

P-2046

A Study On Customer Satisfaction Towards Sowbaghya Wet Grinder

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

SENTHIL KUMAR MOHANASUNDARAM

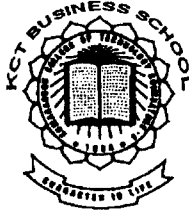
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October 2006

DEPARTMENT OF MANAGEMENT STUDIES

KUMARAGURU COLLEGE OF TECHNOLOGY

COIMBATORE - 641006

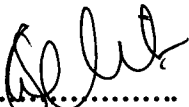


**DEPARTMENT OF MANAGEMENT STUDIES
KUMARAGURU COLLEGE OF
TECHNOLOGY**

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BONAFIDE CERTIFICATE

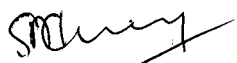
Certified that this project titled 'A STUDY ON CUSTOMER SATISFACTION TOWARDS SOWBAGHYA WET GRINDERS' is the bonafide work of MR.SENTHIL KUMAR MOHANASUNDARAM (71205631048) who carried out this research under my supervision. Certified further that to the best of my knowledge the work reported herein does 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.


.....
Faculty Guide


Prof. S. GANESAN
Director

Evaluated and viva-voce conducted on...13/11/06.....


Examiner I


Examiner II

DECLARATION

I, hereby declare that this project report entitled as “**A Study on customer satisfaction**” in Sowbaghya wet Grinders, Chennai has been undertaken for academic purpose submitted to Anna University in partial fulfillment of the requirements for the award of the degree of Master of B usiness Administration. The project report is the record of the original work done by me under the guidance of **Prof. 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

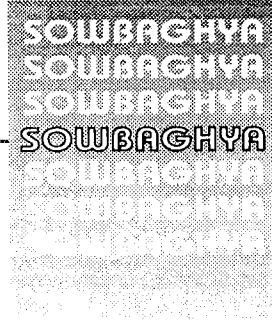
DATE: 13/11/06

Signature of the candidate


.....

SOWBAGHYA ENTERPRISES (P) LIMITED

The Grinder People



Ref: SOW/GGM/016/0706

Whom It May Concern:

This is to certify that Mr Senthil Kumar Mohanasundaram has participated in our training programme for a period of six weeks from 1st JUL 2006 to 10th AUG 2006. His training programme was in the areas of Marketing, Finance and Service.

During his period of training his conduct was good and satisfactory.

Yours

10th AUG 2006

Respectfully,


A. Balasubramaniam

Group General Manager

ACKNOWLEDGEMENT

Few people are as fortunate as I have been. Throughout my life I have always benefited from many wonderful people around me, and the last two months of my final project have been no exception. I have many people to be thankful to.

I adore the almighty and extol his glory by paying my contribution of thankfulness for blessing me with all knowledge required to complete this project successfully.

I thank our respected chairman **Dr. N. Mahalingam** who helped us to undergo this master's degree and acquire a lot of knowledge.

I thank our beloved correspondent **Dr. K. Arumugam**, for his kind blessings and moral support for carrying out this project.

I express my sincere thanks to our principal **Dr. Joseph V Thanikal** for allowing us to carry out this project.

I express my gratitude to our Director, **Dr. S. Ganeshan** for his kind patronage and for his consent to carryout this project.

I take privilege and immense pleasure in expressing my sincere gratitude to my guiding spirit, **Prof. K.Chitra**, for her in-depth guidance, motivation and encouragement in executing this project right from beginning and making it a success.

I am highly obliged to extend my sincere thanks to **Mr. Navin Kumar**, Unit Manager, of Sowbaghya enterprises for his effective guidance and valuable support to carry out this project in their premises.

My special acknowledgements and thanks to Department of Management Studies, Faculty Members and my friends for their help and motivation throughout.

ABSTRACT

Sowbaghya Enterprises Pvt Ltd was leading the home appliances market over 3 decades offering quality solutions to the houses in the states of Tamilnadu & Andhra Pradesh. With addition to the home appliances, they also offer the most versatile wet grinders and other heavy duty kitchen machines for commercial applications. These are ideally designed for the use in hotels, canteens and all other cooking industries.

The study has done for sowbaghya enterprises Pvt Ltd, which produces wet grinders. The study aims at finding the market demand for wet grinders and the general impression of the customers for the service offered to them by Sowbaghya Enterprises. This study helps the company to take steps for increasing their market demand and also to improve the service given to the customers for getting satisfaction and the organization directed the researcher to find out the real position of their products and services

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CHAPTER 1

INTRODUCTION

1) INTRODUCTION

i) Background

Sowbaghya is a sole trading concern. It's a family oriented business. It has been done for two decades. Initially Sowbaghya started as a small scale unit in 1970. later the become a private sector during the year 1994. board of directors are their family members. They issue shares to the public. The have made a tremendous improvement in their production. They are the first advertisement compay in wet grinders.

ii) Objective of the study

- 1) To understand the customers perception towards Sowbghya wet grinders.
- 2) To know the satisfaction level of the existing customers.
- 3) To understand the purchase behavior of the respondent.
- 4) To analysis the line of satisfaction with respect to the product purchased.
- 5) To offer suggestion based on findings.

iii) Scope of the study

The study was conducted to know about the marketing strategy of Sowbaghya. The scope of the study was limited to the customers of the company. The study was conducted in places like coimbatore, Tirupur, and Erode.

IV) Methodology

a) Type of the study

Exploratory research is a research intended to develop initial and provide for other further research needed.

b) Sampling Design

The respondents are identified through convenient sampling method. The sample constitutes of 75 respondents from the major cities like Coimbatore, Tirupur and Erode. Due to short period the sampling is restricted to certain areas only.

c) Data Collection

The study depends on both Primary Data and Secondary Data. The primary data is collected from a specially designed questionnaire. The secondary data was also collected for the study. It was collected from:

- Company records
- Company Websites
- Journals
- Magazines

d) Tools of analysis

The study mainly depends on percentage analysis. The analysis was carried out through excel package. The diagrams and bar diagrams are presented where ever needed.

V) Limitation

- The response was collected only from 75 samples.
- The study area was limited to Coimbatore, Tirupur and Erode.

vi) Chapter Scheme

Chapter 1: Introduction

The first chapter deals with the background, objectives, scope of the study, methodology used in data collection, limitations of the study, and brief introduction of all the chapters.

Chapter 2: Organization Profile

Organization profile includes details on the history of the organization, management and organization structure, product profile and market potential.

Chapter 3: Macro Economic Analysis

Macro analysis deals with the prevailing scenario of the organization with respect to its respective industry and to perform the SWOT analysis of the company.

Chapter 4: Data Analysis and Interpretation

The Chapter mainly deals with various Tables and Charts Which helps to identify the Profile of Sowbaghya Wet Grinders.

Chapter 5: Conclusion

Conclusion includes the findings and the result of those who are using Sowbaghya Wet Grinders and their satisfactory level.

CHAPTER 2

COMPANY PROFILE

2) ORGANIZATION PROFILE

i) History of the organization

Initially sowbaghya started as a small scale unit in 1970. It was established in 1982 and incorporated as a private Limited company in the year 1994. Typically it was a private limited company owned by 6 Board of directors

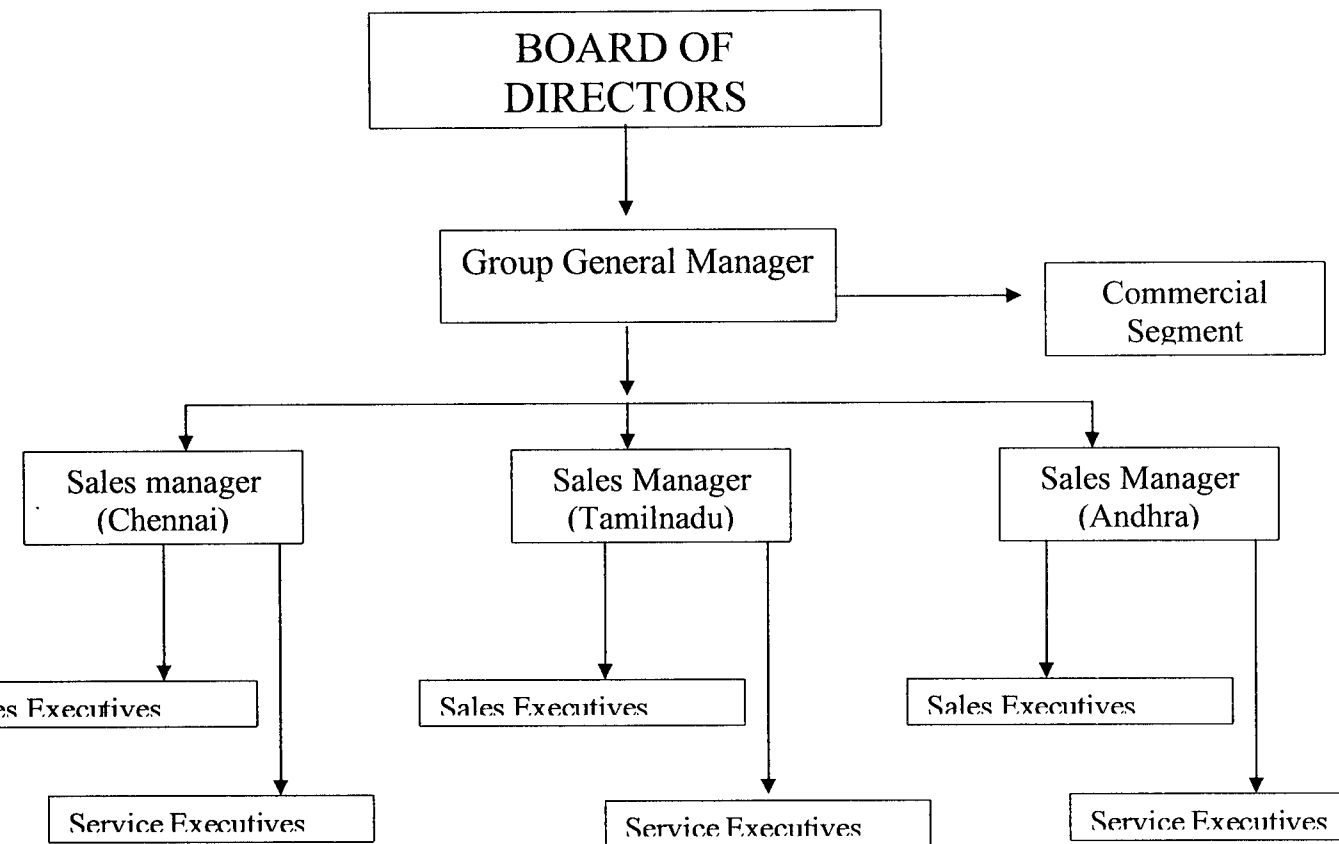
The manufacturing unit is currently situated in erode and the marketing and administration are carried over in Chennai.

Nearly 500 were people working in manufacturing unit and 100 were people working in marketing unit.

ii) Management

The boards of directors are Mr. Adikesavan and Mr.Varadharajan. Group general managers of the company are Mr. Balasubramaniam. Sales managers have been appointed in Tamil nadu, Andhrapradesh and in several cities. Under sales manager sales executives has been appointed. The management process of the company is handled by these members. More over their family members are the major share holders of the company.

iii) Organization structure



iv) Product profile and market potential

Sowbaghya always maintains high standards of protection, achieving technical excellence in every phase of production, catering to strict quality guidelines to offer a wider range of products for quality conscious customers. An Overview about the Sowbaghya products with their competitors are shown in the table.

Table No.: 1.1

Subcategory Models	Sun MICA	Stainless steel	Tilting	Sakthi	MAA	Shree	Other Models	Warranty Period
SUNMI	Sun mica	Stainless steel	Tilting	-	Smart, Junior	Royale	-	1yr
ANTRA	-	-	-	Grind+	Pride+	-	Perfect+	5yrs
ANTRA	-	-	-	1.Power grind 2.Magic Grind	Turbo Grind	Magic Tilt	-	5yrs
PREMIER	-	-	-	-	Chic	Lifestyle	Wonder	1yr
BUTTERFLY	-	-	-	Matchless	Cute	-	-	5yrs

Marketing department subdivided into 3 main categories.

- 1) Chennai
- 2) Whole Tamilnadu state except Chennai.
- 3) Andhra Pradesh

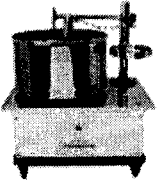
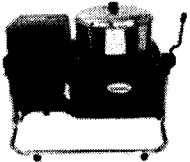

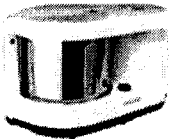


Basically at Chennai market they are having their own showrooms which are located at T.Nagar, cromptet. With addition to those showrooms they market their products through 120 dealers' outlets.

The dealers' outlets are handled by 5 sales executive leaders. The sales executives were reported to the A.O in T.Nagar.

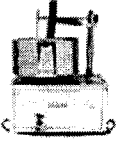
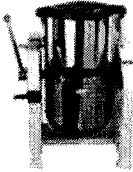

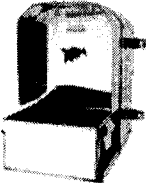
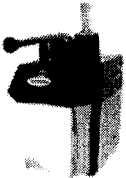

The rest of tamilnadu is controlled by a separate sales manager and 5 sales executives reported to him.

The branch office which handles the Andhra Pradesh market which is located in Bangalore.

PRODUCTS - DOMESTIC

Model	Description	Capacity	Warranty	
CONVENTIONAL GRINDERS				
	DCL-1200	STAINLESS STEEL	2 ltrs	24 Months
TILTING GRINDERS				
	DTG-2100	TILTING	2 ltrs	24 Months
TABLE TOP GRINDERS				
	DTP-3100	SAKTHI	1.25 ltrs	24 Months
	DTP-3200	SAKTHI	2 ltrs	24 Months
	DTP-3400	MAA	2 ltrs	24 Months
TABLE TOP TILTING GRINDERS				
	DTT-4100	SHREE	2 ltrs	24 Months

PRODUCTS - COMMERCIAL

Model	Description	Capacity	Warranty
COMMERCIAL			
	CG010SG	WET GRINDER	3 – 45 ltrs 12 Months
	CG010TL	TILTING GRINDER	5 – 20 ltrs 12 Months
	CM015AK	ATTA KNEADER	5 – 40 kgs 12 Months
	CV001CS	COCONUT SCRAPPER	40 - 60 Coconuts per hour 12 Months
	CV001VC	VEGETABLE CUTTER	60 kgs 12 Months
	CV005PP	POTATO PEALER	5 – 10 kgs 12 Months

QUALITY POLICY

- Sowbaghya is committed to provide products and services that satisfy the Growing needs and specification of the customers.
- All the employees of Sowbaghya are actively involved in the implementation of the Quality management system.
- All the employees are motivated to adopt zero defect culture in their functions and enable continual improvement in all the business parameters.

QUALITY OBJECTIVES

- Enable product available at multiple price points.
- Continually enhance product features range in domestic and commercial segments.
- Provide multiple utility products to meet the requirements of all segments of customers.
- Peg down & reduce service calls by improving product quality and performance of suppliers.
- Generate better market share by enhancing dealer/ distribution network.
- Adhere to stipulated time norms of service calls.

Our company has various progress to reach the customers. There are various show rooms and retail selling shops have been opened to reach the customers.



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Show Room

The showroom is under the head of showroom manager and 4 sales executives. They are selling the sowbaghya products alone.

Commercial wing

The heavy duty kitchen machines for commercial application in carried through the commercial wing. It was under the head of group general manager. There is no other big competitor in commercial segment. So their services towards commercial customers are enormous.

Exports

Sowbaghya wet grinders have made a significant impact in the export market also. Products of all kinds' regular, tilting and tabletop models are exported to Singapore, Malaysia and Srilanka. Exports are made over both the ways shipping and airways.

Strategy of Sowbaghya

The Company is following its own strategy for recruiting the people, for production unit, marketing and finance.

Structure

In Sowbaghya there are four departments.

1. Production Department
2. Personnel and Administration Department
3. Marketing Department
4. Finance Department.

System

The Company is following many systems for their developments like Marketing Information System and Marketing intelligence System. But the company is concentrating more on marketing information system

Style

The company is following the democratic and social type of leadership style in which all the levels of managers can react towards the achievement and report to the higher officials. The Company has given freedom to the departments to participate with result orientation and all the personalities of the organizations are sustentative.

STAFF

Founded in 1972, the company employs 500 qualified personnel. The company is covering its marketing activities with Groups General Manager, Marketing Executives and Commercial Segment Marketing Executives. The Company is having its own strategy to recruit the staff according to the requirements. The Company is recruiting the staff through advertisements and interviews.

SKILLS

The Company is following interpersonal skills, new skills and techniques better results and quality improvement. Company is following performance appraisal for the various levels to evaluate their skills. The Company is organizing, training and giving development programmes for the executives to the total quality management and better output.

Shared Value

Sowbaghya provides many welfare activities to the employees. Some of them are:

1. Subsidized transport facilities
2. Recreational facilities
3. Medical Facility
4. Welfare fund
5. Medical relief
6. Vehicle loan

v) Future plan if any

Sowbaghya enterprises have produced various products in vet grinders. Now they have started producing mixcies. They have planned to produce washing machine, gargandi(which is used to produce wheat powder). Their aim is to reach all type of customers in the market.

CHAPTER 3

MACRO-MICRO ECONOMIC

ANALYSIS

3) Micro - Macro Analysis

i) SWOT Analysis

Strength

- Sowbaghya enterprises private ltd situated in T.Nagar heart of Chennai, which enables to increase sales.
- They got ISO 9002 quality certification for their products. They were the first in their segment.
- They are in the market for past 30 years; it was added value to the product.
- Good interrelationship among workers, with suppliers and as well as customers is the biggest strength for the concern.
- They provide 2 years warranty and offering life long free service for these domestic products which increases the confidence level among the customers.
- Placing sales executives in big shopping centers helps to differentiate from the competitive products with Sowbaghya.

Though the company has lots of strength it has various other factors like weakness, opportunities and threat. Views about these factors have been analyzed.

Weakness

- Increase in the price level of the products leads to decrease in sales.
- Regular complaints from the customer and dealer towards the products.
- Direct showroom is not available in all the places.
- Guarantee period low in the views of customers.

Opportunities

- Offering heavy duty kitchen machines for commercial applications.
- Establishment of new products. (e.g. : mixi)
- Entering into new product segments.
- Products are exports to international market like USA, UK, Malaysia, and Singapore.

Threats

- Due to competition they are lots of threats among marketing.(e.g. : ultra , premier , butterfly)
- Price wars with competitive products.
- New technically improved products are introduced by the competitors (e.g. : present by ultra)
- Attractive advertisement by competitors.
- Hike in price level of the products.

CHAPTER 4

DATA ANALYSIS AND

INTERPRETATION

4) Data analysis and interpretation

The data collected through questionnaire was subjected to analysis and the results are presented below.

➤ Opinion regarding the Quality

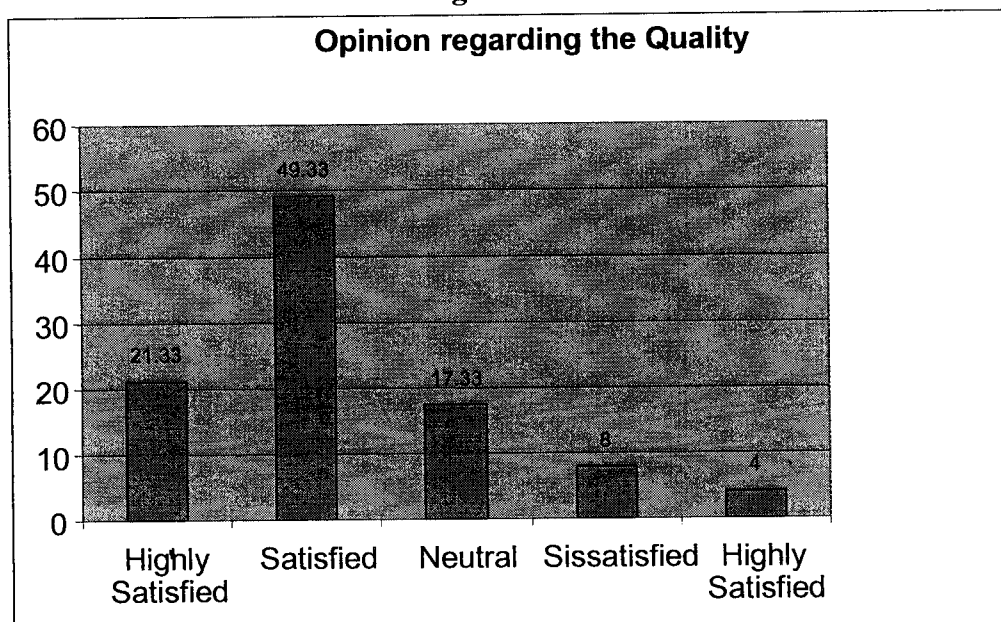
Table 4.1 shows the opinions of respondents regarding the quality

Table No.: 4.1
Opinion regarding the Quality

Opinion	Number of respondents	Percentage
Highly Satisfied	16	21.33
Satisfied	37	49.33
Neutral	13	17.33
Dissatisfied	6	8
Highly dissatisfied	3	4
Total	75	100

From the above table it can be seen that 21.33% of the customers are highly satisfied with the quality and 4% of the customers are highly dissatisfied.

Fig No: 4.1



➤ **Opinion regarding the Brand Image**

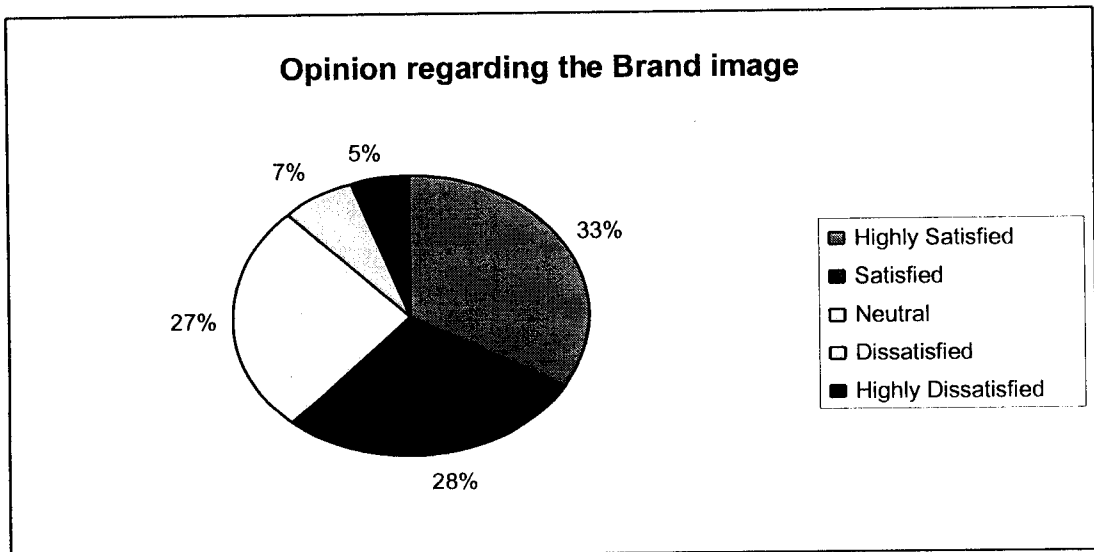
Table 4.2 shows the opinions of respondents regarding the Brand Image

Table No.: 4.2
Opinion regarding the Brand Image

Opinion	Number of respondents	Percentage
Highly Satisfied	25	33.33
Satisfied	21	28
Neutral	20	26.67
Dissatisfied	5	6.67
Highly dissatisfied	4	5.33
Total	75	100

From the above table it can be seen that 33.33% of the customers are highly satisfied with the Brand Image and 5.33% of the customers are highly dissatisfied.

Fig No: 4.2



➤ Opinion regarding the Price Level

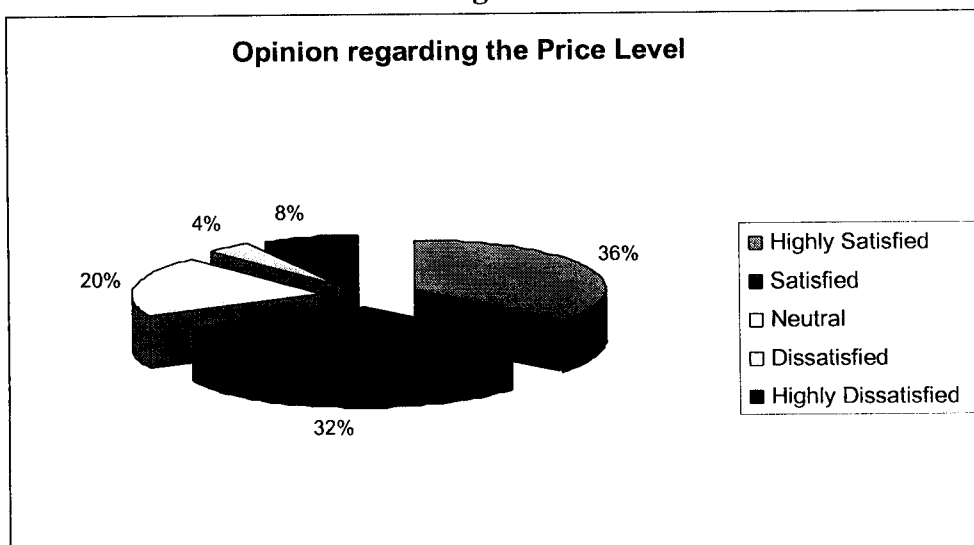
Table 4.3 shows the opinions of respondents regarding the Price Level.

Table No: 4.3
Opinion regarding the Price Level

Opinion	Number of respondents	Percentage
Highly Satisfied	27	36
Satisfied	24	32
Neutral	15	20
Dissatisfied	3	4
Highly dissatisfied	6	8
Total	75	100

From the above table it can be seen that 36% of the customers are highly satisfied with the Price Level and 8% of the customers are highly dissatisfied.

Fig No: 4.3



➤ **Opinion regarding the Availability**

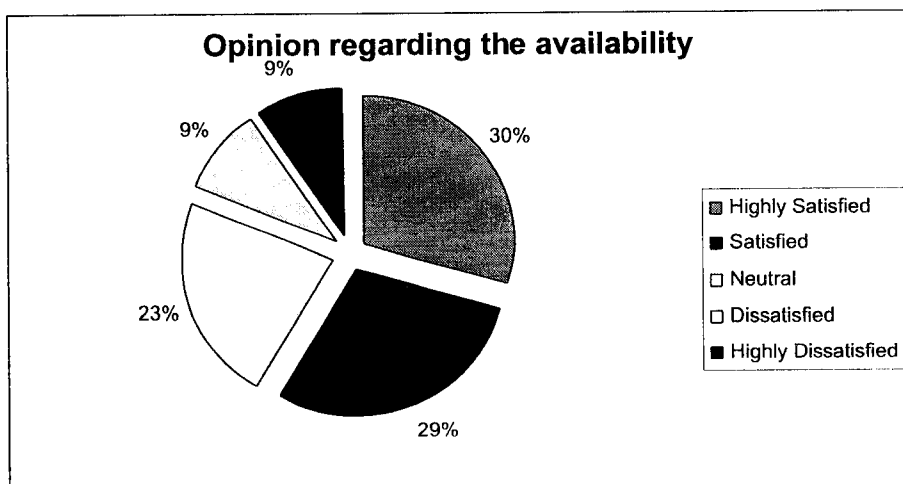
Table 4.4 shows the opinions of respondents regarding the Availability.

Table No.: 4.4
Opinion regarding the Availability

Opinion	Number of respondents	Percentage
Highly Satisfied	22	29.33
Satisfied	22	29.33
Neutral	17	22.67
Dissatisfied	7	9.33
Highly dissatisfied	7	9.33
Total	75	100

From the above table it can be seen that 29.33% of the customers are Highly satisfied with the Availability of Products and 9.33% of the customers are highly dissatisfied

Fig No: 4.4



➤ **Opinion regarding the Grinding Time**

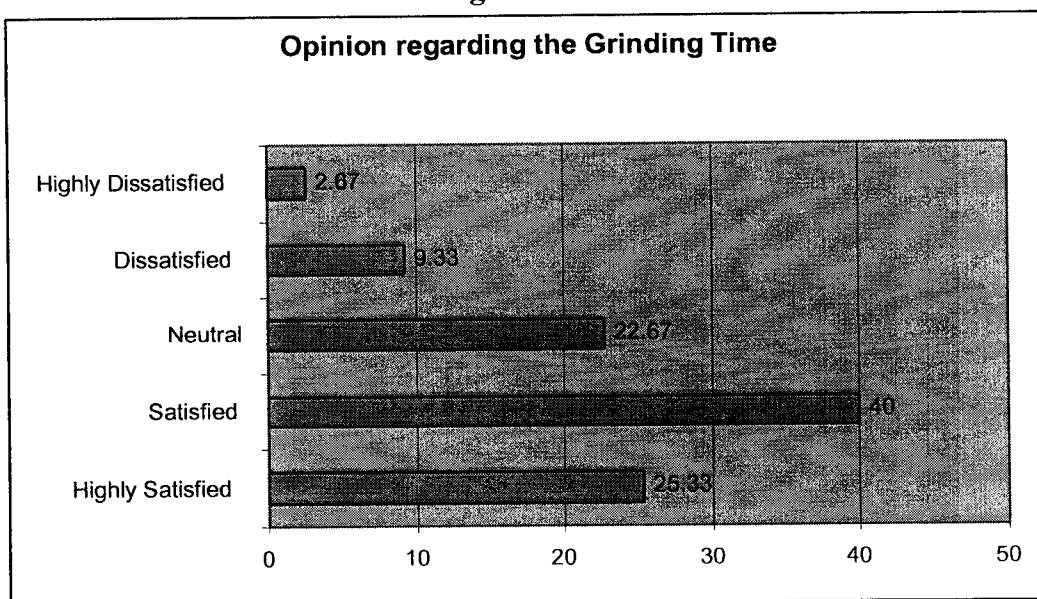
Table 4.5 shows the opinions of respondents regarding the Grinding Time.

Table No.: 4.5
Opinion regarding the Grinding time

Opinion	Number of respondents	Percentage
Highly Satisfied	19	25.33
Satisfied	30	40
Neutral	17	22.67
Dissatisfied	7	9.33
Highly dissatisfied	2	2.67
Total	75	100

From the above table it can be seen that 25.33% of the customers are highly satisfied with the Availability of Products and 2.67% of the customers are highly dissatisfied.

Fig No: 4.5



➤ Opinion regarding the Electricity Consumption

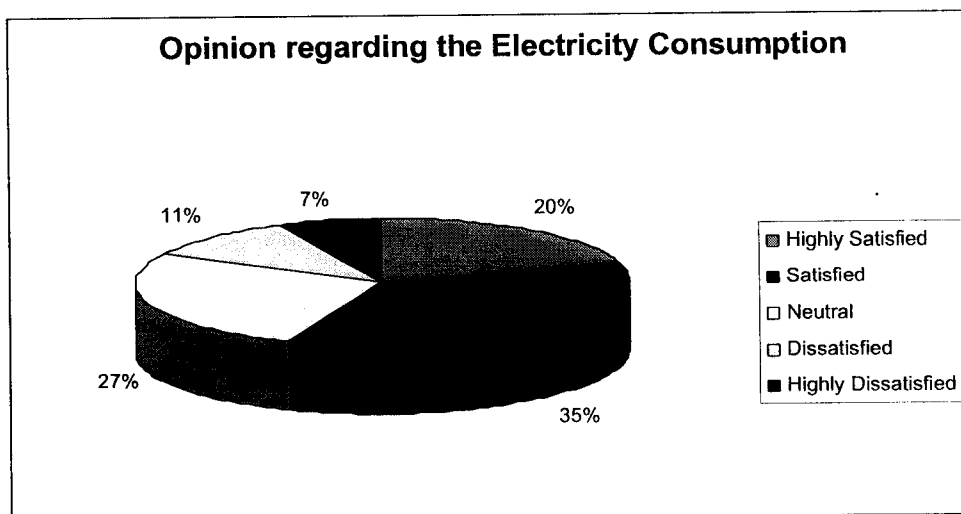
Table 4.6 shows the opinions of respondents regarding the Electricity Consumption

Table No.: 4.6
Opinion regarding the Electricity Consumption

Opinion	Number of respondents	Percentage
Highly Satisfied	15	20
Satisfied	27	36
Neutral	20	26.67
Dissatisfied	8	10.67
Highly dissatisfied	5	6.67
Total	75	100

From the above table it can be seen that 20% of the customers are highly satisfied with the Price Level and 6.67% of the customers are highly dissatisfied

Fig No: 4.6



➤ **Opinion regarding the Color Choice**

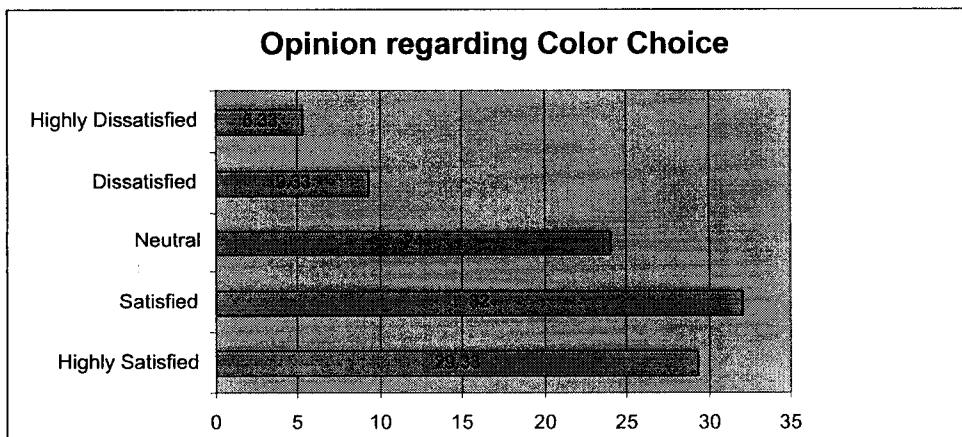
Table 4.7 shows the opinions of respondents regarding the Color Choice.

Table No.: 4.7
Opinion regarding the Color Choice

Opinion	Number of respondents	Percentage
Highly Satisfied	22	29.33
Satisfied	24	32
Neutral	18	24
Dissatisfied	7	9.33
Highly dissatisfied	4	5.33
Total	75	100

From the above table it can be seen that 29.33% of the customers are highly satisfied with the Price Level and 5.33% of the customers are highly dissatisfied

Fig No: 4.7



➤ **Opinion regarding the Guarantee**

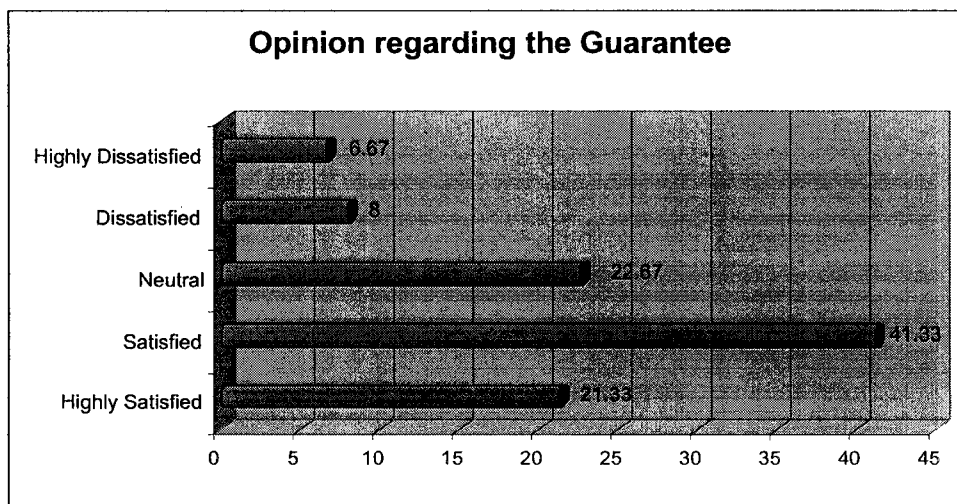
Table 4.8 shows the opinions of respondents regarding the Guarantee.

Table No.: 4.8
Opinion regarding the Guarantee

Opinion	Number of respondents	Percentage
Highly Satisfied	16	21.33
Satisfied	31	41.33
Neutral	17	22.67
Dissatisfied	6	8
Highly dissatisfied	5	6.67
Total	75	100

From the above table it can be seen that 21.33% of the customers are highly satisfied and 6.67% of the customers are highly dissatisfied

Fig No: 4.8



➤ Opinion regarding the Services Offered

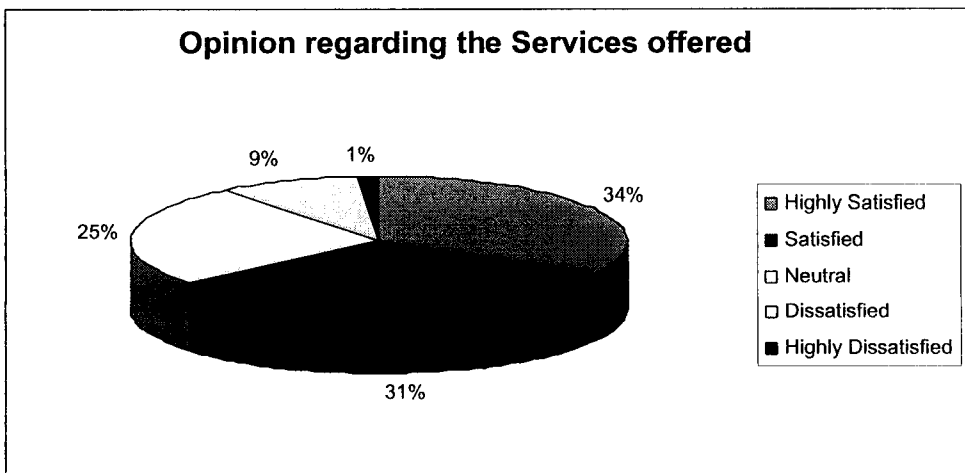
Table 4.9 shows the opinions of respondents regarding the Service Offered.

Table No.: 4.9
Opinion about the Services offered

Opinion	Number of respondents	Percentage
Highly Satisfied	25	33.33
Satisfied	23	30.67
Neutral	19	25.33
Dissatisfied	7	9.33
Highly dissatisfied	1	1.33
Total	75	100

From the above table it can be seen that 33.33% of the customers are highly satisfied and 1.33% of the customers are highly dissatisfied

Fig No: 4.9



➤ **Opinion regarding the Buying Decision influences**

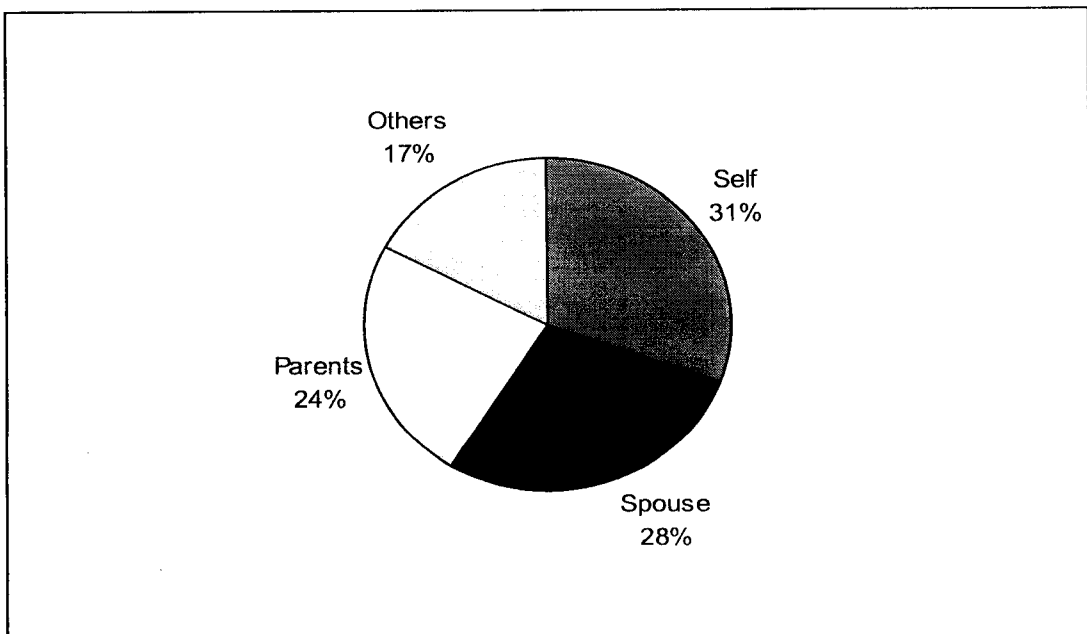
Table 4.10 shows the opinions of respondents regarding the Service Offered.

Table No.: 4.10
Opinion regarding the buying decision influences.

Opinion	Number of respondents	Percentage
Self	23	30.67
Spouse	21	28
Parents	18	24
Others	13	17.33
Total	75	100

From the above table it can be seen that 30.67% of the customers are highly satisfied and 17.33% of the customers are highly dissatisfied

Fig No: 4.10



➤ **Opinion regarding the Model Type which are Preferable by the Customers**

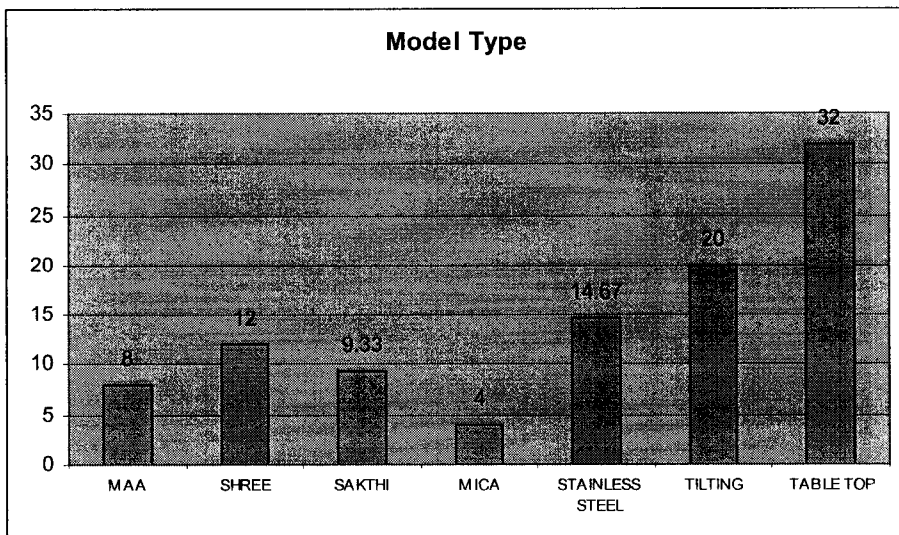
Table 4.11 shows the opinions of respondents regarding the Service Offered.

Table No.: 4.11
Model type which are preferable by the customers.

Modal type	Number of Respondents	Percentage
MAA	6	8
SHREE	9	12
SAKTHI	7	9.33
MICA	3	4
STAINLESS STEEL	11	14.67
TILTING	15	20
TABLE TOP	24	32
Total	75	100

Among the 75 Customers 24 of them are using table top variants from Sowbaghya. Rests of them are going with other variants.

Fig No: 4.11



➤ **Opinion regarding the Capacity which are Preferable by the Customers**

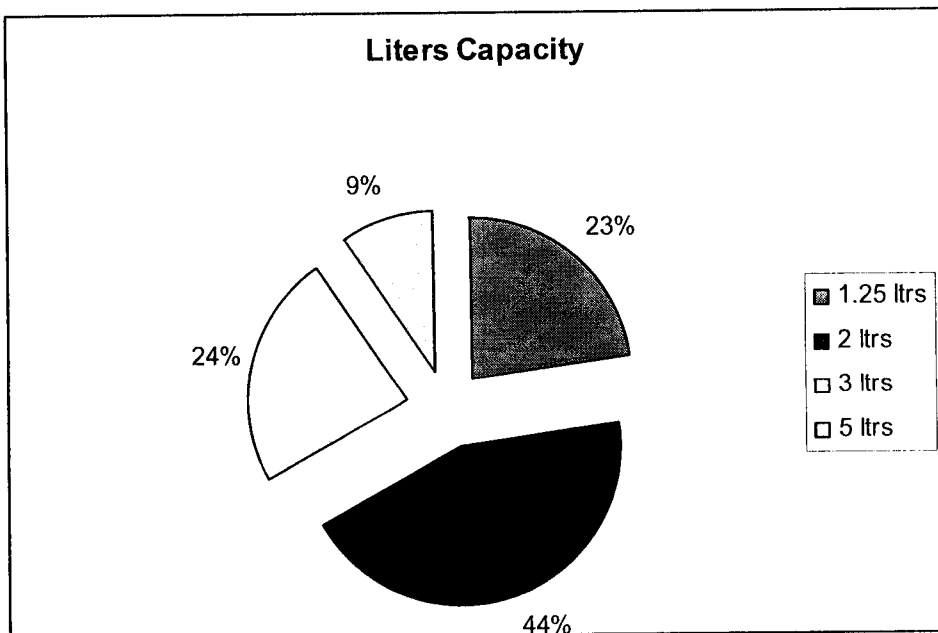
Table 4.12 shows the opinions of respondents regarding the Capacity which are Preferable by the Customers

Table No.: 4.12
Capacity which are preferable by the customers.

Liters Capacity	Number of Respondents	Percentage
1.25 liters	17	22.67
2 liters	33	44
3 liters	18	24
5 liters	7	9.33
Total	75	100

Among the 75 customers 44% of them are preferring 2 liters capacity and only 9.33% of the customers prefer 5 liters capacity. The table shows that 2 liters capacity is convenient for home usage.

Fig No: 4.12



➤ **Opinion regarding the Source**

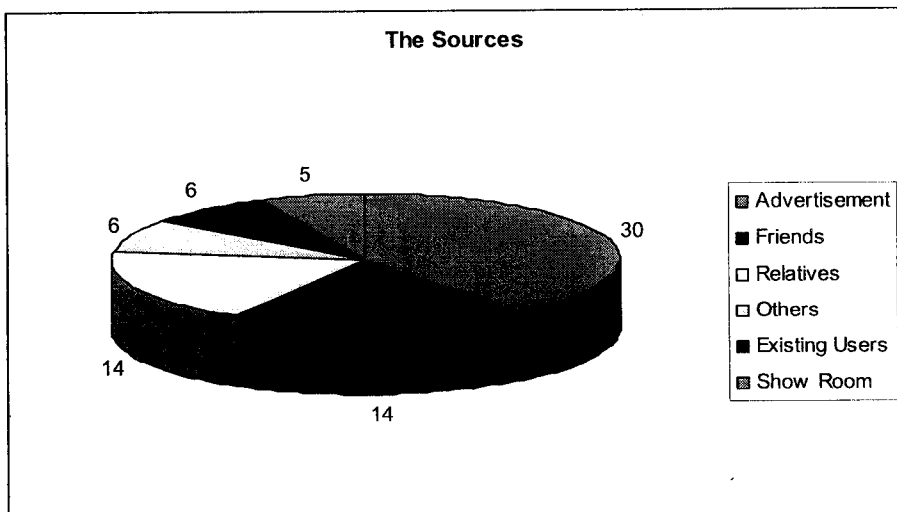
Table 4.13 shows the opinions of respondents regarding the Source through which customers came to know about the product.

Table No.: 4.13
The Sources which Customers known about Sowbaghya.

Source	Number of Respondents	Percentage
Advertisement	30	40
Friends	14	18.67
Relatives	14	18.67
Others	6	8
Existing Users	6	8
Show Room	5	6.67
Total	75	100

Most of the Customers are known about the Sowbaghya Products through Advertisements. About 40% were aware about the Products through Advertisements.

Fig No: 4.13



➤ **Opinion regarding the Suggestion**

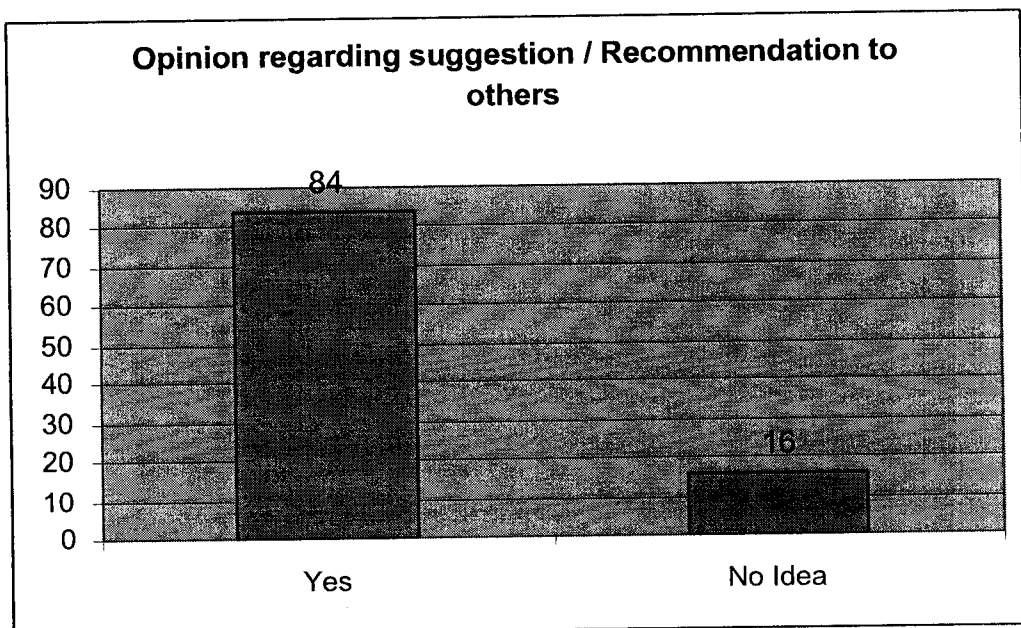
Table 4.14 shows the opinions of respondents regarding the suggestion of the product to others.

Table No.: 4.14
Opinion regarding to suggest Sowbaghya Products to others.

Opinion	Number of respondents	Percentage
Yes	63	84
No	12	16
Total	75	100

Majority (84%) of the Customers opine that they will surely suggest Sowbaghya products to others.

Fig No: 4.14



CHAPTER 5
FINDINGS AND
CONCLUSION

5) i) Findings

- Major customers of Sowbaghya Enterprises are home users and hotels, canteens and other commercial users.
- Most of the customers are satisfied with product quality.
- Most of the customers are satisfied with the branding and packing of the product.
- Most of the customers are not satisfied with the pricing policy.
- Most of the customers' complaints were due to little bit defects with the product.
- Most of the customers suggest Sowbaghya to give more price discounts.

ii) Conclusion

The Study on the marketing strategy of Sowbaghya revealed that the Wet Grinders and other commercial products having a good demand in the home appliances market.

- The price of our products is little bit high due to increases in the price level of its components. So the price must be reduced which may opt the customers to use our products. If the price is reduced, we can penetrate into the market and thus the market share is become high. We can stable in the leading position.
- The offers and discounts may be increase with each product immediately.

APPENDIX

1. Name :

2. Address :

3. Age

- | | |
|--------------------------------------|-------------------------------------|
| a) Below 20 <input type="checkbox"/> | c) 31 - 40 <input type="checkbox"/> |
| b) 21 - 30 <input type="checkbox"/> | d) 41 - 50 <input type="checkbox"/> |

4. Occupation :

- | | |
|--|--|
| a) Govt. Employee <input type="checkbox"/> | b) Private Employee <input type="checkbox"/> |
| c) House Wife <input type="checkbox"/> | d) Unemployed <input type="checkbox"/> |
| e) Others <input type="checkbox"/> | |

5) Family Income :

- | | |
|---|--|
| a) Below 5000 <input type="checkbox"/> | b) 5001 - 10000 <input type="checkbox"/> |
| c) 10001 - 20000 <input type="checkbox"/> | d) Above 20000 <input type="checkbox"/> |

6) No. Of members in Your Family:

- | | |
|---|---|
| a) Less than 3 members <input type="checkbox"/> | b) 3 - 4 Members <input type="checkbox"/> |
| c) Above 4 members <input type="checkbox"/> | |

7) Educational qualifications :

- | | |
|---|---|
| a) School Level <input type="checkbox"/> | b) Graduates <input type="checkbox"/> |
| c) Post Graduate <input type="checkbox"/> | d) No Formal Education <input type="checkbox"/> |
| e) Others <input type="checkbox"/> | |

8) Product Profile :

a) Year of purchase :

b) Model Type :

i) MAA ii) SHREE iii) SAKTHI iv) MICA v) STAINLESS STEEL vi) TILTING vii) TABLE TOP

c) Liters :

i) 1.25 Liters ii) 2 Liters iii) 3 Liters iv) 5 Liters **9) Mention the source through which You came to know about the Sowbaghya product:**a) Advertisement b) Friends c) Relatives d) Others e) Existing Users f) Show Room **10) Please rank following factors consider by your purchase decision (Rank 1 to the most important aspect, rank 2 the next one and so on) :**

Aspects	Highly Satisfied	Satisfied	Either satisfied nor dissatisfied	Dissatisfied	Highly dissatisfied
1. Price					
2. Quality					
3. Brand Image					
4. Special offer					
5. Prestige					
6. Functional Advantage					
7. Others					

11) Who made the buying decision?

- a) Self b) Spouse c) Parents d) Others

12) Have you suggested / recommended Sowbaghya to others?

- Yes No

13) What are the other brands committed by You.

a)

b)

c)

14) Any other suggestion about the Product?

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