



P-2026



# **A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION OF WATER PUMP SETS IN COIMBATORE**

## **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

**T.M.JAYAKUMAR**  
71205631021

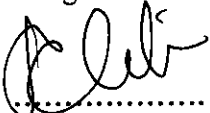
October 2006  
DEPARTMENT OF MANAGEMENT STUDIES  
**KUMARAGURU COLLEGE OF TECHNOLOGY**  
COIMBATORE - 641006



**DEPARTMENT OF MANAGEMENT STUDIES  
KUMARAGURU COLLEGE OF TECHNOLOGY  
COIMBATORE**

**BONAFIDE CERTIFICATE**

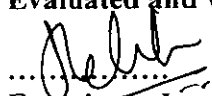
Certified that this project titled '**A study on customer perception and satisfaction of water pump sets in Coimbatore**' is the bonafide work of **Mr. T.M. JAYAKUMAR (71205631021)** who carried out this research under my supervision. Certified further that to the best of my knowledge the work reported 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.

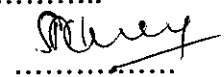
  
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**Faculty Guide**

  
**Prof. S. GANESAN**  
**Director**

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Evaluated and viva-voce conducted on.....18/11/2005.....

  
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**Examiner I**

  
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**Examiner II**

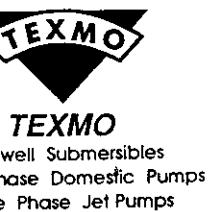
## DECLARATION

I, hereby declare that this project report entitled as “study on customer perception and satisfaction of water pump sets in Coimbatore”, has undertaken for academic purpose submitted to Anna University in partial fulfillment of requirement 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. Dr. K. Chitra, during the academic year 2006-2007.

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

Place: Coimbatore  
Date: 19/11/2006

T.M. Jayakumar  
.....  
(T.M. Jayakumar)



# AQUASUB ENGINEERING

## TO WHOM-SO-EVER IT MAY CONCERN

THIS IS TO CERTIFY THAT **Mr. T. M. JAYAKUMAR** (ROLL NO : 05MBA21 )  
I YEAR MBA STUDENT OF **KUMARAGURU COLLEGE OF TECHNOLOGY,**  
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“**A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION OF**  
**WATER PUMPSETS IN COIMBATORE**” FROM JULY 1<sup>st</sup> 2006 TO  
AUGUST 10<sup>th</sup> 2006.  
  
HE HAD COMPLETED THE PROJECT SUCCESSFULLY AND SUBMITTED  
THE REPORT.

FOR AQUASUB ENGINEERING

V. KRISHNA KUMAR  
GENERAL MANAGER –MARKETING

COIMBATORE  
DATE: 09/10/2006

# **ABSTRACT**

## **ABSTRACT**

The study is done to find the behavior of domestic water pump users in Coimbatore. The main purpose of the study is to find out the factors affecting the pre and post behavior of customers in water pump products.

The study also aims at finding the performance of water pumps produced and marketed by AQUASUB ENGINEERING under the brand name TEXMO and AQUATEX, their market share, awareness level they have created among customers, their brand image etc..

From the study, consumer behavior towards various decision factors like price, quality, brand name, service facilities etc, has been found.

Convenient sampling method is adopted for the purpose of the study. The respondents to the study were from Coimbatore and the number of respondents participated in the study was 189.

# **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.Thanickal**, 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. Dr. K. Chitra** Lecturer who has extended her guidance throughout this project. Mr. V. Krishna Kumar, General Manager (Marketing), Aqua sub Engineering

I extend my sincere thanks and gratitude to Aqua sub Engineering limited for permitting me to do the project. Specially, I would like to thank **Mr. V. Krishna kumar**, General Manager (Marketing), Aqua sub Engineering, Coimbatore 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 the completion of this project successfully.



## TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	<b>ABSTRACT</b>	
	<b>ACKNOWLEDGEMENT</b>	
	<b>LIST OF TABLES</b>	
	<b>LIST OF GRAPHS</b>	
<b>1</b>	<b>INTRODUCTION</b>	
	1.1 Back Ground of the Study	1
	1.2 Objective of the study	1
	1.3 Scope of the study	2
	1.4 Research Methodology	2
	1.5 Limitations	3
<b>2</b>	<b>ORGANIZATION PROFILE</b>	
	2.1 History of the Organization	4
	2.2 Management of the Company	5
	2.3 Organization Structure	6
	2.4 Product Profile	6
	2.5 Future plans	7
	2.6 Functional Areas of the Zonal Office	7
<b>3</b>	<b>MACRO AND MICRO ANAYSIS</b>	
	3.1 Global scenario - pump industries	12
	3.2 Players in Indian pump industries	15
<b>4</b>	<b>DATA ANALYSIS AND INTERPRETATION</b>	16
<b>5</b>	<b>CONCLUSION</b>	
	5.1 Findings	41
	5.2 Strategies and recommendations	42
	5.3 Conclusion	43
	<b>ANNEXURE-I</b>	44
	<b>BIBLIOGRAPHY</b>	47

## **LIST OF TABLES**

## LIST OF TABLES

<b>Sl. No.</b>	<b>Particulars</b>	<b>Page No.</b>
1	Table showing the age group	16
2	Table showing the family size	17
3	Table showing the income level	17
4	Table showing the satisfactory level	18
5	Table showing the deciding factors	19
6	Table showing the recommendation level	20
7	Table showing the company's position in respondents perception	21
8	Table showing the market share	22
9	Table showing the place of purchase	24
10	Table showing the advertisement and medium preference	24
11	Table showing awareness of duplicate products	25
12	Table showing customers response to toll free number concept	25
13	Table showing the usage level of pumps	26
14	Table showing the model type	27

<b>Sl. No.</b>	<b>Particulars</b>	<b>Page No.</b>
15.	Table showing the hours of pump usage	28
16.	Table showing customers perception about service centers proximity	29
17.	Table showing the brand awareness of Crompton greaves	29
18.	Table showing the brand awareness of Kirloskar	30
19.	Table showing the brand awareness of Suguna	30
20.	Table showing the brand awareness of ELGI	31
21.	Table showing the brand awareness of Deccan	31
22.	Table showing the brand awareness of TEMO (taro)	32
23.	Table showing the brand awareness of TEXMO (aqua)	32
24.	Table showing the brand awareness of C.R.I.	33
25.	Table showing the brand awareness of Sharp	34
26.	Table showing the brand awareness of V-Guard	34
27.	Table showing the respondents ability in distinguishing TEXMO brands.	35
28	Table showing relationship between usage in number of years and problem faced by the customer	36
29	Table showing relationship between company's product used and problems encountered	38
30	Table showing satisfaction level in relation with company's product	40

## **LIST OF GRAPHS**

## LIST OF GRAPHS

<b>Sl. No.</b>	<b>Particulars</b>	<b>Page No.</b>
1	Graph showing the market share	23
2	Graph showing brand awareness level of TEXMO (aqua)	33
3	Graph showing the respondents ability in distinguishing TEXMO brands	35
4	Graph showing relationship between usage in number of years and problem faced by the customer	37
5	Graph showing relationship between company's product used and problems encountered	39

# **INTRODUCTION**

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 BACKGROUND**

The water pump set market as such is heavily competitive in nature with all players trying various strategies to gain a hold of the market. Coimbatore market is flooded with non registered local manufactures of water pump sets and their influence when it comes to domestic sector is high, because, users level of involvement in making the purchase decision is low, when compared with that of the agricultural sector. Aqua pump industries, who have been progressing as market leaders in this market for the past fifty years, wanted to know about their market share in domestic sector where the impact of local manufacturers during the recent years are high. They are interested in understanding the factors that affects the customer purchase decisions. So that the company can formulate marketing and production strategy by which it can serve the customers better and simultaneously strengthen their presence in local market.

### **1.2 OBJECTIVE OF STUDY**

1. To understand the market share of aqua grouping domestic pump sets in Coimbatore.
2. To understand the factors that influence the purchase decisions of customers
3. To understand the level of awareness of customers in distinguishing TEXMO AQUA and TEXMO TARO brands
4. To get customer feed back on level of satisfaction



### **1.3 SCOPE OF THE STUDY**

AQUA water pump sets has a huge potential in the agriculture sector. However their progress in domestic sector is moderate, and the lead has currently been taken by many local players. The scope of the study is to identify whether AQUA water pump sets through their range of products can make a significant impact on the market with respect to its existing distribution network. The study attempts to understand the penetration level of AQUA water pump sets in the market and to formulate strategies to accomplish growth in the market. The scope of the study is limited to domestic buyers of buyers of water pump sets in Coimbatore district.

### **1.4 RESEARCH METHODOLOGY**

#### **1.4.1 TYPE OF STUDY**

The research is descriptive in nature as the study was done to find out the awareness level of the general customer and researcher has no control over the variables and is independent of the state of affairs. A sample of 202 was collected, out of which 13 were invalid and rest 189 was taken into consideration for analyzing.

#### **1.4.2 DATA COLLECTION**

The primary data was collected using an interview schedule with the aid of structured questionnaire prepared with respect to the objective of the project.

Secondary regarding the industry, company and products were obtained from Internet, company personnel and books.

#### **1.4.3 SAMPLE DESIGN**

Convenient sampling method is adopted for the purpose of the study. The sample size constitutes of 189 respondents.

#### **1.4.4 TOOLS OF STUDY**

Statistical Tools used for analyzing the data collected are:

- Frequency Analysis
- Simple Percentage Analysis
- Cross Tabulation
- Pie Charts and Bar Diagrams

#### **1.5 LIMITATIONS OF THE STUDY**

1. Due to time constraints the study is limited only to Coimbatore region.
2. The sample size constitutes of only 189 respondents.

# **ORGANISATION PROFILE**

## **CHAPTER 2**

### **ORGANIZATIONAL PROFILE**

#### **2.1 HISTORY OF THE ORGANIZATION**

Texmo Industries commenced operations in 1956, primarily to service the nascent textile-motors market.

Today, with a turnover of nearly 850 million Indian rupees, Texmo is one of the biggest manufacturers of Monoblock Pumps, Electric Motors and Open well Submersibles in India.

A wide network of dealers and distributors ensures that the products and services are easily available in most parts of India.

Aqua sub Engineering, the flagship company of AQUA GROUP is located at Coimbatore in Tamil Nadu, the Southern State of India. AQUA GROUP has a heritage of 50 years in pump industry and has grown progressively over years. The group has SIX divisions with built up area of 40,070 Sq.meters catering exclusively to the manufacture of different product groups.

The manufacturing facilities are of international standards with State-of-the-art facilities. All the divisions have highly qualified and skilled technical personnel and modern equipment. Captive foundry within the premises produces quality castings both ferrous and non-ferrous providing flexible manufacturing process. All the divisions have highly qualified and skilled technical personnel and modern equipment. AQUA GROUP is the one of the few pump companies in India to have exclusive, captive stamping (Electrical Lamination) manufacturing unit catering to the entire requirement of high quality electrical stampings. Stainless Steel Unit has excellent tool room for manufacture of tools for stainless steel components.

## **2.2 MANAGEMENT**

Aqua sub Engineering is a wholly owned by the managing director Mr. Kumaravelu. Aqua sub Engineering manufactured pumps under the brand names Texmo, atx and Aqua Tex. Kumaravelu's father, R. Ramaswamy, founded the Texmo brand in 1956. It later diversified into Aqua sub Engineering and Aqua pump Industries. Atx is the export brand. The group, which has five units in three locations around Tudiyalur, sells 2.5 lakh pumps a year. AQUA GROUP is professionally managed with dedicated and skilled work force of over 800 employees.

AQUA Group's Mission is to deliver world-class products at affordable prices on time to the customers.

# AQUA GROUP is committed to sustained Research & Development activities for design of new pumps and continuous improvement of the performance of the existing product range

# Experienced and committed Engineers with the use of 3D Cad Systems and Design facilities function tirelessly to meet the growing needs of the customers worldwide.

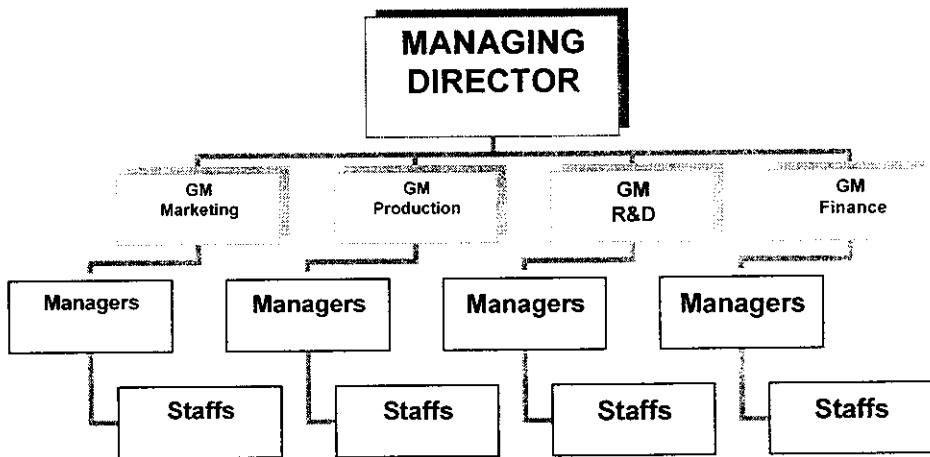
# AQUA GROUP never rests on its laurels but constantly strive to meet the new challenges and set new standards of excellence.

# Aqua sub Engineering is endorsed by the ISO 9001:2000 certification, approved by TUV.

# Aqua sub Engineering has five units in three locations around Tudiyalur, sells 2.5 lakh pumps a year.

# Aqua sub Engineering had been manufacturing pumps under three brand names Texmo, atx and Aquatex. It later diversified into Aquasub Engineering and Aquapump Industries. Atx is the export brand.

## 2.3 ORGANIZATIONAL STRUCTURE



## 2.4 PRODUCT PROFILE

Market potential for the company is very huge due to the government policies promoting exports. Since house constructions have been progressing on at a large scale, the demand for water pumps has also been gradually increasing, and this call for new high capacity water pump sets.

Products manufactured by TEXMO AQUA can be broadly classified into two categories:

Product range 50HZ

Which has Submersible Pumps with (4" bore hole, 6" bore hole, 8" bore hole), High Pressure Pumps, End Suction Mono blocks, Submersible End Suction Pumps, Deep well Jet Centrifugal Pumps, Other Mono blocks, Centrifugal, Self priming, Regenerative.

Product range 60HZ

Which has Submersible Pumps (4" bore hole, 6" bore hole, 8" bore hole, 10" bore hole) and Submersible Motors.

## **COMPETITIVE STRENGTH OF THE COMPANY**

The company enjoys a large pool of loyal customers, build over span of fifty years and the company symbolizes Quality. Excellent infrastructure facilities, experienced and skilled personnel are the core advantages of the company.

AQUA SUB ENGINEERING is the only pump producer in Coimbatore who builds every component in its own plant, rather than outsourcing it to small workshops, the method of full in house production is adopted so that it can maintain quality at every stage of production.

## **2.5 FUTURE PLANS**

AQUA GROUP is planning to concentrate more on domestic market where local players have been scoring good response. They are also eyeing on export markets and North Indian markets and have formulated plans to exploit the opportunities available there. For this purpose a new foundry and a production unit is being under construction in Tudiyalur, Coimbatore, which would come into operation by the beginning of next year.

## **2.6 DESCRIPTION OF VARIOUS FUNCTIONAL AREAS**

There are four functional areas being identified in AQUA GROUP namely, Production, Marketing, Research and development and finance. Each Department is headed by a Experienced and able General Managers who directly report to the Managing Director. The company has a very effective and efficient R&D department, who concentrates on the designs specifically taking care of local and export needs

## **STAINLESS STEEL DIVISION**

- This Division manufactures the entire range of 4" and .6" fully Stainless Steel Pumps & 4" Stainless Steel/Polymer Submersible Pumps and Submersible Motors.
- Equipped with State-of-the-art manufacturing facilities for handling all the processes like shearing, punching, forming, welding of Stainless Steel.
- Stainless Steel Hydraulic components are exported to renowned European pump manufacturer.

## **SUMERSIBLES PUMP DIVISION**

- This unit manufactures the entire range of 6", 8" and 10" Submersible Pumps and Submersible Motors.
- Built up area of 8,100 Sq.Metres

## **END SUCTION MONO BLOCK DIVISION**

- This unit manufactures the End Suction Mono block pumps, Submersible End Suction pumps and deep well Jet Centrifugal pumps. This unit also exports the End Suction Mono block pumps to Middle-East countries.
- Built up area of 6,600 Sq.Metres

## **OTHER MONO BLOCKS DIVISION**

- This unit manufactures the Domestic Mono blocks, Electric Motors and Jet Centrifugal pumps.
- Built up area of 3,900 Sq.Metres



## **FOUNDARY DIVISION**

- AQUA GROUP has its own Foundry, which caters substantially to the requirement of Grey Iron Castings for Pumps and Motors.
- Foundry meets the entire requirement of non-ferrous castings for Hydraulic components of Pumps.
- Foundry is equipped with fully customized manufacturing capabilities from design to manufacture.
- Quality Control, both online and offline are carried out at every stage of manufacture of casting.
- Testing facilities include Optical Emission Spectrometer, Immersion type Pyrometers and Instant Silicon Analyzer.
- In addition to these, testing is carried out through Sand testing equipment, metallurgical microscope and conventional wet analysis facilities.

## **STAMPING DIVISION**

- AQUA GROUP has its own Electrical Lamination (Stamping) Unit, which caters to the entire requirement of Stators and Rotors for Submersible Motors, Agricultural Domestic Mono blocks and Electric Motors.
- This Division is equipped with high-speed presses and in house heat treatment facilities.
- The stampings manufactured are of excellent quality meeting stringent International Standards.

## **TOOL ROOM**

- Tool Room of AQUA GROUP has latest tooling machines like MAKINO, MITSUBHISI, MORI SIEKI, HWACHEON, DAWOO, CHEVALIER etc. for development of tools for processing Stainless Steel components.
- The in-house tool development is carried out by dedicated and experienced Staff specialized in development of tools from Design to production.

- AQUA GROUP has designed and developed complex progressive tooling for multiple operations.

## **POWER GENERATION**

- AQUA GROUP sowed the seed for Wind Mill project in March 1992 by installing 2 Wind Mills in Kanyakumari District, the southern tip of India.
- Understanding the necessity of self -reliance in Electric Power and to promote non-conventional source of energy, AQUA GROUP has progressively installed 27 Wind Mills with a total capacity of 9.4 MW.
- The average power generation is around 20 Million Units per Year.
- By this initiative, AQUA GROUP not only satisfies their energy needs but also contribute to the national cause of generating non-conventional energy.

## **RESEARCH AND DEVELOPMENT**

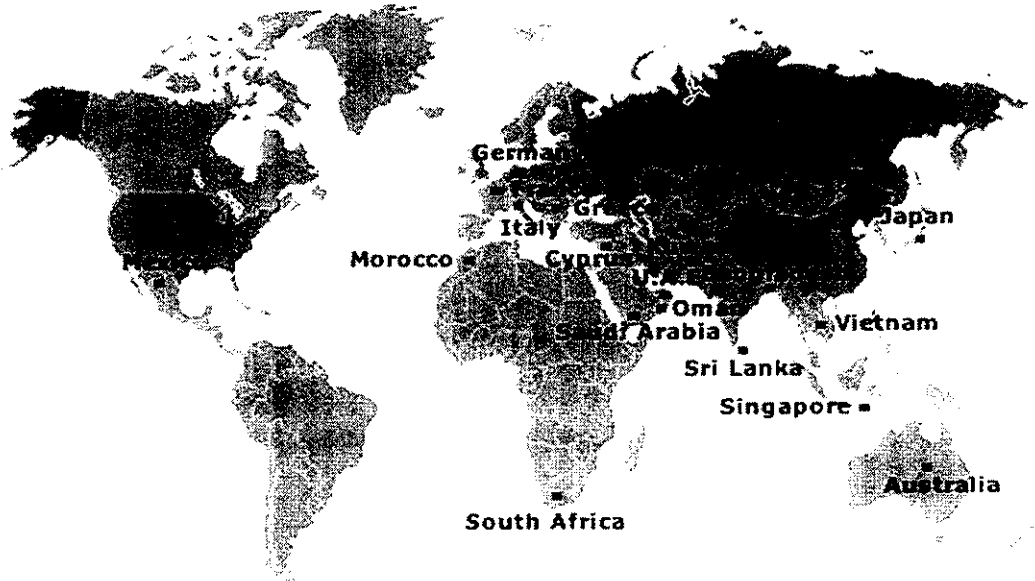
- AQUA GROUP has a well equipped R&D and Design Department.
- The Design department is equipped with latest generation scanning machines and software like AUTOCAD, I-DEAS, UNIGRAPHICS, IMAGEWARE, N-SEE, TRACE-CUT, FASTBLANK and other software to meet the requirements of new products in a shorter duration.

## **SALES NETWORK**

### **NATIONAL NETWORK**

- Branches & Distributors are located in prominent cities of INDIA.
- More than 900 dealers in our National Network

# WORLD NETWORK



P-2026

# **MACRO AND MICRO ANALYSIS**

## **CHAPTER 3**

### **MACRO AND MICRO ECONOMIC ANALYSIS**

#### **GLOBAL SENARIO-PUMP INDUSTRIES**

Pump exports from India have been made to number of countries like Australia, Egypt, U.K, U.S.A., Singapore, Ghana, Germany, Nepal, U.A.E., Netherlands, and Italy etc. The U.S.A. remains the largest purchaser now and believed to remain so over the next five years. The prediction is China will experience the largest growth rate in the export of pumps.

Significant pump market exists in 80 countries and regions. In china, the largest pumps purchasing segment is the copper industry whereas in Germany, it is copper industry. The Middle East has a big pump market due to oil and gas industries. The Canadian market is distinguished by a 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 5 years. The demand for different types of pumps is given below;

Centrifugal type – 50% of total sales

Submersible effluent pump – 5% of total sales

Submersible domestic pump – 4% of total sales

Other category of pumps – 41% of total sales

#### **INDIAN PUMP INDUSTRIES**

Indian Pumps Industry is looking forward to growth in leaps and bounds. A mature industry of more than 100 yrs old has now reached its real threshold with lots of companies such as Grundfos setting up their base in India. High exports are having a great influence in changing the marketing dynamics. The industrial sector in India has

been gaining momentum resulting in increase of demand for pumps, companies are trying to grab this opportunity and make the best out of it.

## INDIAN PUMP MARKET

A large number of multinational companies engaged in manufacturing pumps and valves are attracted to the Asian market, particularly India, not only because these markets are growing rapidly but also due to the high cost of labor and inputs, in the European countries. As such MNCs have a dual objective behind their mad-rush to India and other Asian countries like (a) tap the local Indian market of pumps and valves that is, arguably, large and (b) make India their export-base for neighboring countries like Sri Lanka, Pakistan and Bangladesh.

Indian Pump Industry has more than 500 manufacturers with worker strength of over 30,000 producing 1 million pumps valued at Rs.12 billion. During the period 1978-94 pump industry has maintained an average growth of 15% p.a. The pump manufacturers are able to meet 84% of the market demand and export pumps worth Rs.2 billion in 1997-98. It services all sectors of the Indian Industry viz. Agriculture, Public Health Engineering, Water supply, Chemical and process industries, Refinery and Petrochemical, Paper, Steel, Mining, Power Generation, Food Processing pharmaceutical, Sewage and Effluent treatment etc

The Indian pumps industry is characterized by the co-existence of a large number of SSI units, some large domestic manufacturers like Kirloskar and plenty of foreign manufacturers. Most of the players in the unorganized sector cater to the needs of domestic sector. Lack of awareness about the products available in the market, lack of involvement while making purchase decisions, habit of compromising quality against price, has helped the players in the unorganized sector to push their products in the domestic sector.

## . SWOT ANALYSIS OF THE INDIAN PUMP INDUSTRY

<b>STRENGTHS</b> <ul style="list-style-type: none"><li>- Old &amp; mature market with a very wide distribution network</li><li>- Experienced and skilled personnel available at low costs</li></ul>	<b>WEAKNESSES</b> <ul style="list-style-type: none"><li>- Low quality product</li><li>- Lack of R&amp;D Investment</li><li>- Poor Infrastructure</li></ul>
<b>OPPORTUNITIES</b> <ul style="list-style-type: none"><li>-Market for energy efficient pumps very high</li><li>- Entry of multinationals giving momentum to the market</li><li>- India a source of export for pumps</li></ul>	<b>THREAT</b> <ul style="list-style-type: none"><li>- Unfriendly government policies</li><li>- Competitive neighbor China</li></ul>

## **MAJOR PLAYERS IN THE INDIAN PUMP INDUSTRY**

About 30 of the total 500 units, dominated by SMEs, 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 Copeland, Tecumseh Products (India) Ltd., BHEL, Ingersoll-Rand, Elgi Equipments, CRI Pumps, Sharp Pumps, Aqua Sub Pumps, Suguna Motors & Pumps, Texmo Pumps, Mahendra Pumps, v guard etc.

## **EXPORTS OF THE INDIAN PUMPS INDUSTRY**

There has been good track record of pump exports to as many as 60 – 65 countries around the world, including developed.

### **COIMBATORE PUMPS INDUSTRY – CURRENT SCENARIO:**

There has been an increase in demand for submersible pumps from the domestic buyers in view of the robust growth witnessed by the housing sector.

This was despite the fact that submersible pumps were costlier by around 30 per cent compared to the jet pumps and the installation expenses were also higher. The shift in consumer preference has resulted in the increase in the number of manufacturers producing submersible pumps, according to the data released by the Bureau of Indian Standards (BIS) and pertaining to Coimbatore region.

There was more than 50 per cent increase in the number of BIS license holders producing bore well submersible pump sets in 2004 compared to the previous year – 65 licensees in 2004 against 40 in 2003 with a corresponding increase in BIS marked products – from 1.30 lakh in 2002-03 to 1.95 lakh in 2003-04. There was a similar increase in the production of BIS-marked submersible motors and in the number of BIS-licensed producers.



**DATA ANALYSIS AND**  
**INTERPRETATION**

## CHAPTER 4

### ANALYSIS & INTERPRETATION

#### 4.1 PROFILE OF THE CUSTOMERS

##### 4.1.1 AGE OF RESPONDENT

**Table 4.1.1**

Age of the respondent

Age of respondent	Number of respondents	Percent
21 to 30	88	46
31 to 40	44	23
41 to 50	25	14
51 to 60	27	14
61 to 70	4	2
71 and above	1	1
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.1.1, it can be inferred that the most number of respondents have been from the age group of 21-30 with 46%, 31 to 40 with 23%, 41 to 50 with 14%, 51 to 60 with 14%, 61 to 70 with 2% and 71 and above with 1%.

#### 4.1.2 NO. OF FAMILY MEMBERS

**Table 4.1.2**

##### **No. of family members**

<b>No of family members</b>	<b>Number of respondents</b>	<b>Percent</b>
2 to 4	116	61
5 and above	72	39
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.1.2, it can be inferred that the most number of respondents have been from the family size between 2 to 4.

#### 4.1. 3 INCOME LEVEL

**Table 4.1.3**

##### **Income level**

<b>Income level</b>	<b>Number of respondents</b>	<b>Percent</b>
Less than one lakh	98	52
Between one and three lakh	72	39
More than three lakh	19	9
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.1.3, it can be inferred that, most number of respondents have been from less than one lakh income group.

#### 4.1. 4. SATISFACTORY LEVEL

**Table 4.1.4**  
**Satisfactory level**

<b>Satisfactory level</b>	<b>Number of respondents</b>	<b>Percent</b>
Highly Satisfied	54	29
Satisfied	120	63
Neutral	11	6
Dissatisfied	4	2
<b>Total</b>	<b>189</b>	<b>100</b>

From Table 4.1.4, it can be inferred that 29% customers have highly been satisfied, 63% satisfied, 6% neutral, 2% dissatisfied.

## 4.1. 5. FACTORS AFFECTING CUSTOMER PURCHASING DECISION

**Table 4.1.5**  
**PURCHASING DECISION**

<b>Factors</b>	<b>Percent</b>
Price	42
Advertisement	37
Warranty	36
After sales	24
Power consumption	16
Offers	10
Availability	10
Friends opinion	8
Others	6
Total	189

From Table 4.1.5, it can be inferred that customers purchase decision has been affected 42% by price, 37% by advertisement, 36% by warranty, 22% by after sales service, 16% by power consumption, 8% by offers and the remaining % by the other factors.

#### 4.1.6 RECOMMENDATION LEVEL

**TABLE 4.1.6**

<b>Recommendation level</b>	<b>Number of respondents</b>	<b>Percent</b>
Yes	119	62
No	70	38
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.1.6, it can be inferred that 62% consumers would recommend to their friends, the brand they have been using, and the remaining would not.

#### 4.1. 7. BEST COMPANY IN RESPONDENTS PERCEPTION

Table 4.1.7

##### Best Company

Company	Number of respondents	Percent
TEXMO	6	3
TEXMO(aqua)	43	22
TEXMO (taro)	33	17
C.R.I	23	12
ELGI	3	1
SUGUNA	17	8
SHARP	25	13
DECCAN	7	4
VGUARD	4	2
CROMPTON	18	10
KRRLOSKAR	8	4
LOCAL	2	4
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.1.7, it can be inferred that TEXMO (aqua) has been perceived the best by 22% of the respondents, followed by TEXMO (taro) by 17% of the respondents, TEXMO by 17% of the respondents, SHARP by 13% of the respondents, C.R.I. by 12%, of the respondents, CROMPTON by 10% of the respondents, SUGUNA by 8% of the respondents, and the remaining shared by other players in the market.

## 4.2 AREA WISE

### 4.2.1 MARKET SHARE

Table 4.2.1

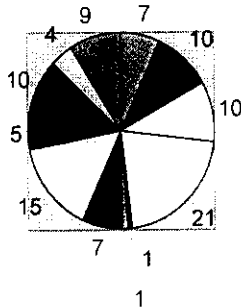
Company	Number of respondents	Percent
TEXMO	14	7
TEXMO TARO	15	10
TEXMO AQUA	19	10
C.R.I	41	21
K.S.B	1	1
ELGI	3	1
SUGUNA	14	7
SHARP	29	15
VGUARD	9	5
CROMPTON	19	10
KRRLOSKAR	8	4
LOCAL	17	9
<b>Total</b>	<b>189</b>	<b>100</b>

From the chart 4.2.2 and Table 4.2.2, it can be inferred that 21% of the domestic segment has been using C.R.I. pumps, followed by SHARP with 15%, TEXMO (aqua), TEXMO (taro) and CROMPTON with 10% share in consumer's usage.



**CHART 4.2.2**

**Which company's product is being used?**



- |  |  |  |                                |
|--|--|--|--------------------------------|
| <input type="checkbox"/> texmo             | <input checked="" type="checkbox"/> TEXMO TARO | <input type="checkbox"/> TEXMO AQUA        | <input type="checkbox"/> C.R.I |
| <input checked="" type="checkbox"/> K.S.B  | <input type="checkbox"/> ELGI                  | <input checked="" type="checkbox"/> SUGUNA | <input type="checkbox"/> SHARP |
| <input checked="" type="checkbox"/> VGUARD | <input checked="" type="checkbox"/> CROMPTON   | <input type="checkbox"/> KRRLOSAR          | <input type="checkbox"/> LOCAL |

## **4.2. 2 PLACE OF PURCHASE**

**Table 4.2.2**

### **Place of Purchase**

<b>Place</b>	<b>Number of respondents</b>	<b>Percent</b>
Dealer	163	87
Others	26	13
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.2.2, it can be inferred that 87% pumps have been purchased from the dealers, and the remaining 13% from others.

## **4.3 AWARENESS LEVEL**

### **4.3. 1 ADVERTISEMENT AND MEDIUM OF PREFERENCE**

**Table 4.3.1**

### **Adv & Preference**

<b>Media</b>	<b>Number of respondents</b>	<b>Percent</b>
Television	88	46
Radio	40	21
Poster	10	5
Journal	37	20
Others	13	8
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.3.1, it can be inferred that 46% of the respondents have received information about the product through television, 21% through radio, 5% through poster, 20% through journal and the remaining 8% through other medium.

### 4.3.2 AWARENESS OF DUPLICATE PRODUCT

**Table 4.3.2**

#### **Duplicate Product**

<b>Awareness</b>	<b>Number of respondents</b>	<b>Percent</b>
Yes	75	43
No	114	57
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.3.2, it can be inferred that 43% have the awareness about the duplicate products that is being marketed, while 57% did not have the awareness about the duplicates available in the market.

### 4.3.3 TOLL FREE NUMBER CONCEPT

**Table 4.3.3**

#### **Toll free Number**

<b>Favorable</b>	<b>Number of respondents</b>	<b>Percent</b>
Yes	126	69
No	63	31
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.3.3, it can be inferred that 69% of the respondents have responded positively towards the introduction of toll free number, while the others responded negatively.

## 4.4 PUMP SET STUDY

### 4.4. 1 USAGE IN NUMBER OF YEARS

**Table 4.4.1**

**Usage in No. of Years**

Usage in Years	Number of respondents	Percent
0 to 1	48	25
1 to 5	114	60
5 to 10	22	12
10 & above	5	3
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.1, it can be inferred that 25% of the pumps are being used for 1 year, 60% of the pumps are being used for a period between 1 to 5 years, 12% of the pumps are being used for a period between 5 to 10 years and 3% of the pumps are being used for a period of more than 10 years.

#### 4.4.2 MODEL TYPE

**Table 4.4.2**

##### **Model Type**

<b>Model Type</b>	<b>Number of respondents</b>	<b>Percent</b>
Monoblock	129	68
Jetpump	28	15
Submersible	9	5
Compressor	23	12
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.2, it can be inferred that 68% respondents have been using monoblock models, 15% using jetpump models, 5% using submersible models and the remaining 12% has been using compressor models.

### 4.4.3 USAGE IN HOURS

**Table 4.4.3**

#### **Usage in hours**

<b>Usage in hours</b>	<b>Number of respondents</b>	<b>Percent</b>
Less than .5 hrs	109	56
1 hours	51	26
4 hours	2	4
6 hours	3	4
8 hours	3	1
10 hours	4	2
12hours	1	6
20hours	2	1
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.3, it can be inferred that 56% of the respondents have been using their pumps less than 0.5 hour per day, while 26% have been using their pumps for 1 hour, 4% for 4 hours, another 4% for 6 hours, 1% for 8 hours, 2% for 10 hours, 6% for 12 hours, and 1% of the respondents have been using their pumps for a period of 20 hours and above per day.

#### **4.4.4 PROXIMITY OF SERVICE CENTER SATISFACTION**

**Table 4.4.4**

##### **Service Center Satisfaction**

<b>Satisfied</b>	<b>Number of respondents</b>	<b>Percent</b>
Yes	124	65
No	65	35
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.4, it can be inferred that 65% of the consumers have been satisfied with the proximity of the service center, while 35% of the consumers have not been satisfied with the proximity of the service center.

#### **4.4.5 BRAND AWARENESS OF CROMPTON GREAVES**

**Table 4.4.5**

##### **Crompton Greaves**

<b>Awareness</b>	<b>Number of respondent</b>	<b>Percent</b>
Yes	45	24
No	144	76
<b>Total</b>	<b>189</b>	<b>100</b>

From Table 4.4.5, it can be inferred that 24% of the respondents have the awareness about Crompton greaves, while 76% of the customers did not have the awareness about the brand Crompton greaves.

#### 4.4.6 BRAND AWARENESS OF KIRLOSKAR

Table 4.4.6

##### Kirloskar

Awareness	Number of respondents	Percent
Yes	55	29
No	134	71
<b>Total</b>	<b>189</b>	<b>100</b>

From Table 4.4.6, it can be inferred that 29% of the respondents have the awareness about Kirloskar, while 71% of the customers did not have the awareness about the brand Kirloskar.

#### 4.4.7 BRAND AWARENESS OF SUGUNA

Table 4.4.7

##### Suguna

Awareness	Number of respondents	Percent
Yes	77	41
No	112	59
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.7, it can be inferred that 40% of the respondents have the awareness about Suguna, while 60% of the customers did not have the awareness about the brand Suguna.



#### **4.4.8 BRAND AWARENESS OF ELGI**

**Table 4.4.8**

##### **ELGI**

<b>Awareness</b>	<b>Number of respondents</b>	<b>Percent</b>
Yes	64	34
No	125	66
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.8, it can be inferred that 34% of the respondents have the awareness about ELGI, while 66% of the customers did not have the awareness about the brand ELGI.

#### **4.4.9 BRAND AWARENESS OF DECCAN**

**Table 4.4.9**

##### **Deccan**

<b>Awareness</b>	<b>Number of respondent</b>	<b>Percent</b>
Yes	64	34
No	125	66
<b>Total</b>	<b>189</b>	<b>100</b>

From Table 4.4.9, it can be inferred that 34% of the respondents have the awareness about DECCAN, while 66% of the customers did not have the awareness about the brand DECCAN.

#### **4.4.10 BRAND AWARENESS OF TEXMO (TARO)**

**Table 4.4.10**

##### **Texmo (Taro)**

<b>Awareness</b>	<b>Frequency</b>	<b>Percent</b>
Yes	89	47
No	100	53
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.10, it can be inferred that 47% of the respondents have the awareness about TEXMO (taro), while 53% of the customers did not have the awareness about the brand TEXMO (taro).

#### **4.4. 11 BRAND AWARENESS OF TEXMO (AQUA)**

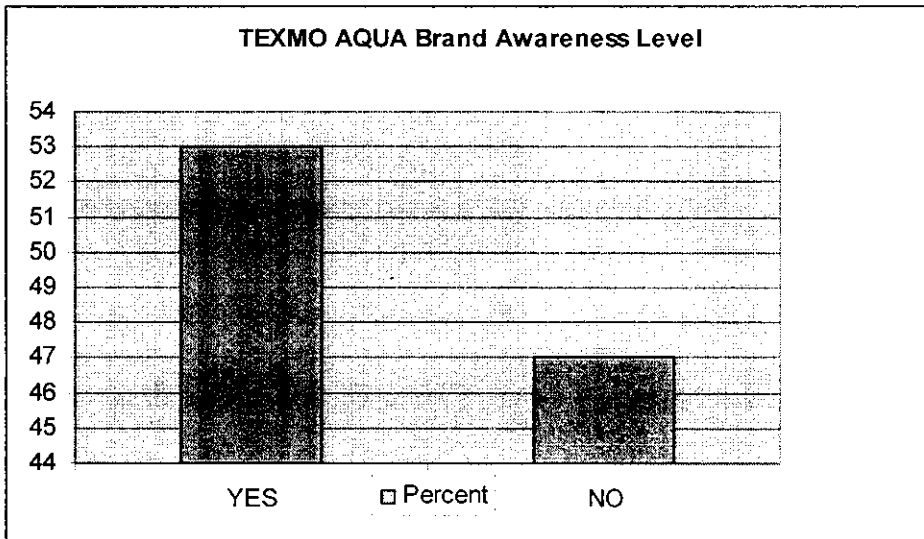
**Table 4.4.11**

##### **Texmo (Aqua)**

<b>Awareness</b>	<b>Frequency</b>	<b>Percent</b>
Yes	100	53
No	89	47
<b>Total</b>	<b>189</b>	<b>100</b>

From the chart 4.4.11 and Table 4.4.11, it can be inferred that 53% of the respondents have the awareness about TEXMO (aqua), while 47% of the customers did not have the awareness about the brand TEXMO (aqua).

**Chart 4.4.11**



#### **4.4. 12 BRAND AWARENESS OF CRI**

**Table 4.4.12**

#### **CRI**

Awareness	Frequency	Percent
Yes	115	61
No	74	39
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.xii, it can be inferred that 61% of the respondents have the awareness about C.R.I., while 39% of the customers did not have the awareness about the brand C.R.I.

#### **4.4. 13 BRAND AWARENESS OF SHARP**

**Table 4.4.13**

##### **Sharp**

<b>Awareness</b>	<b>Number of respondents</b>	<b>Percent</b>
Yes	74	39
No	115	61
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.14, it can be inferred that 39% of the respondents have the awareness about SHARP, while 61% of the customers did not have the awareness about the brand SHARP.

#### **4.4.14 BRAND AWARENESS OF V-GUARD**

**Table 4.4.14**

##### **V-Guard**

<b>Awareness</b>	<b>Number of respondents</b>	<b>Percent</b>
Yes	60	32
No	129	68
<b>Total</b>	<b>189</b>	<b>100</b>

From the Table 4.4.14, it can be inferred that 32% of the respondents have the awareness about V-GUARD, while 68% of the customers did not have the awareness about the brand V-GUARD.

#### 4.4.15 PERCENTAGE OF RESPONDENT WHO CAN DISTINGUISH BETWEEN TEMO (AQUA) AND TEXMO (TARO)

Table 4.4.15

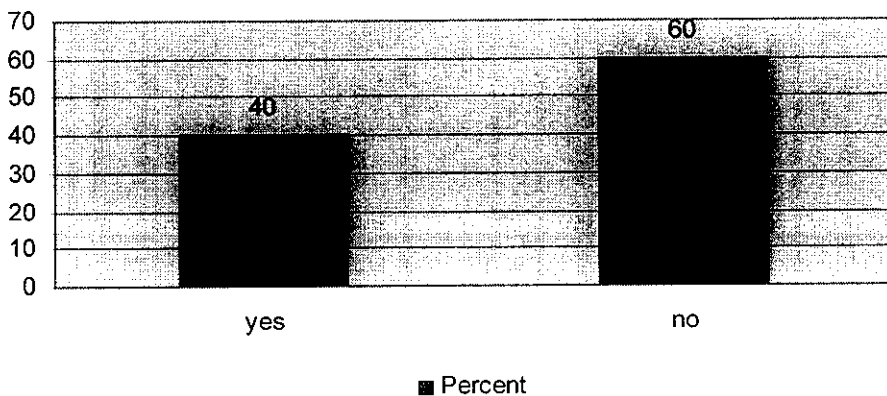
Texmo (Aqua/Taro)

Awareness	Frequency	Percent
Yes	76	40
No	113	60
<b>Total</b>	<b>189</b>	<b>100</b>

From the chart 4.4.15 and Table 4.4.15, it can be inferred that 40% of the respondents have the awareness about TEXMO (aqua/taro), while 60% of the customers did not have the awareness about the brand TEXMO (aqua/taro).

Chart 4.4.15

Whether the respondent can distinguish Between TEXMO AQUA and TEXMO TARO



## 4.5 CROSS TABULATION

### 4.5.1 RELATIONSHIP SHOWING USAGE IN NO. OF YEARS AND PROBLEM FACED BY THE CUSTOMER

**Table 4.5.1**  
**Usage in no. of years & Problem faced**

Years	Problem faced (Major/Minor)		
	NIL	Major	Minor
0 to 1	15	25	10
1 to 5	21	30	61
5 to 10	9	8	5
10 & above			5
<b>Total</b>	<b>45</b>	<b>63</b>	<b>81</b>

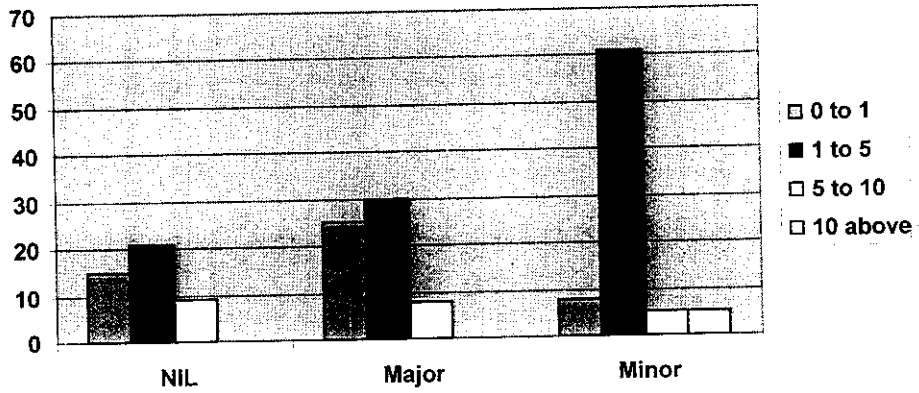
From the table 4.5.1, it can be inferred that, 15 respondents did not face a problem during 0 to 1 year time interval, while 25 respondents have faced major problems and 10 respondents have faced minor problems.

During 1to 5-year time interval, 21 respondents did not face a problem while 30 respondents have faced major problems and 61 have faced minor problems.

During 5to 10-year time interval, 9 respondents did not face a problem while 8 respondents have faced major problems and 5 have faced minor problems during the time limit.

During the time interval of 10 & above, it can be inferred that only minor problems have been encountered by respondents (5 respondents)

**Chart 4.5.1**



**4.5. 2 RELATIONSHIP SHOWING COMPANYS PRODUCT AND PROBLEMS ENCOUNTERED.**

**Table 4.5.2**

**PROBLEM FACED (MAJOR/MINOR) & WHICH CO'S PRODUCT**

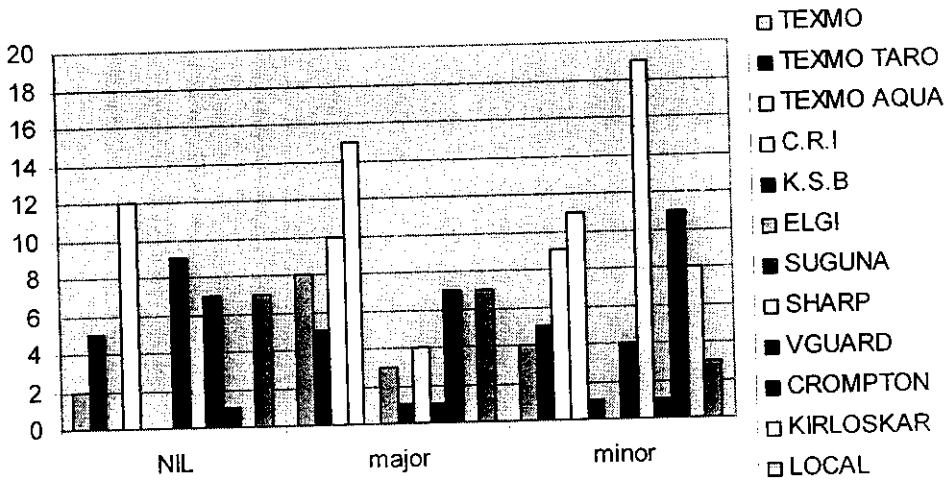
Company	Nil	Major	Minor
Texmo	2	8	4
Texmo (aqua)	5	5	5
Texmo (taro)	10	9	
C.R.I	12	15	11
K.S.B			1
Elgi		3	
Suguna	9	1	4
Sharp	6	4	19
V-guard	7	1	1
Crompton	1	7	11
Kirloskar			8
Local	7	7	3



Chart 4.5.2

**PROBLEM FACED (MAJOR/MINOR) & WHICH CO'S  
PRODUCT**

Problem faced (Major/Minor) \* Which company's product is being used? Crosstabulation



**4.5. 3 SATISFACTION LEVEL IN RELATIONSHIP OF WHICH  
COMPANY'S PRODUCT IS USED**

**Table 4.5.3**

**SATISFACTION LEVEL**

<b>Company</b>	<b>Highly Satisfied</b>	<b>Satisfied</b>	<b>Neutral</b>	<b>Dissatisfied</b>	<b>Total</b>
Texmo	5	5	2	2	14
Texmo(aqua)	2	13			15
Texmo(taro)	7	12			19
C.R.I	4	37			41
K.S.B		1			1
Elgi			3		3
Suguna	2	12			14
Sharp	7	22			29
V-guard	2	3	4		9
Crompton	12	5	2		19
Kirloskar		8			8
Local	13	2		2	17
<b>Total</b>	<b>54</b>	<b>120</b>	<b>11</b>	<b>4</b>	<b>189</b>

**CONCLUSION**

## **5.1 FINDINGS**

### **5.1.1 ANALYTICAL FINDINGS**

1. Major portion of respondents were from the income group of less than one lakh. This shows people would be very much sensitive towards price.
2. The overall satisfaction level of pump users shows positive signals which in turn indicate the customers are satisfied with the performance of products from both branded and local players.
3. The level of recommendation, the respondents would give after using the product is high.
4. Distinguishing branded products from local players through proper communication will enhance the performance of branded products.
5. There is positive response for the idea of providing toll free number.

### **5.1.2 OBSERVATIONAL FINDINGS**

1. High level of importance is not given to brand name.
2. Respondents are showing less importance in information gathering before making purchase decision.
3. The main problem faced by respondents using local pumps is starting trouble.
4. C.R.I pump sets have been perceived good in the surveyed areas.
5. Word of mouth communication makes an impact in purchase decisions.

## **5.2 STRATEGIES AND RECOMMENDATIONS**

1. Since most of the domestic customers are price sensitive, efforts should be made to reduce the price to the possible extent.
2. Popularity of local market players has gradually been increasing mainly because of their sound advertisements. Advertisements in below the line medias, like newspaper, magazines etc., would stimulate awareness about the company's product among the new consumers.
3. Market studies should be frequently conducted to understand the needs and wants of the consumers.
4. Research and development department should give proper importance to consumers needs.

Some suggestions given by consumers during the survey

- Additional facility to automatically clean wastages from the water.
  - Alarm facility to stop water overflow automatically.
  - Improved performance without any increase in price.
5. Tie up with big hardware shops and electrical shops, which would increase the sales and awareness level about TEXMO (aqua) products among the customers.
  6. Sponsoring events would enhance the brand awareness.
  7. Seeking suggestions and opinions from opinion leaders (Local pump set mechanics, Electricians, etc.,)

### **5.3 CONCLUSION**

The survey conducted clearly shows that the market for water pump sets is highly competitive in the Coimbatore region. Hence it is necessary to adopt suitable strategies to accomplish growth in the market. To further expand in the market it is not only necessary to satisfy the needs of the customer but also to create and maintain competitive edge in the market. Acquiring more customers is as important as retaining them. Hence, adopting proactive Strategies would allow AQU SUB ENGINEERING to penetrate stronger and deeper in Coimbatore, establishing a long-term strong relationship with their customers, resulting more profitability for the company.

# **ANNEXURE I**

## WATER PUMP SET USAGE SURVEY

Name:			
Gender:	<input type="checkbox"/> Male	<input type="checkbox"/> Female	
Age:			
Street/city:			
Family size:			
Land Holdings:			
Annual Income:	<input type="checkbox"/> Less than One Lakh	<input type="checkbox"/> Between 1 and 3 lakhs	<input type="checkbox"/> More than 3 Lakhs

1. Which company's water pump are you using?

2. Are you satisfied with the water pump that you are using?  
 Highly satisfied     Satisfied     Neutral     Dissatisfied     Highly Dissatisfied

3. How long have you been using the Water Pump?  
 0-1years     1-5 years     5-10 years     More Than 10 years

4. What Mode of Payment did u opt?     Cash     Loan

5. From where you purchased the motor pump?

Dealers (*place and dealer name*)

Others (*specify*)

6. Model Type

Normal/Mono block     Jet Pump     Submersible     Compressor



7.	Motor Capacity and Usage in hours per day.. (In HP and Hours respectively )
	<input type="text"/>
8.	Have you had any problem with the pump set? <input type="checkbox"/> Yes(Major/Minor) <input type="text"/> <input type="checkbox"/> No
9.	Are you satisfied with the proximity of the service center? <input type="checkbox"/> Yes <input type="checkbox"/> No

10. Please rank the FIRST FIVE FACTORS that affects your purchasing DECISION of a pump set...

PRICE	<input type="text"/>	QUALITY	<input type="text"/>	ADVERTISEMENT	<input type="text"/>	BRAND NAME	<input type="text"/>
AFTER SALES	<input type="text"/>	WARRANTY	<input type="text"/>	POWER CONSUMPTION	<input type="text"/>	EASY AVAILABILITY	<input type="text"/>
FRIENDS OPINION	<input type="text"/>	EXCHANGE OFFERS	<input type="text"/>	EASY AVAILABILITY	<input type="text"/>	EASY AVAILABILITY	<input type="text"/>
OTHERS(plz specify)	<input type="text"/>						

11.	Would you recommend this product to some one else? <input type="checkbox"/> Yes <input type="checkbox"/> No
-----	---

12.	Which ADVERTISEMENT medium do you think influences your purchasing decision? <input type="checkbox"/> Television <input type="checkbox"/> Radio <input type="checkbox"/> Hoardings/Posters <input type="checkbox"/> News Papers/Journals <input type="checkbox"/> Trade Fairs/Exhibition <input type="checkbox"/> Other <input type="text"/>
-----	--

13.	Would you like to have a Toll Free number to report failure to the company? <input type="checkbox"/> Yes <input type="checkbox"/> No
-----	--

14.	Are you aware of duplicate ones available ? <input type="checkbox"/> Yes <input type="checkbox"/> No
-----	--

15. According to you which is the best pump set company?

16. Are you aware of the following companies producing water pump sets? Please tick over it..  
CROMPTON  KIRLOSKAR  SUGUANA  ELGI  DECCAN   
TEXMO( Aqua)  TEXMO ( Taro)  C.R.I  SHARP  V-GUARD

17. SUGGESTIONS PLEASE:

*THANK YOU FOR FILLING THE FORM.....*

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- [WWW.BIZ.COM](http://WWW.BIZ.COM)
- [WWW.INDIABUSINESSCIMATE.COM](http://WWW.INDIABUSINESSCIMATE.COM)
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