customer Satisfaction, Mahindra Tractors, Agriculture, Farmers, After-Sales Service.

1.1 INTRODUCTION

Agriculture is one of the most important sectors of the Indian economy and provides employment to a large section of the population. Mechanization has become essential for increasing agricultural productivity, reducing labour costs, and improving operational efficiency. Among various agricultural machines, tractors play a significant role because they perform multiple farming operations such as ploughing, cultivation, sowing, transportation, harvesting, and land preparation.

Mahindra Tractors, a division of Mahindra & Mahindra Limited, is one of the world's largest tractor manufacturers. The company has earned the confidence

of Indian farmers through reliable products, fuel-efficient engines, advanced technology, and an extensive dealer and service network. Continuous innovation and customer-oriented services have enabled Mahindra to maintain a strong position in the competitive tractor market.

Customer satisfaction is an important indicator of business performance because it reflects how well a company's products and services meet customer expectations. In the tractor industry, customer satisfaction depends on several factors, including product quality, durability, fuel efficiency, pricing, maintenance cost, availability of spare parts, dealer Behaviour, and after-sales service. Understanding these factors helps organizations improve product quality,

strengthen customer relationships, and enhance market competitiveness.

The present study focuses on analysing the satisfaction level of Mahindra tractor customers. The study identifies the factors influencing customer satisfaction and provides practical recommendations that can help Mahindra improve customer experience and strengthen long-term customer loyalty.

1.2 Background of the Study

The Agriculture is an Indian economy, contributing significantly to employment, food security, and rural development. The increasing adoption of agricultural mechanization has improved farming efficiency by reducing labour requirements and increasing productivity. Among various agricultural machines, tractors play a vital role in land preparation, cultivation, sowing, transportation, harvesting, and other farming operations. With technological advancements and increasing competition among manufacturers, farmers now expect better performance, fuel efficiency, durability, affordability, and reliable after-sales service from tractor companies. Mahindra Tractors, a division of Mahindra & Mahindra Limited, has established itself as one of the world's leading tractor manufacturers through continuous innovation and customer-focused services. Therefore, evaluating customer satisfaction has become essential for understanding customer expectations and improving overall business performance.

1.3 Industry Context

India is one of the world's largest manufacturers and users of agricultural tractors. The growth of farm mechanization, increasing government support through agricultural subsidy schemes, improved rural infrastructure, and rising awareness among farmers have contributed significantly to the expansion of the tractor industry. The Indian tractor market is highly competitive, with major companies including Mahindra Tractors, TAFE, John Deere, Sonalika, New Holland, Escorts Kubota, and Swaraj competing to provide technologically advanced and fuel-efficient tractors. Customer satisfaction has become a key factor influencing brand loyalty, repeat purchases, and market leadership. Therefore, understanding customer preferences and satisfaction levels has become increasingly important for sustaining competitive advantage.

1.4 Company Profile

Mahindra Tractors is a division of Mahindra & Mahindra Limited, one of India's leading multinational automobile and farm equipment manufacturers. The company was established in 1945 and has become one of the largest tractor manufacturers in the world by sales volume. Mahindra offers a wide range of tractors suitable for different agricultural applications, including land preparation, cultivation, harvesting, transportation, and commercial operations. The company operates through an extensive dealer and service network across India and several international markets. Mahindra Tractors is well known for its quality, durability, fuel efficiency, innovative technology, and customer-oriented services, making it one of the most preferred tractor brands among Indian farmers.

1.5 Research Gap

Several studies have examined customer satisfaction in the automobile and agricultural machinery sectors. Limited research has specifically focused on customer satisfaction towards Mahindra Tractors, Karnataka. Most previous studies have concentrated on product quality and purchase behavior, while comparatively less attention has been given to customer perceptions regarding after-sales service, dealer support, spare parts availability, maintenance cost, and overall customer experience. This study attempts to bridge this gap by analyzing the major factors influencing customer satisfaction among Mahindra Tractor.

1.6 Statement of the Problem

Customer satisfaction is one of the most important determinants of business success in the agricultural machinery industry. Although Mahindra Tractors has established a strong market position, increasing competition and changing customer expectations require continuous evaluation of customer satisfaction. Farmers expect superior product quality, better fuel efficiency, affordable maintenance, timely after-sales service, and easy availability of genuine spare parts. Therefore, it is essential to examine customer perceptions and identify the factors affecting satisfaction in order to improve customer loyalty and strengthen the company's competitive position.

1.7 Significance of the Study

The present study provides valuable insights into customer satisfaction towards Mahindra Tractors. The findings will help Mahindra Tractors and its authorized

dealers understand customer expectations and improve product quality, after-sales service, dealer support, and customer relationship management practices. The study will also assist farmers in making informed purchasing decisions and contribute to academic literature on customer satisfaction and agricultural marketing. Furthermore, the research will serve as a useful reference for future researchers and management students conducting similar studies.

2 Literature review

2.1 Kotler and Keller (2024)

Stated that customer satisfaction is achieved when the actual performance of a product or service meets or exceeds customer expectations. Higher customer satisfaction leads to increased customer loyalty, repeat purchases, and positive word-of-mouth communication.

2.2 Parasuraman, Zeithaml, and Berry (1988)

Developed the SERVQUAL model, which identified five dimensions of service quality: reliability, responsiveness, assurance, empathy, and tangibles. The study concluded that service quality has a significant influence on customer satisfaction.

2.3 Oliver (1997)

Explained that customer satisfaction is the customer's emotional response after comparing product performance with expectations. Satisfied customers are more likely to remain loyal to a brand and recommend it to others.

2.4 Aaker (2021)

Highlighted that strong brand image and product quality are important factors influencing customer trust, customer satisfaction, and long-term business success. A positive brand image helps organisations build lasting relationships with customers.

2.5 Mahindra & Mahindra Annual Report (2024)

Reported that continuous innovation, improved product quality, advanced technology, and strong dealer support have contributed significantly to the company's leadership position in the Indian tractor market.

2.6 Singh and Kumar (2023)

Found that fuel efficiency, durability, and after-sales service are the major factors influencing customer satisfaction among tractor users in rural India. The study recommended improving dealer support and service quality to increase customer loyalty.

2.7 Reddy and Prakash (2022)

Examined customer satisfaction in the agricultural machinery sector and concluded that product

reliability, maintenance cost, and availability of spare parts significantly affect purchasing decisions and customer retention.

2.8 Sharma and Verma (2021)

Reported that effective customer relationship management and timely after-sales service improve customer satisfaction and strengthen brand loyalty in the automobile and agricultural equipment industries.

2.9 Kotler, Keller, and Chernev (2024)

Kotler, Keller, and Chernev (2024) stated that customer satisfaction is a key determinant of customer loyalty and long-term business success. They emphasized that organizations must continuously improve product quality, service quality, and customer relationship management to achieve sustainable competitive advantage.

2.10 Mahindra & Mahindra Integrated Annual Report (2024–25)

The report highlights that Mahindra continues to strengthen customer satisfaction through product innovation, an extensive dealer network, trained service technicians, and improved after-sales support, helping the company maintain its leadership position in the Indian tractor market.

Mahindra

2.11 Mahindra Sustainability Report (2025)

The report explains that Mahindra's customer-first strategy focuses on service quality, doorstep service, digital feedback systems, and faster complaint resolution to improve customer satisfaction and customer loyalty.

Mahindra

2.12 Singh and Sharma (2022)

The study concluded that product quality, fuel efficiency, durability, and maintenance cost significantly influence customer satisfaction among tractor users. The authors recommended continuous product improvement and better dealer support.

2.13 Kumar and Reddy (2021)

The researchers found that prompt after-sales service and the availability of genuine spare parts positively influence customer satisfaction and repeat purchase intentions.

2.14 Verma and Gupta (2023)

The study reported that dealer behavior, technical support, and service responsiveness are important factors affecting customer satisfaction in the agricultural machinery sector.

2.15 Patel and Joshi (2022)

The authors observed that customer trust and brand image significantly influence customer loyalty and purchasing decisions in the tractor industry.

2.16 Rao and Naik (2023)

The study revealed that technological innovation and fuel-efficient tractor models improve customer satisfaction and strengthen market competitiveness.

3 RESEARCH OBJECTIVES

The present study was conducted to evaluate the satisfaction level of customers using Mahindra Tractors.

1. To identify the major factors influencing customer satisfaction. with Mahindra Tractors.
2. To examine the overall level of customer satisfaction at Mahindra Tractors.
3. To evaluate customer satisfaction towards company service.
4. To assess the effectiveness of after-sales service, maintenance facilities, and spare parts availability.

3.1 RESEARCH QUESTIONS

1. What is the overall satisfaction level of customers using Mahindra Tractors?
2. Which factors have the greatest influence on customer satisfaction?
3. Are customers satisfied with the performance and fuel efficiency of Mahindra Tractors?
4. Does after-sales service significantly affect customer satisfaction?
5. Are customers satisfied with dealer support and spare parts availability?
6. Does Mahindra's brand image influence customer loyalty?
7. What improvements do customers expect from Mahindra Tractors?

4 RESEARCH HYPOTHESES

Null Hypothesis (H₀): There is never significant relationship between company service and customer satisfaction.

Alternative Hypothesis (H₁): There is a significant relationship between company service and customer satisfaction.

5 RESEARCH METHODOLOGY

5.1 Research Design

The study adopted a descriptive research design to analyse customer satisfaction towards Mahindra Tractors. The descriptive approach is suitable because it

helps in understanding customer opinions, satisfaction levels, purchasing behaviour, and perceptions regarding tractor performance and services.

5.2 Population of the Study

The population of the study consists of farmers and customers who own and use Mahindra Tractors.

5.3 sample size

A Sample of 100 customers was selected for the study using the convenience sampling method. This method was selected due to its practical accessibility and ability to gather the data within the valuable time frame the responses include mahindra tractors.

5.4 Sample Details

Particulars	Description
Population	Mahindra Tractor Customers
Study Area	Chinthamani rural
Sample Size	100 Respondents
Sampling Technique	Convenience Sampling

5.5 Sources of Data

Primary Data

Primary data were collected using a structured questionnaire administered to Mahindra Tractor customers.

Secondary Data

- Secondary data were collected from:
- Research journals
- Books
- Company reports
- Mahindra official publications
- Websites
- Previous research studies
- Agricultural magazines

5.6 Research Instrument

A structured questionnaire was used as the primary research instrument for collecting data from Mahindra Tractor customers. The questionnaire consisted of both demographic and opinion-based questions designed to measure customer satisfaction. The questionnaire included items related to product quality, fuel efficiency,

durability, pricing, dealer support, after-sales service, maintenance, spare parts availability, and overall customer satisfaction. The responses were collected using a structured rating scale to facilitate statistical analysis.

5.7 Statistical Tools

The collected data were analysed using appropriate statistical techniques. Percentage analysis was used to understand respondent characteristics, while frequency distribution tables were prepared to summarise the responses. Correlation analysis was applied to identify the relationship between customer satisfaction factors and overall satisfaction. The Chi-Square test was used to examine the association between demographic variables and customer satisfaction. Tables and charts were prepared to present the findings in a simple and understandable manner.

6 Questionnaire Design

The study was organized for process of developing a structured questionnaires to gather information from respondents. The questionnaires is divided into different sections and each section contains questions related to a specific aspect of the study. Most questions use a 5-point likert scale to measures respondents opinions.

Construct	Items	Sample statement
A. Product quality	5	I'm satisfied with the quality and performance of mahindra tractors.
B. Price satisfaction	4	The price of mahindra tractors is reasonable compared to its features and performances
C. Dealer & sales service	5	The dealer provides prompt and satisfactory sales services.
D. After sales services	5	The after sales services and maintenance support meet my expectations

E. Overall customer satisfactions & loyalty	4	Overall, I'm satisfied with mahindra tractors and would recommend them to others
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7 Data Analysis and Interpretation

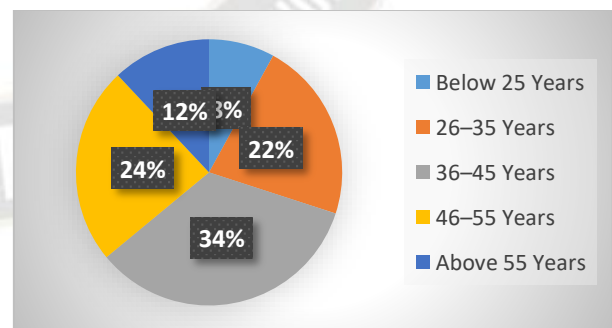
7.1 Age-wise Distribution of Respondents

Table 1 presents the age of the respondents

Age Group	Number of Respondents	Percentage (%)
Below 25 Years	8	8%
26–35 Years	22	22%
36–45 Years	34	34%
46–55 Years	24	24%
Above 55 Years	12	12%
Total	100	100%

Interpretation

The table shows that the majority of respondents (34%) belong to the 36–45 years age group, followed by 24% in the 46–55 years category. This indicates that middle-aged farmers constitute the major users of Mahindra Tractors.



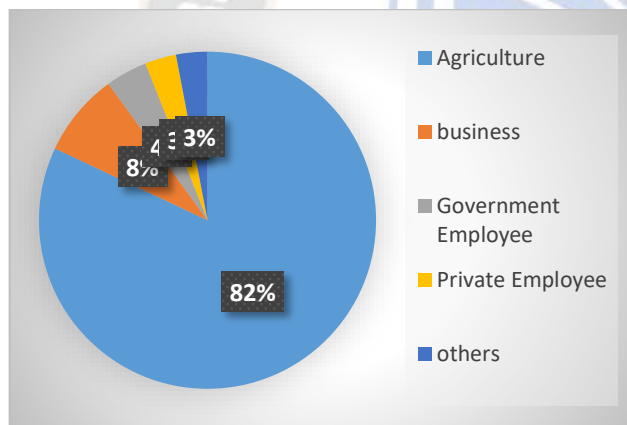
Occupation of Respondents

Occupation	Number of Respondents	Percentage (%)
Agriculture	82	82%

business	8	8%
Government Employee	4	4%
Private Employee	3	3%
others	3	3%
total	100	100%

Interpretation

The above table shows the occupation of the respondents out of 100 respondents, 82 are engaged in agriculture, 8 are involved in business, 4 are government employees, 3 are private employees and 3 are belong to other occupations. This indicates that the majority of mahindra tractors customers are farmers, suggesting that agriculture is the primary occupation of the respondents and the main reason for purchasing tractors.

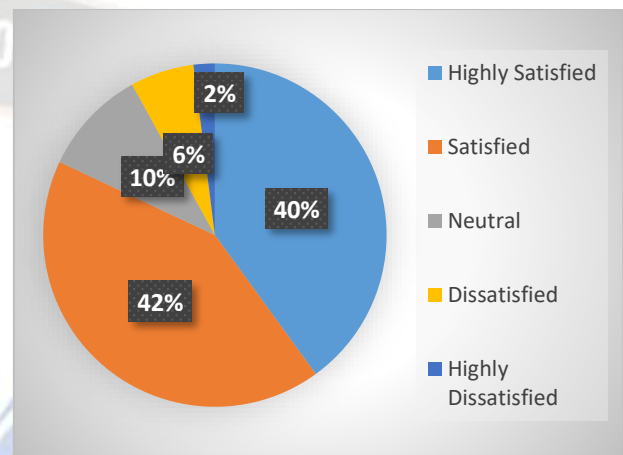


7.2 Overall Satisfaction with Mahindra Tractors

Response	Number of Respondents	Percentage (%)
Highly Satisfied	40	40%
Satisfied	42	42%
Neutral	10	10%
Dissatisfied	6	6%
Highly Dissatisfied	2	2%
Total	100	100%

Interpretation

The above table shows the overall satisfaction level of customer satisfaction towards mahindra tractors. Out of 100 respondents, 42% are highly satisfied and 40% are satisfied, indicating that 82% of the respondents have a positive opinion about mahindra tractors. Meanwhile, 10% of the respondents have a positive opinion about them. And the majority of customers are satisfied with the performance of quality and services offered.

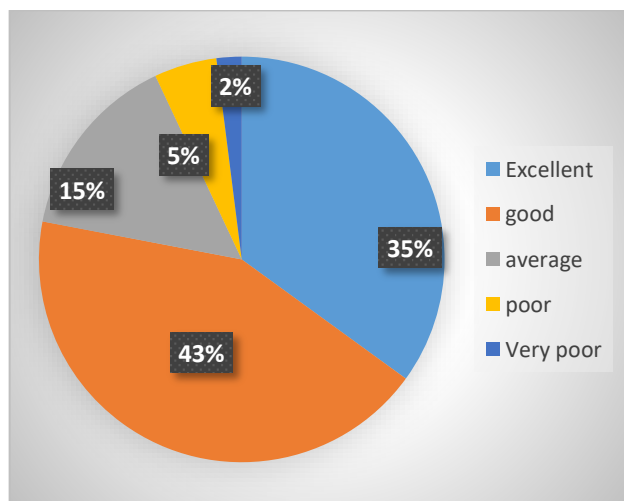


7.3 Satisfaction with Fuel Efficiency

Response	Number of Respondents	Percentage (%)
Excellent	35	35%
good	43	43%
average	15	15%
poor	5	5%
Very poor	2	2%
total	100	100%

Interpretation

The results reveal that 78% of respondents rated the fuel efficiency of Mahindra Tractors as excellent or good, indicating that fuel economy is one of the major strengths of the brand.

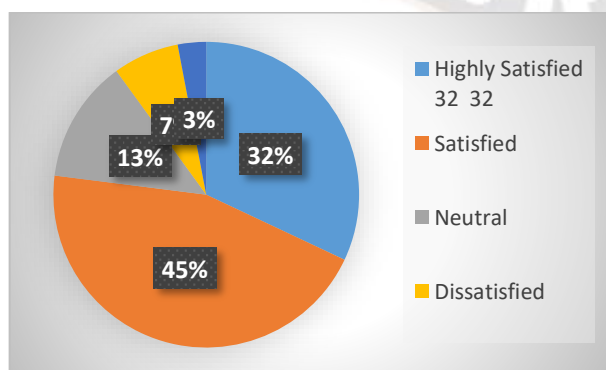


7.4 Satisfaction with After-Sales Service

Response	Number of Respondents	Percentage (%)
Highly Satisfied 32	32	32%
Satisfied	45	45%
Neutral	13	13%
Dissatisfied	7	7%
Highly Dissatisfied	3	3%
Total	100	100%

Interpretation

The data show that 77% of respondents expressed satisfaction with the after-sales service provided by Mahindra dealers. Effective service support contributes significantly to customer trust and loyalty.



7.5 Correlation Analysis

Table 6: Correlation between Customer Satisfaction Factors and Overall Satisfaction

Variables	Correlation Coefficient (r)
Product Quality & Customer Satisfaction	0.82
Fuel Efficiency & Customer Satisfaction	0.78
After-Sales Service & Customer Satisfaction	0.75
Dealer Support & Customer Satisfaction	0.71
Brand Image & Customer Satisfaction	0.69

Interpretation

The correlation analysis indicates a positive relationship between the selected variables and overall customer satisfaction. Product quality shows the strongest relationship with customer satisfaction ($r = 0.82$), followed by fuel efficiency ($r = 0.78$) and after-sales service ($r = 0.75$). These results suggest that improvements in these areas are likely to enhance customer satisfaction and strengthen customer loyalty.

7.6 Chi-Square Test

Hypothesis

H₀: There is never significant association between age group and customer satisfaction.

H₁: There is a significant association between age group and customer satisfaction.

Table 7.7: Chi-Square Test Result

Particulars	Value
Calculated Chi-Square Value	1.89
Degrees of Freedom	6
Level of Significance	5
Table Value	12.592

Interpretation

The calculated Chi-Square value (1.89) is less than the table value (12.592) at the 5% level of significance. Therefore, the null hypothesis is accepted, indicating that there is no significant association between the age group of respondents and their satisfaction towards Mahindra Tractors.

8 DISCUSSION

The present study examined the level of customer satisfaction towards Mahindra Tractors. The analysis indicates that most respondents are satisfied with the overall performance of Mahindra Tractors. Product quality, fuel efficiency, engine performance, durability, and after-sales service emerged as the major factors influencing customer satisfaction.

The study also found that Mahindra Tractors have developed a strong brand image among farmers due to their reliability and suitability for different agricultural operations. Customers appreciated the availability of spare parts and the support provided by authorized dealers. However, some respondents suggested improvements in service response time and maintenance costs.

The statistical analysis showed a positive relationship between product quality, fuel efficiency, after-sales service, and overall customer satisfaction. The Chi-Square analysis further indicated that customer satisfaction was not significantly associated with the age group of respondents, suggesting that satisfaction levels are influenced more by product and service quality than by demographic characteristics.

9 key findings

1. Improve the efficiency and responsiveness of after-sales service centres.
2. Ensure the timely availability of genuine spare parts at authorized dealerships.
3. Conduct regular customer feedback programmes to identify customer expectations and service gaps.
4. Introduce periodic training programmes for dealers and service technicians to improve service quality.
5. Strengthen customer relationship management by maintaining regular communication with tractor owners.
6. Continue product innovation to improve fuel efficiency, durability, and operational comfort.
7. Offer attractive finance schemes and promotional programmes to attract new customers and retain existing ones.

8. Expand digital customer support services for quicker complaint resolution and service scheduling.

10 Managerial Implications

The study concludes that customer satisfaction is an essential factor influencing the long-term success of Mahindra Tractors. The results indicate that customers are generally satisfied with the quality, performance, durability, and fuel efficiency of Mahindra Tractors. Product quality, after-sales service, dealer support, and brand image were identified as the major factors influencing customer satisfaction and loyalty. Although the overall satisfaction level is high, improvements in maintenance support, service response time, and customer communication can further strengthen customer relationships. Continuous innovation, quality improvement, and effective customer relationship management will help Mahindra Tractors maintain its leadership position in the agricultural machinery market and achieve sustainable business growth.

11 STUDY LIMITATIONS

1. The study was limited to Chinthamani rural.
2. The sample size was restricted to 100 respondents.
3. The findings are based on the opinions and perceptions of respondents.
4. Time and financial constraints limited the scope of data collection.
5. The study focused only on Mahindra Tractor customers and did not compare other tractor brands.

12 FUTURE RESEARCH OPPORTUNITIES

1. Conducting similar research in other districts or states.
2. Increasing the sample size for broader generalization.
3. Comparing customer satisfaction among different tractor brands.
4. Studying the impact of digital service platforms on customer satisfaction.
5. Examining customer loyalty and repurchase behaviour over a longer period.
6. Investigating the role of precision agriculture and smart tractor technologies in customer satisfaction.

13 CONCLUSION

Customer satisfaction is one of the most important indicators of organizational success in the agricultural machinery industry. The findings of this study reveal that

Mahindra Tractors has achieved a high level of customer satisfaction through reliable products, superior performance, fuel efficiency, and an effective dealer network.

The study concludes that product quality, after-sales service, fuel efficiency, and dealer support significantly influence customer satisfaction. Continuous improvement in customer service, technological innovation, and timely maintenance support will further strengthen Mahindra's competitive advantage and enhance long-term customer loyalty.

Overall, Mahindra Tractors continues to maintain a positive reputation among farmers, and the recommendations of this study can help the company improve customer experience and sustain market leadership in the future.

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