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**“A STUDY ON CONSUMER PREFERENCES ON SEWAGE PUMP
IN TIRUPUR.”**

SUMMER PROJECT REPORT
Submitted to the
Faculty Of Management Sciences, Anna University
In partial fulfillment of the requirement
For the award of the degree of
MASTER OF BUSINESS ADMINISTRATION

By

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BONAFIDE CERTIFICATE

Certified that this project titled '**A STUDY ON CONSUMER PREFERENCES ON SEWAGE PUMP IN TIRUPUR**' is the bonafide work of **Mr. CHANDRU. P (71205631009)** who carried out this research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

V. S. Ganungan
.....
Faculty Guide

Prof. S. GANESAN
Prof. S. GANESAN
Director

Evaluated and viva-voce conducted on.....17-11-06.....

V. S. Ganungan
Examiner I

Prof. S. GANESAN
Examiner II

DECLARATION

DECLARATION

I, hereby declare that this project report entitled as “**A STUDY ON CONSUMER PREFERENCES ON SEWAGE PUMP IN TIRUPUR**” of Fisher Pumps Pvt.Ltd, Coimbatore has been undertaken for academic purpose submitted to Anna University in partial fulfillment of requirements for the award of the degree of Master of Business Administration. The project report is the record of the original work done by me under the guidance of **Prof. V.S.Elamurugan** during the academic year 2006 – 2007.

I also declare hereby, that the information given in this report is correct to the best of my knowledge and belief.

Place: Coimbatore


(CHANDRU.P)

Date : 17-11-2006



12-08-2006

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. CHANDRU.P (Reg No-71205631009)**, II Year MBA Student, Kumaraguru College of Technology, Saravanampatty, Coimbatore. He has done a Project “**A STUDY ON CONSUMER PREFERENCES ON SEWAGE PUMP IN TIRUPUR.**” From the Period of June 30th to August 5th 2006.

He has successfully completed his project abided by the rules and regulation of the company.

We wish him all success for his future endeavors.

M.AKBAR
MARKETING MANAGER

ACKNOWLEDGEMENT

ACKNOWLEDGEMENT

I express my sincere gratitude to our beloved correspondent **Prof. Dr. K. Arumugam**, the prime guiding sprit of Kumaraguru College of technology.

I extend my heartfelt thanks to Principal **Dr. Joseph V. Thanikal**, Kumaraguru College of Technology, for providing facilities to do this project.

I express my sincere gratitude and thanks to our Director **Dr.S.Ganesan** for permitting me to carry out the project.

I endeavor my sincere gratitude towards my guiding spirit **Prof. V.S. Elamurugan**, who has extended his guidance throughout this project.

I extend my sincere thanks and gratitude to Fisher Pump Pvt.Ltd. for permitting me to do the project. Specially, I would like to thank **Mr. Akbar**, Senior Manager, Marketing, Sharp Tools, for extending their co-operation and guiding me to complete this project.

I also express my sincere thanks and appreciation to my friends and family members who helped me in completing this project successfully.

ABSTRACT

ABSTRACT

As the title states “ A STUDY ON CONSUMER PERCEPTION ON SEWAGE PUMP IN TIRUPUR”, it was tough in identifying the Consumer Perception towards the usage of the product, as people were quite reluctant in providing answers for the queries posed through questionnaire. The research was descriptive, by collecting samples of 95.

Analysis was made using simple percentage, to obtain the end result, & constructive suggestions were provided to generate sales for the concern. Had identified the price differentiation, concentration towards industrial sector; rather than agricultural sector, hence satisfactory measures were provided, Creation of Public awareness, preferences for the customers in selecting sewage pumps, in reference to selection of the availability of brands & its maintenance costs.

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	ACKNOWLEDGEMENT	IV
	ABSTRACT	V
	LIST OF TABLES	VII
	LIST OF GRAPHS	VIII
1	INTRODUCTION	
	1.1 Introduction	1
	1.2 Major Players in the Indian Pump Industry	2
	1.3 Global Scenario of Pump Industry	2
	1.4 Growth of the Pump Industry	3
	1.5 Profiles of the Sharp Pumps	4
	1.6 Awards	5
	1.7 Statement of the Problem	6
	1.8 Objectives of the Study	6
	1.9 Scope of the Study	6
	1.10 Research of Design	7
	1.11 Data Collection	7
	1.12 Research Tools and Techniques	8
	1.13 Limitations of the Study	8
	1.14 Chapter Scheme	8
2	REVIEW OF LITERATURE	10
3	DATA ANALYSIS AND INTERPRETATION	15
4	FINDINGS, SUGGESTION AND CONCLUSION	
	4.1 Findings	33
	4.2 Suggestions	34
	4.3 Conclusion	35
	BIBLIOGRAPHY	44
	APPENDIX	45

LIST OF TABLES

Table No.	Particulars	Page No.
1	Table showing the Customers using sewage pump	15
2	Table showing the Brand Preferred by the Customers	17
3	Table showing the Category of Respondents	19
4	Table showing the Source through which knowing of the sewage pumps	21
5	Table showing using number of pumps	23
6	Table showing the number of years using sewage pumps	25
7	Table showing the opinion of price	27
8	Table showing the service satisfaction	29
9	Table showing offers and discount	31

LIST OF GRAPHS

Graph No.	Particulars	Page No.
1	Graph showing the Customers using sewage pump	16
2	Graph showing the Brand Preferred by the Customers	18
3	Graph showing the Category of Respondents	20
4	Graph showing the Source through which knowing of the sewage pumps	22
5	Graph showing using number of pumps	24
6	Graph showing the number of years using sewage pumps	26
7	Graph showing the opinion of price	28
8	Graph showing the service satisfaction	30
9	Graph showing offers and discount	32

CHAPTER I

CHAPTER-1

1.1 INTRODUCTION

In India the manufacture of pumps has by now a history of nearly eighty years. Pumps being the basic equipment for every spheres & the national economy, the Indian pump industry has in its own growth, contributed immensely to the economic growth of the country. Pump industry plays an important role in earning foreign exchange through pump exports from India have been made to number of countries like Australia, Egypt, UK, Germany etc... Significant pump market exists is in 80 countries and regions. Therefore, Indian pump exporters are facing intense competition from the foreign counterparts in catering to global needs. In this highly competitive scenario, Indian pump exporters have realized the fact that customer centric attitude is a prerogative to stay ahead. The key sectors that are major consumers of industrial pumps are Water handling/sewage treatment, oil and refineries, and power with the market size of 35%, 45% and 20% respectively.

In the recent years, the Indian pump industry has been forced to be proactive with foreign players brining in superior pumps to the market. The domestic industry today is impact looking up for quarries opportunities and quite a few have also made a good impact in the international scenario. Indian pump exporters have managed to carve niches in the Middle East and African countries, where standards and conditions are akin to what is prevailing in India.

The market for industrial pumps will rise from \$27 billion this year to \$31 billion in 2007. There are more than 10000 pump companies manufacturing pumps with flow & fraction & gallon per minute to more than 5,00,000. Many industries are purchases. However municipal wastewater plants are the largest segment. Chins is the fastest growing market. The growth rate will be twice that of the total market.

The US market will benefit from a turnaround in the electronics industry and the requirement for power plants to install scrubbers. Though, Indian pump industry is more than seven decades old, it has a turnover of Rs2500crore and the size is not even seven percent of the size of the Us market. The more than 500 manufacturing of pumps in the country to gather produce more than 1.2million pumps every year. The industry meets 95%of the domestic demand. Indian pump industry is characterizes by the co-existence of large number of small-scale industry units and plenty of foreign manufactures.

1.2 MAJOR PLAYERS IN THE INDIAN PUMP INDUSTRY:

About 30 of the total 500 units, dominated by small medium Enterprises, have already entered the Asian markets. Middle East, Egypt, USA, Italy, Greece and southern parts of African countries. Some of the leading exporters from India include Kirloskar, copland, Tecumesh products, BHEL, ELGI equipments CRI pumps, sharp pumps, Aqua sub pumps, Suguna motors pumps, Texmo pumps, Mahendra pumps etc.

The threat to the major players comes from domestic competitors. Because there has been a good track records to pump exports to as many as 60-65 countries around the world including developing countries. However, costs of inputs requires have a deterrent to enthuse investments appropriate to exploit economic of scale of production. In turn the share of Indian pumps in the global market is very minuscule and scattered

1.3 GLOBAL SCENARIO OF PUMP INDUSTRY:

The US will remain the largest purchaser over the next five years. China will experience the largest growth rate in the export of pumps. In chile, the largest pumps purchasing segment is the copper industry where as in Germany it is the chemical industry where as in Germany it is the chemical industry. The Canadian market is distinguished by the large pulp and paper industry requiring different pumps.

The market for pumps in buildings in Europe is much bigger; all major pump types will experience growth over next five years. The demand for different types of pumps in the world is given below:

- i. Centrifugal type – 50% of total sales
- ii. Submersible pumps – 9% of total sales
- iii. Other category of pumps – 4% of total sales.

It shows that the demand for pump is larger in the international scenario. So the Indian pump manufactures are on a sustained growth path backed by strong up swing in fluid handling industries, irrigation and urban infrastructure projects. As Indian pump manufactures have proved themselves in the quality front when comparing to Chinese pump manufacturers the Indian pump industry has been given global recognition.

Due to the above reason the research is much interested to study the factors behind the growth & pumps products with reference to the major players of MASTER PUMPS Coimbatore.

1.4 GROWTH OF THE PUMP INDUSTRY

Although some pumps are used in 19th century, the real growth of pump industry took place in 20th century:

1905: Multistage centrifugal pumps were developed.

1932: Proper understanding of origin and nature of pressure pulsation & and the accompanying, vibratory, structural, mechanical response.

1955: Dependence of cavitation erosion on liquid was established. This leads to an understanding of why high energy pumps are more likely to suffer from the damaging phenomenon.

1956: How the thermodynamic vaporization properties of the pump liquid could lead to reduction of cavitations activity at high temperatures at the same NSPH (Net positive suction head)

1994: How cavitations can cause profound instabilities in pump and inducer's operation.

1990-2000: It is found that sometimes obscure fluid phenomena can produce mechanical instability rotodynamic pumps.

1.5 PROFILE OF THE SHARP PUMPS

SHARP Group had a very modest beginning, way back in 1964 with the manufacture of few irrigation equipments like foot valves and check valves by using the limited facility of an in – house foundry.

Today we have emerged as the largest producer of water pumps in India in the brand name FISHER in international market and SHARP in Indian market covering a whole range of pumps that include peripheral economy pumps, centrifugal and submersibles with an annual production capacity of over 300,000 pumps.

The state of the art facilities at SHARP are housed in a well-planned and spacious start with the pump industry in the world and in India.

The production environment is accredited with ISO 900 certificate. The groups obsession with technology is evident from the top of the line high tech tools are used for research and development as a diversified manufacturer are pumps SHARP enjoys the

reputation for state - of- art engineering, and compromising quality, timely delivery and matchless experience.

In the year 1970s, when jet pumps and surface pumps reined in the industry, SHARP invested on submersible pumps, a technology of feature. SHARP is one among the few pioneers in the world the produce 100% stainless steel submersible pumps. Today, SHARP is rubbing its shoulders with the best brands in the world with advance technology and safety standards as its hallmarks.

Sharp tools have its own Industrial Training Institute where more than 200 technicians are trained every year. Right price, Right quality, Right market understanding and the Right Associations have been the secret behind our success.

1.6 AWARDS

1997 RAJIV GANDHI NATIONAL QUALITY AWARD

-For best small scale manufacturing industry

1996 BEST SMALL SCALE INDUSTRY IN INDIA

-Quality award by NIQR

1990 JAMNALAL BAJAJ AWARD

-For fair business practices

1983 NATIONAL AWARD

-For best entrepreneur from Tamilnadu state

1983 IMM BATA AWARD

-For marketing excellence

1982 UDYOG PATRA AWARDNA

-For business excellence

1.7 STATEMENT OF THE PROBLEM:

Though the Indian pump manufacturers have proved themselves in the quality front, the demand for pumps from the domestic and agricultural market is lack luster so the researcher is interested to find out growth for pumps in Tirupur and to analyze sewage pump products with reference to the SHARP (FISHER PUMPS) Coimbatore. So that the researcher has set down the following objectives to achieve a quantifiable results.

1.8 OBJECTIVES OF THE STUDY:

The objectives are classified in to too broad categories.

(i) Main objective

To know the market potential of sewage pumps in Tirupur.

(ii) Secondary objective

To study the competitors position.

To study the factors influencing the purchase of sewage pumps.

1.9 SCOPE OF THE STUDY:

This study will be basic reference to SHARP (FISHER PUMPS) pumps to know the market potential for sewage pumps In Tirupur. The suggestions given by the researcher will be a main source to promote sales its products in Tirupur. The company also takes efficient steps in future to move ahead to the entire Nation and it can also use this report as a proxy for other cities.

Moreover, the research projects are a basic reference for those who want to do this project in the same topic. Indian pump manufacturers can also use these results for their better future in this industry.

1.10 RESEARCH DESIGN

(i) Population:

The population in the market study Exports Companies in Tirupur.

(ii) Sampling frame:

As a sample frame, the researcher has taken selected Exports Companies, consumers of sewage pumps in Tirupur. The researcher has both primary and secondary sources of data.

1.11 DATA COLLECTION:

The researcher has used structured questionnaire as a tool to collect information from the respondents in Tirupur and it shows the market potential for sewage pumps.

PRIMARY DATA:

Under the primary data I used to collect data by:

(i) Observation:

Individual observation with reference of company files, leaf lets, & price list. company system file & meeting minutes, the reports of sales staffs and managers.

(ii) Questionnaire:

The questionnaire is the second method of primary data collected through personal interviews with existing sewage pump sales office & sewage pump users & Dealers.

Importance given to the questionnaire method under this method the following ways used to collect the data:

Moreover, Indian pump industry scenario is collected through websites; journals and magazines to know the position of Indian pump manufacturers in the world. The researcher has also collected information through resources from SHARP TOOLS (FISHER PUMPS).

1.12 RESEARCH TOOLS AND TECHNIQUES:

To order to analyze the data collected through questionnaire and to come with a meaningful interpretation the researcher has tabulated all the data and used simple percentage analysis method.

1.13 LIMITATIONS OF THE STUDY

Only few consumers and dealers were identified to collect information through questionnaire. Therefore the interpretation will never express the opinion for entire uses of sewage pumps in Tirupur. The time given for data collection was not enough to the researcher. Government of Tamilnadu is torn over the sewage facilities so the respondents all very meager amount of persons in Tirupur. So in depth study possible through survey.

1.14 CHAPTER SCHEME

- The first chapter deals with introduction, objectives, statement of problem, scope of study, limitations, period of study, research tools & Techniques, and chapter scheme.
- The second chapter deals about the study of review of literature.
- The third chapter deals with the analysis and interpretation.
- The fourth chapter deals with the findings and suggestions, conclusion.

CHAPTER II

CHAPTER-II

REVIEW OF LITERATURE

INTRODUCTION

Review of literature deals with a brief review of the existing literature, the researcher has undertaken an extensive literature survey connected with present study. For this purpose the abstracting and indexing journals published bibliographies, academic journal, books etc were collected for analysis. The earlier research studies that are similar to the exiting research were reviewed.

LITERATURE-I

THE OPPURTUNITY FOR MARKET TRANSFORMATION IN THE INDUSTRIAL PUMP MARKET: A DISCUSSION PAPER AND CALL TO ACTIONDRAFT

January 6, 2006

This paper is jointly developed by the Northwest Energy Efficiency Alliance and pumps System Matters to discuss and develop a common understanding of the definition of market transformation, the structure of the industrial pump industry, and identify the opportunities for market transformation of the industrial pump industry. It is clear that pump users, the pump industry, and the energy efficiency industry would benefit significantly from a transformed industrial pump market. Given the market barriers and opportunities, it is also clear that transforming the market will require a significant coordinated effort, which may include: product and service development; Training and education; Demonstration of new products, services, and approaches; Leveraging the activities between industry and utility programs; marketing to continue to build awareness trough the transformation process. As a first step to broader industry engagement, the authors of this paper are in the process of developing a work-plan to outline the specific goals, tasks, and organizational roles necessary to successfully transform the industrial pump market.

LITERATURE-II

WATER AND SEWAGE INDUSTRY IN UZBEKISTAN: A PRELIMINARY ANALYSIS OF EMPIRICAL STRATEGIES AS APPLICABLE TO THE ASSESSMENT OF REFORM PROGRESS AELITA BELYAEVA

The study aims to analyze the applicability of econometric analysis to project evaluation of two projects that are ongoing now in Uzbekistan in the water supply and sewage services. From practical point of view the author's main concern is to collect the most detailed pre-treatment and post-treatment data on municipality's level that would be sufficient to apply matching methods for program evaluation.

LITERATURE -III

ACEEE SUMMER STUDY OF ENERGY EFFICIENCY IN INDUSTRY WE'VE BEEN TESTING WATER PUMPS FOR YEARS-HAS THEIR EFFICIENCY CHANGED? THOMAS CONLON, GEOPRAXIS, INC. 1, GLEN WEISBROD, ECONOMIC DEVELOPMENT RESEARCH GROUP, SHAHANA SAMIULLAH, SOUTHERN CALIFORNIA EDISON APRIL 1999

This paper presents selected results from the analysis of over 28,000 pumps tests performed by Southern California Edison between 1990 and 1997 through its Hydraulic Services Program. The analysis was conducted as part of a comprehensive "market effects study" which developed and tested a set of hypotheses on how the program may have affected a wide-range of market barriers to the adoption of cost-effective energy efficient water pumping equipment and services. This paper reports on the analysis of the immensely rich database of pump test results technicians. This analysis was only one facet of a much broader study that investigated the market effects associated with Southern California Edison's Hydraulic services Program .



LITERATURE-IV

THE UNDER PRICING OF WATER SUPPLY AND SEWAGE TREATMENT STEEVEN RENZETTI AND JOSEPH KUSHNE

In this paper, the researchers have examined the operations of the Regional Municipality of Niagara, a typical municipality in Ontario, to determine the extent to which the accounting procedures used by water and sewage utilities understate the true cost of providing these services. The results indicate that the cost of water supply and sewage treatment is substantially understate and that if prices were set to incorporate social costs, the delivered price to consumers should increase by at least 10 percent and possibly as high as 34 percent. The report says that the contribution of user charges to operating and capital costs was estimated at only 37 percent and 66 percent, respectively.

LITERATURE-V

WASTEWATER TREATMENT AND MANAGEMENT IN URBAN AREAS-A CASE STUDY OF TIRUCHIRAPPALLI CITY, TAMILNADU, INDIAN. MUTHUKUMARAN AND DR.N.K.AMBUJAMCENTRE FOR WATER RESOURCES, ANNA UNIVERSITY, CHENNAI.

The rapid growth of the population, the technological and industrial boom has brought enormous problems and degradation of the environment. The wastewater quality has been studied by taking samples and the results were compared with FAO irrigation water quality standards. This research paper highlights the present wastewater treatment and management aspects of the city. An attempt was made to identify the relevant management strategies to improve the wastewater management in the city. Suggestions are made for utilizing the treated wastewater for growing greens, vegetables and for agriculture.

LITERATURE-VI

MAKING PUMP SYSTEMS MATTER VESTAL TUTTEROW, ALLIANCE TO SAVE ENERGY ROBBERT ASDAL, HYDRAULIC INSTITUTE AIMEE T.MCKANE, LAWRENCE BERKELEY NATIONAL LABORATORY

The hydraulic Institute (HI), a trade association of U.S. pump manufactures, recently established a national pump systems education initiative called pump systems matter TM. A primary objective of the initiative is to change the decision-making process for the purchase of pump systems. This paper describes the motivating factors that convinced a large number of pumps manufacture to create effort to transform their own markets. The paper discusses HI efforts to reach out to NGOs, utilities, users and other potential stakeholders. The paper also explores other ways in which this initiative is unique, and ways in which it is similar to other market transformation initiatives. The researchers conclude that opportunities for pumping systems optimization pumps are widely used in industry to transfer fluids for processing applications, to supply water and process wastewater, to provide fluid circulation in cooling systems and to provide the motive force in hydraulic systems.

LITERATURE-VII

THE POTENTIAL FOR SOLAR WATER PUMPING FOR COMMUNITY WATER SUPPLY IN ZULULZND, SOUTH AFRICA OLIVER BRANDT DEPARTMENT OF GEOGRAPHY AND GEOINFORMATICS UNIVERSITY OF PRETORIA

Renewable energy as a clean energy source is gaining popularity in the international energy markets. As one of the many application for photovoltaic, solar water pumping has the potential to contribute to a better water infrastructure in rural areas of the developing world.

In the remote areas off the electricity grid and at volume- heads below 2000 m⁴ photovoltaic water pumping (PVP) is already cheaper than the commonly used diesel pumps. Considering the importance of distance and altitude factors for the potential of solar pumps a Geographical Information System was applied to assess the potential of PVP for community water supply Zululand, South Africa. Data quality and availability questions, however, contributed to the project's failure although it could have helped to better the allocation of resources in the field of rural water supply. Nevertheless the developed methodology can be applied, changed and extended for similar projects and should be developed further to assist policy-makers and development work.

CHAPTER III

CHAPTER-III

ANALYSIS AND INTERPREATION

3.1 CUSTOMERS USING SEWAGE PUMP

Customers are backbone of the company. To know the level of satisfaction of customers of sewage pump 95 customers have been taken into account.

The results are given in the following table 3.1

TABLE 3.1

CUSTOMERS USING SEWAGE PUMP

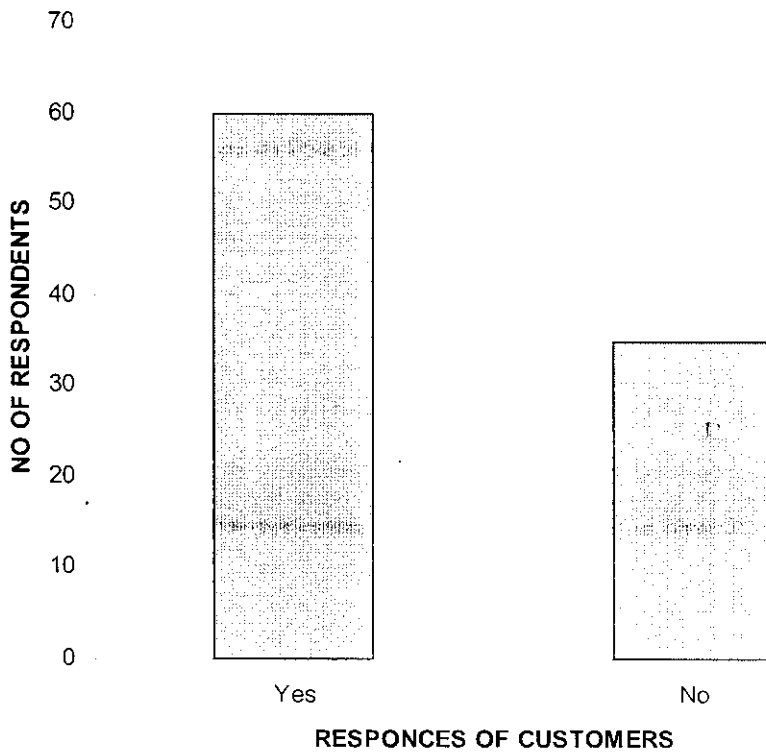
Particulars	No of respondents	Analysis in percentage
Yes	60	63.15%
No	35	36.85%
Total	95	100%

Out of 95 respondents, 63.15% of customers are using sewage pumps. But 36.85% of customers are not using sewage. Therefore, it is concluded from the table that the majority of respondents are using sewage pumps.

So the market potential for sewage pump is moderately good in Tirupur.

CHART NO.3.1

CUSTOMERS USING SEWAGE PUMPS



3.2 BRANDS PREFERRED BY THE CUSTOMERS

Branding plays a crucial role among the customers. The well known brand will get more market share due to their high preference among customers. So the researcher has made an attempt to find out brand, which is preferred by customers in Tirupur

The table 3.2 implies types of brands and percentage analysis in brand preference.

TABLE 3.2
BRANDS PREFERRED BY THE CUSTOMERS

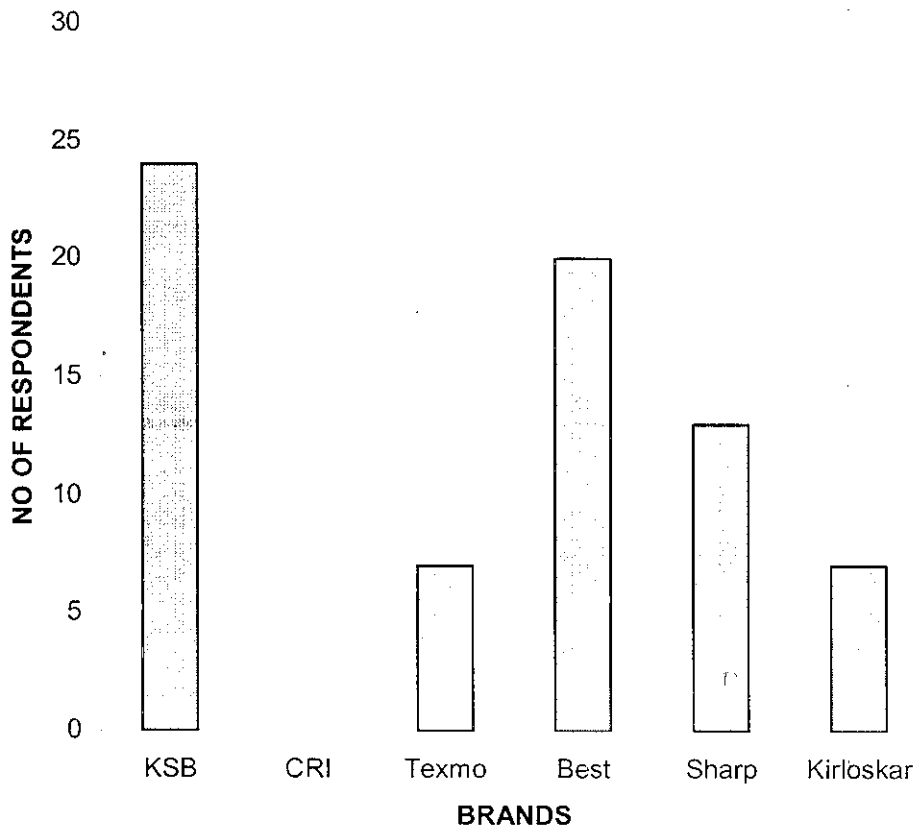
Types & brands	No of respondents	Analysis in percentage
KSB	24	40%
CRI	0	0%
Texmo	7	12%
Best	20	12%
Sharp	13	21%
Kirloskar	7	12%
Total	60	100%

From the total respondents of 95customers, 40% are using KSB brand, 12% are using Texmo brand, 12 % are using Best brand, 21% are using Sharp brand, 12% are using Kirloskar brand.

It shows that KSB brand keeping more market share about 48% in Tirupur. So the main competitor in the market is KSB.

CHART NO.3.2

BRANDS PREFERRED BY THE CUSTOMERS



3.3 CATEGORY OF RESPONDENTS

Out of 60 respondents, 20% of respondents are using Dyeing process only, 12% of respondents are using wastewater clearing and 68% of respondents are using processing purpose.

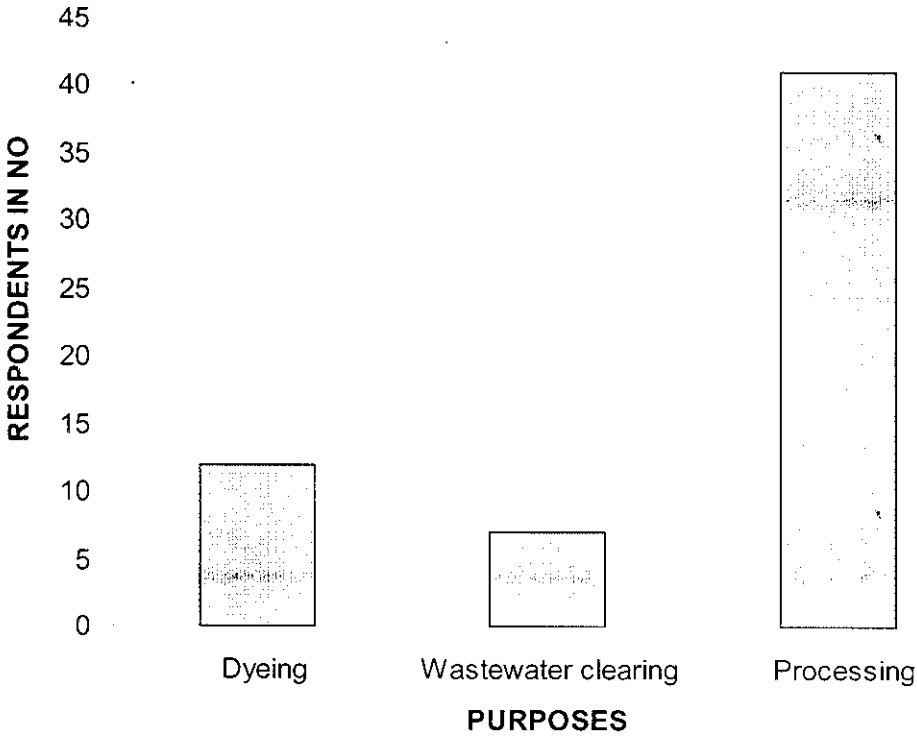
TABLE 3.3

Category	No of respondents	Analysis in percentage
Dyeing	12	20%
Wastewater clearing	7	12%
Processing	41	68%
Total	60	100%

Therefore the researcher concludes that the majority of the respondents are using processing purpose.

CHART NO.3.3

PURPOSE OF USING SEWAGE PUMP



3.4 SOURCES THROUGH WHICH KNOWING OF THE SEWAGE PUMPS

Customers are generally buying the product through their friends, relatives and also consultancies. Here, the researcher has made an attempt to find out the way the customers are getting information.

By the result of the analysis are given in the table 3.4

TABLE 3.4

SOURCES THROUGH WHICH KNOWING OF THE SEWAGE PUMPS

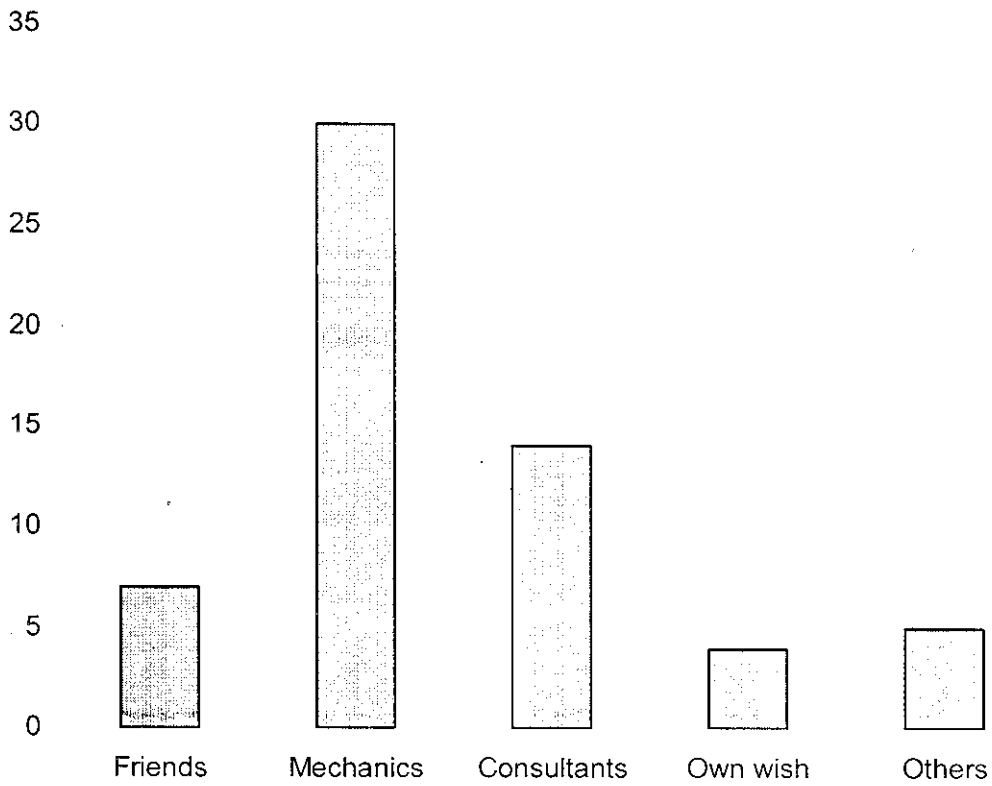
Categories	Number of respondents	Percentage
Friends	7	12%
Mechanics	30	50%
Consultants	14	23%
Own wish	4	6%
Others	5	8%
Total	60	100%

From the total number of respondents of 60customers, 6% of respondents getting pump by own wish, 12% of respondents got suggestions from friends and 12% of respondents get suggestions from consultants.

Thus it is concluded from the table they 50% of the customers are buying sewage pumps by mechanics reference.

CHART NO.3.4

SOURCES THROUGH WHICH KNOWING OF THE SEWAGE PUMPS



3.5 USING NUMBER OF PUMPS

To find out how many sewage pumps are used simple by the respondents, the researcher has used simple percentage analysis.

The result of the analysis are given in the for table 3.5

TABLE N0: 3.5

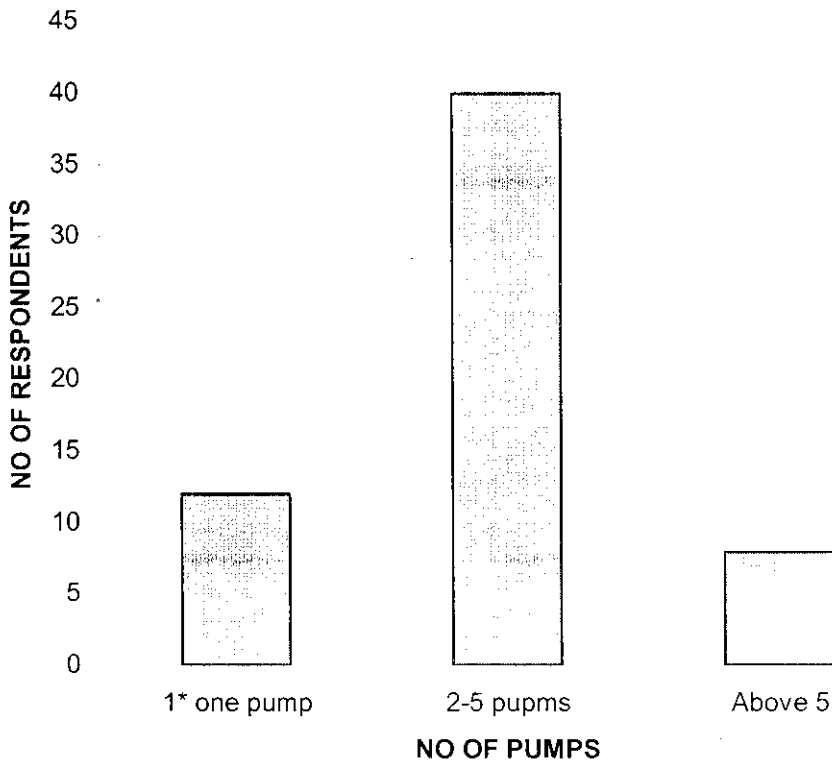
USING NUMBER OF PUMPS

No of pumps	No of users	Percentage
1* one pump	12	20%
2-5	40	67%
Above 5	8	13%
Total	60	100%

From the total number of respondents' 60customers, 21% of users using only one pump, 67% of users are using 2-5 pumps, 13% of users using above five pumps. It shows that the maturity of users using only one pump.

CHART NO.3.5

CUSTOMERS USING NUMBER OF PUMPS



3.6 NUMBER OF YEARS USING SEWAGE PUMPS

Customers purchase sewage pumps on the basis of the features offered to them. They use pumps for years based on the quality it provides. The researcher will be able to get an idea of how many years the customer uses the sewage pumps.

The result is shown in the below table 3.6

TABLE NO: 3.6

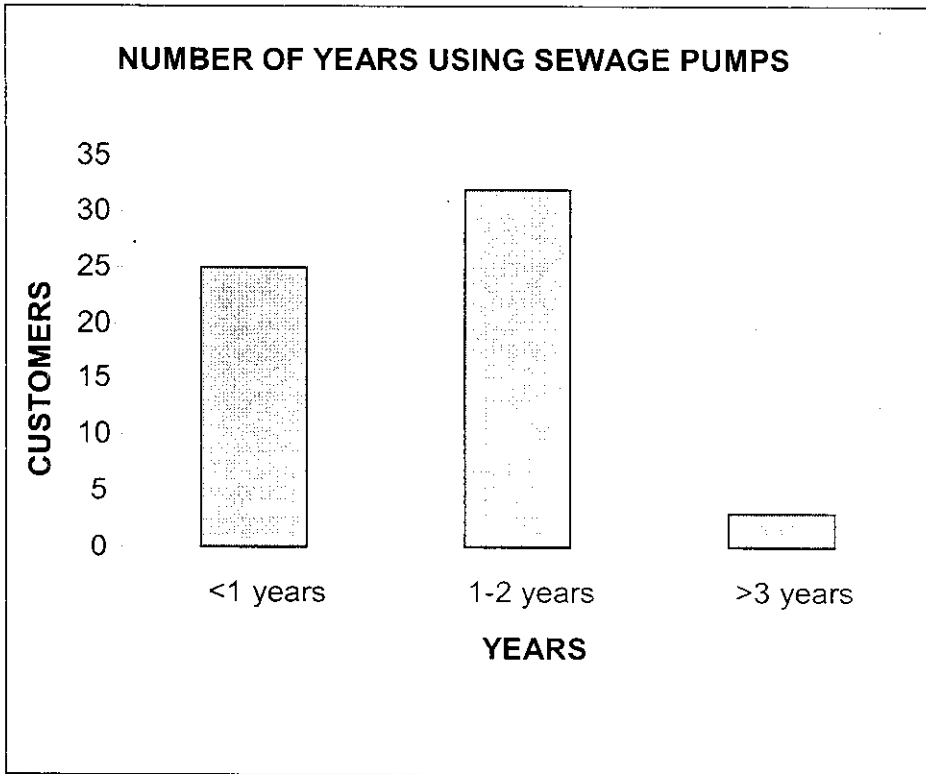
NUMBER OF YEARS USING SEWAGE PUMPS

Years	Respondents	Percentage
<1 years	25	42%
1-2 years	32	53%
>3 years	3	5%
Total	60	100%

Totally from the customer's 42% of respondents are using pump <1 years, 53% of respondents are using sewage pumps 1-2 years and 5% of respondents are using sewage pump above 3 years.

Therefore the majority of respondents using sewage pumps 1-2 years.

CHART NO.3.6



3.7 OPINION OF PRICE

Customers will have various opinions on the basis of the service provided, cost etc. Opinion varies from one customer to another. The opinion varies on the basis of whether the prices are high, moderate or low. The customers will then choose the right product.

The result is shown in the below table 3.7

TABLE NO: 3.7

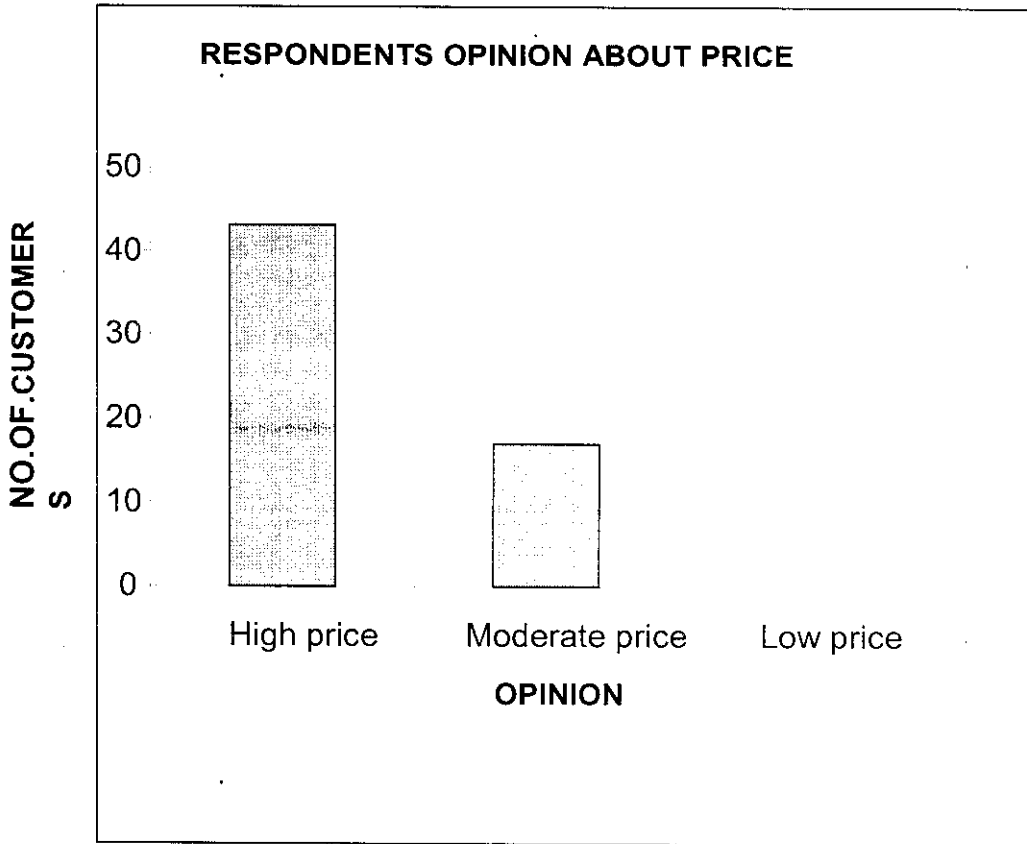
OPINION OF PRICE

Details	Respondents	Percentage
High price	43	72%
Moderate price	17	28%
Low price	0	0%
Total	60	100%

From the total respondents of 60 customers 72 % of respondents are feel high price. 28% of respondents are feeling moderate price.

Thus the majority of respndence feeling high price of sewage pumps.

CHART NO.3.7



3.8 SERVICE SATISFACTION

After sales service factors are considered in this analysis, every customer satisfaction level differs from person to person.

The result is shown in below table 3.8.

TABLE NO: 3.8
SERVICE SATISFACTION

Details	No of respondents	Percentage
Very High	0	0%
High	14	23%
Moderate	26	43%
Low	20	34%
Very Low	0	0%

Out of 60 customers 23% of users are High satisfied in service and 43% of users moderately satisfied in service. 34% users low satisfied in service.

Thus the majority of respondents are not satisfied in service sector.

CHART NO.3.8



3.9 TYPES OF OFFERS AND DISCOUNT

Customers usually prefer to purchase that offer special discounts. The opinion of customer will vary based on the discounts offered by each and every brand.

Types of offers and discounts are taken into consideration by the researcher for analysis because it will give an idea of what all offers and discounts are provided to customer.

They types of offer are warranty, price discount, gift, credit facility, annual maintenance, after sales service etc.

The result is shown in below table 3.9

TABLE NO: 3.9

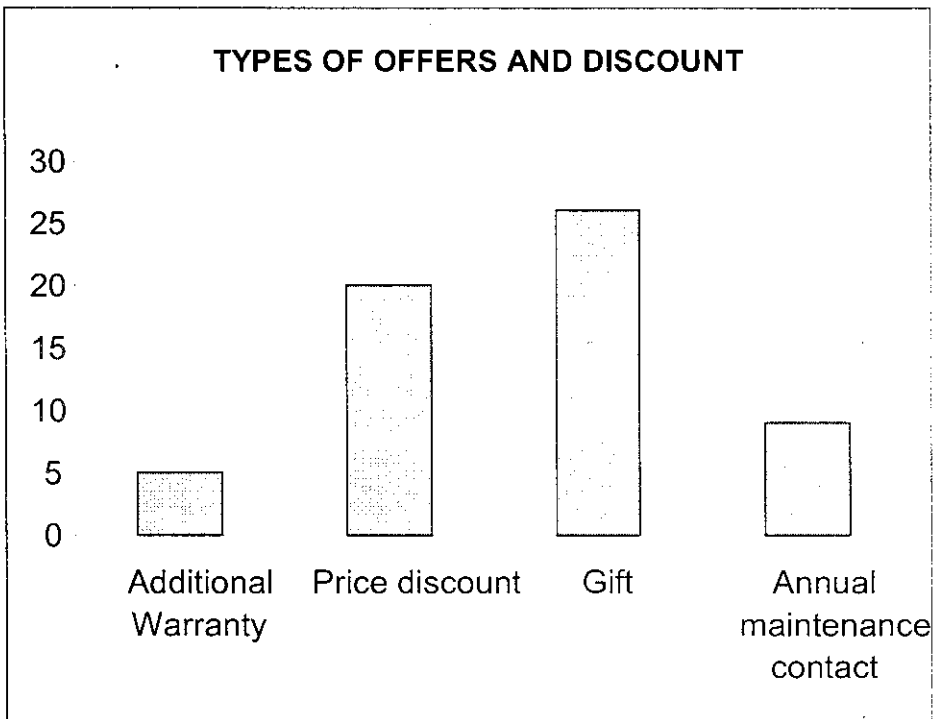
TYPES OF OFFERS AND DISCOUNT

Details	No of respondents	Percentage
Additional Warranty	5	8%
Price discount	20	33%
Gift	26	43%
Annual maintenance contact	9	16%
Total	60	100%

Out of 175 users, 45% of users getting price discount 22% of respondents getting warranty, 15% of users getting annual maintenance contract, 9% of users getting credit facilities, 6% respondents getting gifts And 3% of users getting offer sales service.

Thus it shows the majority of respondents getting price discounts.

CHART NO.3.9



CHAPTER IV

CHAPTER –IV

FINDINGS, SUGGESTION AND CONCLUSION

4.1 FINDINGS

The pump industry plays a vital role in the economy of the country. The industry goes for a continuous growth by innovating variety of products. When compared to other pump industry SHARP MASTER PUMPS consume only one –third of the electricity. Demand for sewage pump is increasing day by day but here are only few companies that manufacture these pumps. So MASTER PUMPS also planned to innovate another milestone in market.

FINDINGS FROM CUSTOMERS

- 63% of target customers are using sewage pump. Remaining are using ordinary pump for that sewage water cleaning process. 37% of customers are not aware about importance of the product.
- KSB is a market leader and holds 24% of the market share. Sharp comes second with 15% of market share.
- 41% of the customers are using for processing purpose, 20% of the customers are using for dyeing only.
- 50% of the respondents are buying the product on the suggestion of the mechanics.
- 67% of the respondents are using the range of 2-5 pumps.
- 53% of the respondents are using the pump in the range of 1-2 years.
- 72% of the respondents feel that the price level is high.
- 80% of the respondents are not satisfied with the sales services.
- 50% of the respondents are moderately satisfied with services after sales.

4.2 SUGGESTION

INTRODUCTION

A SHARP pump is one of the companies in the world producing 100% pure stainless steel pumps. In Indian pump manufacturers SHARP is NO. 1 position in manufacturing the goes for continuous innovation in various products.

On the basis of the study the research would like to suggest the following.

- Price of the sewage pump is normally high it is better to cut shot the price.
- Availability of the spare parts is less its better to improve the supply chain network of the company.
- Public awareness on the sewage pump is less, the pump manufacture have to advertise more to create more marketing potential through making aware of sewage pump to the public.
- Customer choice on the sewage pump is less due to fewer models of different brands.
- Maintenance cost of sewage pump is so high so the companies give a some offer for the product to customers.

4.3 CONCLUSION

SHARP company has created excellent brand awareness in Agri & domestic pumps market in India & all over the world & especially the terminators growth last 3 to 5 years.

Even though having huge ranges and more than 320 models in pump sets over all outcomes is strong in Agri & domestic product. But companys industrial product sales are not good like Agri & domestic product. So to over come this issue, company has planned to change the existing strategies & policy for industrial market. Due to company's one side concentration of Agri pumps market, company missed top create the brand awareness for its industrial sewage products. From this survey it can be concluded that the dealer reputation & after sales service play an important role in the sales of specified sewage product.

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WEBSITES:

www.pumpsindia.com

APPENDIX

CONSUMER PREFERENCES ON SEWAGE PUMP IN TIRUPUR.

Interview schedule

1. Name of the organization:

2. Address:

3. Phone number:

4. Are you using sewage pump?

- a) Yes b) No

(4a.) If yes, at present which sewage pump do you use?

- a) KSB b) CRI c) Texmo d) Best pump e) Sharp f) Others _____

(4b.) Do you have any plan to buy in near future?

- a) Yes b) No

5. If yes, what brand do you prefer?

- a) KSB b) CRI c) Texmo d) Best pump e) Sharp-Master f) Others

6. For what purpose you are using sewage pump?

- a) Dyeing b) water cleaning
c) Processing d) others.....

7. On what basis do you select sewage pump, please rank the following attributes

Factor	Rank
Price	
Warranty	
Quality of pump	
Durability	
Brand image	
Service	
Easy availability	

10. Who suggest you to buy this brand?

- a) Friends b) Mechanics c) Consultant d) Own wish e) others.....

11. How many pumps are you using?

- a) 1 pump b) 2-5 pumps c) more than 5 pumps

12. How many years you have been using this pump?

- a) <1 years b) 1-2 years c) more than 3 years

13. What is your opinion about the price of sewage pump?

- a) High b) Moderate c) Low

14. Please rate the satisfaction level of services after sales:

1. Very high 2. High 3. Moderate 4. Low 5. poor

15. Do you recommend this product to others?

- a) Yes b) No

16. Have you got any offers or discount while purchasing the pump?

- a) Yes b) No

(16a.) what type of offers you enjoyed?

- a) Warranty b) Price Discount
c) Gift e) Annual maintenance cost

17. Are you satisfied with the Master sewage pump?

- a) Yes b) No

17a. if yes, state the level:

1. Very high 2. High 3. Moderate 4. Low 5. poor

19. If no, what type of complaints you are facing in your sewage pump?

- a) Mechanical seal b) Winding area c) Impeller jam
d) Wear and tear impeller e) Wear and tear shaft