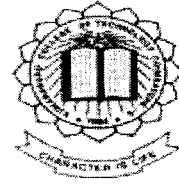


D-2754



**A STUDY ON THE PROMOTIONAL EFFECTIVENESS OF
TEXMO INDUSTRIES.**

A PROJECT REPORT

Submitted by

S.Arun kumar
Reg. No. 0720400006



In partial fulfillment of the requirements
for the award of the degree

Of

MASTER OF BUSINESS ADMINISTRATION

April, 2009

KCT Business School
Department of Management Studies
Kumaraguru College of Technology
(An autonomous institution affiliated to Anna University, Coimbatore)
Coimbatore – 641 006

P. M. SOMASUNDARAM SONS

(OLD No.174) NEW No.168, N.G.R. ROAD
PALLADAM - 641 664 • CELL : 98422-62566 • FAX : 521666

TNGST : 6240020
IAC : 320



Authorised Dealer for :

TEXMO INDUSTRIES

AN ISO 9001 COMPANY

MFRS. :

TEXMO MONOBLOCKS, OPENWELL SUBMERSIBLE PUMPSETS, ELECTRIC MOTORS & BOREWELL COMPRESSORS.

Taro BOREWELL SUBMERSIBLE PUMPSETS, DOMESTIC PUMPSETS & JET PUMPS

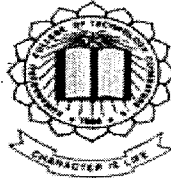
DATE: 27.04.2009

TO WHOM EVER IT MAY CONCERN

This is to Certify that **Mr.ARUN KUMAR.S** a student of KCT Business School, Kumaraguru College of Technology, Coimbatore, has done a project in the title "**A STUDY ON THE PROMOTIONAL EFFECTIVENESS OF TEXMO INDUSTRIES**" at **P.M.SOMASUNDARAM SONS** authorized dealer for **TEXMO INDUSTRIES**, Palladam – 641 664 from 04.02.2009 to 23.04.2009. During the above period his conduct was good.

For P.M.SOMASUNDARAM SONS

Manager. RC No: 33066240020,
P.M. SOMASUNDARAM SONS
168, N.G.R. ROAD, PALLDAM-641 664.
PHONE: 04255 252566.



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

BONAFIDE CERTIFICATE

Certified that this project report titled “A study on the promotional effectiveness of Texmo industries.” is the Bonafide work of Mr. S. Arun kumar (Reg No: 0720400006) who carried out the project 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
(Mr. C. Ganeshmoorthy)**

**Director
(Dr.S.V.Devanathan)**

Evaluated and Viva-Voce conducted on05/05/09.....

Examiner I

Examiner II

**KCT BUSINESS SCHOOL
KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE - 641 006**

DECLARATION

I hereby declare that the dissertation entitled "A study on the promotional effectiveness of Texmo industries." submitted for the Master of Business Administration degree is my original work and the dissertation has not formed the basis reward of any degree, associate ship, fellowship or any other similar titles.

**Signature of the Candidate****(S. Arun kumar)**

ACKNOWLEDGEMENT

I extend my heartfelt thanks to our Director **Dr.S.V.Devanathan**, KCT Business School, Kumaraguru College of Technology, for provided facilities to do this project.

In great honour and with indebt gratitude to my inspiring guide **Mr. C. Ganeshmoorthy** who has taken great interest in helping me on and often in the successful pursuit of my project. I am very much fortunate to get such a good guide, who encouraged me constantly with good counsel and helped me to complete the project successfully on time.

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Above all, I thank **Almighty God and My Parents** for giving me the grace and constant support in successfully completing this project to the best of my ability.

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EXECUTIVE SUMMARY

The main objectives of the study are to identify the Promotional effectiveness of Texmo industry and to identify the way in which the customers get to know their promotional strategy.

The perception of the customers towards the company and other data's were collected using the structured questionnaire. The research design adopted was descriptive type.

The sampling technique adopted was stratified random sampling. A total of 75 samples were interviewed and appropriate data were collected. All the data collected were compiled and analyzed, using descriptive statistics as well as inferential statistics. Simple percentage analysis was used for descriptive analysis. Cross tabulations and chi-square were used for the inferential statistics.

On analyzing the data it was found that Texmo pumps were found to be more popular among the respondents. Most of them consider the quality of the pumps as the important factor. The competition in the pump industry is high. The promotional activity of the company is very much important to retain the position.

CHAPTER-1

1. INTRODUCTION

1.1 ABOUT THE STUDY

The importance of promotional efforts to accomplish greater task is recognized by the companies. Modern companies manage the complex marketing communication system. They adopt numerous promotional techniques like personal selling, advertisement, sales promotion, publicities, services and public relation activities. The right type of promotional mix has to be identified to promote the products effectively, economically and efficiently. Good planning and control of judiciously designed promotional mix depend on its effectiveness. Measuring the effectiveness should mean more than measuring awareness, exposure, recall, etc. It should be judged in terms of its contribution to the growth in pump set use. Hence the questions that arise are what promotional measures are taken by the firms to make the customers aware and what might have been the impact of these measures on the respondents.

The ultimate goal of all these promotional efforts is to create an exchange with consumers in terms of product, information and satisfaction. A firm has to display its understanding of the consumer's needs, attitudes and behavior in its selection of distribution channels, communication media, promotional activities and price policies. All these situations create a great task of finding answers to these problems.

MARKETING PROMOTION

Promotion is defined as an exercise in information, persuasion and communication. These three were related because to inform was to persuade and conversely a person who was persuaded was also being informed. Persuasion and information became effective through some form of communication.

Kotler referred marketing communication mix (also called promotion mix) to four major tools viz., advertising, sales promotion, publicity and personal selling.

For the present study all the promotional efforts carried out by the marketing firm such as advertising, personal selling, sales promotion, publicities and services were considered.

ADVERTISING

Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor.

Advertisement could be understood as a formal communication that aimed at bringing about some changes in behaviour of the target audience, particularly the potential buyers. A generally accepted theoretical model aimed to identify a stepwise behavioral progression from awareness of the product to awareness, from awareness to comprehension, from comprehension to favorable attitude, from favorable attitude to conviction and finally from conviction to actual purchase of the product.

The advertising for the present study would include any paid form of non-personal presentation of message using media such as leaflets, posters, newspapers and magazines, radio, television, wall painting, etc.

SALES PROMOTION

Sales promotion is a short-term incentive to encourage purchase or sale of a product or service. Sales promotion consisted of a diverse collection of incentive tools, mostly short-term, designed to stimulate quicker and/or greater purchase of a particular product by consumers or the traders. Sales promotion includes tools for consumer promotion, trade promotion, and sales-force promotion.

Sales promotion was designed to supplement and coordinate personal selling and advertising efforts. Sales promotion included such activities as setting up store displays, holding trade shows and premium coupons.

For the present study sales promotion was referred to the short-term incentives offered to the dealers over and above the normal commission offered for trading the product, exhibitions, etc.

PERSONAL SELLING

Personal Selling is defined as oral presentation in a conversation with one or more prospective purchasers for the purpose of making sales.

Kotler observed personal selling as an element of promotional mix which was very effective in achieving marketing objectives and carrying out certain activities such as prospecting, communicating, selling, servicing, information gathering and allocation.

Personal selling consisted of individual and personal communication in contrast to the mass impersonal communication of advertising, sales promotion and the other functional tools.

PUBLICITY

Publicity is defined as non-personal stimulation of demand for a product or service or business unit by planting commercially significant news about it in a published medium or obtaining favorable presentation of it upon radio, television or stage that is not paid for by the sponsor.

Publicity is also defined as securing editorial space as diverse from paid space in all media read, viewed or heard by a company customer or prospects for the specific purpose of assisting in meeting the sales goals.

PUBLIC RELATION

Public relation is a planned effort by an organization to influence some group's attitude or opinion towards that organization. The target market of public relation efforts may be any given public such as customers, a government agency, or people living near the promoting organization. Public relation is observed as a planned programme of policies and conduct that would establish and maintain confidence and mutual understanding between an organization and its public.

Kotler viewed public relation as an important tool in creating a memorable impact on public awareness at a fraction of the cost of advertising. The following are the major

public relation tools- news, events, public service activities, written materials, audio-visual materials, corporate identity media and telephone information services.

WORD OF MOUTH

Kotler defined word of mouth as those consisting of buyer associates, neighbors, friends or family members who exercise an influence on the buyer.

MEASURING PROMOTIONAL EFFECTIVENESS

Measuring promotional effectiveness was more than merely measuring exposure of consumers to various promotional efforts. The effectiveness of promotional efforts should be judged in terms of the contribution of these efforts to growth in pump sets (i.e.) sales.

Kotler argued that advertisers tried to measure the communication effect of promotional efforts (i.e.) its potential on awareness, knowledge, retention, recall, conviction, preference, image of product, adoption, post adoption and satisfaction of that particular brand. Similarly the sales effects of promotional efforts measured changes in sales and cost of promotional efforts to total sales.

BUYING BEHAVIOR

Buying behavior is defined as the process wherein individuals decide on whether, what, when, where, how and from whom to purchase goods and services.

BRANDING

Branding is an intrinsic part of product strategy and successful brands which proved better income earners to the concerns.

BRAND

A name, term, sign, symbol, design or combination of them which is intended to identify the goods or services of one seller group or group of sellers and to differentiate them from another.

1.2 ABOUT THE INDUSTRY

The Indian pump industry which began in 1920 has about 500 manufacturers at present. These manufacturers are scattered all across the country with a sizeable number of them located in Coimbatore. These manufacturers represent the small, medium, and large units in the country. About 30,000 people are directly employed by the pump industry.

The growth of the Indian pump industry since the early 20's has been quite commendable. The stimulus for growth came mainly from the emphasis on development of agricultural sector and strengthening of the industrial sector. The 70's can be considered as the golden era as far as the pump industry in India is concerned.

During 1995-96 the pump industry grew by about 5%, but this growth was driven mostly by the booming industrial growth and urbanization caused by liberalization. During this period there was a shift in the proportion of pumps going to the different segments. The proportion of domestic user segment increased whereas the proportion of agricultural user segment decreased.

Indian pumps, catering to a range of sectors from agriculture to nuclear power generation, are expected to capture a bigger slice of the world market. With exports already reaching around 70 countries, the Indian pump industry is poised to register a faster growth rate than the global average.

"The Indian pump industry is set to grow at 6-7 percent over the next three years (against the 4 percent of the world pump market). The industry, now holding euro 500 million worth of global market share "is expected to grow at a rate faster than the world pump market growth, capturing a larger share of the market," states the Confederation of Indian Industry (CII). According to industry estimates, India produces around one million pumps of various kinds.

Indian pump manufacturers are able to meet most of the domestic market demand. India has today become a reliable, technically competent, competitive and enterprising outsourcing option for many multinational companies in industrial pumps

and systems. The growth story has emerged through technical collaborations and joint ventures that Indian companies have had with multinational majors. Technical know-how of global standard has thus been well absorbed.

In addition, various research institutes such as the Small Industries Testing and Research Centre (Si'Tarc) in Coimbatore, have developed energy-efficient designs for pumps to meet the norms of Indian standards. The Indian pump industry has an outstanding record of indigenous research and development in all three areas of technological intensities - from mass-produced pumps for agriculture to gigantic pumps for interlinking rivers, and pumps for critical services such as nuclear power generation. The Bureau of Indian Standards has developed 42 specifications for indigenous pumps. No other country has set specific norms for minimum efficiency.

ROLE OF INDIAN PUMP INDUSTRY IN THE GLOBAL MARKET

Globalization of Indian economy has brought forth the importance of notable features of the Indian pump industry in the global market. World pump market is estimated to be of the order of US\$ 36 billion by 2010 from its present (2006) level of about US\$ 27 billion.

The Indian pump industry is said to be presently of the order of Rs 3,500 crore, i.e. US\$700 million, which makes it to be about 2.5 per cent of the world pump market. More heartening is the fact that the Indian pump industry is increasing its share in the world pump market. Indian pumps are being exported already to 70- odd countries around the world, covering both the developed and developing countries. 'Made in India' brand is making forays into the global market with good credibility. This can be expected to happen increasingly and across many more countries around the world.

GROWTH PATTERN OF PUMPS INDUSTRY IN INDIA

As per the latest reports available, the global market for pumps will increase from US\$ 21.5 billion in 2005 to US\$ 28.3 billion in 2015, with an average compounded annual growth rate of 2.8 percent. The Indian pump industry is poised to register a faster growth rate than global average. The industry is set to grow at approximately increasing its share of global market from US\$ 0.625 billion in 2005 (2.9 percent of global market share) to US\$ 1.25 billion in 2015 (4.4 percent of global market share).

According to industry estimates, India produces 1.2 million pumps of various kinds. There are around 800 large, medium and small units producing pumps for sectors from agriculture to nuclear power generation. Indian pump manufacturers are able to meet most of the domestic market demand. Exports have registered an 11 percent growth in the last two years.

FUTURE TRENDS IN THE PUMPS SEGMENT

The Indian industry, at one point of time, was not very conscious about modernization and up gradation and was quite satisfied with its 'casual' approach. However, globalization, which has opened the doors of India to multinationals, coupled with growing concerns of pollution control, water and waste –water treatment, and demand for energy –efficient systems have changed the scenario completely. Pump manufacturers in India are continuously improving to enhance productivity, quality and service to customer. Good business planning therefore must include the engineering expertise that has made such business possible in the past and will without doubt continue to do so in the future. Looking at ten years now, the global pump industry through 2015 is on upswing - but only in specific market segments. The deep structural changes we see happening have only just begun. Skills and caliber of the Indian joint venture partner that the multinational company acquired the Indian company. Globalization of Indian economy offers to the world an array of outsourcing options for the global pump market.

1.3 ABOUT THE COMPANY

Founded in 1956, Texmo Industries have been at the forefront and been the pace setters in the electric motor and agricultural pump Industry since. Texmo, primarily started to serve the nascent textile motor market, and today has an annual turnover of over three billion INR, making it the market leader in India.



Employing over 1200 people Texmo has a wide network of company branches and dealers making it possible for customers to be able to make use of our products and services in every part of the company.

The goal is to make us as approachable as possible and to respond to customers as quickly as possible. In pursuit of these goals, we have installed flexible manufacturing systems and a wide variety of configurations and design platforms that can be shared by a family of products.

The product range has evolved from the goal that the farmer, no matter which part of the country he is in, has a suitable water pumping system available from Texmo industries.

The Group manufactures Bore well submersibles, Single phase domestic pumps & Single phase Jet pumps in the brand name "TEXMO" and Agricultural monoblocks, Open well submersibles and Electric motors in the brand name "TARO".



The commitment is to achieve **EXCELLENCE THROUGH QUALITY, TECHNOLOGY AND SERVICE.**

PRODUCT RANGE

Texmo is the leading manufacturer and exporter of the following product range:

- **Bore well Submersible Pumps**
- **Open well Submersible pumps**
- **Monoblocks**
- **Jet Pumps**
- **Electric Motors**

<p>Bore well Submersibles</p> <ul style="list-style-type: none"> • 3", 4" • 5", 6", 7", 8", 10" 	<p>Agricultural Monoblock Pumps</p> <ul style="list-style-type: none"> • AMH-AMS Series
<p>Single Phase Open Well Submersible Monoblock</p> <ul style="list-style-type: none"> • ASM SP Series 	<p>Open Well Submersible Pumps</p> <ul style="list-style-type: none"> • ASM, ASM N Series
<p>Single Phase Self Priming Monoblock Pumps</p> <ul style="list-style-type: none"> • DMS, DMS N Series • FRH Series • SCM 11 Series • AVRS,AVRE,AVM series 	<p>Vertical Open Well Submersible Pumps</p> <ul style="list-style-type: none"> • EAVM Series
	<p>High Pressure Vertical Multistage Pumps</p> <ul style="list-style-type: none"> • HCS SP Series
<p>Single Phase Centrifugal Monoblock Pumps</p> <ul style="list-style-type: none"> • HCS Series • CGH Series 	<p>Single Phase Centrifugal MonoBlock Pumps</p> <ul style="list-style-type: none"> • ACS Series
<p>Single phase jet centrifugal Monoblock pumps</p> <ul style="list-style-type: none"> • TVJ, THJ Series • TVJ 2S Series 	<p>Three Phase Self Priming Centrifugal Pumps</p> <ul style="list-style-type: none"> • SCM Series
<p>Electric Motors</p> <ul style="list-style-type: none"> • 1 Ø 0.5 & 1.0 HP 	<p>Electric Motors</p> <ul style="list-style-type: none"> • <u>1 Ø 1.5 & 2.0 HP</u> • 3 Ø 0.5 to 30.0 HP

PLANT

Our wide ranges of products are manufactured using state of the art machinery in three contained machine shops. Precision is built into every process and the products pass through

The products are designed for easy installation, low running costs, improved efficiency maintenance. Rigorous testing of products at every stage of manufacture ensures high enhanced life.

The AGM automating moulding line and the productions facilities at the foundry are fully Automated to ensure precision and consistency. This is an environmentally friendly, fully automated and sophisticated line.

Modern CNC machines and the Statomat automatic coil winding and Insertion machines are a few of the most modern productions systems, which match those in international manufacturing facilities.

THE QUALITY PHILOSOPHY

We are committed to manufacturing and supplying quality products and services that delight the customer through excellent performance and cost effectiveness. We strive to make 'Total Quality' an important tool for the employees to achieve consistent organizational growth. The objective of ultimate in quality and service drives the enterprise.

RESEARCH AND DEVELOPMENT

The state-of-the-art Texmo Technical Centre at Coimbatore employs qualified engineers backed by the latest CAD CAM workstations implementing product development to its finer details keeping in mind changing market needs and customer requirements. The Centre also trains mechanics for deployment at its 19 branches and over 2000-dealer network to provide timely, efficient after sales service.



CHAPTER-2

2.1 OBJECTIVES OF THE STUDY:

- To study the promotional effectiveness of the company.
- To analyse whether the demographic variables have an impact on the promotional strategy.
- To identify the way in which the customers get to know their promotional strategy.

2.2 SCOPE OF THE STUDY

- The study will throw light on the factors that determine the pump sets usage.
- It will help the firms to take remedial measures to remove such constraints in increasing the pump sets usage.
- To make the firms more and more efficient, that they must get the feedback as to whether their efforts had been really effective or not.
- It could aid the firms in making right decision relating to their marketing promotional strategies and improving their market share.

2.3 LIMITATIONS OF THE STUDY

- The study was limited to Coimbatore city.
- The period of the current research was limited to the period from February to April. Hence all the data and their temporal context would be limited to the above-mentioned period only.
- All data collected are generally limited by the method adapted. In the current research, the sole method of data collection being questionnaire, limits the data to the extent of data generation available through that method.

2.4 METHODOLOGY

- Universe
 - Coimbatore and Tirupur City
(both urban and rural areas)
- Sample Size
 - N=75
- Sampling Technique
 - Stratified random sampling
- Research Approach
 - Survey method
- Data collection
 - primary and secondary Data
- Data collection method
 - Questionnaire/Interview method
- Research
 - Descriptive
- Research method
 - SPSS, Chi-square, weighted score & Percentage analysis.

RESEARCH DESIGN

Research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research questions and to control variance. A research design is the specification of methods and procedures for acquiring the information needed to structure or reduce the problems. It is an overall operational pattern or framework of the project that stipulates what information is to be collected, from which sources, by what procedures.

RESEARCH TYPE

DESCRIPTIVE RESEARCH

Descriptive research studies are conducted when the characteristic of certain groups are to be described. It deals with determining the frequency with which something occurs or determining the relationship between two or more variables. It includes survey and fact-finding enquires of different kinds. The major purpose of descriptive research is description of the state of affair, as it exists at present. The main feature of this is that the researcher has no control over variable; it can only report what has happened or what is happening. It seeks to describe something. This type of research is a highly structured and rigid in its approach to data collection.

RESEARCH METHOD

The accuracy of the research study is enhanced by the use of statistical tools. SPSS is used for analyzing the data collected. It helps in clear interpretation of quantitative and qualitative information, in a way that is understandable. The study uses chi-square analysis and weighted score analysis. Percentage analysis are also used to interpret some data.

SAMPLE DESIGN

SAMPLE SIZE

The sample size for this study is N= 75 samples.

SAMPLING TECHNIQUE

In this study probability sampling technique has been used.

PROBABILITY SAMPLING

In a probability or random sample, we know what the chances are that an element of the population will or will not be included in the sample.

The probability/random sampling method used in this research is stratified random sampling.

STRATIFIED RANDOM SAMPLING

To use stratified sampling, we divide the population into relatively homogeneous groups called strata. Then we use one of two approaches. Either we select at random from each stratum a specified number of elements corresponding to the proportion of that stratum in the population as a whole or we draw an equal number of elements from each stratum and give weight to the results according to the stratum's proportion of total population. With either approach, stratified sampling guarantees that every element in the population has a chance of being selected.

DATA COLLECTION METHOD

The data collection method used in this study is the questionnaire method. A questionnaire consists of a set of questions presented to the respondents for their answer.

2.5 REVIEW OF LITERATURE

¹ This paper proposes a new approach to measuring the effectiveness of consumer promotions, enabled by individual customer information collected via loyalty cards. The paper begins by discussing the complexity associated with measuring promotional effectiveness and the limits of current methodologies, then sets out to demonstrate that a customer-focused approach to promotion measurement.

² The industrial pump manufacturing cluster in Tamil Nadu's Coimbatore district has undergone a qualitative transformation under liberalisation. This survey study highlights changes in terms of economic performance; inter-firm linkages; subcontracting networks; commercial links; cooperation and competition between firms and the influence of local institutions. Most changes have resulted from macro-policy changes at a higher level.

³ China can produce a wide range of small irrigation equipment.. Among the small irrigation equipment produced by China at present, the major products are water pumps, small motive machinery, pipelines, sprinkler and drip irrigation equipment. China has also produced some special equipment, for example, water-turbine pumps. In China, the framework of market economic structure has been initially shaped. The market has already played the major role in regulating most of the industrial products. In China, many enterprises produce irrigation and drainage equipment. Product prices are usually reduced to attract users, to compete for market share and expand sales. Consequently, product prices and factory profits decline. This decline is favourable for farmers.

¹Cristina Ziliani "Target promotions" senior research associate, Università degli Studi di Parma, Italy, 20th October, 2005

² Coimbatore Pump Manufacturers and Liberalisation, by P. Mohanan Pillai © 2000 Economic and Political Weekly.

³ Zhou Weiping, *China Irrigation and Drainage Corp., Ministry of Water Resources, Beijing, People's Republic of China*

⁴ The optimization of a photovoltaic pumping system based on an induction motor driven pump that is powered by a solar array is presented in this paper. The motor-pump subsystem is analyzed from the point of view of optimizing the power requirement of the induction motor, which has led to an optimum u-f relationship useful in controlling the motor. The complete pumping system is implemented using a dc-dc converter, a three-phase inverter, and an induction motor-pump set. The dc-dc converter is used as a power conditioner and its duty cycle is controlled so as to match the load to the array. A microprocessor-based controller is used to carry out the load-matching.

⁵ Low price of irrigation equipment does not only reflect low costs but is partly a result of factories sacrificing their profits to be more competitive. Under circumstances of low prices, factories have to reduce production costs if they still want to secure some profits. Factories must, therefore, effect economies of scale. Most of the enterprises producing irrigation equipment in China are small to medium sized. Enterprises are increasingly becoming more aware of the importance of alliances and economies of scales and are therefore encouraging intensified development. This intensified development is important for the reduction of irrigation equipment prices.

⁶ We survey progress over the past 25 years in the development of microscale devices for pumping fluids. We attempt to provide both a reference for micropump researchers and a resource for those outside the field who wish to identify the best micropump for a particular application. Reciprocating displacement micropumps have been the subject of extensive research in both academia and the private sector and have been produced with a wide range of actuators, valve configurations and materials.

⁴ Bhat, S. R. Pittet, Andre Sonde, B. S., Centre for Electronics Design and Technology (CEDT), Indian Institute of Science, Bangalore, 560 012 India.

⁵ Zhou Weiping, China Irrigation and Drainage Corp., Ministry of Water Resources, Beijing, People's Republic of China

⁶ D J Laser and J G Santiago Department of Mechanical Engineering, Stanford University, Stanford, CA 94305, USA

CHAPTER-3

3.1 ANALYSIS AND INTERPRETATION

Table 3.1.1 Shows Classification of Respondents Based on Age

Age group (yrs)	Frequency	Percent	Valid Percent	Cumulative Percent
<30	7	9.3	9.3	9.3
31-40	16	21.3	21.3	30.7
41-50	30	40	40	70.7
>50	22	29.3	29.3	100
Total	75	100	100	

INTERPRETATION

The respondents were classified into five age groups as shown in TABLE 3.1.1, 9.33% of respondents belonged to the age group between <30, 21.3% of respondents belonged to the age group between 31 to 40, 40% of respondents belonged to the age group between 41 to 50, 21.3% of respondents belonged to the age group above 50.

The major respondents are under the age group of 41-50 because they got enough experience with the use of pumpsets.

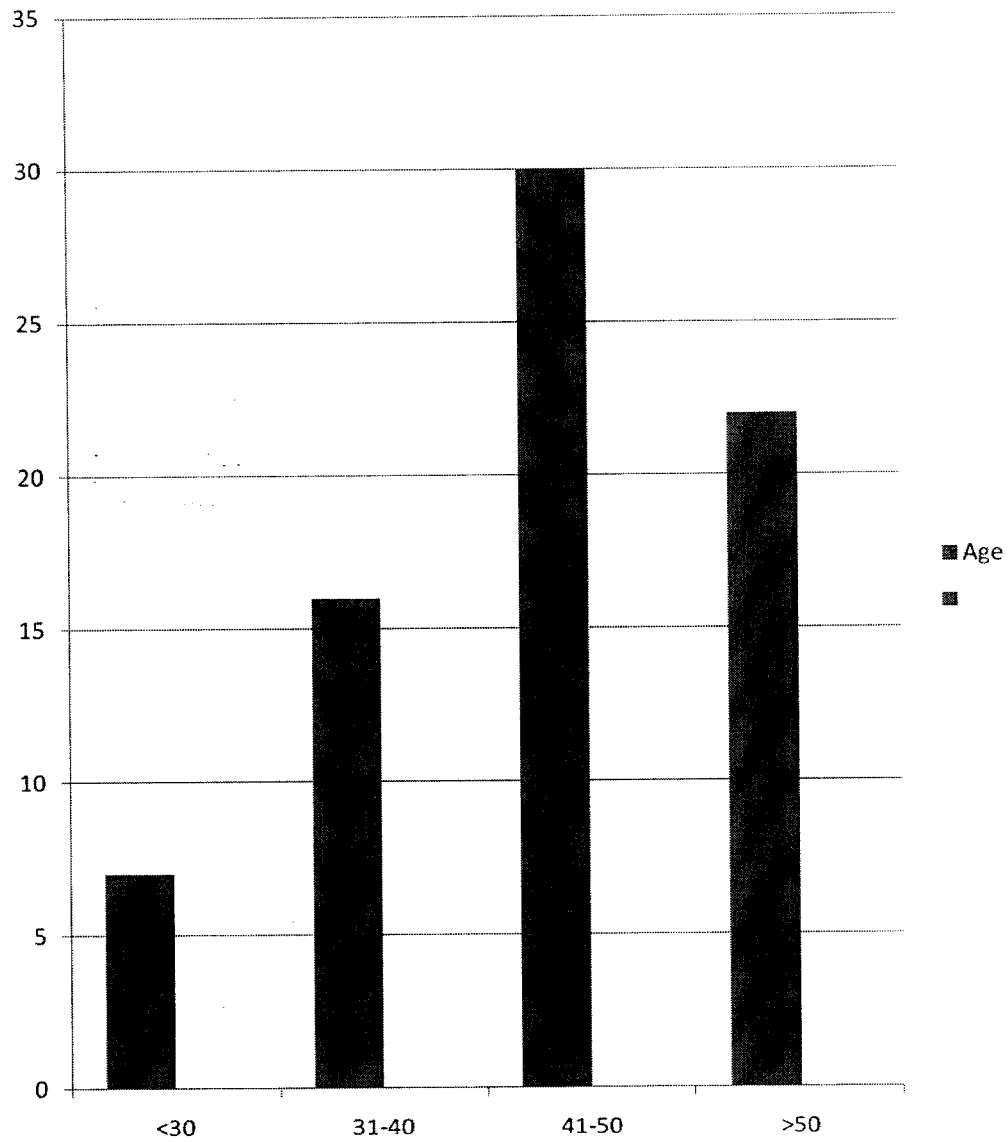


Fig 3.1.1 shows Classification of Respondents Based on Age

Table 3.1.2 Shows Classification of Respondents based on the type of pumps & motors they used

Type of pumps & motors	Frequency	Percent	Valid Percent	Cumulative Percent
Submersible	28	37.3	37.3	37.3
Monoblock	34	45.3	45.3	82.7
self priming	13	17.3	17.3	100
Total	75	100	100	

INTERPRETATION

The respondents were classified on the basis of the type of pump set used as shown in table 3.1.2. 37.3% of respondents are using submersible pumps, 45.3% of respondents are using monoblock and 17.3% of respondents are using self priming. Majority of respondents are based on monoblock type of motors than submersible pumps because it helps in all the three agriculture, domestic and commercial sectors.

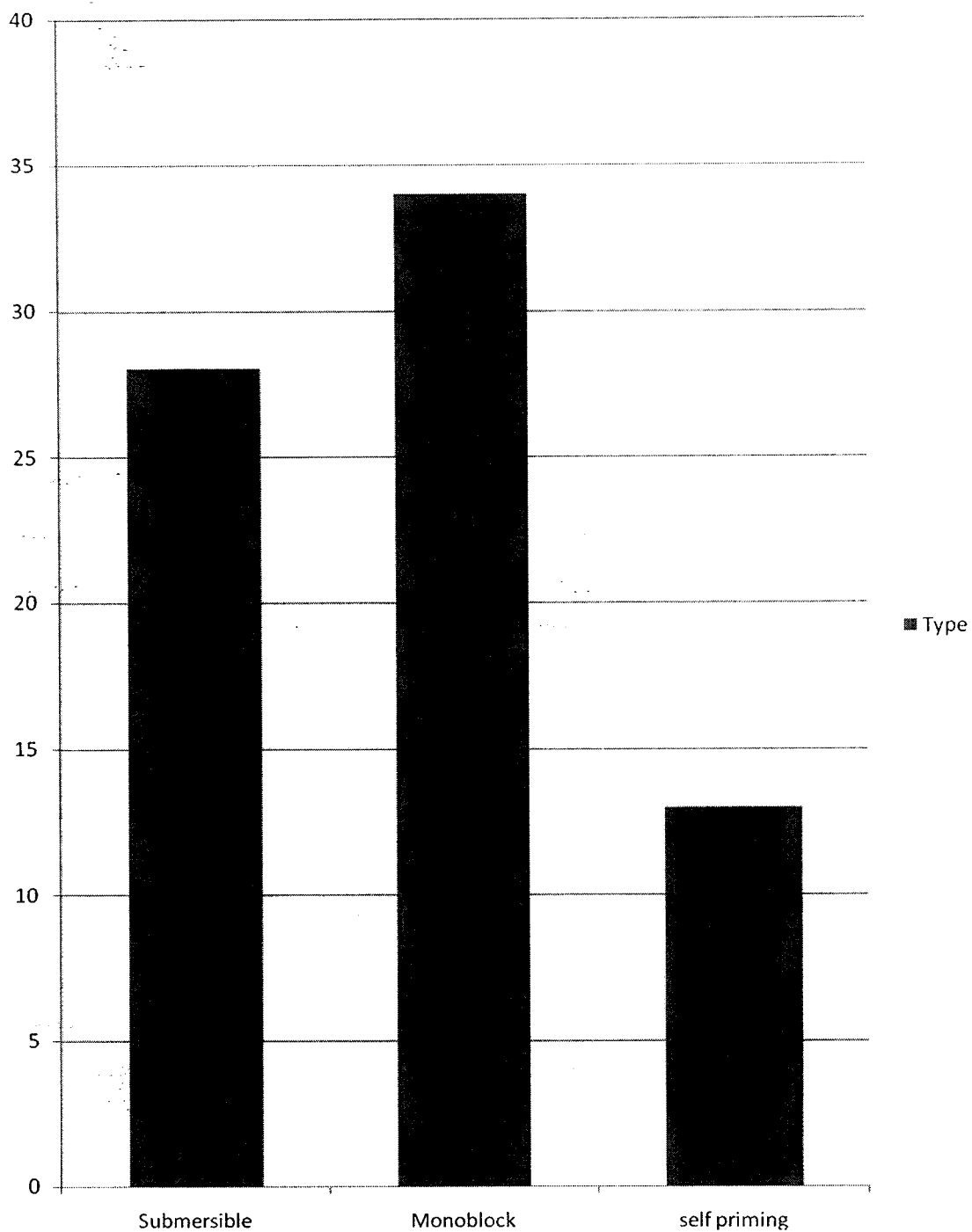


Fig 3.1.2 Shows Classification of Respondents based on the type of pumps & motors they used.

Table 3.1.3 Shows Classification of Respondents based on their purchasing decision

Purchase decision	Frequency	Percent	Valid Percent	Cumulative Percent
Dealers	2	2.7	2.7	2.7
Mechanics	2	2.7	2.7	5.3
Relatives	24	32	32	37.3
Friends	5	6.7	6.7	44
Actual users	14	18.7	18.7	62.7
Advertisement	28	37.3	37.3	100
Total	75	100	100	

INTERPRETATION

The respondents were classified on the basis of purchase decision as shown in table 3.1.3. 2.7% of respondents go with dealers suggestions, 2.7% of respondents go with mechanics suggestions, 32% of respondents go with relatives suggestions, 6.7% of respondents go with friends suggestions, 18.7% of respondents go with actual users suggestions, 37.3% of respondents do purchases after seeing advertisements. The major respondents prefer advertisement for taking purchase decision, hence the company can concentrate more on advertisement to increase their sales promotion.

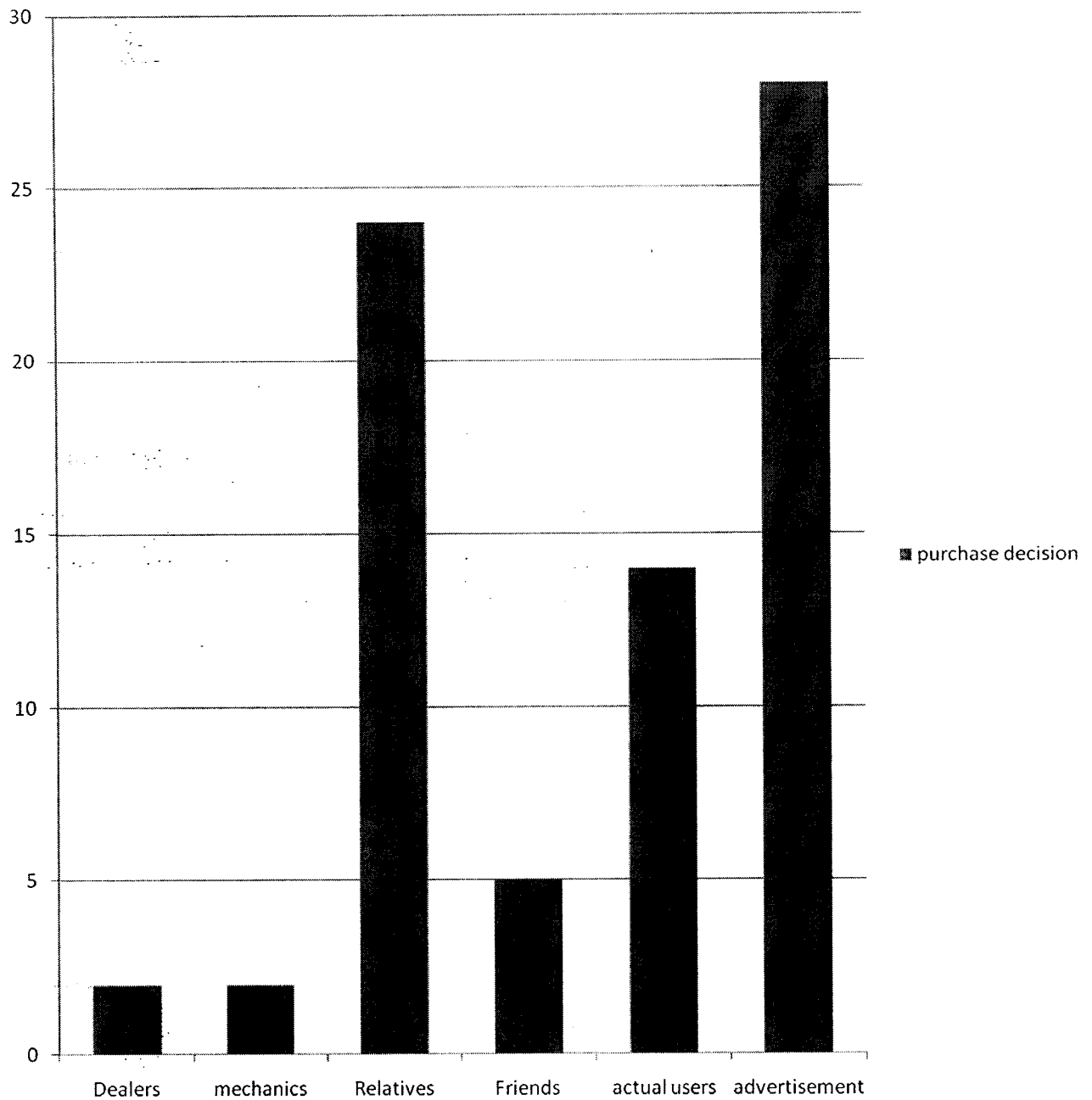


Fig 3.1.3 Shows Classification of Respondents based on their purchasing decisions.

Table 3.1.4 Shows Classification of Respondents based on their approchers of service providers

Service	Frequency	Percent	Valid Percent	Cumulative Percent
Dealers	53	70.7	70.7	70.7
Mechanics	19	25.3	25.3	96
Company	2	2.7	2.7	98.7
Others	1	1.3	1.3	100
Total	75	100	100	

INTERPRETATION

The respondents were classified on the basis of whom they approach to service their pumps as shown in table 3.1.4. 70.7% of respondents are approaching the dealers for service, 25.3 % of respondents are approaching the mechanics for service, 2.7% of respondents are approaching the company for service, 1.3% of respondents approaching others for service. Majority of respondents prefer dealers to service their pumps rather than mechanics, so the company may concentrate more on customer service through its dealers.

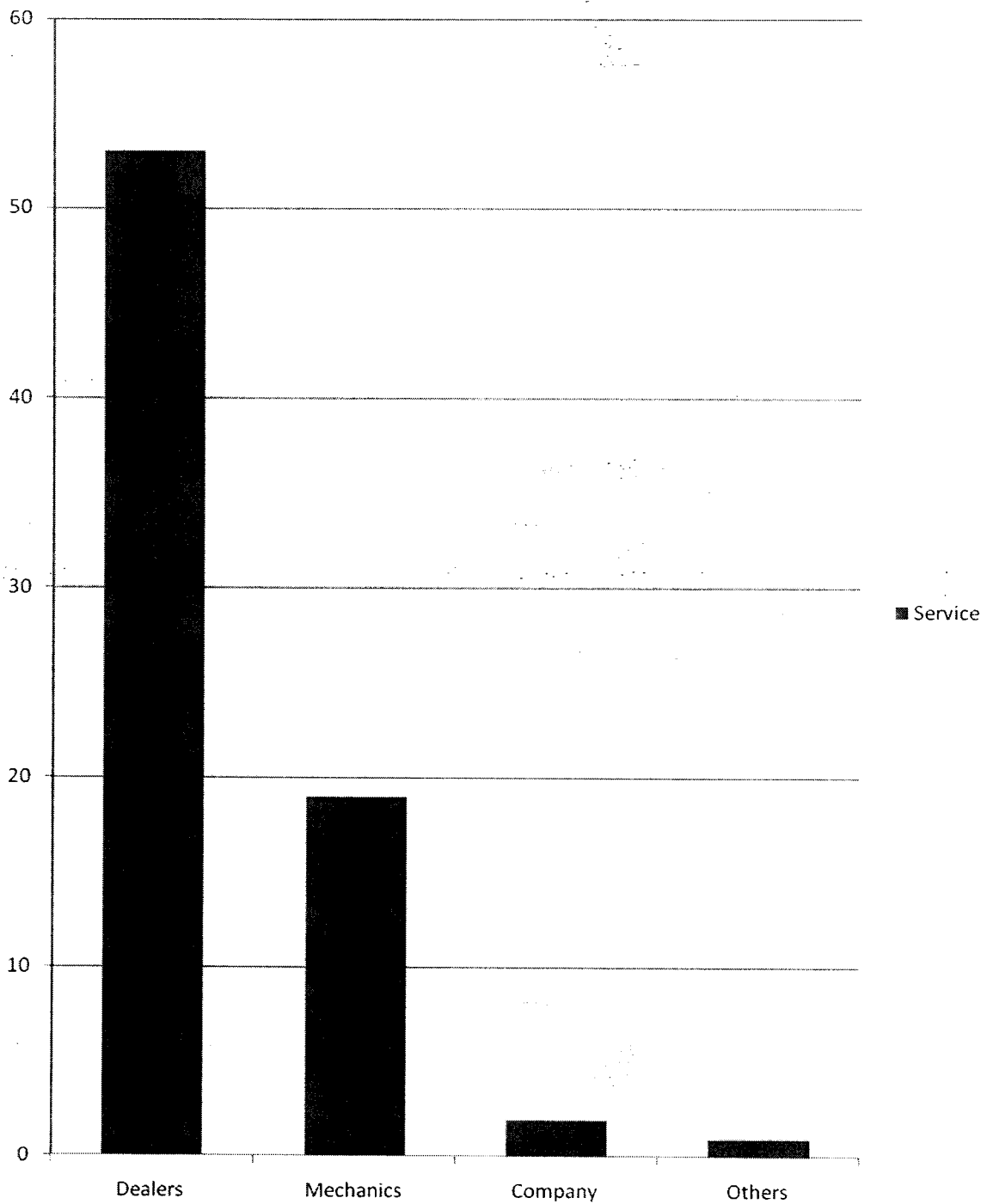


Fig 3.1.4 Shows Classification of Respondents based on their approaches of service providers

Table 3.1.5 Shows Classification of Respondents based on their preference of Newspapers

Newspaper	Frequency	Percent	Valid Percent	Cumulative Percent
Hindu	14	18.7	18.7	18.7
Indian express	5	6.7	6.7	25.3
Dinamalar	20	26.7	26.7	52
Dinathanthi	22	29.3	29.3	81.3
Dinakaran	10	13.3	13.3	94.7
Dinamani	4	5.3	5.3	100
Total	75	100	100	

INTERPRETATION

The respondents were classified on the basis of the newspaper read as shown in table 3.1.5. 22. 18.7% of respondents are reading Hindu, 6.7% of respondents are reading Indian Express, 26.7% are reading Dinamalar, 29.3% of respondents are reading Dinathanthi and 13.3% of respondents are reading Dinakaran and 5.3% of respondents are reading dinamani. If company advertise much on dinathanthi, they can increase their sales, since majority of the respondents are reading are reading dinathanthi newspaper.

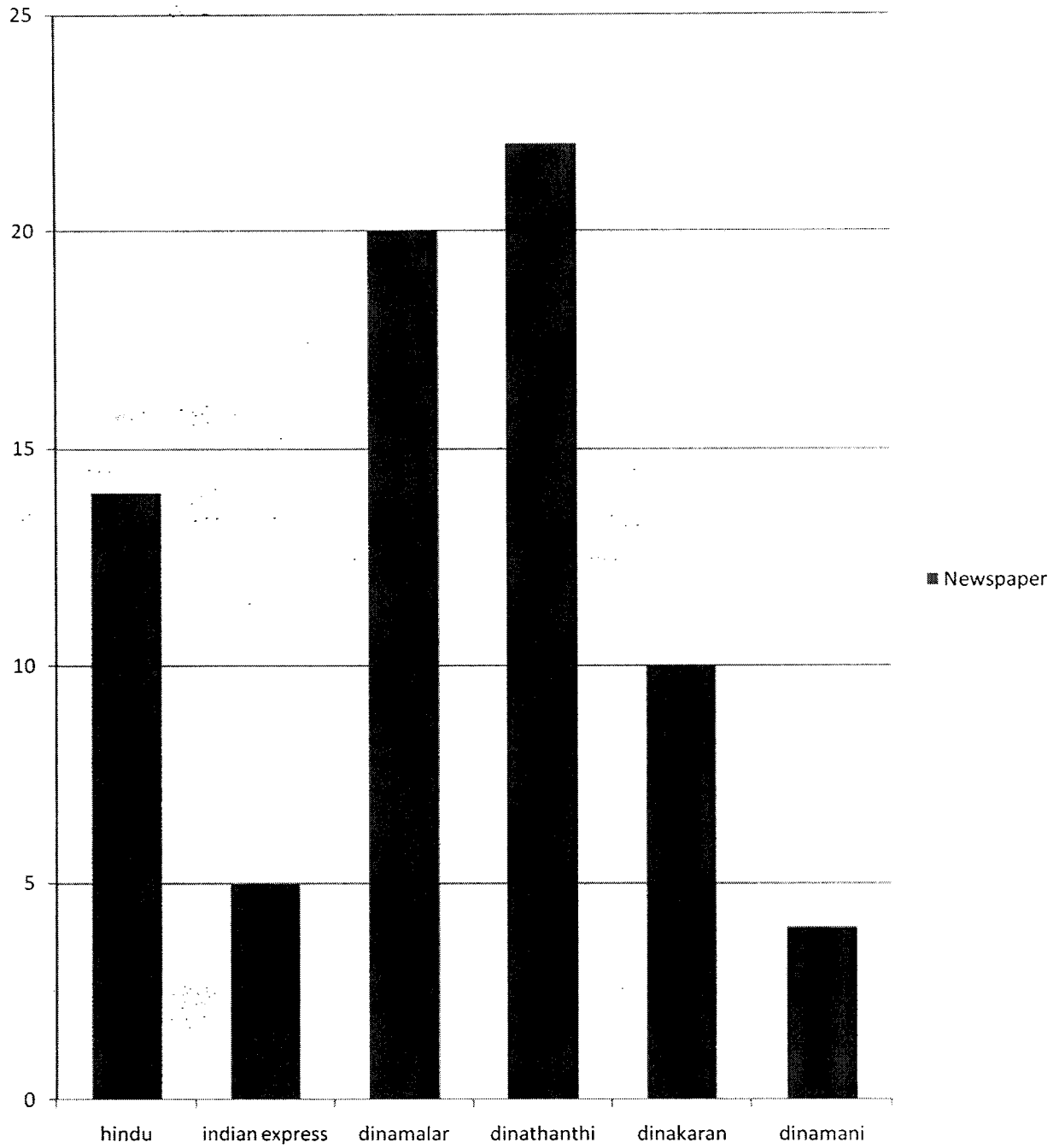


Fig 3.1.5 Shows Classification of Respondents based on their preference of Newspapers

Table 3.1.6 Shows Classification of Respondents based on their preference of Television channels

Television	Frequency	Percent	Valid Percent	Cumulative Percent
Doordharshan	5	6.7	6.7	6.7
Sun tv	43	57.3	57.3	64
Jaya tv	1	1.3	1.3	65.3
Kalaingar tv	13	17.3	17.3	82.7
Raj tv	3	4	4	86.7
Vijay tv	10	13.3	13.3	100
Total	75	100	100	

INTERPRETATION

The respondents were classified on the basis of the television as shown in table 3.1.6. 6.7% of respondents are watching doordharshan, 57.3% of respondents are watching sun tv, 1.3% of respondents are watching jaya tv, 17.3% of respondents are watching kalaingar tv, 4% of respondents are watching Raj tv, 13.3% of respondents are watching vijay tv. Majority of respondents are seeing sun tv, if the company advertise much on sun tv, the company can see major break through

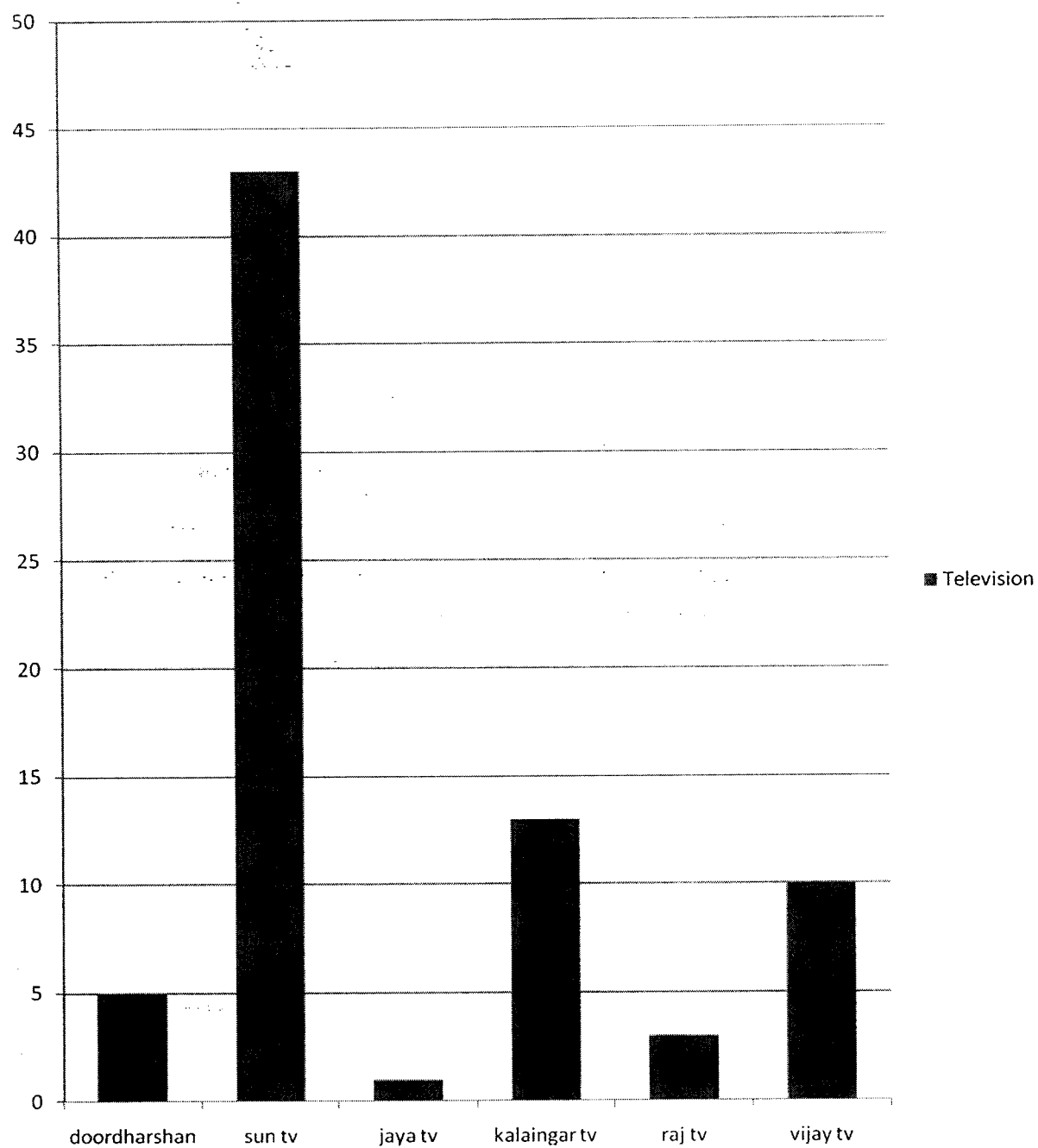


Fig 3.1.6 Shows Classification of Respondents based on their preference of Television channels

TABLE 3.1.7 SHOWS CLASSIFICATION OF RESPONDENDS BASED ON THEIR PREFERENCE OF RADIO CHANNELS

Radio	Frequency	Percent	Valid Percent	Cumulative Percent
Surian FM	34	45.3	45.3	45.3
Rainbow FM	1	1.3	1.3	46.6
Mirchi FM	16	21.3	21.3	67.9
Kodai FM	3	4	4	71.9
Radio city	8	10.7	10.7	82.6
Not listen Radio	13	17.3	17.3	100
TOTAL	75	100	100	

INTERPRETATION

The respondents were classified on the basis of the radio as shown in the table 3.1.7. 45.3% of respondents are listening surian fm, 1.3% of respondents are listening rainbow fm, 21.3% of respondents are listening mirchi fm, 4% of respondents are listening kodai fm, 10.7% of respondents are listening radio city fm, 17.3% of respondents are never listening radio. Majority of respondents are listening to suriyan fm, if company advertise in suriyan fm, many of them will come to about the company product through this awareness will be created.

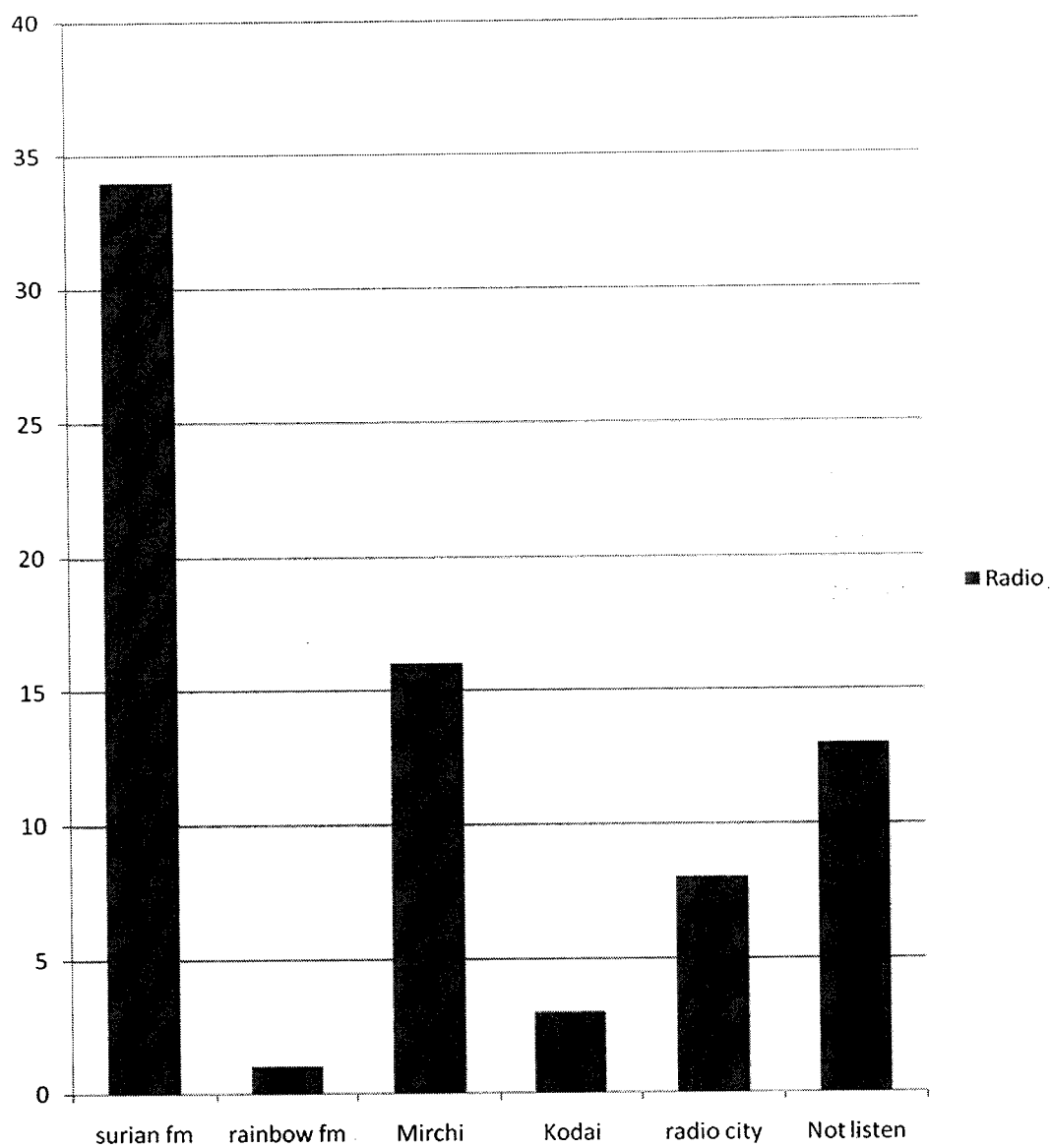


Fig 3.1.7 SHOWS CLASSIFICATION OF RESPONDENTS BASED ON THEIR PREFERENCE OF RADIO CHANNELS

TABLE 3.1.8. SHOWS CLASSIFICATION OF RESPONDENTS BASED ON THEIR PERCEPTION ON TEXMO COMPANY PRODUCTS

Perception	Frequency	Percent	Valid Percent	Cumulative Percent
quality pump	39	52	52	52
new tech pump	7	9.3	9.3	61.3
high price	19	25.3	25.3	86.7
low price	4	5.3	5.3	92
no idea	6	8	8	100
Total	75	100	100	

INTERPRETATION

The respondents were classified on the basis of the Perception as shown in the table 3.1.8. 52% of respondents feel it's a quality pump, 9.3% of respondents feel it's a new technology pump, 25.3% of respondents feel it's a high price pump, 5.3% of respondents feel it's a low price pump and 8% of respondents didn't know about the pump. Majority of respondents are based up on quality pumps, if the company concentrate on quality, they can increase their sales.

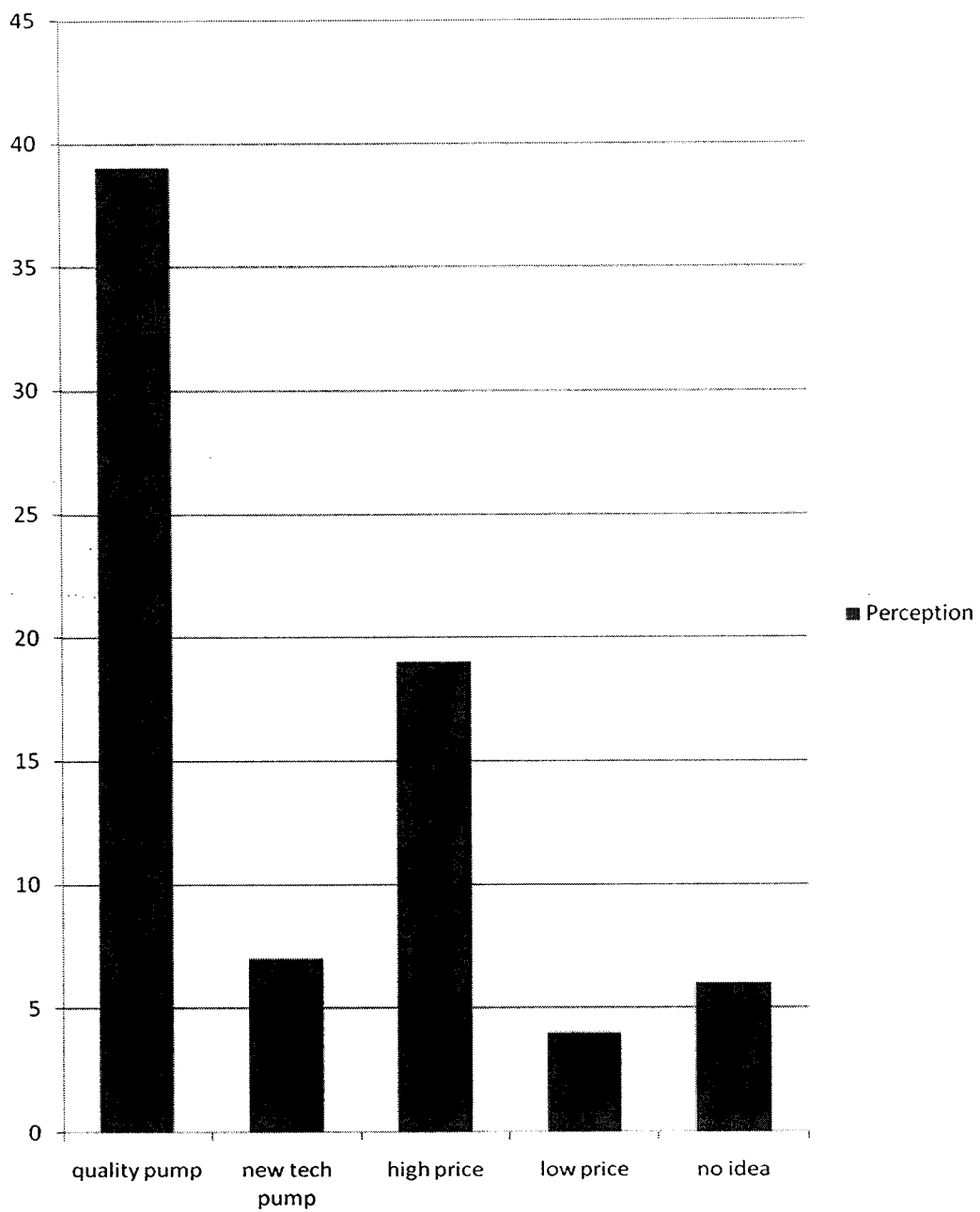


FIG 3.1.8 SHOWS CLASSIFICATION OF RESPONDENTS BASED ON THEIR PERCEPTION ON TEXMO COMPANY PRODUCTS

TABLE 3.1.9 SHOWS THE ASSOCIATION BETWEEN THE EDUCATION AND PERCEPTION OF RESPONDENTS

Education	Perception				
	quality pump	new technology pump	high price	low price	no idea
Hsc	7	1	5	1	0
graduate/diploma	15	2	7	1	2
Professional	11	2	2	1	1
Others	6	2	5	1	3
Total	39	7	19	4	6

1. Hypothesis

Null Hypothesis (H_0) : There is no association between the education and perception of customers

Alternate Hypothesis (H_1): There is an association between the education and perception of customers

2. Statistical Test : Chi-Square Test of Independence

3. Level of Significance : 0.05

4. Degrees of Freedom : 12

5. Calculated Value χ^2 : 7.302

6. Critical Value : 21.02 at 5% Level of Significance with 9 Degrees of Freedom

7. Interpretation:

Since the calculated value is lesser than tabulated value, the Null Hypothesis is accepted. Therefore, there is no association between the education and perception of customers.

TABLE 3.1.10 SHOWS THE ASSOCIATION BETWEEN THE AGE AND PERCEPTION OF RESPONDENTS

Age	Perception				
	quality pump	new technology pump	high price	low price	no idea
<30	4	1	2	0	0
31-40	6	3	5	1	1
41-50	21	0	7	0	2
>50	8	3	5	3	3
Total	39	7	19	4	6

1. Hypothesis

Null Hypothesis (H_0) : There is no association between the Age and perception.

Alternate Hypothesis (H_1) : There is an association between the age and perception.

2. Statistical Test : Chi-Square Test of Independence

3. Level of Significance : 0.05

4. Degrees of Freedom : 12

5. Calculated Value χ^2 : 25.287

6. Critical Value : 21.02 at 5% Level of Significance with 12 Degrees of Freedom

7. Interpretation:

Since the calculated value is greater than tabulated value, the Null Hypothesis is rejected. Therefore, there is an association between the age and perception.

TABLE 3.1.11 SHOWS THE ASSOCIATION BETWEEN THE ANNUAL INCOME AND PERCEPTION OF RESPONDENTS

income	Perception				
	quality pump	new technology pump	high price	low price	no idea
<1lakh	5	0	13	1	1
1-2lakh	20	3	3	0	3
2-4lakh	12	2	3	2	1
>4lakh	2	2	0	1	1
Total	39	7	19	4	6

1. Hypothesis

Null Hypothesis (H_0) : There is no association between the annual income and Perception of customers.

Alternate Hypothesis (H_1) : There is an association between the annual income and Perception of customers.

2. Statistical Test : Chi-Square Test of Independence

3. Level of Significance : 0.05

4. Degrees of Freedom : 12

5. Calculated Value χ^2 : 33.050

6. Critical Value : 21.02 at 5% Level of Significance with 9 Degrees of Freedom

7. Interpretation:

Since the calculated value is greater than tabulated value, the Null Hypothesis is rejected. Therefore, there is an association between the annual income and Perception of customer.

TABLE 3.1.12 SHOWS THE ASSOCIATION BETWEEN THE OCCUPATION AND PERCEPTION OF RESPONDENTS

Occupation	Perception				
	quality pump	new technology pump	high price	low price	no idea
Agriculture	9	2	10	2	2
Domestic	17	1	6	0	1
Commercial	13	4	3	2	3
Total	39	7	19	4	6

1. Hypothesis

Null Hypothesis (H_0) : There is no association between the occupation and the perception.

Alternate Hypothesis (H_1): There is an association between the occupation and the perception.

2. Statistical Test : Chi-Square Test of Independence

3. Level of Significance : 0.05

4. Degrees of Freedom : 8

5. Calculated Value χ^2 : 11.356

6. Critical Value : 15.50 at 5% Level of Significance with 9 Degrees of Freedom

7. Interpretation:

Since the calculated value is lesser than tabulated value, the Null Hypothesis is accepted. Therefore, there is no association between the occupation and the perception.

TABLE 3.1.13 SHOWS THE ASSOCIATION BETWEEN THE TYPE OF PUMPS & MOTORS THEY USED AND THEIR OCCUPATION

occupation	Type of pumps & motors		
	submersible	monoblock	self priming
agriculture	15	10	0
domestic	3	13	9
commercial	10	11	4
Total	28	34	13

1. Hypothesis

Null Hypothesis (H_0) : There is no association between the occupation and type..

Alternate Hypothesis (H_1) : There is an association between the occupation and type..

2. Statistical Test : Chi-Square Test of Independence

3. Level of Significance : 0.05

4. Degrees of Freedom : 4

5. Calculated Value χ^2 : 17.582

6. Critical Value : 9.488 at 5% Level of Significance with 9 Degrees of Freedom

7. Interpretation:

Since the calculated value is greater than tabulated value, the Null Hypothesis is rejected. Therefore, there is an association between the occupation and type.

TABLE 3.1.14 SHOWS CONSOLIDATED CHI-SQUARE TABLE:

FACTORS	DEGREES OF FREEDOM	CHI-SQUARE VALUE	TABLE VALUE	HYPOTHESIS
EDUCATION & PERCEPTION TOWARDS PUMPSETS	12	7.302	21.02	ACCEPTED
AGE & PERCEPTION TOWARDS PUMPSETS	12	25.287	21.02	REJECTED
INCOME & PERCEPTION TOWARDS PUMPSETS	12	33.050	21.02	REJECTED
OCCUPATION & PERCEPTION TOWARDS PUMPSETS	8	11.356	15.50	ACCEPTED
OCCUPATION AND TYPE OF PUMPSET USING	4	17.582	9.488	REJECTED

INTERPRETATION

From the above table it is concluded that for the factors there is an association between education & perception towards pumpsets and occupation & perception towards pumpsets since the table value is higher than the chi-square value. it is also inferred that for other factors hypothesis is rejected since table value is less than chi-square value.

TABLE 3.1.15 SHOWS WEIGTED SCORE ANALYSIS TABLE AS PER THE FREQUENCY OF ADVERTISEMENT OF THE COMPANIES

S.NO	NAME OF THE COMPANY	WEIGHTED SCORE	RANK
A.	Texmo	399	1
B.	Ideal	252	6
C.	Sharp	294	4
D.	CRI	315	3
E.	Suguna	357	2
F.	Deccan	273	5
G.	Other pumpsets	210	7

INTERPRETATION

From the above table it is interpreted that the first rank is taken up by the item TEXMO with a weighted score of 399, the second rank is taken up by the item SUGUNA with a weighted score of 357, the third rank is taken by the item CRI with a weighted score of 315 and the fourth rank is taken by the item SHARP with a weighted score of 294, the fifth rank is taken by the item DECCAN with a weighted score of 273, the sixth rank is taken by the item IDEAL with a weighted score of 252 and the seventh rank is taken by the item other pumpsets with a weighted score of 210. Texmo ranks top among all other pumps & motor companies because of high quality, new technology. If they promote their products and advertise properly they can retain their position, otherwise the competitors will capture the market, because there are more competitors in the market.

TABLE 3.1.16 SHOWS WEIGTED SCORE ANALYSIS TABLE AS PER THE IMPORTANT FACTORS FOR SELECTING A PUMP SET

S.NO	FACTORS	WEIGHTED SCORE	RANK
A.	Price	188	2
B.	Quality	262	1
C.	Durability	165	3
D.	Brand value	135	4

INTERPRETATION

From the above table it is interpreted that the first rank is taken up by the item quality with a weighted score of 262, the second rank is taken up by the item price with a weighted score of 188, the third rank is taken by the item durability with a weighted score of 165 and the fourth rank is taken by the item brand value with a weighted score of 135. Hence these four factors are considered more important while selecting a pump set. Therefore it can be inferred that the organization can focus and give more importance to these four factors, by producing quality, branded and durable pumps at valuable price.

CHAPTER-4

4.1 FINDINGS AND INFERENCES

The Overall findings and inferences on this study is mentioned below:

The chi square test performed implies that

- ❖ There is no association between the education and perception of respondents.
- ❖ There is an association between the age and perception of the respondents.
- ❖ There is an association between the annual income and perception of the respondents.
- ❖ There is no association between the occupation and the perception of the respondents.
- ❖ There is an association between the occupation and the type of pumps and motors used by the respondents.

From the survey on the promotional strategy by using simple percent analysis it is found that

- The major respondents are under the age group of 41-50 because they got enough experience with the use of pumpsets.
- Majority of respondents are based on monoblock type of motors than submersible pumps because it helps in all the three agriculture, domestic and commercial sectors.
- The major respondents are prefer advertisement for taking purchase decision, hence the company can concentrate more on advertisement to increase their sales promotion.
- If company advertise much on dinathanthi, they can increase their sales, since majority of the respondents are reading are reading dinathanthi newspaper.
- Majority of respondents are seeing sun tv, if the company advertise much on sun tv, the company can see major break through.

- Majority of respondents are listening to suriyan fm, if company advertise in suriyan fm, many of them will come to about the company product through this awareness will be created.
- Majority of respondents are based up on quality pumps, if the company concentrate on quality, they can increase their sales.
- Majority of respondents prefer dealers to service their pumps rather than mechanics, so the company may concentrate more on customer service through its dealers.
- Texmo ranks top among all other pumps & motor companies because of high quality,new technology. If they promote their products and advertise properly they can retain their position, otherwise the competitors will capture the market, because there are more competitors in the market.
- Therefore it can be inferred that the organization can focus and give more importance to these four factors, by producing quality,branded and durable pumps at valuable price.

4.2. SUGGESTIONS

- The firm can concentrate more on its recent technology, at a valuable price.
- The customers mostly prefer the media newspaper and television than the radio. Hence the firm can concentrate in these media to advertise their product.
- Since the customers are approaching the dealers for their service facilities, the firm can promote more activities in view with the dealers.
- Majority of respondents prefer dealers to service their pumps rather than mechanics, so the company may concentrate more on customer service through its dealers.
- Based on the advertisements, the customer decides to purchase the product. So the company concentrates mainly on advertisements to market their product.

4.3. CONCLUSION

This study helps the firm to know about the status of their promotional strategies. From the analysis the company can go for better promotional strategy for their products. It is finally concluded that the company can focus on having a better promotional strategy and in order to improve its position it can concentrate on the above suggestions.

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APPENDIX
INTERVIEW/QUESTIONNAIRE

1.Name of the person :

2.Age :

- a. less than 30 b. 31-40 c. 41-50 d. above 50

3.Education:

- a. HSC b. Graduate/Diploma c. Professional d. Others

4.Do you use pump sets/motors. If yes, for what purpose?

- ↑ a. Agriculture b. Domestic c. Commercial

5.Annual income:

- a. <1lakh b. 1-2lakh c. 2-4lakh d. >4lakh

6.Do you read Newspapers? ↑Yes ↑No

If yes , specify which often do you read

- | ↑ English | ↑ Tamil |
|---|--|
| a) ↑Hindu <input type="checkbox"/> | c) ↑Dinamalar <input type="checkbox"/> |
| b) ↑Indian express <input type="checkbox"/> | d) ↑Dinathanthi <input type="checkbox"/> |
| g) Others..... | e) ↑Dinakaran <input type="checkbox"/> |
| | f) ↑Dinamani <input type="checkbox"/> |

7. Do you listen to radio? Yes No

If yes, specify which often do you watch

- a) Suriyan FM b) Rainbow FM
 c) Mirchi d) Kodai e) Radio city

8. At what time do you listen to radio?

- a) Morning b) Afternoon d) Evening c) Night

9. Do you watch television? Yes No

If yes, specify which often do you watch

- a) Doordharshan TV b) Sun TV c) Jaya TV
 d) Kalaingar TV e) Raj TV f) Vijay TV
 g) Others, plz specify

10. Rank the pumpset companies as per the frequency of the advertisements that you come across?

S.NO	NAME OF THE COMPANY	RANK
A.	Texmo	
B.	Ideal	
C.	Sharp	
D.	CRI	
E.	Suguna	
F.	Deccan	
G.	Other pumpsets	

11. What is your perception towards texmo industries pumpsets ?

- a. Quality pump b. New technology pump c. High price
 d. Low price e. No idea

12. Rank the following factors that you would consider before purchasing a pump/motors?

S.NO	FACTORS	RANK
A.	Price	
B.	Quality	
C.	Durability	
D.	Brand value	

13. From whom did you collect the information regarding pump / motor before purchasing?

- a. Dealers b. Mechanics c. Relatives
 d. Friends e. Actual users f. Advertisement

14. What is the type of pump set you are using?

- a. Submersible b. Monoblock c. self priming

15. How long you have been using the pump set?

- a. <1 year b. 1-5 years c. >5 years

16. To whom do you approach to service your pumpsets?

- a. Dealers b. Mechanics c. Company d. others