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

## **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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October 2006

DEPARTMENT OF MANAGEMENT STUDIES

KUMARAGURU COLLEGE OF TECHNOLOGY

COIMBATORE – 641 006



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

**BONAFIDE CERTIFICATE**

Certified that this project titled “A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION OF AGRICULTURE WATER PUMP SETS IN COIMBATORE DISTRICT” is a bonafide work of DINAKAR.P.DAS (71205631011) 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

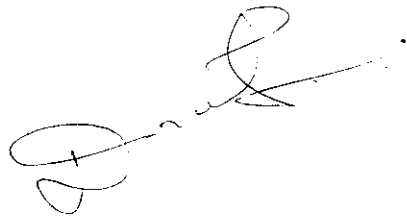
Evaluated and Viva Voce conducted on ..13.11.06.....

Examiner 1

Examiner 2

## **DECLARATION**

I hereby declare that the dissertation entitled “**A STUDY ON CUSTOMER PERCEPTION AND SATISFACTION OF AGRICULTURE WATER PUMP SETS IN COIMBATORE DISTRICT**” submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the award of any other Degree, Associate ship, Fellowship or any other similar titles.



---

**Signature of the Student**  
**With date**

**TO WHOM-SO-EVER IT MAY CONCERN**

THIS IS TO CERTIFY THAT Mr. **DINAKAR P. DAS** ( ROLL NO : 05MBA11 )  
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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



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## 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, Coimbatore for providing facilities to do this project.

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

I endeavor my sincere gratitude towards my guiding spirit **Prof.K.Chitra**, who has extended her guidance throughout this project.

I take this opportunity to thank my organizational guide **Mr. V. Krishna Kumar, General Manager (Marketing), Aqua sub Engineering, Coimbatore**, for his encouragement to fulfill the requirements of the project..

# EXECUTIVE SUMMARY

## **Executive Summary**

This project is a study on the consumer satisfaction level and the perception towards the water pump sets available in Coimbatore district for agricultural purpose. For this purpose a questionnaire was designed to collect required information and administered on 221 persons in all, who were related to agricultural activities. Sampling was done conveniently across the Coimbatore district . With special emphasis on TEXMO AQUA market share, brand recognition and the awareness level of brands which are available in the market. Another objective of the study was to check out, which media of advertisement is most preferred by the sample, so that promotional activities can be done through the media with high level of appeal.

Information from the public was collected, on analysis it was found that TEXMO AQUA is the market leader in the agricultural pump set segment and enjoys a good deal of customer loyalty. Price and quality are the main factors affecting purchase decision of prospective customers. Further television is considered as more effective in communicating promotional messages.

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# 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 even if feeble when compared to giants in the industry but its growing as the day's progress.

In this present scenario, Aqua pump industries, which is the market leaders and is in this sector for the past fifty years, wanted to know about their market share in agriculture , the satisfaction level of customers in general and 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**

The objectives of the study undertaken are

- To assess the market share of aqua group in agricultural pump sets in Coimbatore, this is marketed under TEXMO brand name.
- To know and understand the factors that influence the purchase decisions of customers when it comes to buying agricultural pump sets.
- To find out the level of awareness of customers in distinguishing TEXMO AQUA and TEXMO TARO brands by the public.

## **1.3 SCOPE OF STUDY**

Even though, for AQUA water pump sets enjoys a great deal satisfied customer base in the agriculture sector but the competitors are fast catching up with their aggressive promotional campaigns.

The scope of the study is to identify whether AQUA water pump sets through their range of products can make a significant effect on the market with respect to its existing distribution network. And whether strategies adopted by the AQUA group to further strengthen their market position is in tune with customer's needs and wants.

The study attempts to understand the penetration level of AQUA water pump sets and its competitors in the market and the consumer behavior and create strategies to accomplish growth in the market.



## **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 .The study is based on convenient sampling method. The respondents are identified from Coimbatore district. The sample size constitutes of 221 respondents.

### **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 data regarding the industry, company and products were obtained from internet, company personnel and books.

### **1.4.3 TOOLS OF STUDY**

Statistical Tools used for analyzing the data collected are:

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

## **1.4 LIMITATIONS OF THE STUDY**

Due to time constraints the study is limited only to Coimbatore region.

# **ORGANIZATION 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 to the farmer in most parts of India. Aqua sub Engineering, the flagship company of AQUA GROUP, is located at Coimbatore in Tami Nadu, the Southern State of India. AQUA GROUP has a heritage of 50 years in pump industry and had 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. 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**, the flagship company of AQUA GROUP, is located at Coimbatore in Tamilnadu, the Southern State of India.

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. The Texmo brand was founded by Kumaravelu's father, R. Ramaswamy, 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 has a heritage of 50 years in pump industry and had 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.

# 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 toolings for stainless steel components.

# All the components of Stainless Steel are fabricated in-house using world class stainless steel sheets and coils.

# AQUA GROUP is professionally managed with dedicated and skilled work force of over 800 employees

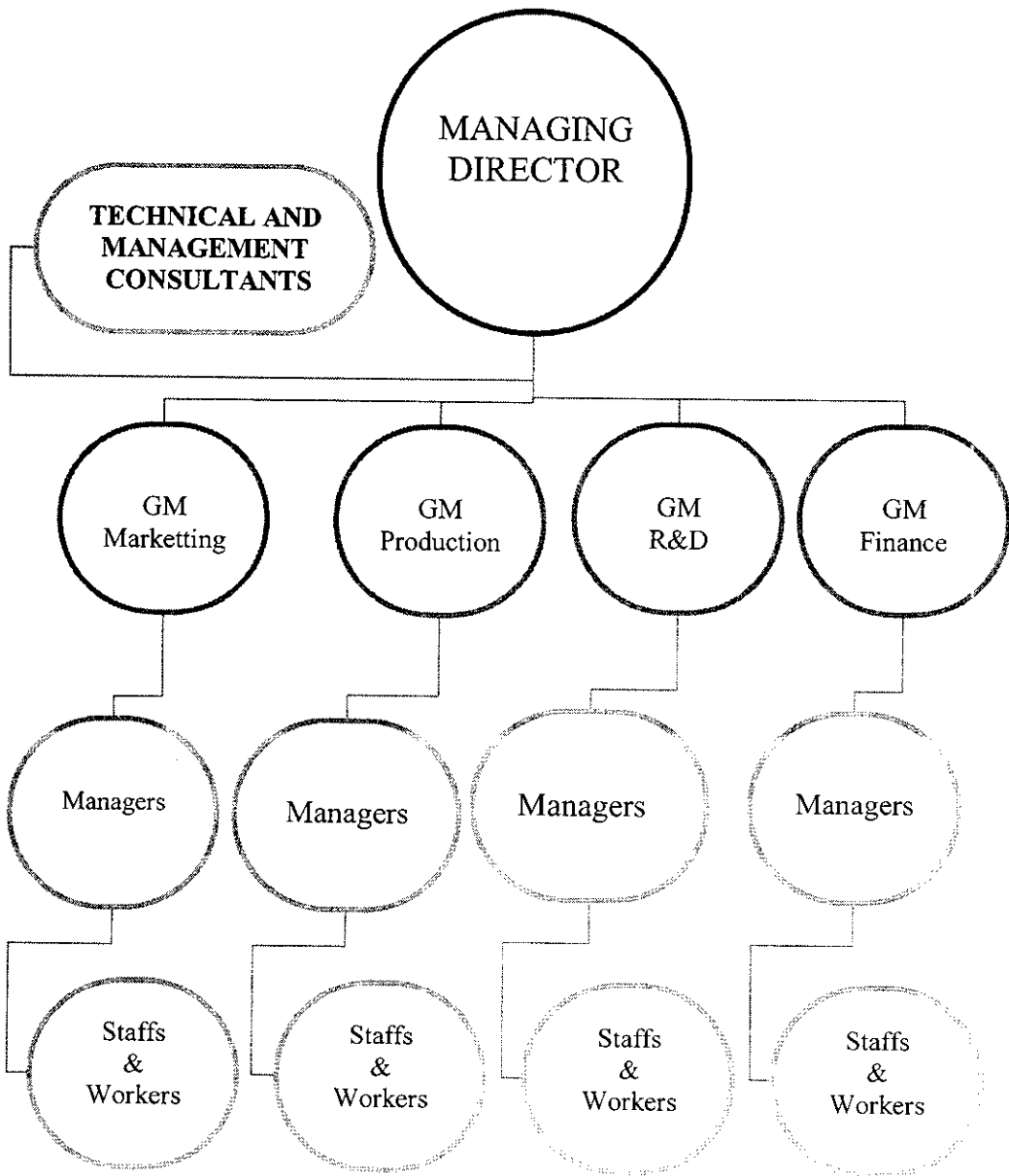
# AQUA GROUP is committed to sustained Research & Development activities for design of new pumps and continuous improvement of the performance of the existing product range

# 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 rest 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.

## 2.3 ORGANIZATIONAL STRUCTURE



## **2.4 PRODUCT PROFILE AND MARKET POTENTIAL**

Market potential for the company is very huge due to the government policies promoting exports and due to the dropping of water table levels, which calls 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.

## **2.5 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 work shops, the method of full in house production is adopted so that it can maintain quality at every stage of production.

## **2.6 FUTURE PLANS**

AQUA GROUP is planning to concentrate more on export market and North Indian market. For that purpose a new foundry and a production unit is being under construction in Thudiyalur, Coimbatore, which would come into operation by the beginning of next year.

## **2.7 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**

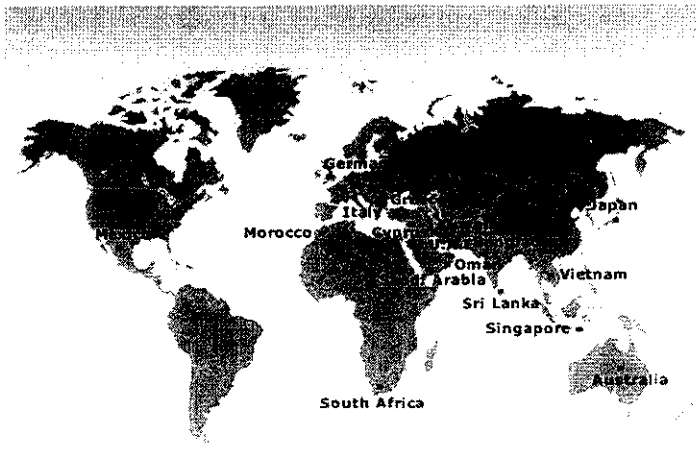
- AQUA GROUP has a well equipped R&D and Design Department.
- The Design department is equipped with latest generation scanning machines and software like AUTOCAD, I-DEAS, UNIGRAPHICS, IMAGEWARE, N-SEE, TRACE-CUT, FASTBLANK and other software to meet the requirements of new products in a shorter duration.

## 2.8 SALES NETWORK

### 2.8.1 NATIONAL NETWORK

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

### 2.8.2 WORLD NETWORK



**MICRO AND MACRO  
ECONOMIC ANALYSIS**

## **CHAPTER 3**

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

#### **3.1 INDIAN PUMPS INDUSTRY**

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.

#### **3.2 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.

The Indian pumps industry is characterized by the co-existence of a large number of SSI units, some large domestic manufacturers like Kirloskars and plenty of foreign manufacturers. Most of the players in the unorganized sector cater to agriculture. The availability of subsidy, cheap or free power and decisions by individual farmers rather than consultants has helped the players in the

unorganized sector push their products in the agriculture sector. Here the price and not quality is an important criteria while making decisions for farmers.

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 domestic 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

## **.SWOT ANALYSIS OF THE INDIAN PUMP INDUSTRY**

<p><b>STRENGTHS</b></p> <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>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- Low quality product</li> <li>- Lack of R&amp;D Investment</li> <li>- Poor Infrastructure</li> </ul>
<p><b>OPPORTUNITIES</b></p> <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>	<p><b>THREAT</b></p> <ul style="list-style-type: none"> <li>- Unfriendly government policies</li> <li>- Competitive neighbor China</li> </ul>

### **3.3 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, Tecumesh 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.

### **3.4 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 countries.



**DATA ANALYSIS  
AND  
INTREPRETATION**

## 4. ANALYSIS & INTERPRETATION

The data collected through interview schedule was subjected to MS excel and SPSS Package. The results are dealt in the following pages.

### Existing customers

#### 4.1.i Age wise distribution of pump sets customers

Table 1

Age wise distribution of pump sets customers

	No. Of Respondents	Percent
21 to 30	27	12
31 to 40	34	15
41 to 50	71	33
51 to 60	52	23
61 to 70	17	7
71 and above	20	10
Total	221	100

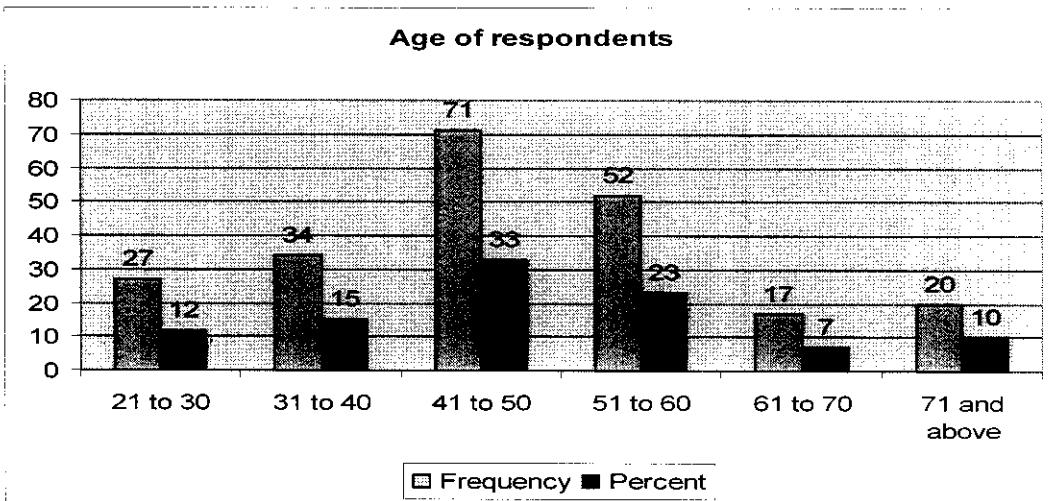


Chart 4.1.i

Age of respondent

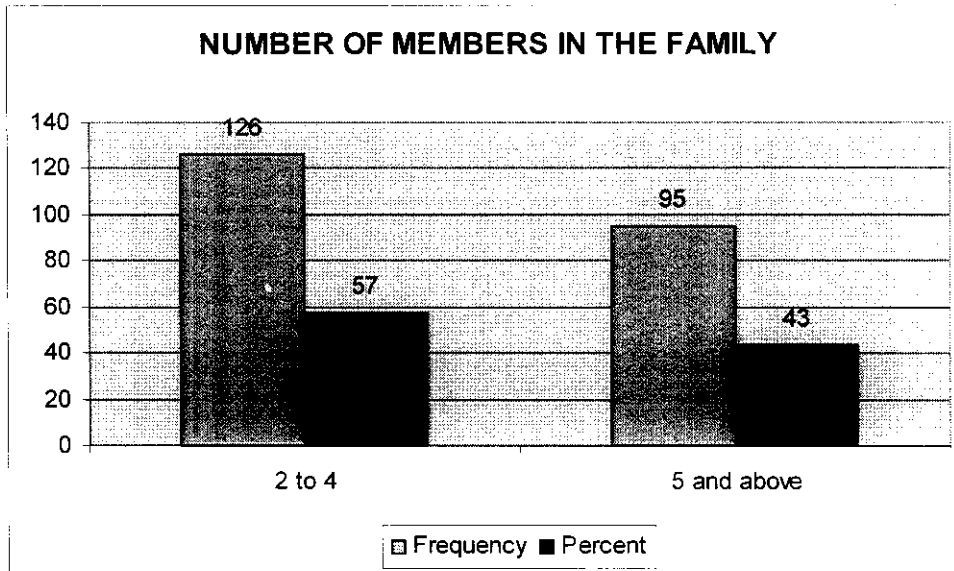
From the Chart 1 and Table 1, it can be inferred that the 33% of customers are from the age group of 41-50. It shows that elderly people take decision in agricultural sector when it comes to purchase of water pump sets.

#### 4.1.ii Size of the family of the customers

**Table 2**

Size of the family of the customers

Size of the family	No. Of Respondents	Percent
2 to 4	126	57
5 and above	95	43
Total	221	100



**Chart 2**

From the chart 2 and Table 2 , it can be inferred that 57% of the customers family size is 2 to 4. And only 43% of the customers family size is 5 and above.

### 4.1.iii INCOME LEVEL OF THE CUSTOMERS

Table 4

Income level of the Customers

Income level of customers	No. Of Respondents	Percent
less than one lakh	135	62
between one and three lakh	66	30
more than three lakh	20	8
Total	221	100

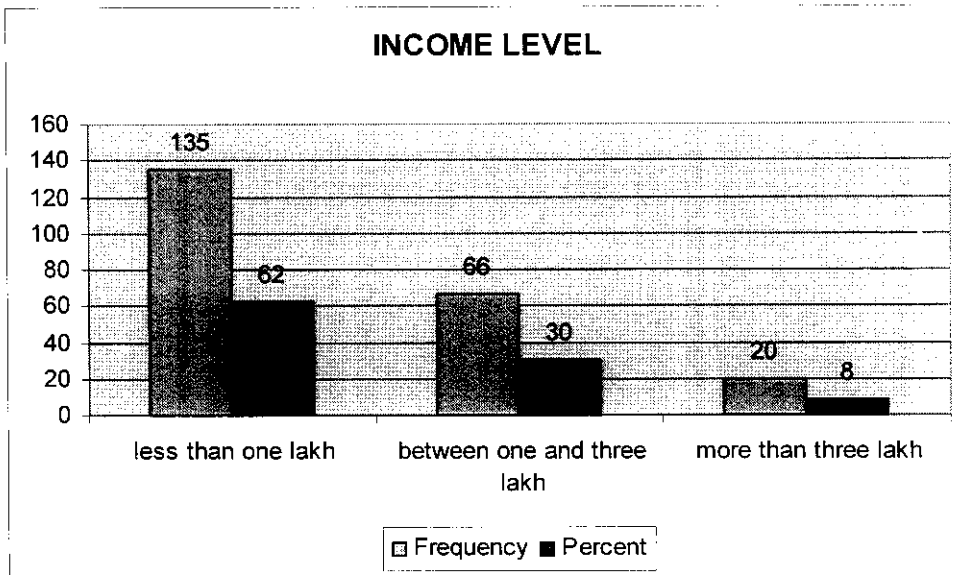


Chart 4

Income level of the customers

Income level in agricultural sector is 62% of the cases its less then one lakh and it shows that pricing strategy of the company will play a very important role in this.

#### 4.1.iv SATISFACTION LEVEL

Table 4

#### SATISFACTION LEVEL

Satisfaction level	No. Of Respondents	Percent
highly satisfied	116	53
Satisfied	73	33
Neutral	21	10
Dissatisfied	11	5
Total	221	100

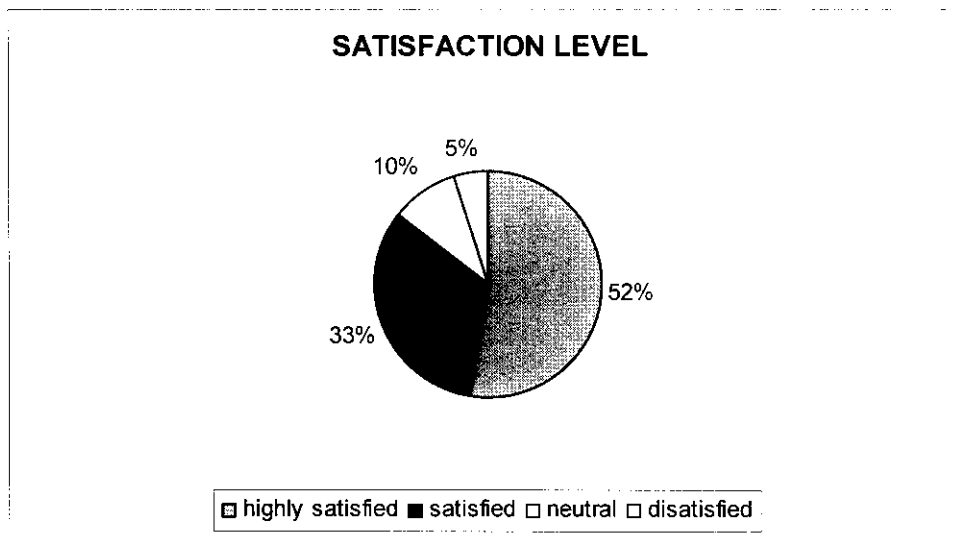


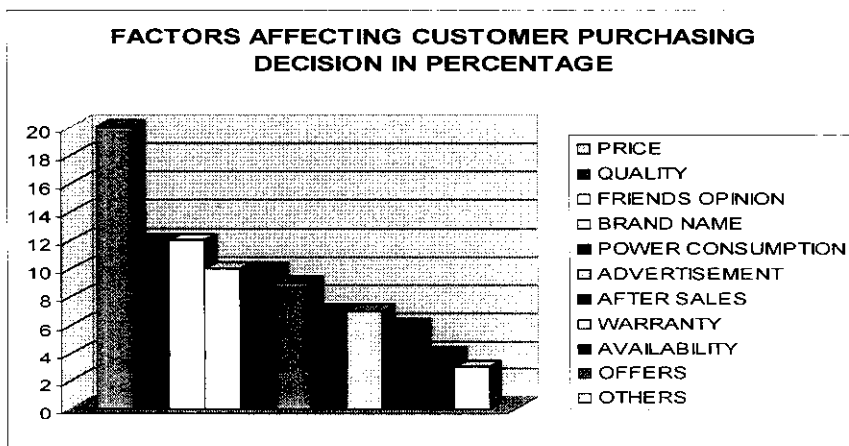
Chart 4

From the table 4, it is very clear that 86% of the customers are satisfied with the product.

## 4.1.v FACTORS AFFECTING CUSTOMER PURCHASING DECISION

Table 4.1.v

Factors	No. Of Respondents	Percent
Price	44	20
Advertisement	20	9
Warranty	15	7
After sales	15	7
Power consumption	22	10
Offers	9	4
Availability	13	6
Friends opinion	27	12
Quality	27	12
Brand name	22	10
Others	7	3



Price is on the top position when it comes to factors affecting purchasing decision with 20% and followed by friends opinion and quality both with 12% .

#### 4.1.vi RECOMMENDATION LEVEL

Table 4.1.vi

#### RECOMMENDATION LEVEL

Recommendation level	No. Of Respondents	Percent
YES	186	84
NO	35	16
Total	221	100

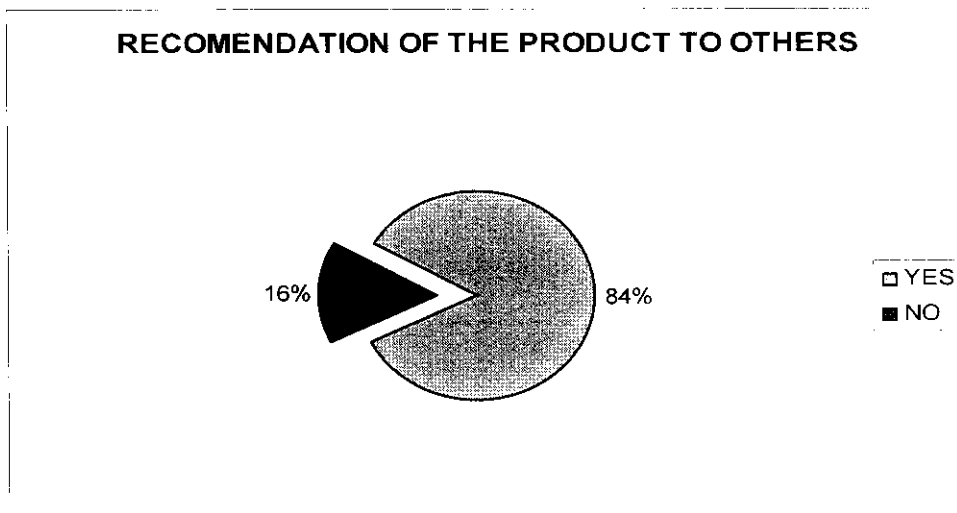


Chart 4.1.vi

#### RECOMMENDATION LEVEL

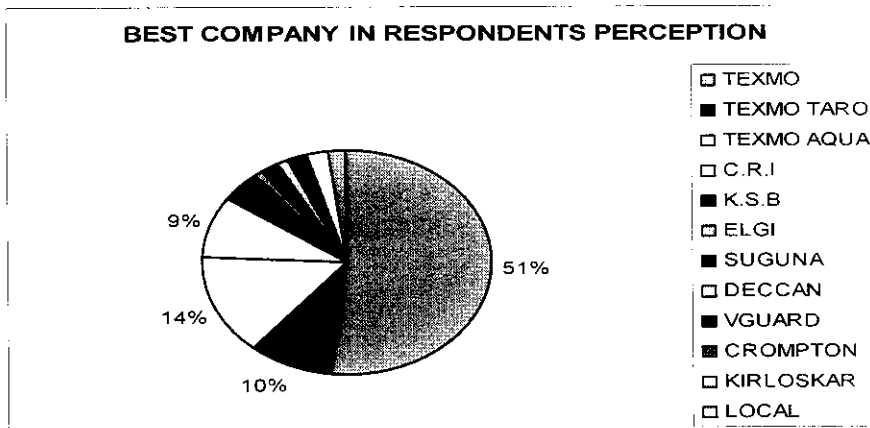
If product is good it can be seen from the level of recommendation it gets from the existing users to others. From the chart 4.1.vi it can be inferred that 84% people recommend if the product is good after using it.

### 4.1.vii BEST COMPANY IN RESPONDENTS PERCEPTION

Table 4.1.vii

#### BEST COMPANY

Best company	No. Of Respondents	Percent
TEXMO	114	52
TEXMO TARO	21	9
TEXMO AQUA	32	14
C.R.I	20	9
ELGI	10	1
SUGUNA	2	2
K.S.B	5	5
DECCAN	2	1
VGUARD	2	1
CROMPTON	3	1
KRRLOSKAR	6	3
LOCAL	4	2
Total	221	100



**Chart 4.1.vii**

From the chart 4.1.vii we can infer that Texmo is the best company with respondent's perception with 51% and followed by C.R.I which is the closest competitors.



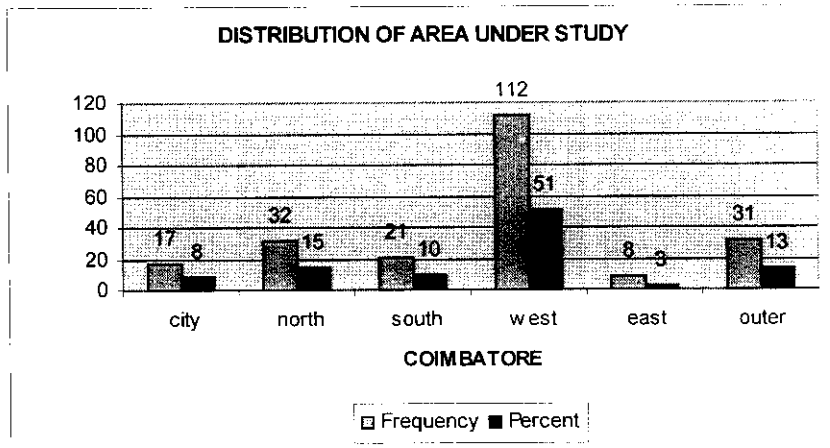
## 4.2 Area Wise

### 4.2.i DISTRIBUTION OF AREA UNDER STUDY

Table 4.2.i

#### AREA UNDER STUDY

Area under study	No. Of Respondents	Percent
coimbatore city	17	8
coimbatore north	32	15
coimbatore south	21	10
coimbatore west	112	51
coimbatore east	8	3
outer	31	13
Total	221	100



**Chart 4.2.i**

The charts shows that most of the respondents are from the Coimbatore west with 51%, because the west region is big in size and it's a agricultural belt.

## 4.2.ii MARKET SHARE

Table 4.2.ii

### MARKET SHARE

Market Share	No. Of Respondents	Percent
TEXMO	102	47
TEXMO TARO	22	10
TEXMO AQUA	45	20
C.R.I	15	7
K.S.B	8	3
ELGI	5	1
SUGUNA	2	4
Deccan	9	1
GOPALAKRISHNA	2	2
KRRLOSKAR	2	1
LOCAL	9	4
Total	221	100

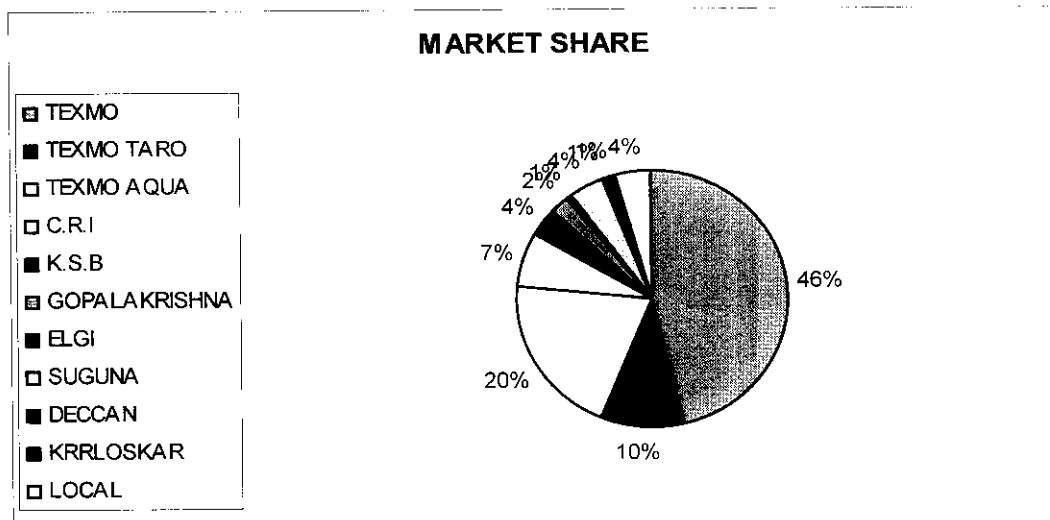


Chart 4.2.ii

From the chart it can be inferred that 46% market is in favor of Texmo and followed by Texmo Aqua and Texmo Taro.

### 4.2.iii PLACE OF PURCHASE

Table 4.2.iii

#### PLACE OF PURCHASE

Place of purchase	No. Of Respondents	Percent
dealer	176	80
others	45	20
Total	221	100

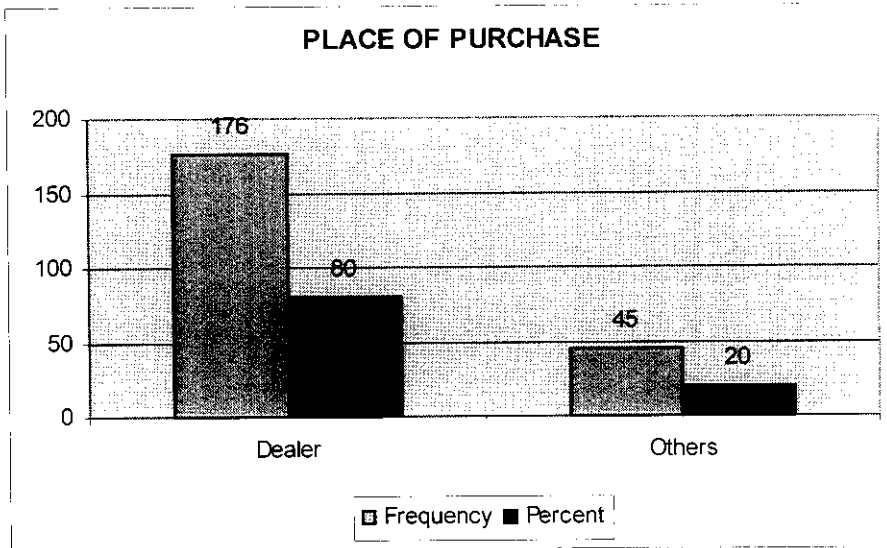


Chart 4.2.iii

Most of them prefer buying from the dealers; it can be inferred from the chart 4.2.iii that 80% prefer dealers on other options like exhibition or second hand market, etc. So the company should concentrate more on factory outlets or company owned dealers.

### 4.3 Awareness Level

#### 4.3.i ADVERTISEMENT AND MEDIUM OF PREFERENCE

Table 4.3.i

##### ADS & PREF

	No. Of Respondents	Percent
Television	74	33
Radio	55	25
Poster	19	9
Journal	46	21
Fairs	8	4
Others	19	8
Total	221	100

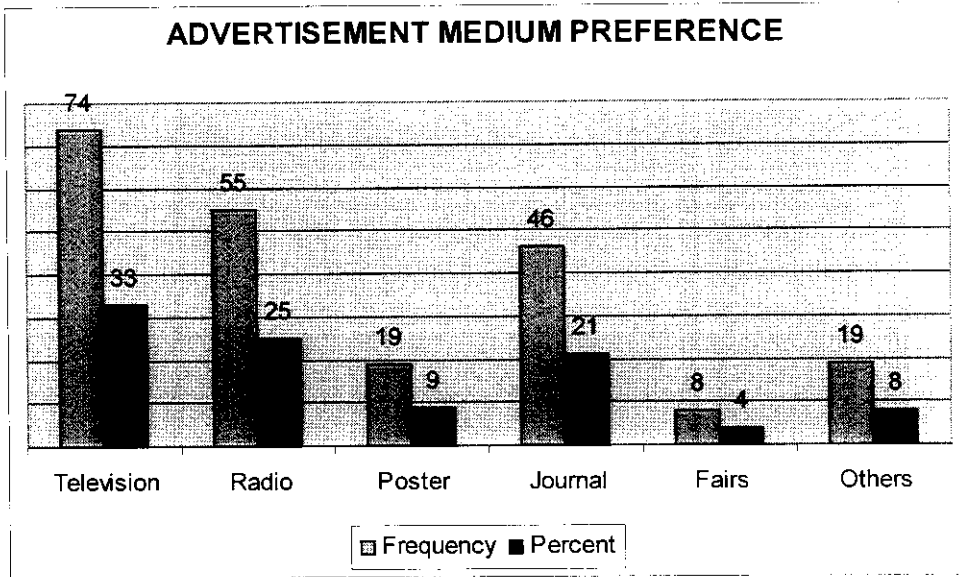


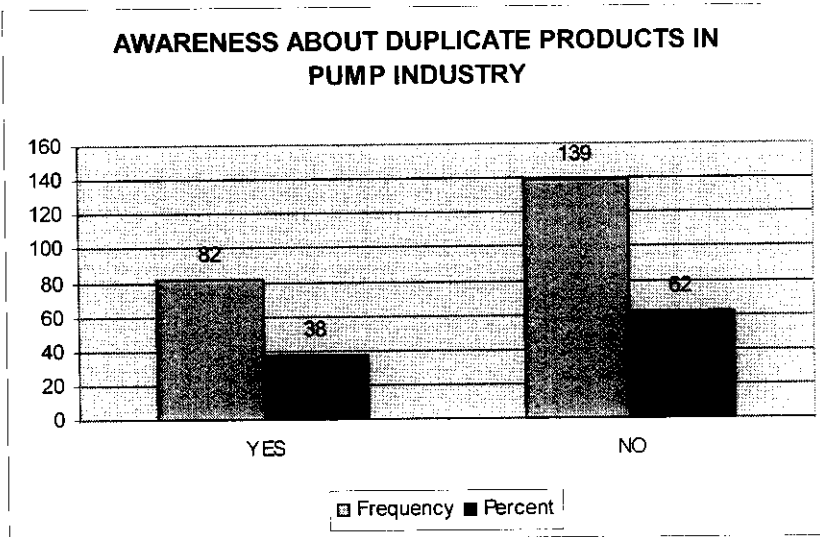
Chart 4.1.i

From the chart 3.1.i we can infer that people prefer watching advertisements on television rather listen on radio or seeing in newspaper or any other print media. So it gives a idea for a company to concentrate more on television ads and radio.

### 4.3.ii AWARENESS OF DUPLICATE PRODUCT

**Table 4.3.ii**  
**DUPLICATE PRODUCT**

Duplicate	No. Of Respondents	Percent
yes	82	38
no	139	62
Total	221	100



**Chart 4.3.ii**

The report shows that people are not aware of duplicate products in the market. So company should do some kind of awareness program, to deal with the local duplicate companies. As 62% respondents do not know about duplicate products.

### 4.3.iii TOLL FREE NUMBER CONCEPT

Table 4.3.iii

#### TOLL FREE NUMBER

Toll free no.	No. Of Respondents	Percent
yes	166	78
no	55	24
Total	221	100

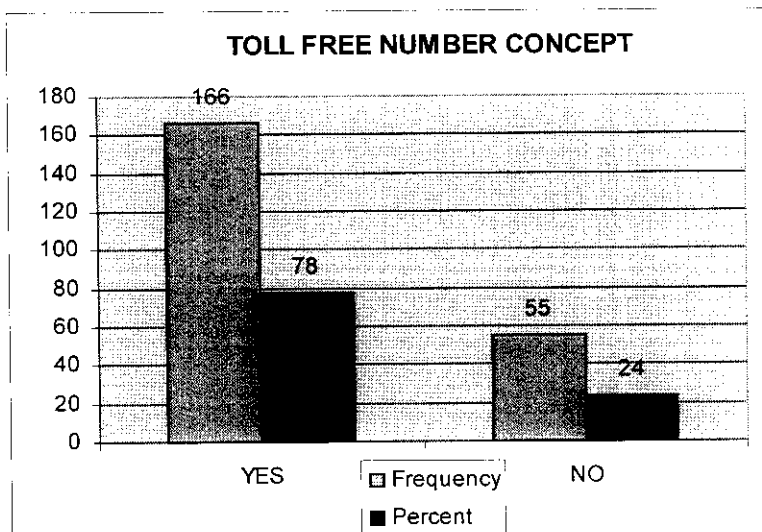


Chart 4.3.iii

From the chart 4.3.iii we can infer that even in agricultural sector people wants new advance technological services given to them. Like the concept of toll free no. is required in agricultural sector. As we can see 78% saying yes when asked about it.

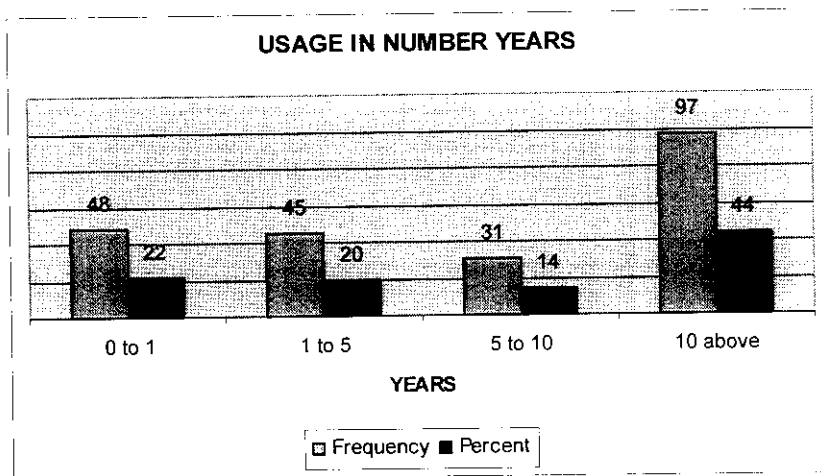
## 4.4 Pump Set Study

### 4.4.i USAGE IN NUMBER OF YEARS

Table 4.4.i

#### USAGE IN NO. OF YEARS

Usage in yrs	No. Of Respondents	Percent
0 to 1	48	22
1 to 5	45	20
5 to 10	31	14
10 above	97	44
Total	221	100



**Chart 4.4.i**

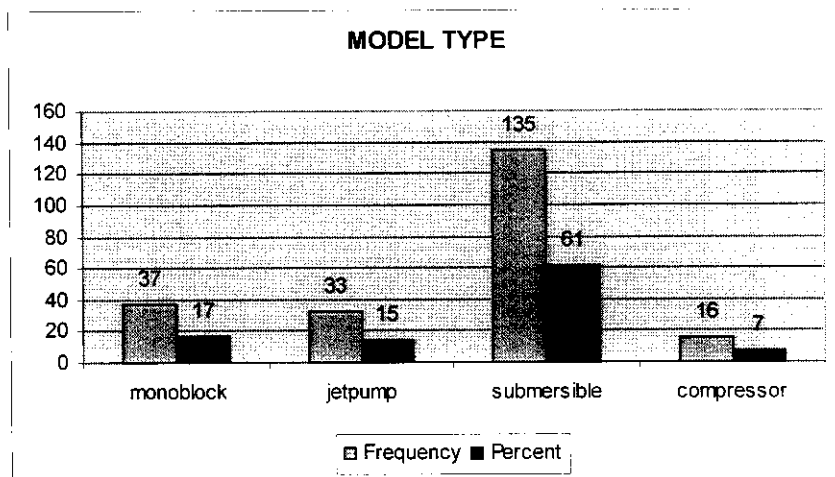
The chart 4.4.i shows the usage in number of years 44% is more than 10 years old pumps which is still running. Now the company should try to get those existing potential customers. And most pumps are of Texmo, so automatically they are holding a reputation with the customers. They should make strategy by keeping them in view.

#### 4.4.ii MODEL TYPE

**Table 4.4.ii**

#### **MODEL TYPE**

Model Type	No. Of Respondents	Percent
Monoblock	35	17
Jetpump	33	15
Submersible	135	61
Compressor	16	7
Total	221	100



**Chart 4.4.ii**

More demand is there for submersible pump with 61% respondents are using submersible pumps over mono block, jet pump, and compressor. As submersible pump is easy to install and maintain free, people prefer it.

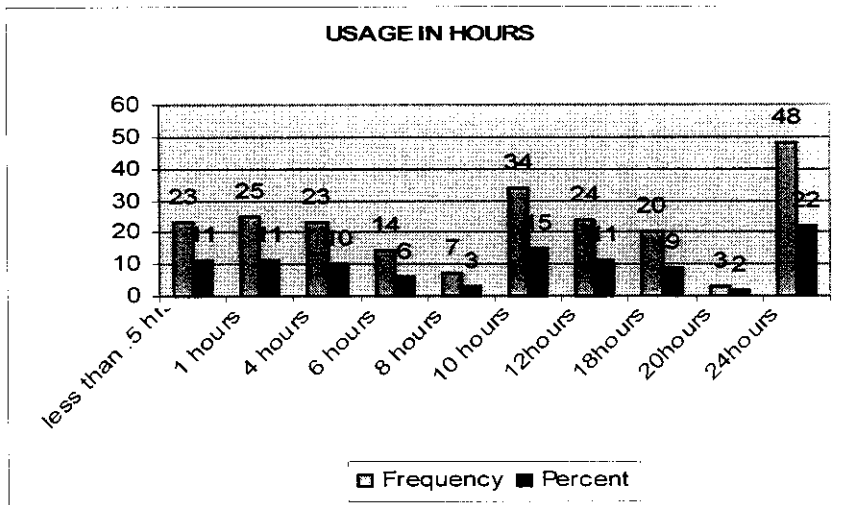


### 4.4.iii USAGE IN HOURS

Table 4.4.iii

#### USAGE IN HOURS

Usage in hours	No. Of Respondents	Percent
less than .5 hrs	23	11
1 hours	25	11
4 hours	23	10
6 hours	14	6
8 hours	7	3
10 hours	34	15
12hours	24	11
18 hours	20	9
20hours	3	2
24 hours	48	22
Total	221	100



**Chart 4.4.iii**

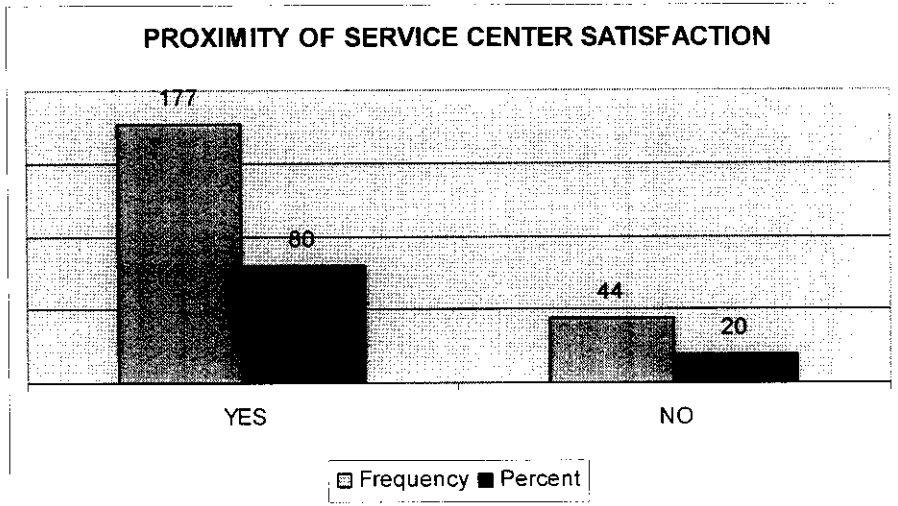
From the charts we can infer that pumps sets are used 24 hours a day in most of the cases but not on regular basis. May be on alternate days.

#### 4.4.iv PROXIMITY OF SERVICE CENTER SATISFACTION

**Table 4.4.iii**

#### **SERVICE CENTER SATISFACTION**

Service center	No. Of Respondents	Percent
yes	177	80
no	44	20
Total	221	100



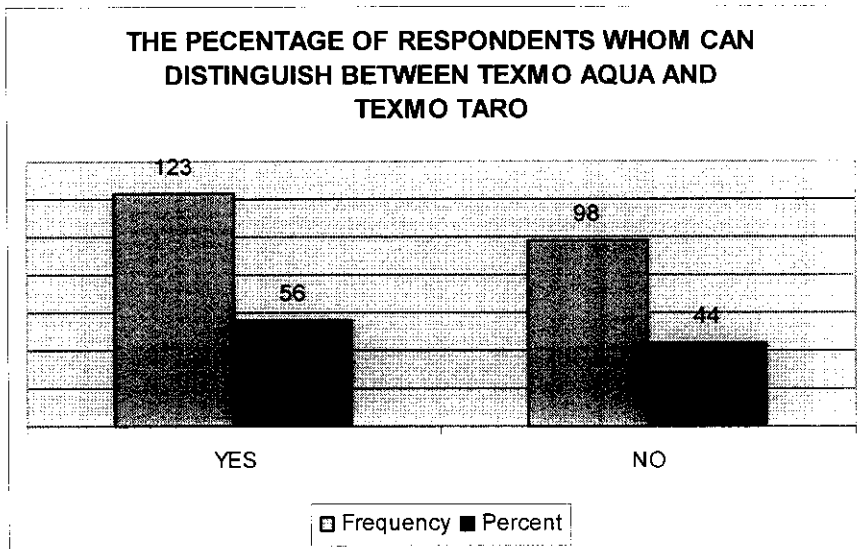
**Chart 4.4.iv**

80% people are satisfied with the proximity of the service center and only 20% says no to it.

#### 4.4.v PERCENTAGE OF RESPONDENT WHO CAN DISTINGUISH BETWEEN TEXMO(AQUA/TARO)

**Table 4.4.v**  
**TEXMO (AQUA/TARO)**

Texmo(aqua/taro)	No. Of Respondents	Percent
Yes	123	56
No	98	44
Total	221	100



**Chart 4.4.v**

From the chart 4.4.v we can infer that 56% respondents can distinguish between Texmo Aqua and Texmo Taro. And 44% cannot able to find a difference between them.

## 4.5 CROSS TABULATION

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

Table 4.5.i

#### USAGE IN NO. OF YEARS & PROBLEM FACED

	Problem faced (Major/Minor)			Total
	NIL	Major	minor	
0 to 1	6	25	17	48
1 to 5	9	18	18	45
5 to 10	8	7	16	31
10 above	20	19	58	97
Total	43	69	109	221

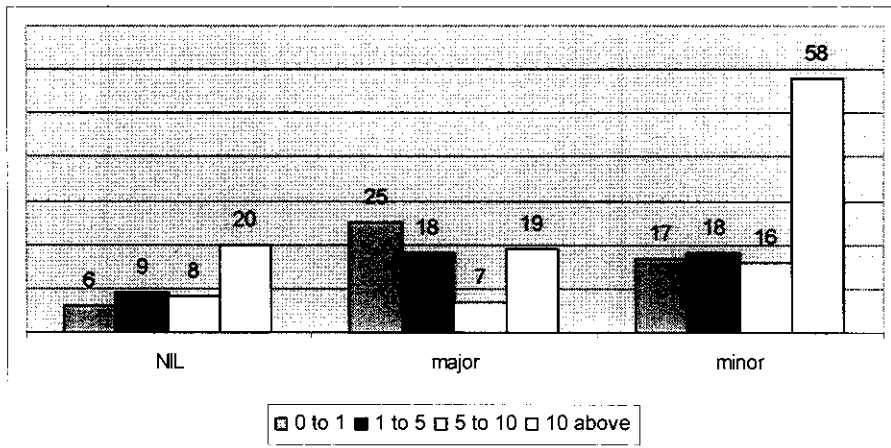


Chart 4.5.i

From the above chart we can infer that there is very less major problem in the pumps more than 10 years old, and more of minor problems in those pumps. There is more major problem in 1 year old pumps.

4.5.ii RELATIONSHIP SHOWING PROBLEM FACED{MAJOR/MINOR} WHICH COMPANY'S PRODUCT IS BEING USED

Table 4.5.ii

**PROBLEM FACED{MAJOR/MINOR} & WHICH CO'S PRODUCT**

Company	Nil	Major	Minor	Total
Texmo	2	8	4	14
Texmo(aqua)	5	5	5	15
Texmo(taro)	10	9		19
C.R.I	12	15	11	41
K.S.B			1	1
Elgi		3		3
Suguna	9	1	4	14
Sharp	6	4	19	29
V-guard	7	1	1	9
Crompton	1	7	11	19
Kirloskar			8	8
Local	7	7	3	17

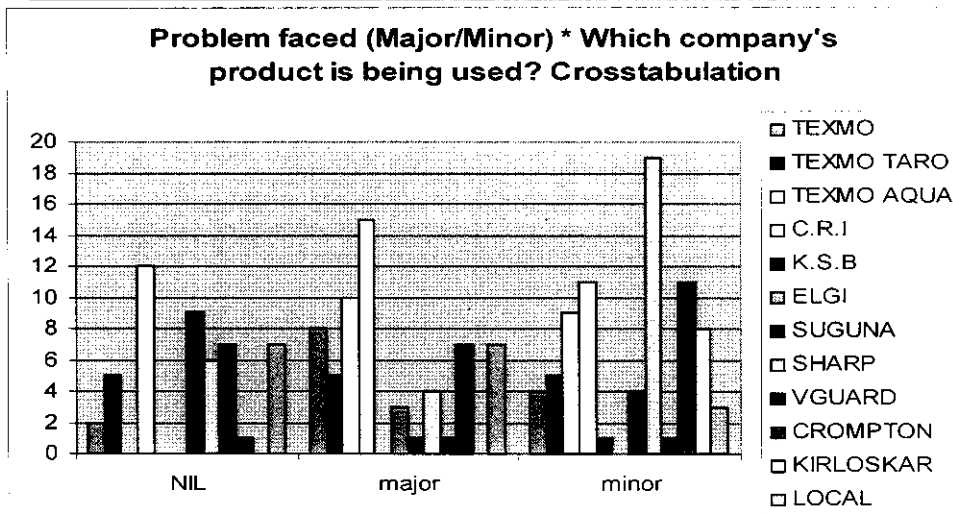


Chart 4.5.ii

From the chart we can see that there is lot of complaints of C.R.I pumps and followed by sharp, then cromptan and texmo taro. There are problem with the coils and other electrical parts of the pumps.

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

Table 4.5.iii

Company	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Total
Texmo	47	42	9	5	103
Texmo(aqua)	3	4	11	3	22
Texmo(taro)	3	9			45
C.R.I	10	5			15
K.S.B	7	1		1	1
Elgi		2			2
Suguna	8	1			9
Gopal krishana	1	3	1		5
V-guard	2	3	4		9
Deccan		1			1
Kirloskar		1			1
Local	4	5			9

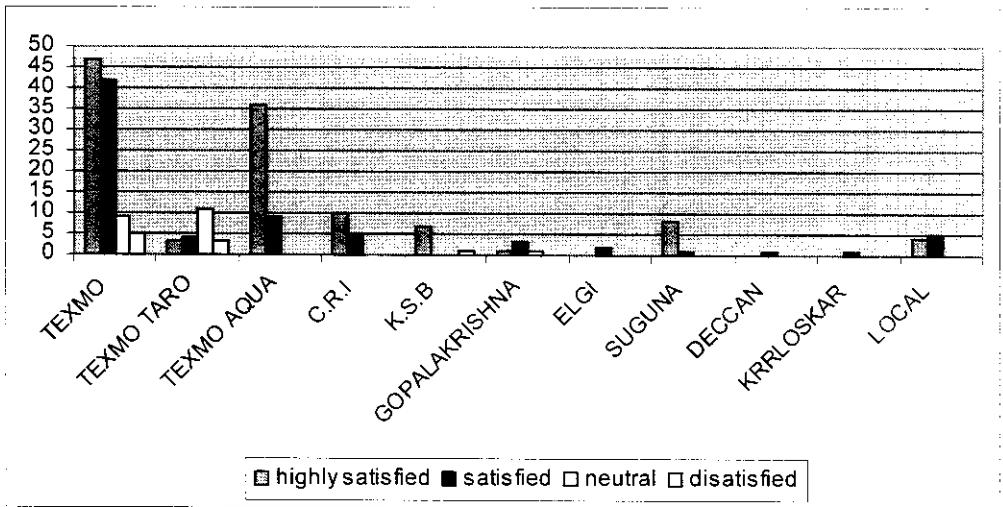


Chart 4.5.iii

Satisfaction level is very high in case of Texmo as whole and followed by Texmo Aqua and Taro as third highly satisfied customers. Others pumps are CRI and then sugna , v-guard,etc.

# FINDINGS AND INTERPRETATIONS

## CHAPTER 5

### 5. FINDINGS

#### 5.1 ANALYTICAL

1. 33% respondents are age group of 41-50 out of 221 respondents. This shows that the decision maker in agriculture sector is from 41-50 age group and also shows that young generation is not participating in the agriculture sector.
2. Most respondents family consists of 2 to 4 members in family and it shows the level of usage of water in day to day activities and in agricultural fields.
3. The income level of the respondents in most of the cases is less than one lakh with 62% and it shows that expensive water pumps cannot click in these market, so people prefer to repair even in case of major repair.
4. With 52% as satisfaction level of the water pump sets, it shows that the quality level and performance of these pumps are good. And in agricultural sector these pumps are working well.
5. Customer gives price the highest priority when it comes to purchasing decision of water pump sets and followed by quality and friends opinion with 12% each. It shows that pricing strategy of any company will play a role in success of a product and word of mouth referrals is very important strategy.
6. The level of recommendation people give after using the product is very high in case of water pump industry with 80% says yes to the question.
7. Texmo is the most preferred brand name as a whole and followed by Texmo Aqua and Texmo Taro. People don't know the difference between Texmo Aqua and Taro. Its separate entity after the division in ownership of the Texmo industry.
8. In case of market share also Texmo is far ahead then other companies with 47% and C.R.I is closest competitor with 7% market share.
9. People prefer to buy from dealer rather than exhibition or second hand market or local market.



10. People prefer Media advertisement over radio and newspaper ads. This shows that companies should invest in media advertisements and can increase their market share.
11. Even in agricultural sector the concept of toll free no. is very famous and people want companies to provide these kinds of extra services.
12. Agricultural sector is dominated by Texmo and the response shows it all. The satisfaction level of the Texmo water pump sets are very high as compared to other competitors.

## **5.2 OBSERVATIONAL**

1. It was observed that agricultural sector is dominated by Texmo pumps, but now slowly the market share is coming down. Because of lack of promotional activities by Texmo pumps.
2. It was observed that after sale services and before sale promises play an important role in selling a product. Specially in case of water pump sets and people prefer to get service from the dealers. So Texmo Aqua need to improve their after sales services.
3. It was observed that these products are not just considered as equipments used for pumping water but also reflect the image and goodwill of the customer. Hence we can predict an increase in the usage rate of these high end technological equipments in the market.
4. Most of the Texmo water pump sets present in agricultural sector are running for last 15 to 20 years, so it's time to attract those old existing potential customers.
5. Most of the advice is given by local electricians themselves to the customer for selecting a Water pump set, so it plays an important role in pump industry.
6. It was also observed that most of the customers had switched over to a new brand due to lack of awareness of Texmo pumps.
7. People want an alarm system in water pump sets, which stops water overflow and saves electricity consumption.

# STRATEGIES AND RECOMENDTIONS

## CHAPTER 6

### STRATEGIES AND RECOMMENDATION

1. Tie up with big hardware shops and electrical shops; it will certainly increase the sales. So that texmo aqua can reach every customer.
2. Below the line aggressive Promotion through newspaper, magazine, billboard etc educating the importance and transparency of using Texmo Aqua water pump sets. No Companies have given importance on an aggressive promotion so the being the first mover would benefit the company in penetrating more. It is highly important to convert the mind share of customers with respect to quality and price into sales by adopting strategies formulated to induce growth.
3. By giving various payment options through monthly installments etc mainly to the lower segment thereby encouraging them to go for these products.
4. Sponsoring various events happening in the city will enhance the brand image of the company
5. Providing promotional offers to attract new and existing customers.
6. Maintaining customer database and getting in touch with the customers, whenever the company is promoting or offering a new services, etc.
7. Sending greeting cards and creating a goodwill with the customer.
8. Build awareness, preference and replacement demand through sales promotions directed at stimulating trial among current non users and hence to induce brand switching.
9. **Target costing** Costs changes with concentrated effort by the company's designers, engineers and purchasing agent to reduce them. The method knows as target costing used by many Japanese companies. First it involves the use of market research to establish new product's desired functions and they determine the price that which the product will sell given its appeal and competitor's prices. They deduct the desired profit margin from the price and this leaves the target cost that they must achieve.

**CONCLUSION**

## **CHAPTER 7**

### **CONCLUSION**

The survey conducted clearly shows that the market for water pump sets is highly competitive in the coimbatore region. In this scenario waiting for the customers' order will no longer gain any advantage. Hence it is necessary to adopt suitable strategies to accomplish growth in the market. To further expand the market it is not only necessary to satisfy the needs of the customer, but to create the need for the product there by improving the latent demand and to induce sales growth. Acquiring more customers is as important as retaining them. Hence by adopting following Strategies would allow TEXMO to penetrate stronger and deeper in coimbatore, establishing a long term strong relationship with their customers, resulting more profitability for the company.

# APPENDIX

**CHAPTER 8  
APPENDIX**

**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

Which company's water pump are you using?

Are you satisfied with the water pump that you are using?

Highly satisfied     Satisfied     Neutral     Dissatisfied     Highly Dissatisfied

How long have you been using the Water Pump?

0-1years     1-5 years     5-10 years     More Than 10 years

What Mode of Payment did u opt?     Cash     Loan

From where you purchased the motor pump?

Dealers (*place and dealer name*)

Others (*specify*)

**Model Type**

Normal/Mono block     Jet Pump     Submersible     Compressor

**Motor Capacity and Usage in hours per day.. (*In HP and Hours respectively*)**

Have you had any problem with the pump set?     Yes(*Major/Minor*)      No

Are you satisfied with the proximity of the service center?     Yes     No

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

PRICE  QUALITY  ADVERTISEMENT  BRAND NAME

AFTER SALES  WARRANTY  POWER CONSUMPTION

REPUTATION  EXCHANGE OFFERS  EASY AVAILABILITY

OTHERS (plz specify)

Would you recommend this product to some one else?  Yes  No

Which **ADVERTISEMENT** medium do you think influences your purchasing decision?

Television  Radio  Hoardings/Posters  News Papers/Journals  
 Trade Fairs/Exhibition  Other

Would you like to have a Toll Free number to report failure to the company?  Yes  No

Are you aware of duplicate ones available?  Yes  No

According to you which is the best pump set company?

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

SUGGESTIONS PLEASE:

THANK YOU FOR FILLING THE FORM.....



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## BIBLIOGRAPHY

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